



IT GRILLS. IT SMOKES. IT BAKES.

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## ***Putting All Your Eggs In One Basket Works!***

Ed Fisher had an idea for a barbecue grill that he thought was better. He took an old Oriental ceramic cooking concept, improved on it, gave it a catchy name and started selling it out of a little store in a strip mall in Atlanta, Georgia. Thousands of EGGs later, Fisher, president and founder of the Big Green Egg Company, has enjoyed more than thirty years of increased annual sales.

"We've experienced at least double digit sales almost every year since we started," Fisher says proudly. "It's rather amazing we've been able to take a cooking concept virtually unknown in the U.S. and catapult it to one of the most talked about barbecuing products in the country." Fisher reveals that the satisfaction of current EGG® users has been the Company's strongest marketing tool. A cadre of "EGGheads" has helped sell the unique ceramic cookers via their own unbridled enthusiasm and determination to convince everyone they know to cook on an EGG.

Now, building on the past three decades, Big Green Egg® has made the transition from a small niche manufacturer into a major player in the grill industry. In 2005 the Company relocated its Warehousing Center and Retail Store to a new World Headquarters building in Tucker, Georgia. Operations have been streamlined as a result of consolidated offices, greatly expanded warehouse space and a modern new retail store which also serves as a pilot location for testing new products. And a dealer training school will be located at the site. Sophisticated computer software improves systems, tracks inventory, and better anticipates changing needs.

And there's more. Research and development activities have been stepped up. Addition of a customer service manager and augmentation of the office staff are speeding up response time and improving communications with anyone seeking information or assistance. The warehouse team has been increased and an extended distributor and dealer network helps ensure that the Big Green Egg® is available throughout the U.S., Canada and 18 other countries.

The Big Green Egg state-of-the-art ceramic manufacturing plant also has been expanded substantially. Enhanced automation ensures that production lines can keep pace with increased consumer demand, as well as handling fabrication of the multiple sizes of the EGG® available today. The addition of the Extra Large (XL) EGG, which easily accommodates the needs of large families, frequent entertainers or caterers, brings the line to five sizes.

Big Green Egg has also substantially boosted its marketing activities, driving consumers into retail shops coast to coast. New advertising and public relations campaigns have expanded awareness of the EGG and provide increased support for retailers.

The EGG is featured frequently on network and local television programs including the Food Channel, DIY and HGTV. It's promoted in newspaper articles and many Big Green Egg smokers have been placed in prominent, high-traffic areas such as charity fund-raiser open houses. Every new EGG now contains a DVD featuring renowned Atlanta chef and restaurateur Kevin Rathbun demonstrating how to cook on it. A new website serves as another excellent educational resource.

As it heads into its fourth decade as the dominant brand and undisputed leader in the growing ceramic cooker market segment, the Big Green Egg continues to seek ways to constantly improve both product quality and customer service.

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