



Going Green is Natural for the Big Green Egg

(Atlanta, Georgia) - Protecting the environment is on everyone's mind these days – even when it comes to barbecuing. The Big Green Egg Company is committed to eco-friendly and natural products – what else would you expect from a company whose middle name is "Green"?! The Big Green Egg® can actually help you be a more environmentally responsible outdoor chef.

Here's how:

- The Big Green Egg can save precious natural resources. The space-age ceramics that are used in manufacturing the EGG® are so durable that the cooker practically becomes a once-in-a-lifetime purchase. On the contrary, most popular-priced metal grills need replacing every three to four years. So, purchasing a ceramic Big Green Egg can actually result in fewer grills going into the waste stream and clogging up landfills. And, it reduces the amount of non-renewable raw materials used to make comparatively short-lived metal grills.
- The heavy walls of the Big Green Egg make it extremely fuel efficient. The cooker uses far less charcoal than other types of charcoal grills. And, any charcoal that remains in the base of the grill after cooking can be reused at the next cookout.
- The Big Green Egg uses all-natural lump charcoal for fuel, which contains only 100% American oak and hickory natural lump charcoal. What's the difference? We painstakingly source our natural lump charcoal to ensure that it contains no fillers, nitrates, chemicals, anthracite coal, limestone, treated wood or petroleum products. Unlike some of the other charcoals and briquettes on the market today, pure and natural Big Green Egg charcoal is carbonized wood with NO additives whatsoever.
- Big Green Egg 100% natural lump charcoal is sourced from unused log sections and recycled wood from lumber mills, furniture factories and other wood processors, diverting further waste material from landfills.
- Hardwood lump charcoal produces much less ash compared with regular charcoal briquettes in traditional charcoal grills. What little of the all-natural ash that does remain can be added to your home compost pile to enrich the soil for gardening.
- Lighting up the charcoal is a breeze with our popular Natural Charcoal Starters which are odorless and tasteless with no chemical aromas or residue. Plus they're clean, safe and

ready to use without the need for any lighter fluid.

The Big Green Egg shows its true colors – green – in every sense of the word!

About the Big Green Egg

The Big Green Egg Company was founded by Ed Fisher in Atlanta, Georgia over thirty years ago as he set out to bring a modernized version of the ancient kamado-style cooker to the American culinary marketplace. His product, the Big Green Egg, now created from advanced ceramic materials, is widely acclaimed as the best kamado-style cooker in the world with legions of fans (known as EGGheads) in over twenty-five countries. Ed Fisher has never wavered in his commitment to quality and the pursuit of perfection, and to this day all Big Green Eggs are still sold with a lifetime warranty on key components. Often copied, never matched ... there is only one, original Big Green Egg – The Ultimate Cooking Experience!TM