

# SAMSUNG

## Product Guide

# 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator with Family Hub™ & Beverage Center

**RF23A9771**

Available in:

Fingerprint Resistant Black Stainless Steel

Fingerprint Resistant Stainless Steel



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# Product Overview

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**RF23A9771 – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**

# Product Overview

## Product Title

23 cu. ft. Smart Counter Depth 4-Door Flex™ refrigerator with Family Hub™ and Beverage Center

## Product Description

Smart Counter Depth 4-Door Flex™ refrigerator with Family Hub™ helps you connect to what's most important: your family and home. Samsung's Family Hub™ lets you see inside your refrigerator, manage your family's calendars, stream music, see who's at the front door and much more, all right from your fridge.

## Available Colors



**Fingerprint Resistant  
Black Stainless Steel**  
RF23A9771SG



**Fingerprint Resistant  
Stainless Steel**  
RF23A9771SR



# RF23A9771 Carousel Image Order

Easy Ad Links: RF23A9771SR

R.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RF23A9771SR%20Carousel%20RCOM>

S.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RF23A9771SR%20Carousel%20SCOM>

360 Spin <https://dam.gettyimages.com/p/z0c3461/external?q=RF29A9771SR%20360%20Spins>

Easy Ad Links: RF23A9771SG

R.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RF23A9771SG%20Carousel%20RCOM>

S.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RF23A9771SG%20Carousel%20SCOM>

360 Spin <https://dam.gettyimages.com/p/z0c3461/external?q=RF29A9771SG%20360%20Spins>


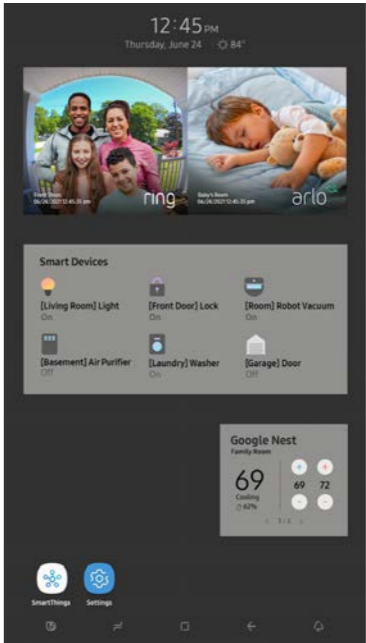
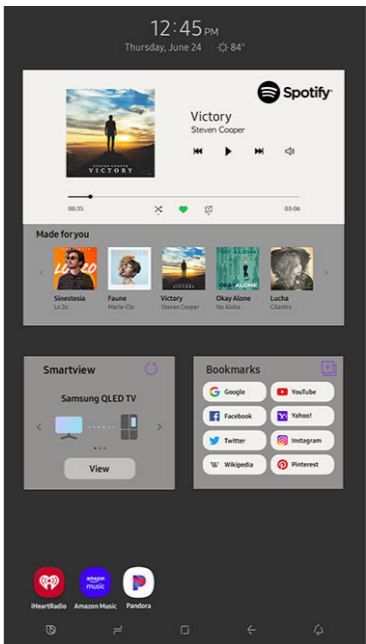


# Product Messaging

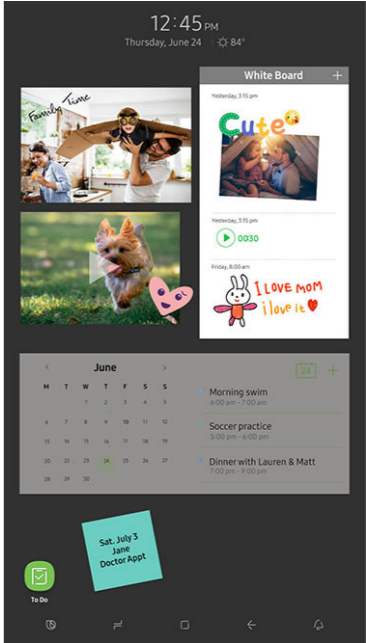
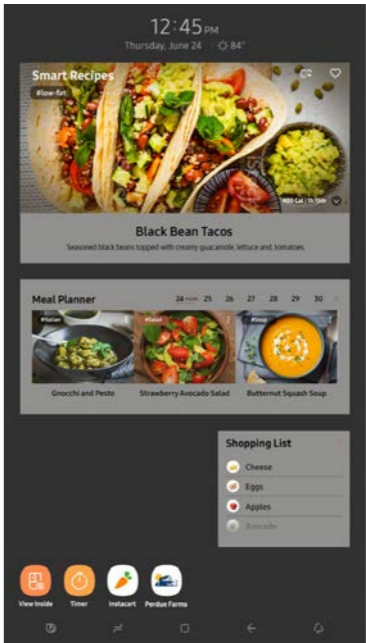
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**RF23A9771 – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**

