



**The  
Companion  
Group**

*Family of Brands*

AN ESOP COMPANY



**STEVEN RAICHLEN  
BEST OF BARBECUE™**



2017 PRESS KIT







The Companion Group is excited to present another year's worth of innovative products in our 2017 Press Kit. Highlights include new and expansion products across our brands, including Charcoal Companion®, Pizzacraft®, Steven Raichlen Best of Barbecue™, PATIO Companion®, and our newest brand Not In My Backyard™ (NIMBY for short).

We're thrilled to be making key advancements across our family of brands this year. Our focus is to bring technology to the grilling masses in 2017. Look out for additions to our Charcoal Companion® line (including our phenomenal new Safe-Scrub™ Grill Brushes), our bug-repelling wearable line NIMBY, and CC Sync our tech-smart line of grilling accessories.

2017 marks the third year of The Companion Group's employee stock ownership plan (ESOP) which continues to invest employees in the success of the company - and in our customers.

Welcome to 2017, 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**

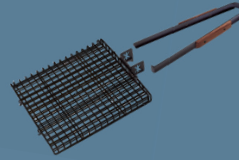
**First commercial cylindrical charcoal starter with a handle**

**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**

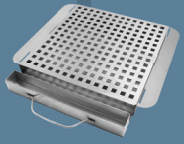
**First circle style skewers designed to go from the grill to the plate**

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

**2011****2013**

**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**

**2015****2006**

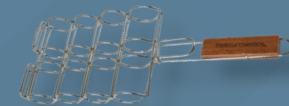
**First dual-handled grill brush for two-handed cleaning for the grill**



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

**2003**

**First adjustable basket designed for grilling corn**



**First vertical poultry roasting wok designed for the grill**

**This year marks moving forward in grilling and technology innovation**

**2017**

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 brand new line focused on generating the right kind of buzz: getting rid of pesky insects in the backyard. 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

“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 few of our clients...



**Crate&Barrel**

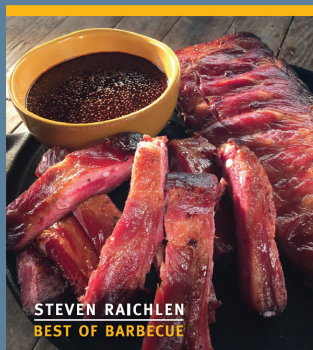


**WORLD MARKET®**

**WILLIAMS-SONOMA**



## 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](http://www.companion-group.com)



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](#)

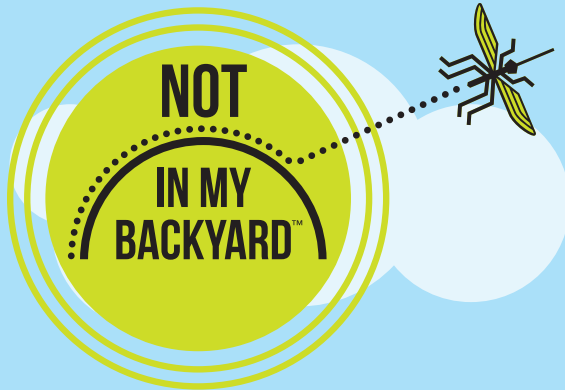


Twitter is designed for fast, easy conversations and bursts of information, valuable for both customer service and marketing. 77% of users feel more positively about a brand when their tweet is replied to, and 52% say they purchased a product after first learning about it on Twitter. By updating all 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](#)





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 sticky sprays, 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: \$12.99 - Silicone Wearable Band

MSRP: \$8.99 - Fabric Wearable Band





## Travel Handheld Bug Zapper

Zap the bugs away from your next barbecue without resorting to unsafe insect sprays with this Travel Handheld Bug Zapper from Not In My Backyard™. This zapper kills insects on contact with a low-voltage electric current when they touch the surface of the “net”. Handle collapses for convenient storage and travel. Uses two replaceable AA batteries; batteries not included.



