



**The
Companion
Group**

Family of Brands

AN ESOP COMPANY



**STEVEN RAICHLEN
BEST OF BARBECUE™**



2018 PRESS KIT



YouTube





The Companion Group is thrilled to present another year's worth of innovative products in our 2018 Press Kit. Highlights include new and improved products across all of our brands, including Charcoal Companion®, Pizzacraft®, Steven Raichlen Best of Barbecue™, PATIO Companion®, Not In My Backyard®, The JFish Collection, and our new line of grill tools with McCormick® Grill Mates®.

The most popular BBQ seasoning line on the planet, McCormick® Grill Mates®, is expanding to include grill tools thanks to our new partnership. The Companion Group brings over 30 years experience designing and refining the BBQ tools grillers need in order to get that perfect sear. It's a partnership that is sure to ignite the world of grilling!

We've also brought thoughtful advancements to our other lines as well: from the Charcoal Companion® KitchenQue™, to the Not In My Backyard™ Essential Oil Diffuser, we've got consumers covered for all their indoor and outdoor needs.

Welcome to 2018, and the future of The Companion Group. We hope you're excited to come along for the ride with us.

FAMILY

OF BRANDS

INSPIRED PEOPLE

INSPIRED PRODUCTS

INSPIRED PARTNERSHIPS



1984

First commercial cylindrical charcoal starter with a handle



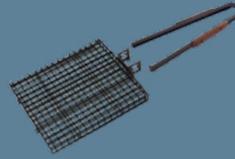
1987

First steak & poultry thermometers designed to be left in the food



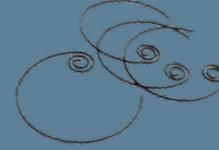
1989

First grilling basket with a removable handle to allow the grill to be closed



1997

First circle style skewers designed to go from the grill to the plate



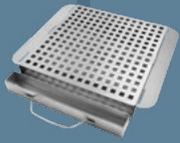
1998

First brush with replaceable head for cleaning the grill



2009

First gas grill smoking platform; achieves intense smoke flavor with conventional grill



First V-shaped gas grill smoker box designed to fit under the grate between the flame deflection bars

First propane-fueled outdoor portable pizza oven, which pre-heats in 10 minutes and cooks a pizza in 5.



First convection fan attachment designed to turn your gas grill into a turbo-charged smoker



First gas range-powered indoor pizza oven, turning your kitchen into a pizzeria



2006

First dual-handled grill brush for two-handed cleaning for the grill



Stovetop smoker allows smoking of foods as with a conventional smoker or grill.



2003

First adjustable basket designed for grilling corn



First vertical poultry roasting wok designed for the grill

2011

First hollow core pizza stone which provides even heat over direct flame



2013

2015

2018

2018

This year marks moving forward in grilling and technology innovation

The Companion Group, established in 1984, develops a variety of grilling accessories and specialty food items through the Charcoal Companion® and Steven Raichlen Best of Barbecue™ brands. The Pizzacraft® brand is a growing line of pizza stones, pizza accessories and pizza ovens. Not In My Backyard® is a product line focused on getting rid of pesky insects in the backyard.

Our new partnership with McCormick® Grill Mates® pairs the brand recognition of Grill Mates® with the product development experience of The Companion Group. When consumers want to throw the perfect BBQ, they'll reach for McCormick® Grill Mates® branded BBQ tools.

The Companion Group thrives on commitment, innovative design, unique licensing partnerships, superior service, and well-developed retail solutions for an ever-changing marketplace.



— CEO Chuck Adams

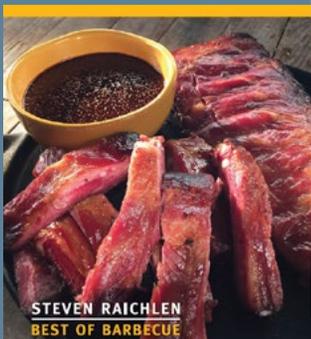
“There’s always a better or new way to do something, and we challenge ourselves to discover what that is. We see ourselves as problem solvers, in that we are constantly looking for ways to help people do things better or easier.”

