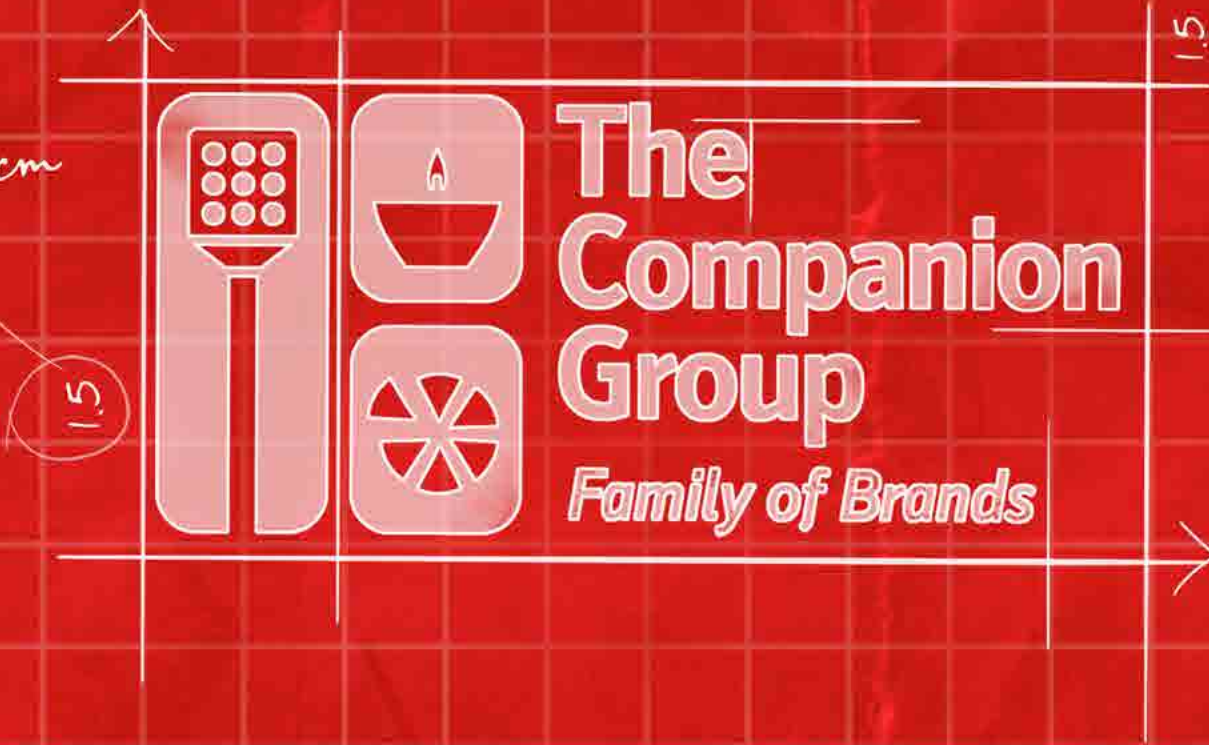


# 30 years of Innovation

## 2014 Press Kit

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YouTube



CHARCOAL  
COMPANION



pizzacraft®

PIZZERIA  
Pronto  
OUTDOOR PIZZA OVEN

SR  
BEST OF BARBECUE™  
PLANETBARBECUE™  
WORLD CLASS GRILLING





**W**e are pleased to present you with The Companion Group's 2014 Press Kit, featuring new products from several of our top brands, including Charcoal Companion®, Steven Raichlen Best of Barbecue™, Planet Barbecue™ and pizzacraft®.

2014 is a special year for us – the year we celebrate 30 years in business! That's 30 years of innovation and evolution into who we are and what we love to do. We are extremely proud of this accomplishment and are ready to delight and excite with our new products!

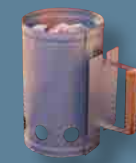
This year we also introduce a revolutionary new product from pizzacraft® – the Pizzeria Pronto®! This portable outdoor pizza oven is the first of its kind; operating on propane, heating to 700° F in just 10 minutes and cooking a pizza in 5.

Just because we've been around for a while doesn't mean we're sitting on our heels. Take a look of what's in store for our 30th year!

CELEBRATING  
**30**  
YEARS  
OF  
INNOVATION

1984

First commercial cylindrical charcoal starter with a handle



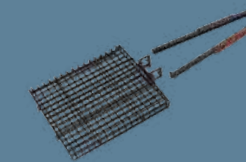
1987

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



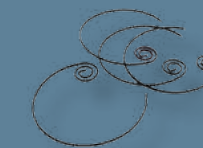
1989

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



1997

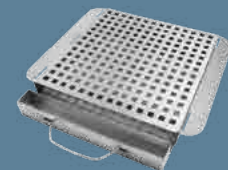
First circle style skewers designed to go from the grill to the plate



First kabob basket which allowed for turning multiple kabobs

2009

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



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



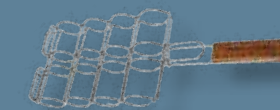
2006

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



2003

First adjustable basket designed for grilling corn



First vertical poultry roasting wok designed for the grill

1998

First brush with replaceable head for cleaning the grill



2011

First gas grill smoking platform. Achieves intense smoke flavor with conventional grill



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



2013

First propane-fueled outdoor portable pizza oven, pre-heating in 10 minutes and cooking a pizza in 5 minutes



2014

## A few of our clients...

Crate&Barrel

WORLD MARKET®

*Cabela's*

  
GRAND  
GOURMET

HD  
DESIGNS  
GRILL™

 belk.