# Family Hub™ Core Messaging




Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p><b>Family Hub™, it's more than a fridge</b></p>	<p><b>Family Hub™</b></p>	<p>Samsung's Family Hub™, now with Alexa built-in, helps you stay connected to your family and home, whenever and wherever. Family Hub™ lets you control your Samsung smart appliances and devices, stream music, share pictures with your family, and so much more, all right from your fridge.*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	<p>Samsung's Family Hub™, now with Alexa built in, lets you control your compatible smart devices, stream music, and so much more, all right from your fridge.*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	
<p><b>Control your smart home</b></p>	<p><b>Smart Home</b></p>	<p>See who's at the front door with Ring, monitor multiple rooms with Arlo, use voice control with Alexa, adjust your Nest thermostat, get appliance notifications and more – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required. Compatible with select Ring, Arlo, Amazon, and Nest products, as well as select appliances.</small></p>	<p>See who's at the front door, adjust your Nest thermostat, get notifications from your Samsung smart appliances – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required. Compatible with select Ring, Arlo, Amazon, and Nest products, as well as select appliances.</small></p>	
<p><b>Entertain in your kitchen</b></p>	<p><b>Entertainment</b></p>	<p>Enjoy streaming your favorite music apps, watching your favorite shows from your compatible Samsung smart TV or Galaxy phone, and accessing all your favorite sites like Facebook and YouTube – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	<p>Enjoy streaming your favorite music apps or watching your favorite shows from your compatible Samsung TV or smartphone, and accessing your favorite sites – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	

# Family Hub™ Core Messaging (continued)




Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p><b>Stay connected</b></p>	<p><b>Family</b></p>	<p>Easily stay connected with your family. Share pictures, videos or drawings, leave handwritten notes, and sync calendars – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	<p>Share pictures, videos or drawings, leave handwritten notes, and sync calendars – all on your Family Hub.™*</p> <p><small>*Wi-Fi connection and Samsung account required.</small></p>	
<p><b>Meal plan like a pro</b></p>	<p><b>Cooking</b></p>	<p>See inside your fridge from anywhere, search recipes based on what you have on hand, plan weekly meals, send cooking instructions to your Samsung smart oven – all on your Family Hub.™*</p> <p><small>*SmartThings App available on Android and iOS devices. Wi-Fi connection and Samsung account required.</small></p>	<p>See inside your fridge, search recipes, plan meals, shop for ingredients and send cooking instructions to your Samsung smart oven – all on your Family Hub.™*</p> <p><small>*SmartThings App available on Android and iOS devices. Wi-Fi connection and Samsung account required.</small></p>	





## Features and Benefits – RF23A9771

Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p><b>Press or pour – water two ways</b></p>	<p><b>Beverage Center</b></p>	<p>Quick access to refreshingly cool, filtered water two ways. Choose from an internal dispenser or a built-in pitcher that automatically refills, with the option to infuse with a flavor.</p>	<p>Choose from an internal dispenser or a built-in AutoFill Water Pitcher.</p>	
<p><b>Ice your way</b></p>	<p><b>Dual Ice Maker with Ice Bites</b></p>	<p>Enjoy your favorite beverage with your choice of ice. Select from cubed ice or Ice Bites that chill your drink faster.</p>	<p>Select from cubed ice or Ice Bites that chill your drink faster.</p>	
<p><b>Convert from fridge to freezer</b></p>	<p><b>FlexZone™</b></p>	<p>Customize your lower-right storage space to be a refrigerator or freezer. With five adjustable settings, you choose what foods to store from fruits and vegetables to your favorite ice cream.</p>	<p>Customize your lower-right storage space to be a refrigerator or freezer.</p>	

