



The Companion Group

Family of Brands

AN ESOP COMPANY



STEVEN RAICHLEN
BEST OF BARBECUE™



2016 PRESS KIT





The Companion Group's 2016 Press Kit features new and expansion products from our top brands, including Charcoal Companion®, Pizzacraft®, and Steven Raichlen Best of Barbecue™.

We've been hard at work developing new products, improving processes, and bringing customers innovative products they need – and want.

Our highlight of 2016 is the nationwide release of the Pizzeria Pronto® Stovetop Pizza Oven. Just as its sister oven the Pizzeria Pronto Outdoor Pizza Oven revolutionized outdoor pizza-making, the Stovetop Pizza Oven is doing the same – indoors!

Charcoal Companion® further expands the Flame-Friendly™ line of ceramic grillware and Himalayan salt products and accessories. Time-saving products such as the Skewer Express™ simplify and take the mess out of the kabob cooking experience.

Best of Barbecue™ introduces Steven's smoke pucks, which are small-but-mighty and add unparalleled flavor. The Smoking Grate & Plancha gives several different cooking experiences in one product, all with the power and flavor of cast iron.

This year also sees The Companion Group's evolution into an employee stock ownership plan (ESOP), investing employees in the success of the company – and in our customers.

Welcome to 2016, we're looking forward to the journey ahead. We hope you will join us.

CELEBRATING

30

YEARS

OF

INNOVATION

1984

First commercial cylindrical charcoal starter with a handle



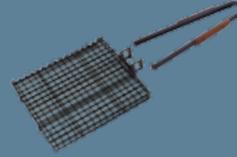
1987

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



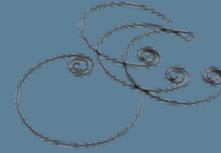
1989

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



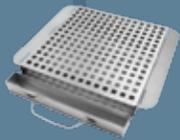
1998

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

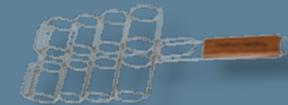


2006

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



First adjustable basket designed for grilling corn



First vertical poultry roasting wok designed for the grill

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



2011

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



2013

2015

2016

A few of our clients...

Crate&Barrel

Sur la table
THE ART & SOUL OF COOKING

WILLIAMS-SONOMA

Cabela's[®]


Tommy Bahama[®]

WORLD MARKET[®]



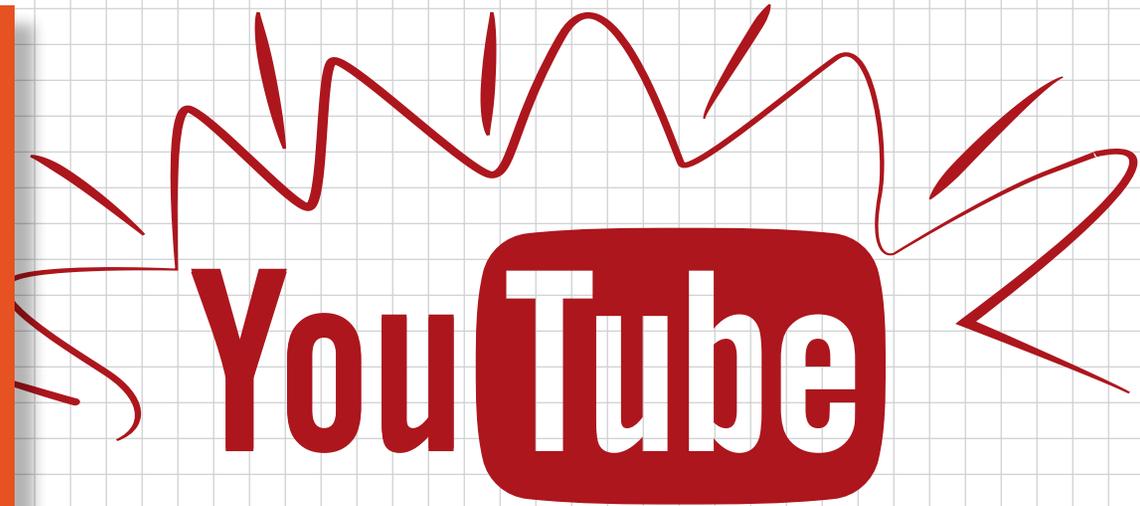
**Big
Green
Egg**

The Ultimate Cooking Experience

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.