*Sur la table*  
THE ART & SOUL OF COOKING

Big  
Green  
Egg  
  
The Ultimate Cooking Experience

WILLIAMS-SONOMA

We maintain a strong presence on YouTube and offer numerous videos as a resource for both retailers and consumers. We provide demonstration videos on products as well as tips and tricks to making delicious food in your own backyard.

Be sure to check us out

[youtube.com/user/thecompaniongroup](https://www.youtube.com/user/thecompaniongroup)



## Check out our catalogs



Although Google+ is the newest member of the social media pack, it's importance in search visibility offers a clear path to additional exposure. We maintain multiple Google+ pages and average several posts a week. [Click here](#)



Pinterest is quickly gaining status on Twitter and Facebook. As 81% of US online consumers trust information and advice from Pinterest, we are increasing our presence in many brand boards and through contests. [Click here](#)



With approximately 1 billion users and accounting for 25% of all referral traffic, Facebook continues to be king of social media. We have complete engagement, receive feedback from consumers, and promote our retail partners whenever possible. [Click here](#)



We are an active participant on Twitter, and enjoy instantaneous interaction with our community. Posting an average of 3 times per day, we are able to showcase our brands as well as promote the offers of our retail partners. [Click here](#)



Instagram offers a fun and playful way to connect with our audience. We offer a glimpse into the exciting world of design innovation by posting images of product development, recipe testing, and other visuals to delight consumers. [Click here](#)

# CHARCOAL COMPANION

The Companion Group's flagship brand began 30 years ago with a charcoal chimney starter, the original Charcoal Companion. Over the years the product line has expanded to include other barbecue 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!”

### Salt Plate & Holder

Our Himalayan Salt Plate is one of our hottest items! Himalayan salt is rich in trace minerals, which add to the subtle depth of flavor in your food. Himalayan salt plates have naturally high moisture contents that allow the plate to be heated or chilled to extreme temperatures.

[click to view our instructional video](#)

MSRP: \$34.99 - Salt Plate \$14.99 - Salt Plate Holder



### V-Shaped Smoker Box for Pellets

These new smoker boxes come in a convenient V shape that fits under the grate between the flame deflector bars on most gas grills. A more concentrated smoke is achieved with a pellet smoker. The pellet insert allows you to add pellets while your food cooks on your food cooks.

MSRP: \$24.99



### Bacon Rack

Gone are the days of collecting leftover bacon grease from your pan! Our stainless steel bacon rack takes the grease splash out of cooking bacon! The side wells collect drippings to prevent flare-ups on the grill. The handles make for easy transport and provide easy clean-up.

MSRP: \$19.99





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



- Pizzeria Pronto® Portable Outdoor Pizza Oven

### Pizzeria Pronto® Portable Outdoor Oven

The ultimate in baking pizza at home, the Pizzeria Pronto® delivers pizzeria-like results without the cost, time and space needed for a traditional wood-burning oven. Patent pending technologies pre-heat the oven in 10 minutes and consecutively cook pizzas in 5 minutes. An additional line of accessories is available specifically for the Pizzeria Pronto®.

[click to view our instructional video](#)

MSRP: \$299.99



### Perfect Pizza Grilling Stone

The Perfect Pizza Grilling Stone Uses Heat Diffusion Technology™ for an evenly heated cooking stone with no hot spots. The pizza stone is both oven and grill safe and won an Editors' Pick Award from The Gourmet Retailer in 2013.

[click to view our instructional video](#)

MSRP: \$59.99



### Baking Steels

Look beyond your pizza stone and try a baking steel. The thin slabs of steel conduct heat more efficiently and store more heat than stone, resulting in evenly cooked, crisp crusts. You can also use a steel in conjunction with a stone to simulate the results of a wood burning pizza oven.

MSRP: \$39.99 - Round and Square 14"



## SR BEST OF BARBECUE™

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



### Cedar Plank

Grilling on wood planks infuses food with the subtly delicate flavor of smoked wood. The cedar plank can be soaked in water or other liquid before grilling for richer flavor and to extend the life of the plank. This set of three planks is great for shrimp, lobster, salmon, and more!

MSRP: \$14.99 - set of 3



### Meat Claws

This set of two, heavy-duty stainless steel meat claws are designed for handling larger pieces of meat such as roasts, turkey, chicken, and ham. Use the claws to shred a smoked pork butt into pulled pork in a matter of minutes. The soft grip handles make it easy to transfer large cuts of meat to and from the cooking surface.

MSRP: \$14.99



### Pit Mitt®

The Pit Mitt® is an aramid fiber glove with a soft cotton lining that allows you to handle hot items directly on a hot grill. The Pit Mitt is reversible for left or right hand and has a silicone texture for superior grip. Heat-safe up to 475 ° F, this mitt allows for greater dexterity than traditional oven gloves.

MSRP: \$19.99



The Companion Group, established in 1984, develops a variety of grilling accessories and specialty food items through the Charcoal Companion® and Steven Raichlen™ brands. The pizzacraft® brand is a growing line of pizza stones, pizza accessories and portable outdoor pizza ovens.

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

For more information, visit [www.companion-group.com](http://www.companion-group.com)



— CEO Chuck Adams

As grilling and pizza maintain their popularity, we are continually looking for ways to translate restaurant trends to the grill; and that includes pizza!

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

## Upcoming 2014 Events

**International Home & Housewares Show**..... **March 15-18 / Chicago, IL**  
Booth #1973

**Pizza Expo** ..... **March 25-27 / Las Vegas, NV**  
Booth #1456

**National Hardware Show** ..... **May 6-8 / Las Vegas, NV**  
Booth #11207

**For additional information or samples  
of our products, contact:**

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