



# Char-Broil®

*America's oldest and largest grill brand; making grills since 1948.*



## Char-Broil®

### INFRARED

Grilling's Juicy Little Secret™

No more hot spots.  
No more cold spots.

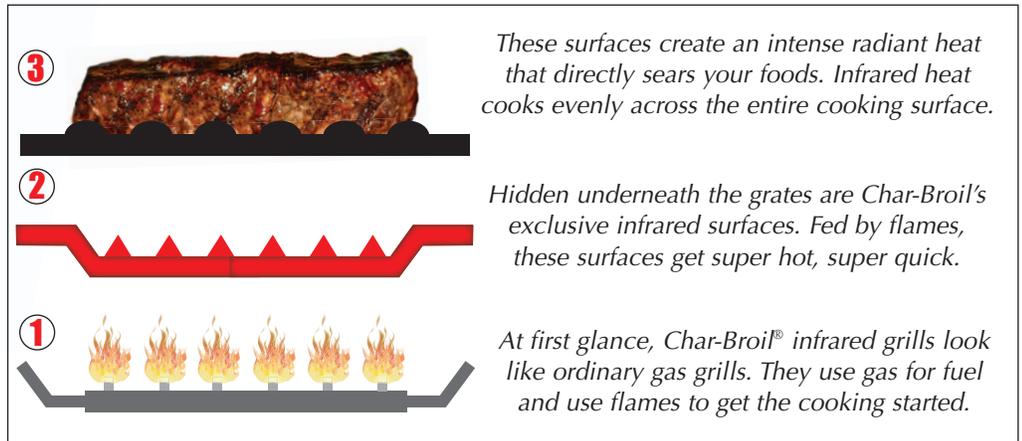
When it comes to cookout control, Char-Broil® **INFRARED** has no equal.

Unlike charcoal, **INFRARED** cooks evenly across the entire cooking surface.

**INFRARED** heat dramatically cuts down on cooking time.

**INFRARED** also has a wide temperature range. From intense searing to low and slow.....

.....a range that ordinary gas grills - even those with so-called "searing burners" simply can't hold a flame to.



## The Big Easy®

Receives Home, Hearth, Patio Association Vesta Award  
for technology and innovation.

Using infrared technology instead of oil to deliver the same moist, crispy and flavorful results in the same amount of time - start to finish - as it takes to fry a turkey in hot oil. The Big Easy® propane-powered turkey cooker is the first on the market to be certified by Underwriters Laboratories (UL), one of the world's most recognized and trusted names in safety.

**Competition barbecuing is one of the hottest hobbies in the country with hundreds of cookoffs held throughout all 50 states.**

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call 1-800-431-2127

## UTENSILS



The most popular barbecue utensils are long-handled tongs (77%), followed by forks (64%) and then long handled spatulas (59%).

## PACKAGES



## ENVIRONMENT

- Char-Broil® is actively working to reduce the waste of natural resources and/or shrink the overall carbon footprint through proactive measures like recycling grills. In 2009 alone, Char-Broil® diverted 320,000 lbs. of metal from landfills, thus avoiding 54,400 cu. ft. of landfill space.
- Significant fuel efficiency (savings) and carbon dioxide reduction have been realized through the introduction of the proprietary/patented infrared cooking technology vs. conventional/convective systems.
- Since 2004, Char-Broil® has utilized boxes for Parts & Accessories and Warranty/Consumer Direct Fulfillment operations made from 100% recycled materials.

## GRILLING FACTS:

*According to the Hearth, Patio & Barbecue Association:*

- A 2009 study shows that 82% of all U.S. households own a grill or smoker. 97% of grill owners used their grill in the past year. More than 16.7 million new grills were shipped in 2009 alone
- A majority of grill owners use their grills year-round, with 45% grilling at least 1-2 times per week during peak summer months and 56% used their grills during the winter.
- Everywhere across the country including backyards, vacation homes, campsites, public parks and while tailgating at football games and NASCAR races, you can find someone grilling.
- According to HPBA's biennial survey of consumer grilling preferences, the top four reasons to barbecue are:
  - it is affordable and helps save money
  - it is convenient and easier than cooking inside
  - it tastes good
  - it is a great way to spend more time at home



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