



IT GRILLS. IT SMOKES. IT BAKES.

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**Big Green Egg Cooks Up Support For Retailers**  
*Dr. BBQ Becomes Another Barbecue Tool!*

The Big Green Egg® is the best known of the kamado cookers, and some even say they sell themselves to consumers. But the folks at BGE know that promotional support for retailers is important to help make the consumer sale go “over easy.”

The company is always looking for innovative, effective new tools to help retailers. Their latest offering is support in the form of barbecue expert and self-proclaimed EGGhead, Ray Lampe, a.k.a. Dr. BBQ.

“We have entered into a relationship with Ray because of his reputation as an award-winning barbecuer, and his passion for the EGG®” says Ed Fisher, founder of Big Green Egg. “We’re offering him as a resource to help our retailers increase their bottom line.”

Lampe began his barbecue career as a competition cooker before becoming a professional. He has won numerous awards over the past ten years, including winning at the prestigious American Royal Invitational and Jack Daniel’s World Championship, as well as many state championships and other cook-offs. Lampe’s grill of choice when competing has been a large EGG, but now he usually cooks on the larger XL EGG, which was introduced more recently. He is the author of *Dr. BBQ’s Big-Time Barbecue Cookbook*, *Dr. BBQ’s All Year Long Barbecue Cookbook* and *Dr. BBQ’s Big Time Barbecue Road Trip*.

Retailers who carry the EGG® are encouraged to take advantage of Lampe’s extensive travel schedule, posted at [www.drbbq.com](http://www.drbbq.com), under *Where’s Dr. BBQ?* He can be scheduled to participate in a variety of in-store events, which are sure to increase store traffic. And, because Lampe is already in the area, expenses for retailers are minimal.

Lampe considers consumer education to be one of his specialties. He's known for happily sharing cooking secrets, even with fellow competitors on the barbecue circuit. He teaches a number of barbecue classes around the country, and is an online "ask the expert" for *Fiery Foods Magazine*. He also writes a monthly column in the magazine.

Lampe offers the same knowledge on premise. He conducts staff training classes for barbecuing on an EGG, as well as "how to" consumer classes. Inviting the local media to participate in one of his classes is a way to generate publicity about the store before the event, which helps increase attendance. Usually a follow-up story or a photo about the class becomes part of the local news also.

Lampe has completed three barbecue cookbooks and anticipates more will follow. Retailers can capitalize on the popularity of his books by holding a book signing at the store during a cooking demo. In conjunction with the book signing, offering a chance to win a Big Green Egg® with every book purchased is a way to boost awareness level in the community. Again, notifying the local media about the event will encourage press coverage.

For retailers looking to increase EGG sales and profits, the time is now to get crackin'. To find out more about this program, retailers should contact Lou West at 1-770-938-9394 Ext. 103. For more information about the Big Green Egg, visit [www.biggreenegg.com](http://www.biggreenegg.com).