## Features and Benefits – RF23A9771 (Continued)

Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p><b>Superior organizational storage</b></p>	<p><b>Large Flexible Storage</b></p>	<p>With 23 cu. ft. of capacity, this spacious refrigerator is designed for convenience, offering unmatched flexibility and organization to store and access all your favorite foods with ease.</p>	<p>23 cu. ft. of flexible storage space to fit all the food you love, with room for more.</p>	
<p><b>Seamlessly designed for a modern look</b></p>	<p><b>Modern Design</b></p>	<p>A modern, built-in look featuring a minimalist exterior with a signature flat door design and recessed handles that blend seamlessly into your kitchen.</p>	<p>Modern, built-in look that blends seamlessly into your kitchen.</p>	
<p><b>Flexible freshness</b></p>	<p><b>Flex Crisper</b></p>	<p>A flexible storage drawer that is perfect for storing meats, veggies, or cheeses at their optimal temperature with two customizable temperature settings.</p>	<p>A convertible temperature drawer to store all your food at its optimal temperature.</p>	

## Features and Benefits – RF23A9771 (Continued)

Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p><b>Fresh air, day after day</b></p>	<p><b>UV Deodorizing Filter</b></p>	<p>Keep the air in your fridge fresh day after day with a built-in deodorizing filter. The filter reduces odor from the air in your fridge, while UV technology continuously cleans the filter itself.</p>	<p>Keep the air in your fridge fresh day after day with a built-in deodorizing filter with UV technology that continuously cleans the filter itself.</p>	
<p><b>Powerful cooling performance</b></p>	<p><b>Triple Cooling</b></p>	<p>A premium cooling system featuring three evaporators for ultimate freshness and providing precise temperature and humidity controls in all three zones to help your food stay fresher longer.</p>	<p>Precise temperature and humidity controls in all three zones to help your food stay fresher longer.</p>	

# Key Visuals

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**RF23A – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**

# Key Visuals

## Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=RF29A9771%20Key%20Visuals>



Fingerprint Resistant Black Stainless Steel



Fingerprint Resistant Stainless Steel

# Lifestyle Images

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**RF23A9771 – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**

# Lifestyle Images

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?o=AND&q=RF23A9771%20Lifestyle>



Fingerprint Resistant Black Stainless Steel



Fingerprint Resistant Stainless Steel

# Product Specs

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**RF23A9771 – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**



## Review Mapping

SKU	Type	Color
RF23A9771SR	4-Door Flex™	Fingerprint Resistant Stainless Steel
RF23A9771SG	4-Door Flex™	Fingerprint Resistant Black Stainless Steel

## Related Product

Water Filter
HAF-QIN

# Spec Sheet

## Easy Ads link

<https://dam.gettyimages.com/p/z0c3461?q=RF23A9771%20Spec%20Sheet>

## RF23A9771SR

22.5 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator featuring Family Hub™ with Beverage Center and Dual Ice Maker

## SAMSUNG



### 6 Simple Truths

**What's for dinner?**  
Food recognition lets you know what's inside your fridge, quickly plan weekly meals, search for recipes, shop for missing ingredients and preheat your oven, all from the Family Hub™.

**I love entertaining friends and family.**  
Stream your favorite music apps on the Family Hub™ through a premium speaker.

**I don't want to miss my favorite show.**  
Mirror shows, movies, or live sports from your Samsung TV or smartphone on the Family Hub™.

**I love getting more done.**  
Get a notification on the Family Hub™ when the laundry is done.

**I want to manage my life with ease.**  
See who's at the front door, monitor multiple rooms and adjust the thermostat, all from the Family Hub™.

**It's the little moments that matter.**  
Upload pictures or videos remotely, leave handwritten notes and set calendar reminders, all on your Family Hub™.