MSRP: \$14.99 - Travel Handheld Bug Zapper





## ***Tabletop Diffusers with Essential Oil Inserts***

Keep bugs at bay with these tabletop lanterns! Choose the strength of the diffuser's repelling power by inserting a scented disk insert, a tealight, or both! Each diffuser can hold one each of NIMBY's powerful inserts or tealights for a pleasant outdoor experience. Essential oil inserts are made of geraniol, eucalyptus, and lemongrass oil, which are more effective than citronella in warding off buzzing pests. When used in conjunction with a NIMBY tealight (sold separately), the heat from the candle's flame speeds up the release of the disk's oils – as well as adding its own protective powers! Simply insert a disk and/or tealight into your diffuser and place anywhere you want free of mosquitoes and other flying insects. The colorful metal diffuser also folds flat for easy transportation and storage, meaning it's perfect for bringing along while camping, picnicking, or spending a day at the beach!

MSRP: \$14.99 - Tabletop Lantern  
with Essential Oil Inserts

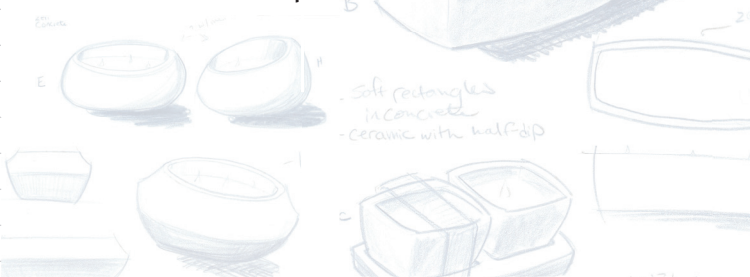
MSRP: \$7.99 - Tealights with  
Essential Oils





For the past 17 years, Patio Companion® has offered custom citronella 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.

We begin by presenting fashion forward themes, pantones and product designs (all of which can be bought as is) and then allow the retailer to put their own touch on each design if they desire. As a full-service company, we'll even create custom packaging for any product, ensuring each retailer has their own unique citronella assortment!





# 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 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: \$29.99 – Bacon Bowl

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

MSRP: \$24.99 – Rib Rack

# SAFE-SCRUB™

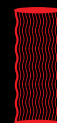
## GRILL BRUSHES

We're changing the game with our advanced, durable nylon bristles. Every professional griller knows the secret to great grilling is a clean set of grill grates. Grillers get the best results with our updated line of brushes with safer diamond-coated nylon bristles. Safe up to 400 degrees, their special design won't damage stainless-steel, porcelain, or cast iron grills. Cooks everywhere love our Safe-Scrub brushes as much as their grills do.



### Diamonds are a grill's best friend

Diamond-based coating helps clean without damaging surfaces



### Get rid of the grime

Twisted nylon bristles are strong and durable

MSRP: \$12.99 – Dual Handle MONSTER Brush™

MSRP: \$7.99 – Triangular Grill Brush  
 MSRP: \$12.99 – Stainless Chef Grill Brush  
 MSRP: \$14.99 – Rosewood Handle Grill Brush  
 MSRP: \$14.99 – Dual Handle MEGA MONSTER Brush™  
 MSRP: \$49.99 – Vineyard 3PC BBQ Tool Set  
 MSRP: \$16.99 – Avant Softgrip Handle Grill Brush



# 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 – \$34.99 – Salt Plates  
MSRP: \$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: \$14.99 – Salt Plate Storage & Carrier Tote  
MSRP: \$12.99 – Salt Plate Press & Silicone Band

# HASSELBACK POTATO SLICING RACK

Baked or grilled Hasselback potatoes are a crispier, more flavorful alternative to baked potatoes. Potatoes are cut into thin slices part way through the potato so that the slices are held together. Hasselback potatoes cook faster and can also be loaded with your favorite baked potato toppings. This Hasselback Potato Rack will help you achieve perfectly spaced cuts without accidentally slicing through the entire spud! Place your potato on the wooden dish, pushing it onto the nails in the center so that your potato is held in place. Use your knife to make cuts through the stainless steel guide wires. When you're done, slide the cutting guide off and cook your prepared potato with your favorite recipe!



