



2015 PRESS KIT

CHARCOAL
COMPANION®

PATIO
COMPANION

pizzacraft®

PIZZERIA
Pronto®
OUTDOOR PIZZA OVEN

SR
BEST OF BARBECUE™
PLANET BARBECUE™
WORLD CLASS GRILLING

BARBECUE
MASTER®



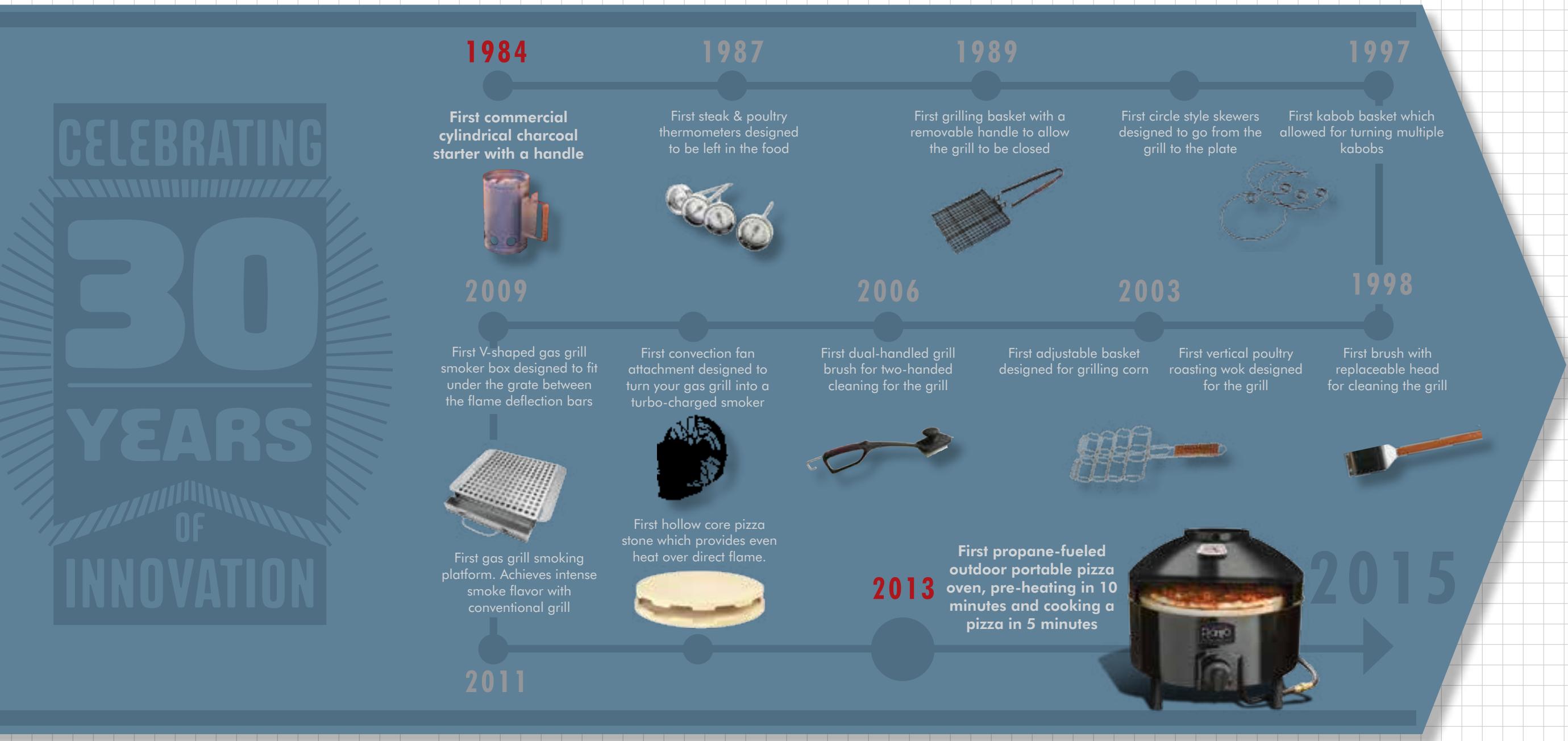


The Companion Group

Family of Brands

We are excited to present you with The Companion Group's 2015 Press Kit, featuring new products from several of our top brands, including Charcoal Companion®, Steven Raichlen Best of Barbecue™, and pizzacraft®. In July of 2014 we evolved into an employee stock ownership plan (ESOP) that provides employees with an ownership interest in the company. The move to align employee actions and attitudes with the principles of ownership is in the best interest of future success of our company. We bring a renewed sense of enthusiasm into 2015 and are proud to offer a dedicated level of service to our customers.

2015 also brings many new developments in the way of indoor and outdoor cooking through our 'Family of Brands'. Don't miss the new additions to our pizzacraft® line of outdoor pizza ovens, the Charcoal Companion® Flame Friendly™ ceramic grillware line, and a variety of new tools designed to make your grilling experience easier and more enjoyable!



A few of our clients...