A handwritten signature in white ink, appearing to read 'Chuck Adams', located below the quote.

A few of our clients...



Check out our catalogs



Best of Barbecue™ tools and accessories from the multi James Beard Award-winner, Barbecue Hall of Famer, and host of Project Smoke and Primal Grill on PBS.



Visit us at www.companion-group.com



YouTube is the worlds second largest search engine – surpassing live tv as the preferred method of video entertainment. Our own channel has over 2,600 subscribers and over half a million views. YouTube allows us to reach a demographic of millions of 18-49 year-olds where we are able to demonstrate our expertise in the industry with how-to videos and product demonstrations. Showcasing our products on video brings them to life more effectively than through any other medium, making them valuable to both consumers and retail clients alike.



As of this year, 87% of Pinterest users said they've made a purchase because of a product pin and 72% of Pinner claim to use the site to decide what to buy offline. Pinterest allows us to spark new ideas in the minds of customers looking for the next great product. Pins point to not just our online store, but also our blogs, website, and other relevant outside content, positioning The Companion Group as a lifestyle leader.



Facebook captures the attention of over 2 billion worldwide users who spend upwards of 20 minutes a day on the site. Users come to our brand pages not only for news about our products and recipe tips, but also to leave reviews and receive unparalleled customer service. Facebook's ubiquity also helps us promote our retail partners whenever possible.



Instagram is on the rise with a combination of video, pictures, and live stores. Instagram currently has the highest interaction rate of all social media sites. Our account offers a peek behind the scenes with photos of product development, recipe testing, and a live look at our company culture. By getting to see our faces and how we work, consumers can see for themselves the story behind each design. The 2018 customer cares more than ever about where their products come from, Instagram allows us to bridge the gap between a lifestyle and the perfect product.

CHARCOAL COMPANION®

The Companion Group's flagship brand began over 30 years ago with a single charcoal chimney starter, the original Charcoal Companion.

Over the years the product line has expanded to include other grilling tools and accessories. Our innovative products set the standard for the industry. We provide the most extensive barbecue line available to consumers, and feel confident saying . . .

“ If we don't have it, you probably don't need it! ”

STOVETOP KITCHENQUE™ SMOKER

The KitchenQue™ Stovetop Smoker gives you the opportunity to smoke all sorts of food indoors as you would on your grill or in a conventional smoker. Compatible with most stovetops, the smoker reaches 400°F (204°C) to smoke and cook food at the same time. Or if you prefer, cook your food separately and place it in the smoker for a finishing touch. Easy to set up and most parts are dishwasher safe.



MSRP: \$99.99



MSRP: \$16.99 – Safe Scrape and Scrub™



MSRP: \$7.99 – Safe Scrape™ Definition

SAFE SCRAPE AND SCRUB™

Safe Scrape & Scrub™

The next generation of safe grill cleaning is here! The Safe Scrape & Scrub™ combines our industry leading safer diamond-coated nylon bristle technology and our custom clean Safe Scrape™. Made with durable hardwood, this scraper lasts longer than ever before. With user replaceable brushes and scrapers, this is a brush that's built to last. Available with or without the brush attachment.

Safe Scrape™ Definition

Perfect for cleaning hard to reach places on the grill, the Safe Scrape™ Definition is made with the same durable hardwood of it's larger brother at a cost that's irresistible.

FLAME-FRIENDLY®

CERAMIC GRILLWARE

Get the benefits of cooking with high heat without the weight or maintenance of cast iron! The Flame Friendly® series of grilling accessories conducts high, evenly-distributed heat to cook your food, but is lightweight and easy to clean. The series is eco-friendly, fireproof, and thermal shock-resistant up to 700°F (371°C). Use this bacon bowl to make delicious edible cups that you can fill with whatever you like! Make fun breakfasts, sides, or snacks with a savory layer of bacon! The attractive nonstick glazed finish is also scratch resistant, so your rack will look good through many meals.