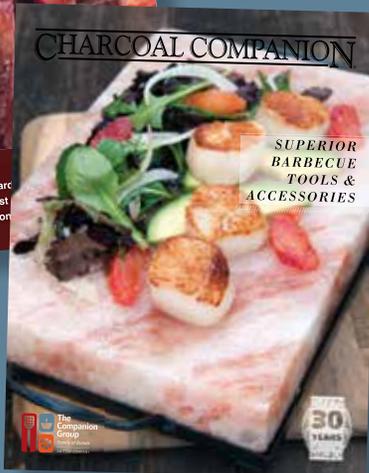
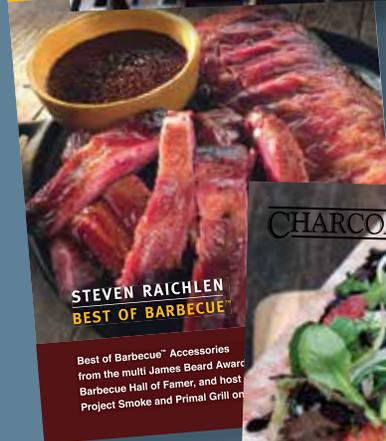
Action! Check out the videos for products marked with this icon.



youtube.com/user/thecompaniongroup



Check out our catalogs



Forget TV – YouTube has over a billion users and reaches more 18-34 and 18-49 year olds than any cable network in the US. Our own channel has almost 900 subscribers and over half a million views. 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. [Click here](#)



93% of Pinterest users have shopped online within the last 6 months, making Pinterest the perfect platform for putting products in front of customers (and their shopping carts!). 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. [Click here](#)



The average American spends 40 minutes per day on Facebook, more than any other social network. Users come to our brand pages not only for news about our products and cooking in general, but there they can leave reviews and receive unparalleled customer service. Facebook's ubiquity also helps us promote our retail partners whenever possible. [Click here](#)



Twitter is designed for fast, easy conversations and bursts of information, valuable for both customer service and marketing. 77% of users feel more positively about a brand when their tweet is replied to, and 52% say they purchased a product after first learning about it on Twitter. By updating all of our accounts multiple times a day and responding quickly to other users, our very active Twitter accounts can reach thousands of users instantly. [Click here](#)



One Instagram post generates a per-follower engagement rate of 4.2%, more than either Facebook or Twitter. Our account offers a peek behind the scenes with photos of product development, recipe testing, and company culture. By getting to see our faces and how we work, customers can see for themselves that we care about our products and our customers. [Click here](#)

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! ”

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

MSRP: \$29.99 – Seafood Rack

MSRP: \$29.99 – Chicken Roaster

MSRP: \$16.99 – Smoker Box

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. 🎥



MSRP: \$29.99 – \$34.99 – Salt Plates

MSRP: \$29.99 – \$34.99 – Salt Plates

MSRP: \$14.99 – Salt Plate Holders

MSRP: \$6.99 – Salt Plate Recipe Book



MSRP: \$14.99 – Salt Plate Holders

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

MSRP: \$7.99 – Salt Plate Scrubber Brush

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

BEER CAN

CORN HOLDERS

These cute beer cans let you know it's time to unwind with a delicious meal. They also make eating corn on the cob easier and less messy. Whether you like your ear of corn grilled, steamed, or roasted, we guarantee it will be more enjoyable with our playful beer can corn holders!



MSRP: \$9.99

POPCORN

CORN HOLDERS

Add some pop to your corn on the cob with fun, food-inspired holders. These cute popcorn buckets let you show your love for corn in all of its delicious forms! The poly-resin buckets form handles to give you a better grip as you chow down on your corn on the cob.



MSRP: \$9.99

SKEWER EXPRESS™ EASY KABOB LOADER

We make it faster, easier, and less messy to put together delicious kabobs for the grill with the Skewer Express™ Easy Kabob Loader. It features six channels to hold the ingredients for your meal in place, and then guide you so you can skewer them through the center all at once. Simply place your pieces of meat or veggies into the prep station's channels, close the lid, and slide your stainless steel skewer through the guide holes. The tray also makes it convenient to sprinkle on spices or drizzle on marinade, catching any excess.