**Available Colors**

- Fingerprint Resistant Stainless Steel (shown)
- Fingerprint Resistant Black Stainless Steel



Beverage Center



Dual Ice Maker with Ice Bites

**Design**

- Beverage Center
- Modern Design
- Built-in Look

**Technology**

- Family Hub™
- Dual Ice Maker with Ice Bites and Cubed Ice
- UV Deodorizing Filter

**Performance**

- FlexZone™
- Flex Crisper
- Triple Cooling

**Rating**

 ENERGY STAR® rated: 631 kWh/yr

 ADA Compliant

## RF23A9771SR

22.5 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator featuring Family Hub™ with Beverage Center and Dual Ice Maker

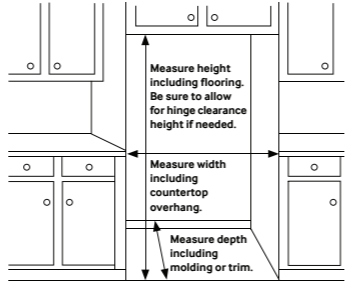
## SAMSUNG

### Installation Specifications

1. Measure the height, width and depth of the opening, making sure to include baseboards, molding, tile, countertop overhang, etc. Check to be sure there is enough room to open the door (consider walls, islands or other obstacles when measuring).
2. Refer to illustration below to determine dimensions.
3. Allow 2.5" of clearance on hinge side of refrigerator when installing next to a wall where handle may make contact.
4. Allow 1" minimum clearance at rear for proper air circulation and water /electrical connections. Allow a 3/8" minimum clearance at sides and top for ease of installation.
5. Ensure each door and entryway in the home is wide enough for the refrigerator to be moved through easily.

For optimal usage and ability to open refrigerator doors completely, do not install next to a wall.

Please note: The following dimension and cutout information is for planning purposes only. For complete installation details, consult manual packed with product or download manual online at samsung.com.



**Total Capacity: 22.5 cu. ft.**

**Refrigerator: 13.7 cu. ft.**

- 4 Tempered Glass Spill-Proof Shelves
- 2 Clear Drawers: Flex Crisper and Crisper+
- 6 Door Bins
- Right: 1 Gallon Bin, 2 Regular Bins
- Left: 1 Gallon Bin, 2 Regular Bins
- LED Lighting

**Freezer: 8.8 cu. ft.**

- Dual Ice Maker in Freezer (Ice Bites or Cubed Ice)
- 2 Ice Buckets with Cover and 1 Scoop
- 3 Slide-Out Shelves
- 6 Door Bins
- LED Lighting

**Accessories**

Water Filter: HAF-QIN

**Warranty**

One (1) Year Parts and Labor on Refrigerator  
Five (5) Years Parts and Labor on Sealed Refrigeration System Only\*  
Ten (10) Years Parts and Five (5) Years Labor on Digital Inverter Compressor

\*Compressor, evaporator, condenser, filter and connecting tubing.

**Product Dimensions & Weight**

Dimensions (WxHxD with hinges and doors): 35 7/8" x 71 1/8" x 28 1/2"

Dimensions (WxHxD without hinges and doors): 35 7/8" x 70 1/2" x 24"

Weight: 337.3 lbs

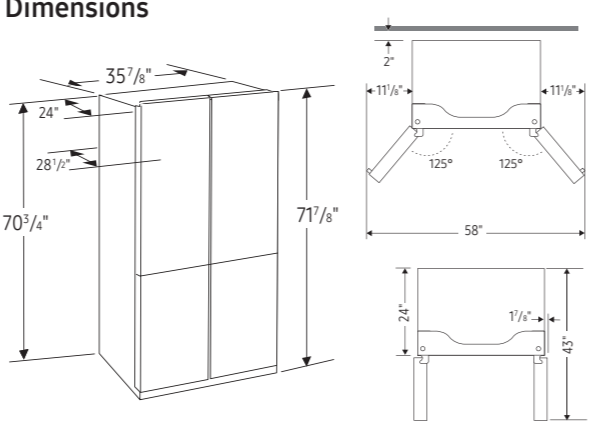
**Shipping Dimensions & Weight (WxHxD)**

Dimensions: 38 1/2" x 77 1/8" x 30 1/2"

Weight: 359.3 lbs

Color	Model #	UPC Code
Fingerprint Resistant Stainless Steel	RF23A9771SR	887276525792
Fingerprint Resistant Black Stainless Steel	RF23A9771SG	887276524818

### Dimensions



Actual color may vary. Design, specifications, and color availability are subject to change without notice. Non-metric weights and measurements are approximate.  
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Spec Sheet - front

Spec Sheet - back

# Will It Fit Guide

## Easy Ads link

<https://dam.gettyimages.com/p/z0c3461?q=RF23A9771%20Spec%20Sheet>

22.5 cu. ft. French Door
SAMSUNG

MODEL RF23A9771 DIMENSIONS

**Be sure your new fridge will fit**  
Don't wait until delivery to be sure your new refrigerator will fit – both in your kitchen and through all doorways. This guide includes all pertinent measurements and clearances so you can buy with confidence.