MSRP: \$39.99 – Grilling Grid

MSRP: \$39.99 – Casserole Pan

MSRP: \$19.99 – Bean Pot w/ Lid

MSRP: \$29.99 – Griddle



MSRP: \$29.99 – Bacon Bowl

MSRP: \$19.99 – Square Wok

MSRP: \$24.99 – Grill Top Pan

MSRP: \$29.99 – Seafood Rack

MSRP: \$24.99 – Chicken Roaster

MSRP: \$24.99 – Rib Rack

Himalayan SALT PLATES

HOLDERS & ACCESSORIES

Our Himalayan Salt Plate line continues to expand as demand grows. Its versatility lends itself to multiple block sizes and forms for both cooking and serving.

CHARCOAL COMPANION



SALT PLATE RECIPE BOOK

COOKING AND SERVING WITH A NATURAL SALT PLATE

MSRP: \$29.99 – \$37.99 – Salt Plates
MSRP: \$12.99 – \$14.99 – Salt Plate Holders
MSRP: \$6.99 – Salt Plate Recipe Book



MSRP: \$17.99 – Salt Plate Cone



MSRP: \$12.99 – Salt Chunks & Stainless Steel Grater
MSRP: \$7.99 – Salt Plate Scrubber Brush
MSRP: \$12.99 – Salt Plate Press & Silicone Band



