



# 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.



**3**



*These surfaces create an intense radiant heat that directly sears your foods. Infrared heat cooks evenly across the entire cooking surface.*

**2**



*Hidden underneath the grates are Char-Broil's exclusive infrared surfaces. Fed by flames, these surfaces get super hot, super quick.*

**1**



*At first glance, Char-Broil® infrared grills look like ordinary gas grills. They use gas for fuel and use flames to get the cooking started.*

## 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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## 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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