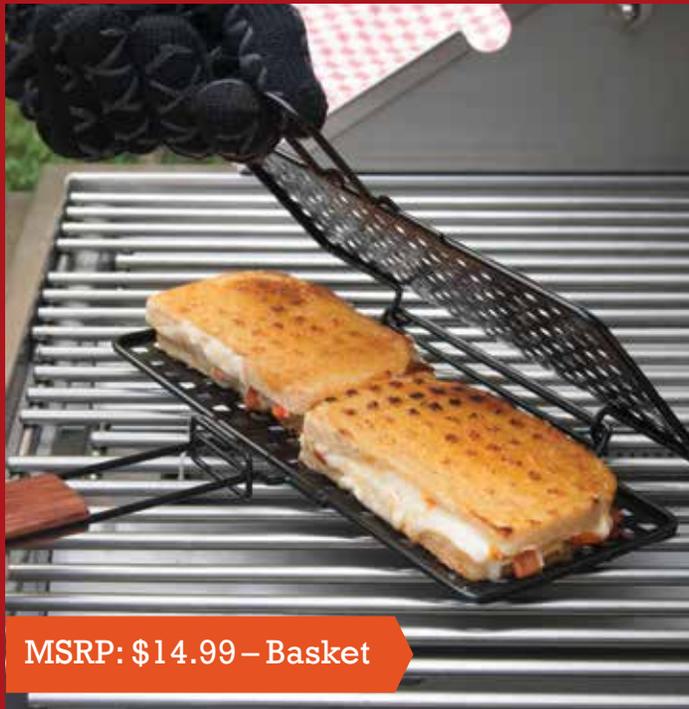
MSRP: \$16.99



GRILLED CHEESE

BASKET, RECIPE BOOK, & ACCESSORIES

Grill up a twist on this American classic with over 50 recipes from our cookbook. Get those coveted grill marks with our press, and flip your sandwich to perfection with our aluminum iron, non-stick basket or stainless steel spatula.



MSRP: \$14.99 – Basket

MSRP: \$14.99 – Basket

MSRP: \$24.99 – Iron

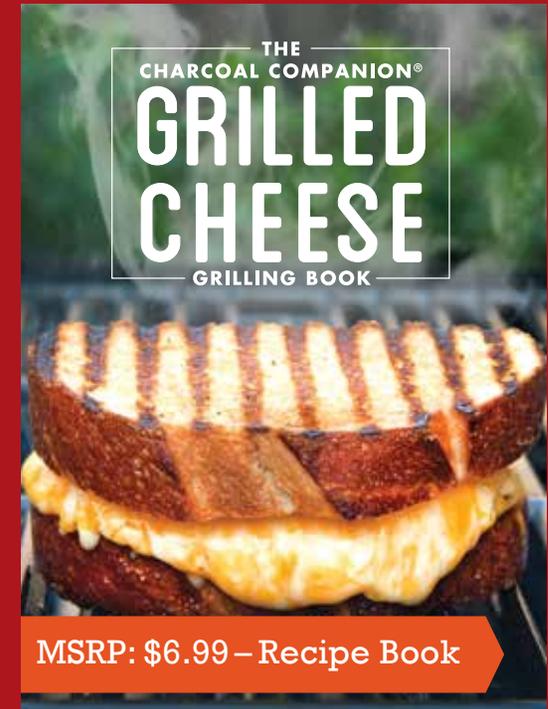
MSRP: \$19.99 – Press



MSRP: \$6.99 – Spatula

MSRP: \$7.99 – Spatula

MSRP: \$6.99 – Recipe Book



MSRP: \$6.99 – Recipe Book



Pizzacraft® is a complete line of artisan quality pizza stones, pizza ovens, tools and accessories. The cornerstone of the Pizzacraft experience revolves around its 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. 📺