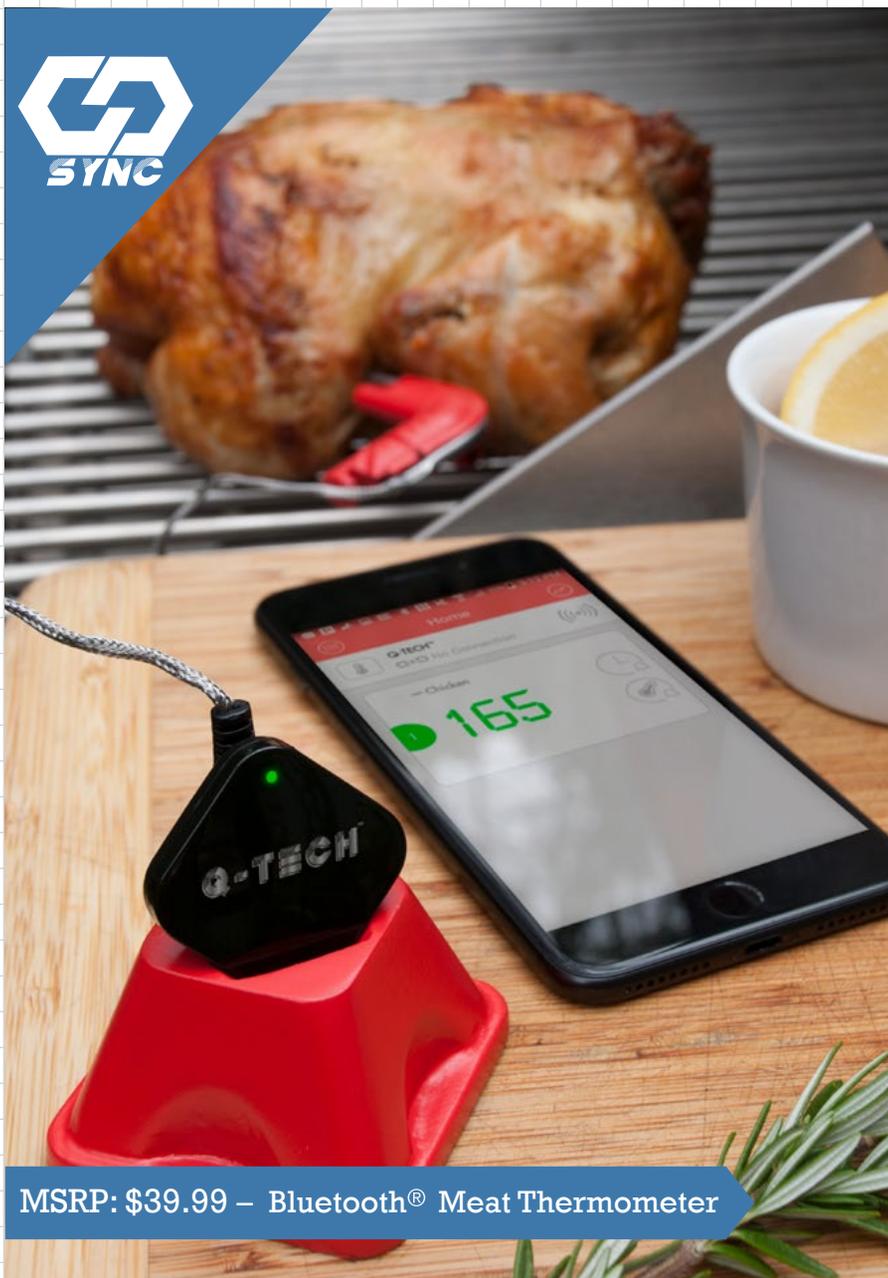
ROTATING KABOB SKEWER SET

Kabobs are an international delight and a staple of any barbecue experience. Traditionalists make theirs with meat, veggies, and seafood, while the more adventurous go for brownie bites or marshmallows. Whatever your preference, simplify your next kabob session with the 360° Skewer™. One click of a button on the handle rotates the kabob 180° while another click gets you full circle. This extra-long soft-grip tool is easy to hold and protects your hand from heat. Dishwasher safe.



MSRP: \$24.99





MSRP: \$39.99 – Bluetooth® Meat Thermometer

Q-TECH™

BLUETOOTH® MEAT THERMOMETER

Stay connected to your grill – and ensure perfectly-cooked meats every time! The Q-Tech™ Bluetooth® Thermometer is the smart way to monitor your food as it cooks on the grill. Download the Q-Tech app and pair your phone with the thermometer. The app will alert you to the temperature of your food and when it's done! With customizable timers and temperature ranges along with 11 presets for beef, pork, poultry, and more, you can perfect your grilled creations! Your thermometer can stay connected to your phone within a range of up to 80 feet, and includes a base and 26-inch connecting cable so your probe can reach every part of your grill.



Download the free Q-tech app and pair your phone with the thermometer.

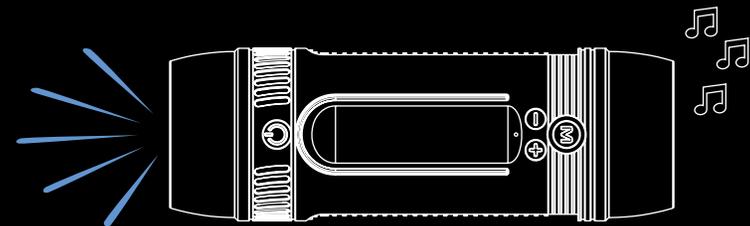


MSRP: \$49.99 – Grill Light with Bluetooth® Speaker

«SOUNDBEAM™»

GRILL LIGHT WITH BLUETOOTH® SPEAKER

Get amped up for your next cookout! The SoundBeam™ Grill Light with Bluetooth® Speaker is both a grill light and a speaker for your tunes! Position the SoundBeam™ using its attached clamp to shine an adjustable, bright beam of light on your grilltop, giving you better visibility for even better grilling. The SoundBeam™ can also be connected to your phone via Bluetooth to play your favorite songs, or you can listen to FM radio, songs stored on a micro SD card, or anything connected to an AUX cable. The SoundBeam pairs with Apple and Android phones, and will even allow you to accept or decline incoming calls when connected to your phone!





Nothing brings people together quite like a barbecue. It's that same spirit that brought together the epic flavors of Grill Mates® and expertly crafted tools of Charcoal Companion®.

The goal is simple: the two together provide grillers everywhere with the best experience possible. Simple, huge flavors, and the tools to get the job done effectively. It's more than just a partnership: it's a match that will ignite grilling fans across the world.