**Counter Depth Refrigerator**  
Counter depth models sit flush with your kitchen cabinets for a premium, built-in look. They are perfect for galley and island kitchens where space is limited.

**Installation clearances**

- ✓ Allow 3.75" of clearance when installing along a wall. This will allow for the door to open 90 degrees without the handle contacting the wall.
- ✓ Allow 2" minimum clearance at rear for proper air circulation and water/electrical connections.
- ✓ Allow a 3/8" minimum clearance at sides and top for ease of installation.

**For optimal usage and ability to open refrigerator doors completely, do not install next to a wall.**

Please note: The above dimension and cutout information is for planning purposes only. For complete installation details, consult manual packed with product or download manual online at [samsung.com](http://samsung.com).

**Walk the delivery route**

- ✓ Identify the narrowest opening that the appliance will travel, from outside the home to the location where it will be installed.
- ✓ Appliance depth or width must be smaller than the width of the narrowest opening.

Will It Fit Guide

# Energy Guide and User Manual

## Easy Ads link

<https://dam.gettyimages.com/samsungeasyads/external?q=RS23A9771%20Energy%20Guide>

U.S. Government Federal law prohibits removal of this label before consumer purchase.

# ENERGYGUIDE

Refrigerator-Freezer

- Automatic Defrost
- Bottom-Mounted Freezer
- No Through-the-Door Ice Service

Samsung  
Model RF23A9771\*\*  
Capacity: 22.5 Cubic Feet


**Compare ONLY to other labels with yellow numbers.**  
Labels with yellow numbers are based on the same test procedures.