Crate&Barrel

WORLD MARKET®

Cabela's

GRAND
GOURMET™

HD
DESIGNS
GRILL™

Sur la table
THE ART & SOUL OF COOKING

Big
Green
Egg®
The Ultimate Cooking Experience

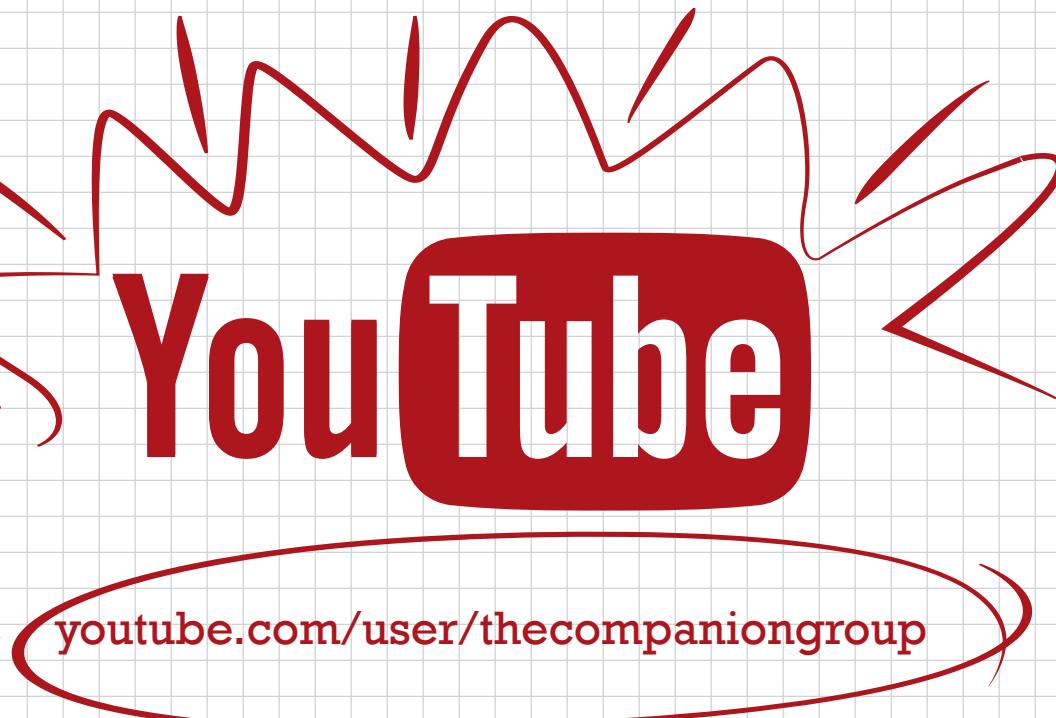
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WILLIAMS-SONOMA

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



Check out our catalogs



FOR PIZZA, BREAD AND MORE

pizzacraft®

g+

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A red curved arrow points from the "Check out our catalogs" text down to the social media icons.

Although Google+ is the newest member of the social media pack, its 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! ”

FLAME-FRIENDLY™

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 conduct high, evenly distributed heat to cook your food but are lightweight and easy to clean.

Eco-friendly, fireproof and thermal shock resistant up to 700°F, they are a perfect choice for the grill. The attractive non-stick glazed finish is also scratch resistant, so your grill grid will look good through many cookouts.



MSRP: \$39.99 - Grilling Grid

MSRP: \$19.99 – Baker Set

MSRP: \$19.99 – Bean Pot w/ Lid

MSRP: \$39.99 – Grilling Grid

MSRP: \$29.99 – Griddle

MSRP: \$19.99 – Square Wok

MSRP: \$24.99 – Grill Top Pan

Himalayan SALT PLATE

Salt Plates Holders & Accessories

Our Himalayan Salt Plate has been such a hot item that we've developed a line of accessories that highlight its diversity and uniqueness! We've even developed a cookbook packed with ideas and recipes to maximize use of Himalayan salt.



MSRP: \$29.99-\$39.99 - Salt Plates

MSRP: \$29.99 - \$34.99 – Salt Plates

MSRP: \$14.99 – Salt Plate Holders

MSRP: \$12.99 – Salt Chunks & Stainless Steel Grater



MSRP: \$14.99 - Salt Plate Holders

MSRP: \$6.99 – Salt Plate Recipe Book

MSRP: \$7.99 – Salt Plate Scrubber Brush

MSRP: \$14.99 – Salt Plate Storage & Carrier Tote



Flipping Funny™ Talking Spatula

Entertain your guests while creating delicious grilled masterpieces! The Flipping Funny talking spatula cracks one of nine silly quips at the push of a button. Its stainless steel head allows you to easily maneuver your food on the grill. Serve up some smiles along with your burgers, and your meals will be full of fun AND food!



MSRP: \$19.99 - Flipping Funny™



MSRP: \$6.99 - Spray & Grill™

SPRAY& GRILL™

Spray & Grill™

Our new grill spray prevents food from sticking to all grill grates and accessories. Spray before and during grilling without the fear of flare-ups! It's easy to apply on grill grates, skillets, woks, pans, grids, griddles and racks. Use it on non-stick, stainless, and cast iron accessories to make clean-up easier and require less soaking, scraping or scouring.