TOOLS FOR MASTERFUL GRILLING

All it takes is flame and flavor. No frills. Nothing fancy. Just high quality herbs, spices, heat, and the best tools for the grill.

Be the master of your grill with the mouthwatering flavors of Grill Mates, and the quality tools you need to get the job done. This line of Seasonings, Marinades, Rubs, Burger Mix-Ins, and Barbecue Tools was created to bring maximum flavor to your grilled foods.



The McCormick® Grill Mates® line of grilling accessories maximizes cross-selling opportunities in the retail space. Clear callouts on packaging indicate great flavor matches with grilling products, so customers can imagine their entire meal coming together easily with products available in the store.

THE POWER OF FLAVOR & FLAME

Beer Can Chicken is a time-tested technique for imparting authentic, mouth-watering flavor to chicken and other poultry. This non-stick roaster with drip pan and canister makes it even easier to master this technique. The canister's patented design locks onto the drip pan to hold poultry securely in place and can be used with liquids other than beer, such as wine, stock, or water. The drip pan collects meat juices for sauces and prevents dripping fat from starting a flare-up.



Packaging side panel clearly indicates the simple ingredients that can be used with the Beer Can Chicken Roaster to bring together a delicious meal quickly and easily.

In most cases, Grill Mates product packaging shows the seasonings and grilling accessories recommended for a no-fuss, no-frills meal.

MSRP: \$19.99

THE POWER OF FLAVOR & FLAME



MSRP: \$14.99 – Safe Scrape™



MSRP: \$19.99 – Bacon Rack



MSRP: \$16.99 – Meat Claws

Safe Scrape™

Give your grill a custom clean! This wooden scraping paddle removes debris from grill grates, while the heat and pressure from cleaning slowly shapes your paddle so that it fits the grate perfectly. The more you use it, the better it works!

Bacon Grilling Rack

Cook bacon on the grill with this easy-to-handle rack. Non-stick rack holds up to 6 strips of bacon and cooks them in a hanging position, allowing the grease to drip away from the bacon and into a well, to prevent flareups while cooking on the grill or in the oven. Bacon will be browned and crispy without any mess!

Meat Claws

After some low and slow cooking, these meat claws make short work of turning smoked pork into pulled pork. They work on anything delicious, including roasts, turkeys, chickens, and hams!



Multi-award winning author, journalist, and television host, Steven Raichlen is the authority on grilling traditions around the world. Steven's line of smoking, grilling, and barbecue products deliver an authentic grilling experience while allowing cooks of every level to make great barbecue at home.

SR BEST OF BARBECUE™

STAINLESS STEEL SMOKING PUCKS

Traditional wood chip or pellet smokers create a smoky environment within your grill that adds delicious flavor to your meal. But these small-but-mighty smoke pucks pack even more punch! Directed vents force the smoke out exactly where you want it: onto your food. This set of two pucks will surround your meat with flavor, and their small size lets them get in close.



MSRP: \$9.99

CAST IRON TUSCAN GRILL

When it comes to applying killer grill marks, nothing beats a cast iron grate. Lay this Tuscan grill on top of your conventional chrome, stainless steel, or porcelainized enamel grate and preheat it for 10 minutes. Brush, oil, and arrange the food on top. The Tuscan grill gives you tack-sharp, well-defined grill marks, while minimizing the risk of sticking. That's what we use at BBQ U to get those picture perfect grill marks. Position the grill over a bed of glowing embers to turn your fireplace into a grill.



MSRP: \$49.99

PAIR OF SILICONE GLOVES

These silicone gloves are perfect for handling both hot tools and hot food on the grill. Move grids, baskets, and woks with assurance, or shred piping hot pork shoulders and take beer can chickens off the can! These gloves are light and flexible for dexterity, can withstand heat up to 475°F, and can be worn on either the right or left hand. The silicone material and raised ridged texture makes your grip secure.



