



The Big Green Egg Company Unveils New Brand Identity, Logo and Tagline

(Atlanta, Georgia, March 3, 2011) For over thirty years, the Big Green Egg® has been widely acclaimed as the World's Best Smoker and Grill, and has been known for producing amazing culinary results from the unique kamado-style cooker created by Ed Fisher. The passion of Big Green Egg fans and aficionados is legendary, and is a large part of the success of this amazing and versatile cooker.

Today at HPBA Expo 2011 in Salt Lake City, the company paid homage to that legacy while introducing a new logo and bold, fresh brand identity incorporating a tag line that speaks to the very heart of what using a Big Green Egg is all about: The Ultimate Cooking Experience™.

"After all these years of making the Big Green Egg better and better, and introducing many industry-leading innovations and patented improvements, we decided it was time to take a look at the brand identity itself," commented Big Green Egg Chairman Ed Fisher in making the announcement and unveiling the new logo and tag line. "While we had grown comfortable with the image, it was not at all contemporary and did not adequately present the EGG as a versatile outdoor cooker with appeal to all consumer groups."

"When we embarked on a new identity initiative, the goal was to create a brand messaging platform that spoke to the attributes, both emotional and functional, that are part and parcel of what the Big Green Egg is all about. To call it 'The Ultimate Cooking Experience'™ may be to state the obvious, but in many respects it resonates with our consumers as the perfect description of what owning a Big Green Egg means to them. We bring people together over memorable meals and shared experiences of cooking on the most unique and versatile barbeque or outdoor cooking product on the market, and we wanted our messaging to communicate that. With this approach, we think we have succeeded!"

Along with the new tag line, the Big Green Egg logo features an updated and stylized image of the iconic EGG. The new image was designed to maintain visual clues and a link to the past logo while positioning the brand image in a newer and fresher fashion.

When asked about the strategy behind the new identity, Fisher added "We did not set out to draw an image of an EGG, nor were we looking for something that reproduced it exactly like

you might see in a store. Rather, the goal was to present the icon of a Big Green Egg in a way that is instantly recognizable and conveys a “friendly” and “inviting” personality. After all, owning a Big Green Egg will instantly add to your number of friends, and they are all going to have a lot of fun when you invite them over to taste all the wonderful things you are cooking! So, our identity needs to say that. We are not a stodgy, serious product ... we make something that is fun to use and brings people together – that is what we set out to say about the Big Green Egg with our new branding, and we are very excited with the final result.”

The logo and tagline will roll out nationally during March 2011, and will be incorporated into product packaging, in-store materials, advertising, promotions and EGGcessories™ over the course of 2011.

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!™