**Estimated Yearly Energy Cost**

## \$76

Cost Ranges	Models with similar features	\$71	\$83
	All models	\$45	\$98

**631 kWh**  
Estimated Yearly Electricity Use



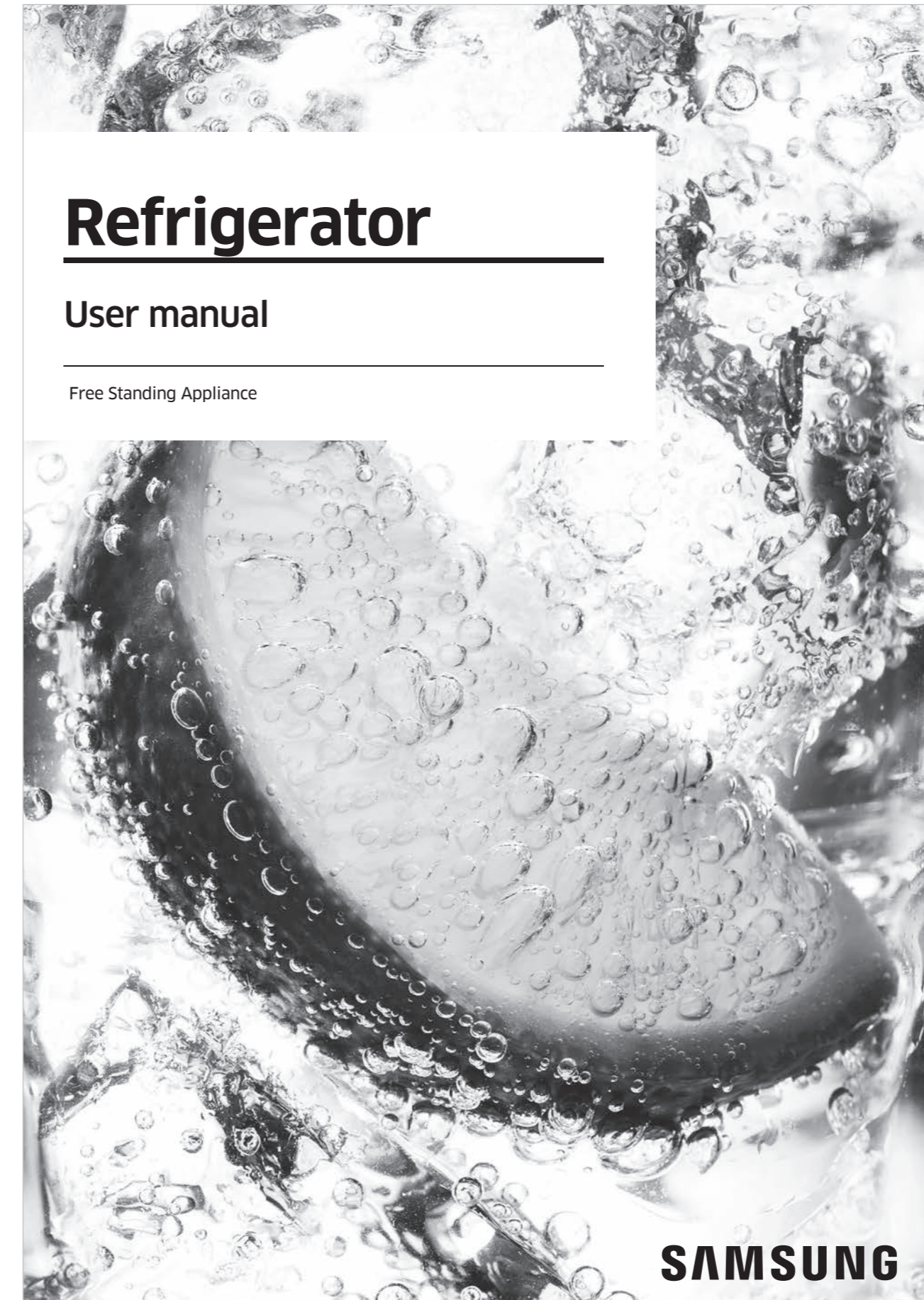
- Your cost will depend on your utility rates and use.
- Both cost ranges based on models of similar size capacity.
- Models with similar features have automatic defrost, bottom-mounted freezer, and no through-the-door ice.
- Estimated energy cost based on a national average electricity cost of 12 cents per kWh.

[ftc.gov/energy](http://ftc.gov/energy)

Energy Guide

## Easy Ads link

<https://dam.gettyimages.com/samsungeasyads/external?q=RS23A9771%20User%20Manual>



# Refrigerator

## User manual

Free Standing Appliance

**SAMSUNG**

User Manual

# Feature Icons

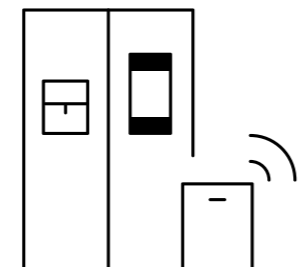
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**RF23A – 23 cu. ft. Smart Counter Depth 4-Door Flex™ Refrigerator  
with Family Hub™ & Beverage Center**

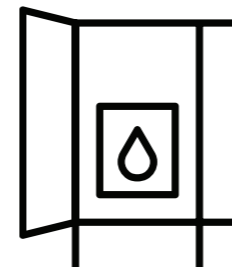
# Feature Icons

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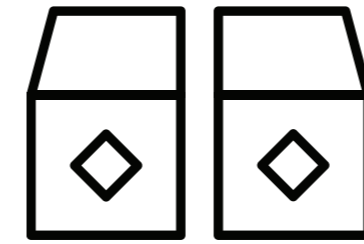
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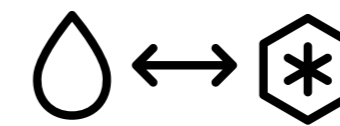
Family Hub™



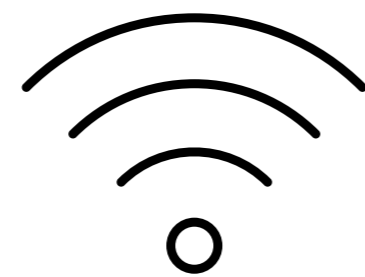
Beverage Center



Dual Auto Ice Maker



FlexZone™



Wi-Fi Connectivity



Fingerprint Resistant Finish



ENERGY STAR® Certified

**SAMSUNG**