MSRP: \$29.99





Pizzacraft® is a complete line of artisan quality pizza stones, pizza ovens, tools and accessories. The cornerstone of the Pizzacraft® experience revolves around its pizza ovens and extensive pizza stones, available in a variety of shapes, sizes and materials.



Pizzeria Pronto® Stovetop Pizza Oven



With the Pizzeria Pronto Stovetop Pizza Oven, any gas range can become a pizza oven! This small-but-mighty oven transforms your kitchen into a pizzeria, cooking up hot, delicious, perfectly-cooked pizzas in just minutes. With its heat-efficient design, it traps and reflects heat to harness the power of your gas range, creating an optimal cooking environment up to 600°F. The soft-grip pizza peel and pizza stone brush complement the design and aesthetic of the oven.



MSRP: \$179.99

MSRP: \$14.99 – Soft-Grip Brush

MSRP: \$29.99 – Soft-Grip Peel

MSRP: \$29.99 – Bamboo Cutting Board

PIZZERIA Pronto

OUTDOOR PIZZA OVEN

The Pizzeria Pronto® Outdoor Pizza Oven gives you the same results as a wood-burning pizza oven, but without the size or cost.

The oven is small and portable, running on propane so that you can bring it with you whether you're tailgating, camping, picnicking, or just cooking dinner in your own backyard.

The Pizzeria Pronto® Outdoor Pizza Oven preheats in only ten minutes, and cooks a pizza in just five! Best of all, once your pizza's done, it's immediately ready for another pie – you can serve pizza after pizza to your party with no waiting!



MSRP: \$299.99

PIZZERIA Pronto

OUTDOOR PIZZA OVEN

Pizzacraft® Wok

Convert your portable pizza oven into the perfect high-heat source for stir-fry on the go! The stainless steel ring installs inside the oven body, cradling your pizza oven wok and allowing you to tilt and move your wok to get an evenly cooked stir-fry. Cook up some veggies as a side dish, or make your whole meal!

Outdoor Oven Conversion Kit

The Outdoor Oven Conversion Kit is an accessory for the Pizzeria Pronto® Outdoor Pizza Oven or the PizzaQue® Portable Pizza Oven. The Oven Extender gives you the extra space to cook larger items like calzones and bread. Using the extender increases the size of the opening, allowing larger foods to be cooked using the Aluminum Deep Dish Pan.

The 10" anodized Aluminum Deep Dish Pan and Splatter Screen are perfect for creating any dish in your pizza oven. The heavy-weight aluminum construction makes a great heat conductor to evenly cook any dish. The hard anodized aluminum creates a durable, non-stick surface. The splatter guard keeps the inside of your oven clean and safe from food splatter.



MSRP: \$19.99 - Pizzacraft Wok



MSRP: \$32.99 - Oven Conversion Kit



JFISH

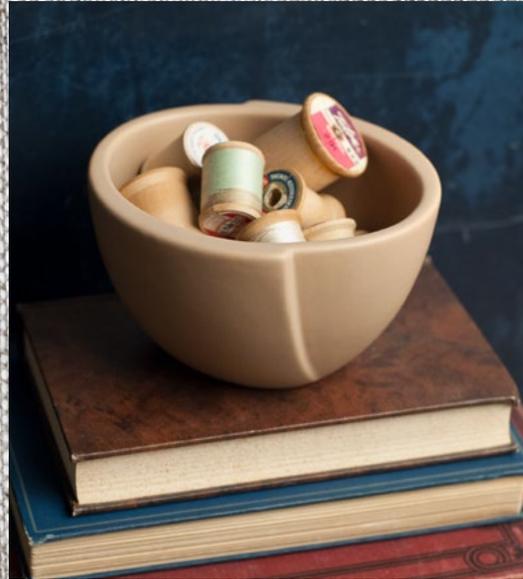
COLLECTION



The Companion Group is collaborating with a creative partner to introduce a new line of home decor items!

It all starts with the art of Jennifer Fisher, an artist and industrial designer based in the San Francisco Bay Area community. JFish's style marries the traditions of hand-formed pottery with the practicality of industrial design. The results are personal, modern pieces with an organic aura. All are designed with functionality, ergonomics, and beauty in mind.

