



IT GRILLS. IT SMOKES. IT BAKES.

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Of EGGS, EGGheads and EGGcessories

A Glossary

EGG -- It's a grill, smoker and oven made out of space-age ceramics, shaped like a very large egg and green in color. It turns out the juiciest, most flavorful food you'll ever taste.

EGGhead -- an enthusiastic owner who believes an EGG® is the only EGGceptable cooking appliance there is and he/she wants to convert the entire world to this viewpoint. Talks about the EGG to anyone who will listen and would give up his/her dog, truck and vacation before parting with the family EGG.

EGGtoberfest -- an annual migration of EGGheads to Atlanta, Georgia, the original home and current World Headquarters for the Big Green Egg®, where hundreds and hundreds of EGGheads gather for a weekend of camaraderie, cooking incredible food and sharing it and their many recipes, EGGperiences, and EGG tales with each other. It's an EGGstraordinary event that attracts EGG owners from all over the U.S. and Canada. 2007 will mark the 10th Annual EGGtoberfest, which is always the third Saturday in October.

EGGfest -- Regional replicas of EGGtoberfest held at different times of the year from California to Colorado, Texas, Florida, Maryland, Missouri, Oklahoma, Pennsylvania and New Hampshire. New ones are popping up all the time so keep your ears open for one near you. Attending an EGGfest is a great way to observe how the EGG cooks, to join in the fun and to determine that you want to become an EGG owner yourself.

EGGcessories -- the myriad of accoutrements that make it even easier to prepare many specific foods -- from a pizza stone to a plate setter for indirect cooking, an EGGstender that adds additional cooking tiers, a variety of cleaning tools, cooking grids, barbecue utensils, tables and more seasonings.

EGG Nest -- a four-leg metal stand that the EGG® fits into to raise it to waist height for convenient cooking. The nest has wheels to help you move the EGG more easily, since a large EGG weighs 140 pounds and an extra large EGG weighs 205 pounds.

EGGmates -- the wooden side shelves that attach to the EGG to provide handy work space.

EGGcellent -- what you will say when you taste food cooked on an EGG.

EGGmania -- what happens when you get a bunch of EGGheads together to EGGschange ideas and recipes.

EGGstraordinary—what family and friends will decree after enjoying the meal you prepared on your EGG.

EGGcited -- how a new EGG owner will feel the first time he/she cooks on the EGG.

EGGxecutives -- the men and women who manage the Big Green Egg Company.

EGGsperts -- retailers who can tell you all about the EGG, sell you one of the five sizes that are available, and assemble and deliver it for you.

EGGspendable -- the gas grill that may be sitting in your yard. The EGG does it all so you don't need any other grill.

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