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

Pizza Oven Leg Kit

Give your pizza oven a little lift with the leg kit! The attachable legs create a stable, independent platform for the pizza oven and raise the cooking surface to 40.25" from the ground.

MSRP: \$59.99 Pizza Oven Leg Kit

Black carbon steel leg kit includes: 4 legs, utility bar with 3 hooks, and base for a 20 lb. Liquid propane tank. Leg kit measures 35.5 in x 17 in x 17.4 in (90.2 cm x 43.2 cm x 44.1 cm) when assembled

Pizza Oven Recipe Book

The pizza recipe book is loaded with over 100 pages of methods, equipment and recipes for pizza, dough and sauce, in full color photography! As the name says, it covers pizza for every day to gourmet. This is a must-have recipe book for every pizza lover!

MSRP: \$12.99 Recipe Book

Sauce Recipes

Red Sauce (Neapolitan-style)

Barbecue Chicken

Deep Dish Pizzas

Meat Lovers

Dessert Pizzas

The Gourmet Vegetarian

How to Make a Dough

How to Make a Crust

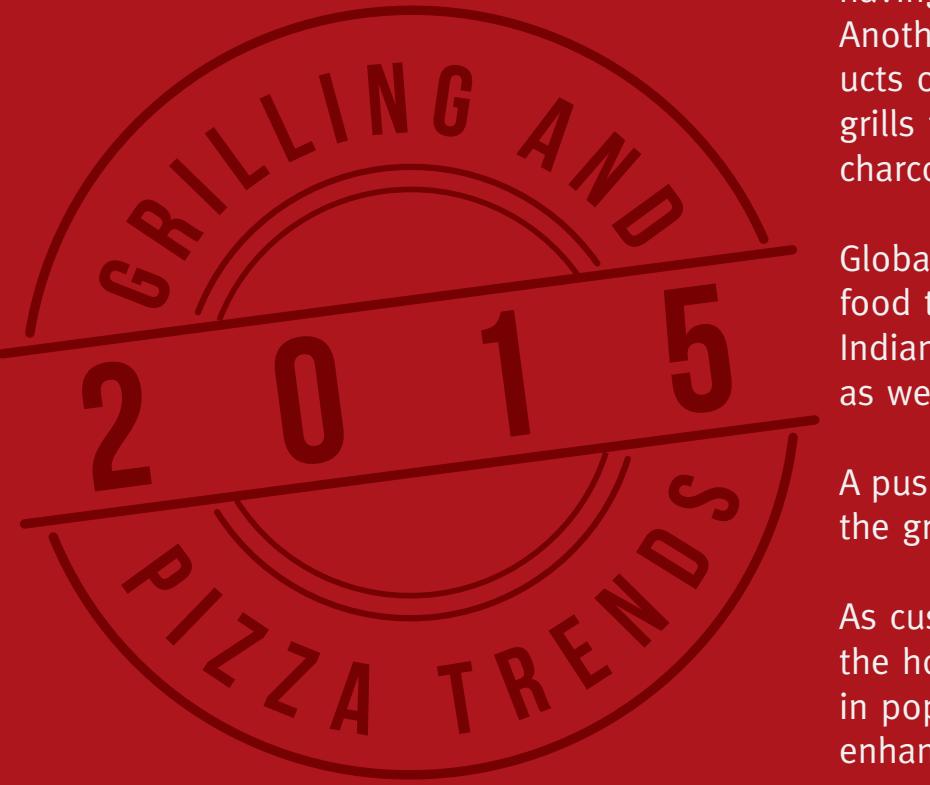
How to Make a Sauce

How to Make a Deep Dish

How to Make a Meat Lover's

How to Make a Gourmet Vegetarian

How to Make a Dessert



Our Himalayan salt plates are ever increasing in popularity since their introduction a year ago, so much so that some retailers are having trouble keeping them in stock.

Another item increasing in popularity is the use of smoking products on gas grills. More and more people are switching to gas grills for convenience while looking to achieve the flavors of a charcoal grill.

Global cuisine is also inspiring and influencing current grilled food trends with delicious Latin flavors from Brazil and Mexico. Indian and Middle Eastern inspired recipes have joined the ranks as well.

A push towards spicier grilled foods and entire meals cooked on the grill has also been evident.

As customers begin to lean away from dine-out pizza experience, the homemade categories grow. Home pizza ovens are increasing in popularity as convenience, affordability and accessories are enhanced.

Gluten free pizza products are also exploding at a healthy rate due to a shift in consumer dietary concern and increased popularity as knowledge of their benefits spread.



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



— 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 black ink that reads "Chuck Adams".

Upcoming 2015 Events

International Home & Housewares Show..... March 7-10 / Chicago, IL
Booth #1973

National Hardware Show May 5-7 / Las Vegas, NV
Booth #19026

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