With those attributes at its core, the JFish collection is born from the partnership between JFish and The Companion Group. TCG's manufacturing expertise enables JFish to take her art from local to global, at a price that is affordable. The JFish Collection is a line of home goods that encourages consumers to slow down and savor the details that make up their everyday lives.

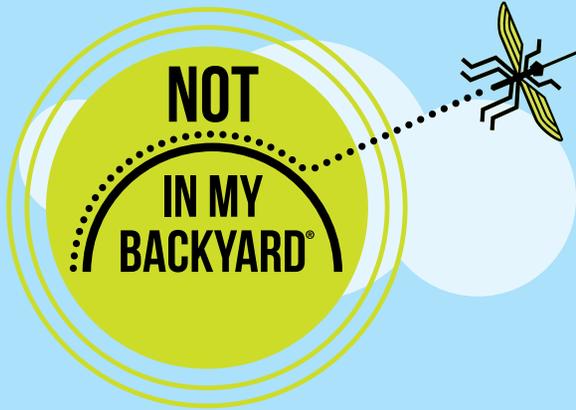




For the past 18 years, Patio Companion® has offered custom citronella candle programs to retailers. Our products go beyond the basic bug bucket, making use of a wide variety of materials in just about any shape, color, and finish you can imagine.

Patio Companion® is a one-stop shop for your entire citronella program. We begin by matching themes and Pantone colors to market trends. Then we create lines of items around each theme, products and packaging included. As a full-service company, we can create custom products or packaging to allow the retailer to put their own touch on each design, ensuring each retailer has their own unique citronella assortment!





Not In My Backyard® is a line of all-natural products that help ensure a pleasant and safe outdoor experience for the entire family. The NIMBY line includes wristbands, clips, zappers, candles, and diffusers.

Many NIMBY products use proprietary bug-repelling inserts that are made up of 100% essential oils, including geraniol, eucalyptus, and lemongrass. Not In My Backyard® is safe and effective for kids and adults. Say goodbye to harsh chemicals and get back to enjoying the great outdoors!



Wearables

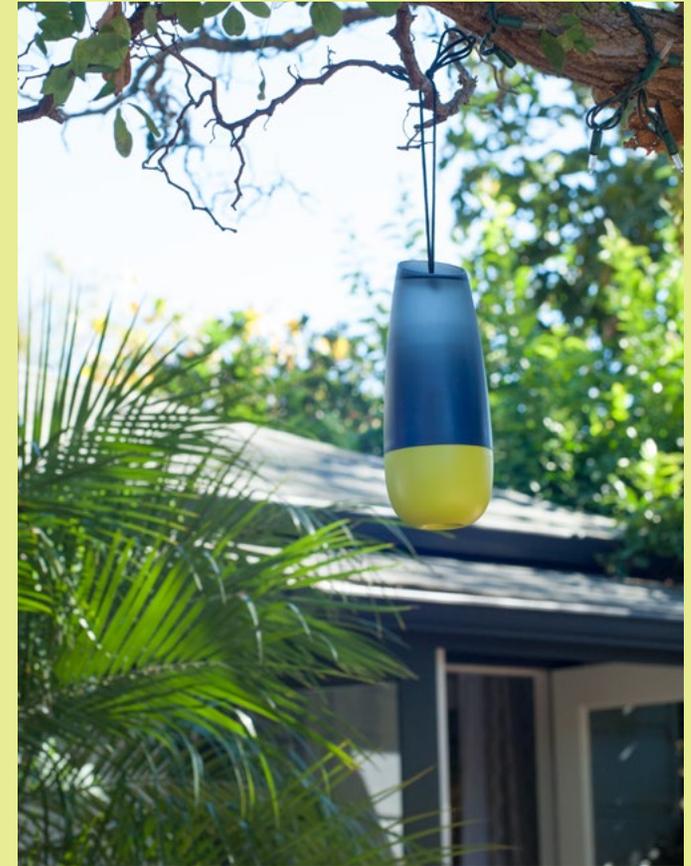
Not In My Backyard® wristband and scented inserts can be used for camping, hiking, picnics, sporting events, fishing, hunting, walking the dog, relaxing in the back yard, or sleeping under the stars. These all-natural disks contain geraniol, eucalyptus, and lemongrass oil, which are more effective than using only citronella in warding off mosquitoes and other flying insects. Simply insert a new refill into your NIMBY wristband and you're ready for the great outdoors!

