



MIDDLEBY
RESIDENTIAL

VIKING | A CORNUE | LYNX | MARVEL | AGA | ēVO | U-LINE

Invites You
to

BECOME A MVIP

EARN REWARDS AND GIFT CARDS

WHO IS ELIGIBLE? { Any independent kitchen designer or architect that specifies but doesn't sell Middleby Residential products directly to the consumer. }

HOW TO BECOME A MVIP? { Visit middlebyresidential.com/mvip, sign up, become an approved MVIP, get ready to earn! }

EARNING POINTS IS SIMPLE!

Get rewarded by specifying Middleby Residential luxury portfolio products. Upload images of receipts and earn 1 point for every dollar specified.



SPECIFY MIDDLEBY PRODUCTS

Approved designers can share their love of Middleby products and be rewarded



UPLOAD RECEIPTS

Submit copy of your quote, along with copy of the Dealer's invoice with the total amount claimed



EARN CASH BACK

Designers can earn 3% cash back to be redeemed in gift cards to places like Amazon, Starbucks & Target

Earn additional points by interacting with Middleby Residential

Redeem points for 3% cash back to places you love to shop at!



Refer other designers to join MVIP



Follow us on social media



Upload final photos of your designs



west elm

POTTERY BARN



TARGET



MORTON'S THE STEAKHOUSE

NORDSTROM

VISA

TIER BENEFITS

	DESIGNER	PREMIERE	ELITE	NOIR
Annual Birthday Bonus	•	•	•	•
Redeemable Points for 3% Cash Back on Gift Cards	•	•	•	•
Percentage Off Personal Use Purchases	•	•	•	•
Quarterly Peak Points Bonus (2x Points)		•	•	•
Early Access to Product Previews			•	•
Annual Anniversary Bonus			•	•
Priority Access to Exclusive Designer Events				•
Earn 2 Points Per Dollar on Every Receipt Uploaded				•

FAQs

How long after install can I upload a receipt?

Designers have up to 45 days after installation of Middleby products to upload receipts to earn points.

How do I receive my gift cards?

Gift cards are delivered by email to the email you created a MVIP account with?

How long does it take to become an approved designer in the MVIP Program?

It will take 24-48 hours upon signing up to be approved.

How do I earn points for referring friends?

Once you refer a friend to sign up for the MVIP program, the referral must be approved, and the friend must complete their MVIP profile.

Do points expire?

No, points will never expire.

Will I be eligible to participate in individual Brand Rewards Programs?

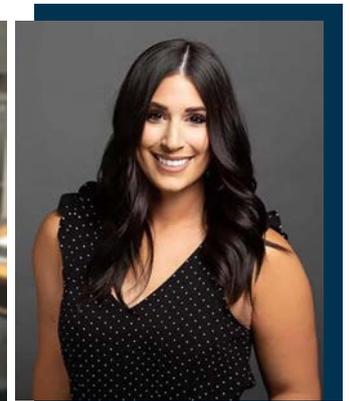
By signing up for the Middleby VIP Program, at the time of enrollment you will be opted out of any Middleby brand (Viking, Lynx, La Cornue, AGA, Marvel, Evo, U-Line) individual incentive programs and will no longer be able to participate in brand rewards programs past the date of sign up.

DESIGNER	0-20,000 POINTS
PREMIERE	20,001 - 100,000 POINTS
ELITE	100,001 - 500,000 POINTS
NOIR	500,000+ POINTS

DESIGNER SERVICES TEAM



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