



Take the guesswork and hassle out of smoking with the new **Char-Broil® Digital Electric Smoker**

In today's business climate, one of the most unforgivable errors is not understanding the needs and wants of your consumer. While Char-Broil has a long history of developing products that meet consumer needs, today the Char-Broil team has an even more laser-focus on the consumer. Through research and analysis, and most importantly, by talking and listening to consumers, Char-Broil has a better understanding of how to help make every consumer an outdoor cooking hero!

"Everyone loves the tenderness and great taste of smoked foods. However, using charcoal smokers can be a time consuming process with a lot of preparation, know-how, and constant attention to get good results. Some people love this process and experience. But the need for a more user-friendly smoker was not being fulfilled, so we developed a smoker that provides the classic rich smoked-flavor in an easier-to-use, hassle-free product," explained Brian Barnett, Char-Broil Director of Specialty Product Management. "In July 2015, we introduced the Char-Broil® Digital Electric Smoker. This is a new, easier, smarter way to smoke. This smoker has digital controls that alert you when the food is done and keeps it warm until you're ready to eat."

The "set it and forget it" features allow you to spend less time monitoring the smoking process and

more time with your family and guests. The smoker features intuitive controls, an internal temperature probe and a large smoke box. Just fill the smoke box one time with your favorite smoking wood chips, set the smoker to cook to a desired time or temperature, and the result will be perfectly smoked and delicious food. It's absolutely the easiest and tastiest smoking experience!

"Adding this smoker to our existing line of more traditional smokers means that there is now a Char-Broil smoker for everyone, from the novice to the expert," added Barnett.



What's been the consumer reaction?

The following are excerpts from recent online consumer reviews about the Char-Broil Digital Electric Smoker.

"Love it. Easy set up, easy seasoning, and simple. First try, I made some amazing smoked ribs and the family went crazy over them. This smoker is very easy to use and very hands off. Basically set it and forget it. Char-Broil hit it out of the park with this one. Perfect smoker for the average person. GREAT PRODUCT!"

Posted July 2015 on HSN.com (Home Shopping Network)

"This is my first electric smoker. I have always used charcoal and wood smokers in the past. They are great but very high maintenance; require constant attention and the temperatures are always difficult to control. This smoker is top notch. It is easy to set up and move around with a wheeled rear base. I love the features on this smoker. You do not have to monitor the food to decide when it is ready. Use the built-in probe and it will cool down and keep warm until you get back to it. No more standing around, watching the temps, adding more wood/charcoal, rechecking internal temps, etc. I would recommend it without reservations."

Posted August 2015 on Amazon.com

"I was truly surprised at the roominess. We've smoked chicken and pork and both came out delicious. We're planning on doing a turkey for the holidays. You can have a serious party or family get-together with the amount of meat this can smoke at one time. The set up is super easy and you can either set to cook by temperature or time. If you're a fan of smoked meats, I'd recommend this product highly. It is so much easier to use than the old fashioned smoker

where temperature is so hard to control. The cleanup for this electric smoker is super easy as well. The racks slide out and wash up quickly with soap and water and I just wiped down the inside with a sponge. Char-Broil Deluxe Digital Electric Smoker is a great product and would make a wonderful gift for Dad or anyone who likes to smoke or grill."

Posted September 2015 on Amazon.com

"The Char-Broil Standard Digital Electric Smoker is a high quality, mindfully designed product. Let it be your partner-in-arms as you try out smoking ribs, pork and other meats. It is fun and almost effortless! Set up was a breeze, with no assembly required. It is spacious and nicely designed. It has four racks and holds tons of food at one time! I have tried smoked chicken, which came out delicious. It makes great leftovers for use in salads. I also tried smoked baby back ribs with a rub. I used mesquite wood chips for that and they came out amazing. The Char-Broil Standard Digital Electric Smoker is a wonderful addition for the avid food lover. I love it!"

Posted August 2015 on Amazon.com

"Love it! Easy to use, far surpassed my expectations. Definitely will recommend to anyone looking for a great smoker for the average guy that wants simplicity and a product that works!"

Posted July 2015 on Charbroil.com



Digital Electric Smoker Overview

Intuitive Controls

The digital controls will alert you when your food is done and keep it warm until you're ready to eat. Easily control the temperature between 100°F and 275°F and make simple adjustments with the advanced control panel with the easy-to-read blue LED display.



Functional Design

With 725 square inches of internal cooking space spread across four adjustable smoking racks, this electric smoker provides the capacity to cook a wide variety of meats, whether cooking for a small or large group. The easy to adjust cooking racks give you greater smoking versatility and cleaning is a snap with the side-access grease tray.



More Smoking Power

This smoker features premium, insulated double-wall construction and a side-locking latch for a tight seal to ensure the heat and smoke stay locked inside and indirectly cook your meat to juicy, smoky, and tender perfection. The smoke box is also larger than with most other vertical electric smokers, holding four cups of wood chips. This smoker is up to eight times more efficient with wood chips compared to the leading electric smoker. You can fill the smoke box once with wood chips and produce from four to seven hours of smoking.



Smarter Smoking

Get peace of mind knowing that your food is perfectly cooked with the washable and removable food thermometer. Simply insert the thermometer into the meat and the smoker will alert you when the meat has been cooked to a pre-determined internal meat temperature. The result—your meat is cooked perfect, each and every time.



Two models available

The Digital Electric Smoker is also available in a Deluxe model which features a full-size glass window and a remote control. With this simple remote, you can set and change the cooking temperature and cook time, and also monitor the food thermometer to check the temperature of the food.



Standard Model



Deluxe Model