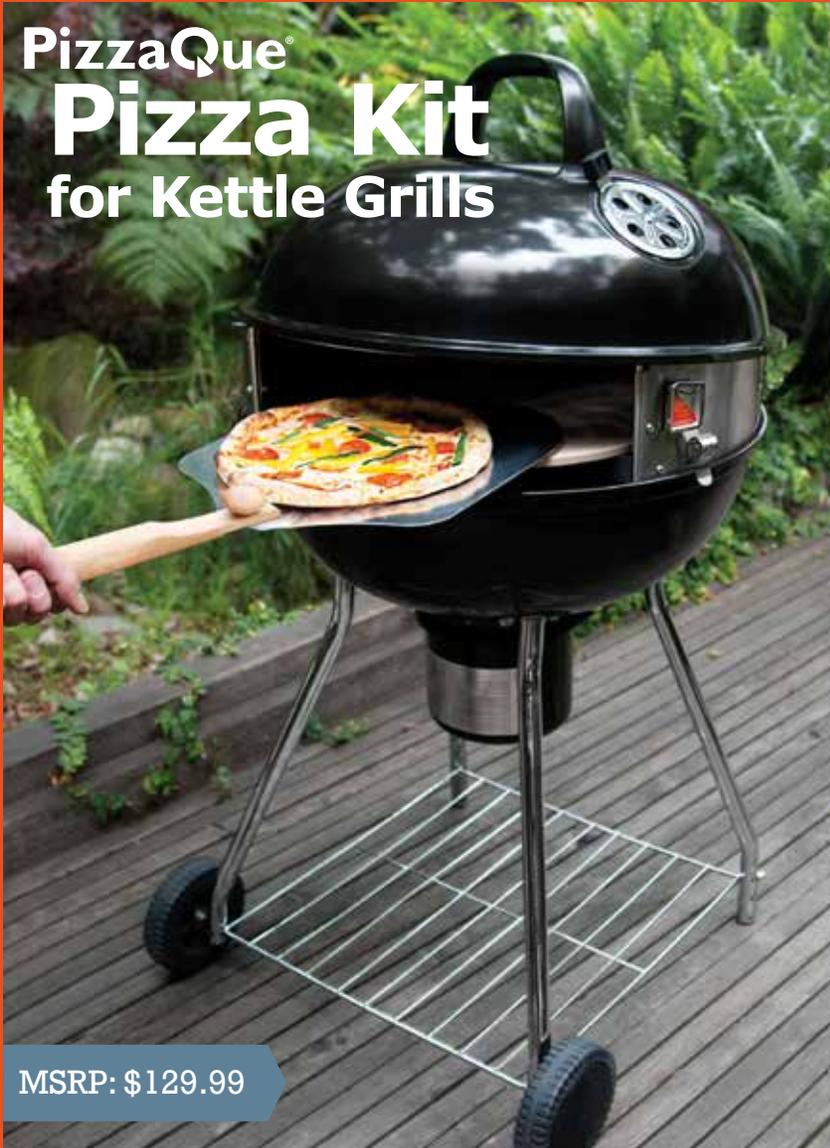


MSRP: \$179.99

MSRP: \$14.99 – Soft-Grip Brush

MSRP: \$29.99 – Soft-Grip Peel

PizzaQue® Pizza Kit for Kettle Grills



MSRP: \$129.99

Replicate a traditional wood-burning pizza oven using your charcoal grill! The PizzaQue® Pizza Kit for Kettle Grills converts your grill into the perfect pizza oven. The cordierite baking stone within the kit absorbs and evenly distributes heat, eliminating hot spots. Your pizzas will cook quickly, evenly, and with that great smoky, authentic flavor. The kit works with charcoal, wood chunks or similar fuels. 🎥

PIZZA KIT INCLUDES:

