



for information contact jodi burson
J.Burson@BigGreenEgg.com

Big Green Egg Reinforces Their Commitment to Independent Retailers Through Newly Launched Omni-Channel E.commerce Sales Platform

(Atlanta, Georgia) The Big Green Egg Company has long recognized the value of a strong independent dealer network, and stands committed to supporting their retailers with the very best grilling products and numerous best-practices tools to help them succeed. New for Big Green Egg is the launch of an omni-channel e.commerce sales initiative that enables consumers to enjoy the convenience of on-line shopping for EGGs and related EGGcessories, while providing a direct sale at the local dealer level.

“Our model is unique in that it is designed to be inclusive of our authorized dealer network, and brings them into the process as the final point of customer engagement, whether it be in-store pick-up or personalized delivery and set-up,” shared Ardy Arani, the company’s CEO. “Unlike most other popular grill brands, the Big Green Egg product line is not sold in big box stores, discounters, mass merchandisers or shopping club channels. It just doesn’t make sense for us to do that, to compete with our local dealers that way, but many retailers do have grills on their floor – especially in the gas and pellet grill category – that are being sold against them on-line and in big box, often at a discount to the bricks+mortar price! When we set out to create an e.commerce presence, we knew we were not going to do it that way.”

“Having each and every Big Green Egg on-line sale handled and fulfilled by an authorized dealer in the same community as the customer is a key differentiator of the Big Green Egg model, and is very important to us as a company. Since 1974, Ed Fisher, the company founder and chairman, said that we won’t sell against our own dealers, and to be able to carry that philosophy into our e.commerce platform is very rewarding to us and to our dealer network. We support “Main Street” retailers exclusively, and now we can do so through e.commerce as well.”

“With our omni-channel model, we manage an on-line sales platform, and yet all sales are fulfilled at the dealer level,” added Tom Lengyel, National Sales Manager for Big Green Egg. “Our dealers are already seeing the benefits of this uniquely structured e.commerce sales platform, and our customers love having an EGG delivered (safely and with no contact) and assembled by a knowledgeable and well-trained dealer. Sales growth of Big Green Egg products in the US, combined with a successful expansion into international markets, is very strong. We know what sets the Big Green Egg apart is our product quality and value, combined with the knowledge, dedication and customer support provided by our independent retailers.”

Having created the kamado grilling category over forty-five years ago, and being noted as the innovator ever since, the Big Green Egg Company is again leading the way by integrating online and physical retail channels for the benefit of consumers by giving them the best of online shopping combined with personalized service. Ultimately, the Authorized Dealer network is rewarded with new opportunities to increase sales and build customer loyalty, and to create repeat business at the store level.

Big Green Egg Inc. is the world’s leading manufacturer of the premier outdoor cooking system unmatched for its versatility and culinary results. Starting with a single outdoor cooker known as a kamado over forty-five years ago, the EGG® has evolved into a highly modernized version of that traditional Asian device. Combining best-in-class innovation with engineered performance featuring industry-leading and patented features, state-of-the-art ceramic technology, a full line of related EGGcessories® and seven distinct sizes sold in over fifty countries, the Big Green Egg® is ideally suited for the casual backyard griller and culinary aficionado alike, and has become the top choice of leading chefs around the world. Lifetime Warranty, Versatile ... Often Copied, Never Matched ... there is only one, original Big Green Egg – The Ultimate Cooking Experience!® www.BigGreenEgg.com