



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

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**IT GRILLS, IT SMOKES, IT BAKES:  
THE BIG GREEN EGG XL NEARLY SELLS ITSELF**

What weighs just over 200 pounds, is the color of money, comes with a lifetime warranty against damage from normal use and has the most positive word of mouth since apple pie (which, by the way, it will easily bake)? It's the Big Green Egg® XL, a marvelous combination of the ancient kamado cooker design, space-age ceramic technology and the high profit margins specialty retailers need. Consumers love the XL EGG®, too!

The Big Green Egg comes in 5 sizes – the new extra-large, large, medium, small and mini. MSRP's range from \$241.95 to \$991.95. They are fueled with natural lump charcoal, which is another great item to carry to meet increased consumer demand and to bring your customers back into your store regularly.

Available across the United States and in nineteen other countries, the Big Green Egg has a veritable army of fanatic loyalists who swear by its versatility, durability and quality. The EGG's customers literally helped write its specs back in 1974 when Ed Fisher opened his first Big Green Egg store in Atlanta, trademarking and evolving the design of the fired-clay Chinese and Japanese kamado cookers he had been selling.

**See the EGG®, Sell the EGG**

"We asked our customers what they wanted in an outdoor cooker and worked until we got it right," Fisher says. "They needed a perfect, trouble-free cooker that would not crack from extreme weather or regular use, a wide range of cooking capabilities for year-round use and fuel economy with easily controlled temperatures to within a few degrees.

And that's exactly what they got. And now, with the new XL model, backyard EGGheads or even caterers have the size and capacity to cook for nearly any size gathering. It's especially appealing for families who enjoy frequent entertaining."

Now, what's in it for you? Because of its lifetime warranty against damage from normal use, it isn't likely you will make many repeat sales. But you can be sure that BGE buyers will be sending anyone they cook for or talk to - and they talk very positively - in to retailers to check it out. Outdoor cooking has become a year-round activity with nearly 70 percent of grill owners, so the line of BGE accessories and enhancements will bring your EGG owners back in regularly. These include the EGG Nest with casters for added mobility, the convenient EGG Mate fold down shelves, cypress tables in two lengths with casters and built-in opening for an EGG, and dozens of other accessories to enhance the EGGsperience.

The Big Green Egg® chiminea provides the warmth and ambience of an outdoor heater with the same ceramic technology as the EGG. With the addition of a cooking grid, it is also useful as a portable barbecue grill ideal for tailgating or camping.

The lineup of Big Green Egg® cookers is its own best merchandising tool – their novel appearance is an eye catcher and assured conversation-starter, and they are fun products that never fail to draw attention.

### **Not Just a Good Deal, But a Great Deal**

The EGG® does not come cheap, but in the long run it's a steal. Here's why: its durable ceramic construction enables a lifetime warranty against damage from normal use. Tell your customers to compare that to the "lifetime" of a typical metal gas grill, which is 4.1 years. If the customer consecutively buys two grills costing \$350 to \$400 and lasting four years each, as opposed to buying one Big Green Egg®, in just 8 years the EGG will have paid for itself!

### **Eggsactly What You Need**

The Big Green Egg provides something for everyone: a high-quality outdoor cooker with unmatched versatility, durability and quality for your customers and a "pre-sold" high

margin item for you. Why carry any other premium charcoal grills? The customer has undoubtedly heard about it from friends or neighbors; you will hear the same from other dealers (one has told us “I love carrying this grill because it really does sell itself.”) Learn more at [www.biggreenegg.com](http://www.biggreenegg.com) today!

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