15 in (38.1 cm) cordierite
pizza stone

Stainless steel kettle converter
with thermometer

Charcoal fence

Bonus: 13 in (33 cm) wide
folding aluminum pizza peel



* Kettle grill not included

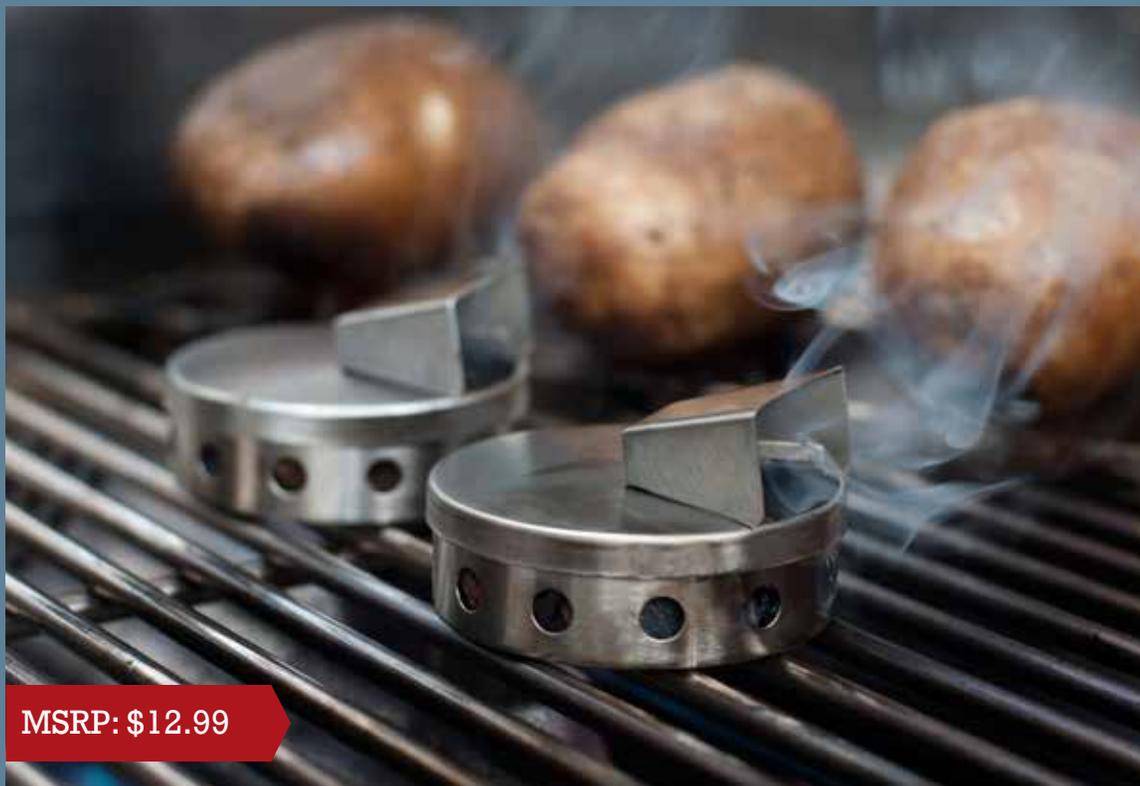


Multi-award winning author, journalist, and television host, Steven Raichlen is the authority on grilling traditions around the world. Steven's line of smoking, grilling, and barbecue products deliver an authentic grilling experience while allowing cooks of every level to make great barbecue at home.

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: \$12.99

CAST IRON SMOKING GRATE & PLANCHA

This unique grilling tool gives several different cooking experiences in one, all with the power and flavor of cast iron. The solid cast iron base can be used alone as a plancha to sear meats, or as one part of a grilling and smoking platform. This set also includes a stainless steel humidifier to keep your meats moist with steam from your choice of water, marinade, beer, or wine. The strong, pre-seasoned cast iron of the plancha base and grate retain high heat so food is cooked perfectly, whether seared, grilled, or smoked!



MSRP: \$59.99

COOKING WITH FIRE • SMOKY FLAVOR • MAKING PIZZA AT HOME

Things are going to get hot in 2016 – so hot, in fact, they’re going to get a little burnt! But that’s a good thing: one of the biggest trends on the horizon is getting that smoky, charred flavor in all food, from barbecue to pizza and more. In Campbell’s “Culinary & Baking Institute Reveals 10 Influential Food Trends for 2016,” “Cooking with Fire” is an emerging theme, with restaurants and consumers turning to wood-fired grills to amp up their favorite dishes. After all, 71% of grillers surveyed for the HPBA’s 2016 State of the Barbecue Industry Report said they did so because of the superior flavor of food prepared on a grill or smoker.

This trend stems from increased interest in flavor-enhancing products for the grill. Most grill owners own a gas grill (62% of households; 53% have charcoal), and choose gas for its convenience. However, they don’t want to sacrifice flavor! Wood chips, wood pellets, wood planks, smoker boxes, and other tools will continue the rise we saw in 2015, fueled by consumers experimenting in grilling non-traditional foods. Pizza stones for the grill (along with wood planks and fish / broiling baskets) are the number-one most desired grill accessory, says the HPBA.

Making pizza at home is also becoming more popular, whether on the grill or by other means. What started as an economical decision (making a pie at home can cost as little as \$3!) has turned into a source of culinary pride. As consumers become more comfortable making pizza, they seek to improve their skills – and their tools! At-home pizza oven appliances have flooded the market... but none have been a match for the Pizzeria Pronto Outdoor Pizza Oven. As Pizzacraft’s number-one earner, the Pronto’s low price point and stellar performance makes it the clear choice among the new, overpriced ovens hitting store shelves.





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 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

“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, reading "Chuck Adams". The signature is fluid and cursive, positioned below the quote on the orange background.

Upcoming 2016 Events

International Home & Housewares Show March 5-8 / Chicago, IL
Booth #1973

Hearth, Patio, & Barbecue Expo March 17-19 / New Orleans, LA
Booth #2745

National Hardware Show May 4-6 / Las Vegas, NV
Booth #11207

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

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