MSRP: \$14.99 – Hasselback Potato Slicing Rack





# 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: \$24.99 – Iron

MSRP: \$7.99 – Spatula

MSRP: \$6.99 – Recipe Book



MSRP: \$6.99 – Recipe Book



## 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: \$39.99 – Bluetooth® Meat Thermometer



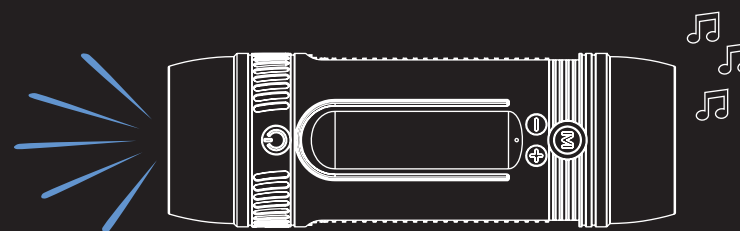


MSRP: \$49.99 – Grill Light with Bluetooth® Speaker

# «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!





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: \$149.99

MSRP: \$14.99 – Soft-Grip Brush

MSRP: \$29.99 – Soft-Grip Peel

MSRP: \$29.99 – Bamboo Cutting Board







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

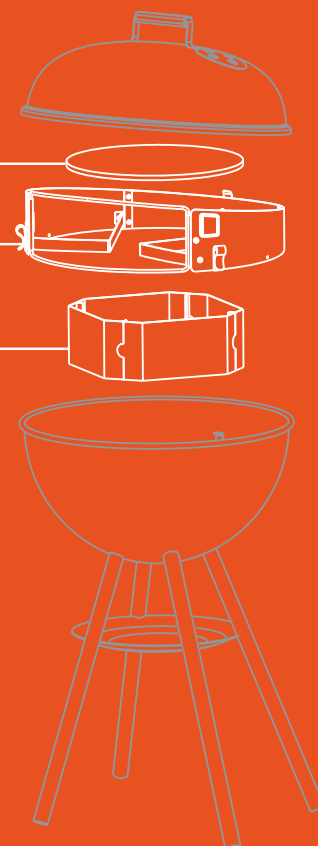
Stainless steel kettle converter  
with thermometer

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



## PORCELAIN COATED NACHO PLATE

Crisp your chips, melt cheese, and warm up toppings for delicious nachos right on the grill! This porcelain-coated steel plate is perfect for building and cooking your favorite dish as well as serving it. The smooth porcelain coating is stick-resistant for easy cleanup, and the perforations in the middle of the plate allow smoke and heat to reach your food more effectively. This plate can also sizzle any protein you don't want to come into direct contact with the grill, making it a versatile tool for your grilling arsenal.



MSRP: \$19.99





## 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

## TECHNOLOGY + THE GRILL = A PERFECT MATCH

One of the most electrifying new trends in cooking is tech. According to BBC Good Cooking, smart tech is poised to revolutionize the way we prepare food in the kitchen in 2017. We're thrilled to be taking tech a few steps further: through the kitchen, out the back door, and straight to the grill.

We're expanding Charcoal Companion with a line of new smart-connected devices we're calling CC Sync. The new Q-Tech™ Thermometer pairs with smart phones to keep barbecuers connected to their grill from up to 80 feet away. Plus, custom timers and 11 presets for common meats help ensure perfectly cooked meals-every time. We're also bringing the party outside with our new SoundBeam: a combination grill-light and bluetooth speaker.

Our 2017 tech focus goes beyond just pairing your grill with your smart phone. Every professional griller knows the secret to great grilling is a clean set of grill grates. Grill brushes are getting brought into the future with our new line of Safe-Scrub™ nylon grill brushes. Thanks to their diamond coated nylon bristles, they last longer and won't damage stainless-steel grills, porcelain, or cast iron.

Nothing ruins the fun of an outdoor barbecue or picnic faster than a swarm of mosquitoes. That's why we're buzzing (and we mean the right kind of buzz) about our new line of all-natural mosquito repelling products. Say goodbye to harsh chemicals, sticky sprays, and mosquitoes and get back to enjoying the great outdoors! The line includes wearable bracelets, clips that attach to clothing, stationary lanterns and candles, and an electric bug zapper. No matter the situation, Not In My Backyard™ is ready to help you stay bug free.





# Upcoming 2017 Events



**Hearth, Patio, & Barbecue Expo ..... March 2-4 / Atlanta, GA**  
Booth #541



**International Home & Housewares Show ..... March 18-21 / Chicago, IL**  
Booth #1971



**National Hardware Show ..... May 9-11 / Las Vegas, NV**  
Booth #11207



**Pizzafest..... October 14 / Berkeley, CA**

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

**Sarah Farrar | VP of Sales**  
sfarrar@companion-group.com

**Bobbi Pauline | Sales/ Rep Manager**  
bpauline@companion-group.com

**Jonathan Svilar | Marketing Manager**  
jonathan@companion-group.com