MSRP: \$8.99 - Silicone Wearable Band

MSRP: \$8.99 - Fabric Wearable Band

Yellow Jacket Trap

Keep the bugs away from your next barbecue with this Yellow Jacket Trap. The trap is designed to trap Yellow Jackets so that you can enjoy your backyard bug free. It is specially designed to allow yellow jackets to crawl into the chamber but not allow them to get out.



MSRP: \$14.99 - Yellow Jacket Trap

Tabletop And Repellent Products

If you're more of a picnicker than a hiker, we have you covered! Our tabletop products create a zone free from bothersome bugs, so you can relax and take in the great outdoors from a comfortable (and stationary) seat! Perfect for patios, backyard cookouts, and poolside lounging.

Misting Shield

The Misting Shield easily connects to your garden hose to provide a cool environment during hot summer days. The misting helps keep pesky bugs like mosquitoes away from your table. Enjoy summer by staying cool and bug free.

Insect Repellent Spray

Our Natural Insect Repellent Spray repels mosquitoes that may carry the zika virus, plus fleas and ticks. It's made with thyme, geraniol, and lemongrass oil to provide you and your family with a safe alternative to chemical-based bug repellents.

Tabletop Essential Oil Diffuser

The Tabletop Essential Oil Diffuser releases a special mixture of essential oils to keep mosquitoes and other pesky insects away. Place on your outdoor table to create an enjoyable experience on your patio, porch, or in the backyard.



MSRP: \$49.99 - Misting Shield



MSRP: \$14.99



MSRP: \$34.99



SMOKE

There's no replicating the complex and distinct flavors you can achieve by smoking your food, whether it's brisket, ribs, chicken, seafood, pizza, or even appetizers like stuffed mushrooms and smoky hummus. But smoking foods is an expense and a hassle. You need an expensive specialized grill, the room to keep it, and you have to hope the weather is going to cooperate. That's where our newest innovations come in.

The KitchenQue™ Stovetop Smoker allows anyone to explore the delicious tastes of smoked foods from the convenience of their kitchen. That's right: the KitchenQue™ lets you smoke indoors! Compatible with most stovetops, the smoker reaches 400°F (204°C) to smoke and cook food at the same time. Or if you prefer, cook your food separately and place it in the smoker for a finishing touch. The best part? The KitchenQue™ comes with our fantastic InstaSmoke™, which is specially formulated to light fast and smoke foods quickly.

Want to turn your existing grill into a smoker? We've got you covered there too. The Charcoal Companion® SlowSmoke™ For Hot & Cold Smoking imbues a wide range of food with flavor and moisture! Fire up your burners and smoke ribs, brisket, steak or burgers, or turn the burners off and bring out the essence of cheese, fish and other foods perfect for cold smoking. Want to smoke with your gas grill? The Charcoal Companion® Cast Iron Gas Grill V-Shaped Smoker Box lets you add flavor and moisture to your foods as you grill!

For the ultimate smoking fanatics, we're launching the SmoKing™: Hot and Cold Infusion Smoker later this year. It's special handheld design allows users to smoke foods away from the grill. It also has a goose neck hose to direct smoke where you want it. It's going to be the most versatile smoker on the market.

No matter your skill level, Charcoal Companion® is ready to get you smoking foods in no time!



Upcoming 2018 Events



International Home & Housewares Show
March 10–13 / Chicago, IL
Booth #1971



National Hardware Show
May 8–10 / Las Vegas, NV
Booth #11207

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