



**IT GRILLS. IT SMOKES. IT BAKES.**

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**It's a Grill. It's a Smoker. It's an Oven:  
(It's Big Green Egg, the Most Versatile Outdoor Cooker You Can Own)**

What is round, soft green in color, made of space-age ceramics, weighs 140 pounds and is, in a design sense, 3,000 years old? It's Big Green Egg®, the kamado cooker with an army of EGGheads (Good EGGs) that make Saab devotees seem positively mainstream! And speaking of an army, it was U.S. servicemen in Asia who shipped kamados back home after WW II, thus starting the modern phase of the cooker's evolution.

Where to begin? The Big Green Egg is at the top of its game in any cooking mode: grilling, low 'n slow barbecuing, smoking, even baking. Eight out of 10 U.S. families own barbecue grills; the average outdoor cooking aficionado owns 1.2 grills. The Big Green Egg has made believers of literally everyone who tries it; one fan wrote in that "any mistakes I make on my Big Green Egg are better than anything I can cook on a gas grill."

**Fuel-Efficiency**

The Big Green Egg is fueled by natural lump charcoal, which it consumes sparingly (one 20-pound bag will last for more than a month, even cooking out several times a week). Approximately 80 percent of the charcoal remains after cooking, so its reuse factor (simply close the vents after cooking to save the unused charcoal) makes The Big Green Egg cost-efficient as well as versatile and fun.

**All the EGGvantages**

With user benefits nearly too numerous to cover, the Big Green Egg® leaves other kamado cookers literally green with envy. In a marketing environment of planned product obsolescence, the ceramic parts come with a lifetime guarantee against damage from normal use. It is weather-impervious and there are no “hot spots” or flare-ups from within and no need to add charcoal while cooking. The innovative ceramic material (now based on space-age technology) keeps the outside surface far cooler than any gas grill. The Big Green Egg will smoke a turkey or a ham in about one-quarter the time of a water smoker.

All that and incredible fuel-efficiency, too. Gas grills are said to offer the ultimate in outdoor cooking convenience, but the EGG® gets ready to cook in less time, keeps meat and poultry more moist and juicy, and has the flavor of charcoal because it cooks with charcoal.

### **Not All Cookers Are Created Equal**

One Big Green Egg has more diverse cooking capabilities than a warehouse of other grills combined, at any price. As a smoker it provides a wide range of controlled low temperatures which are easily maintained at 180° to 250°F. As a grill it sears and cooks foods at 750° F for steakhouse searing, and as an oven it will bake crispy-crust pizza, bread and desserts as well as a brick oven. For the cooking perfectionist, temperatures are controllable to within a few degrees with top and bottom vents.

### **No Need to Coddle *This* Egg**

Designed and built for heavy duty use, the EGG cannot be harmed by extreme external temperature, rain or snow. It cleans up easily, and inside heat burns off grease and spatters just as with a self-cleaning oven. It is as close to perfect as we can make it, and will last nearly forever.

The Big Green Egg is, quite simply, alone in its class. Cookers with a similar appearance are indeed on the market but have a painted exterior and inferior ceramic components. Come to [www.biggreenegg.com](http://www.biggreenegg.com) today and see what's cooking.