



## **Big Green Egg Is Now a Purpose-Driven Company Committed to Making a Difference in the Lives of Children Around the World**

(Atlanta, Georgia - January 2022) From humble beginnings almost 50 years ago, the Big Green Egg has grown into an internationally acclaimed lifestyle brand, known for its iconic and wildly successful green egg-shaped outdoor cooker. The Big Green Egg has always attracted a loyal community of independent dealers, grillers, chefs and fans around the world, and supporting this community has been a key aspect of the company's business mission.

CEO Ardy Arani is well aware of the Big Green Egg's status as an iconic brand. As he led the company for over a decade and considered his options for the future of the company, he knew that Big Green Egg could stand for more than just being the very best product of its kind. Arani's goal is for the company itself to be just as iconic and well known as a positive force in the communities where Big Green Egg does business, and he and Big Green Egg founder, Ed Fisher, agree that the legacy of the Big Green Egg brand can go far beyond the product itself.

In furtherance of this goal, Arani has made public his plan that going forward the Big Green Egg will operate as a "purpose-driven" company, using company profits to fund and support the objectives and efforts of charitable initiatives focused on children in-need around the world.

"I know that people have been wondering what the future plan for the Big Green Egg looks like," Arani commented. "After considerable thought, planning and consideration, we have decided that this will be our legacy."

"As a purpose-driven company," Arani continued, "our focus shifts from just making money to how we use that money. Going forward, profits from Big Green Eggs sold around the world will be used to support our commitment to helping children in need in the more than 50 countries where our products are sold. In every part of the world, there are children who are living in sobering and terrible situations, and with the resources we have at hand, we will strive to make a positive impact. This is the new future of the Big Green Egg – same company, same great products, same everything – except that now we are working for the benefit of others."

“Although we remain a privately-held company, and I have never seriously entertained acquisition offers, I cannot rule out that perhaps in the future we may find ourselves aligning with a strategic partner or investor, and they will need to step onto the playing field knowing what our commitment is as a company, and be of the mindset to support these goals.”

At the recent annual employee meeting, Ed Fisher joined Arani and shared his support for the evolution of the company. “When I got started in 1974, little did I know that I had just launched an entire category of outdoor cookers, and I could not have possibly envisioned how the company would grow, or how many families our supplier, distributor and dealer network would eventually support,” said Fisher. “Today, there are literally tens of thousands of people and their families being supported as a result of the growth of the Big Green Egg worldwide.”

“Looking ahead to the next evolution of the Big Green Egg, it gives me a very satisfying feeling to know where we are heading,” shared Fisher. “I believe that each of us, in our own way, has the potential to make a difference in the lives of others around the world, and I look forward to the company going forward in a way that creates a lasting legacy of support.”

The company will specifically support organizations and charities focused on the needs of at-risk or homeless youth who have been abandoned, abused, neglected and/or exploited – to lift them out of poverty, protect them from abuse and neglect, and to provide access to adequate shelter, health care and educational opportunities.

Big Green Egg has always prioritized supporting independent distributors and local retailers, and as such the company's focus will be on organizations working with children in need in the geographic territories where Big Green Egg does business, in collaboration with distributor partners in each of these areas to ensure an impact in their local communities.

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Big Green Egg is the world's leading manufacturer of the premier outdoor cooking system, unmatched for its versatility and culinary results – and is a purpose-driven company, using its profits to improve the lives of at-need children around the world. With seven distinct sizes sold in more than 50 countries, the Big Green Egg is ideally suited for the casual backyard griller and culinary aficionado alike, and has become the top choice of leading grillers and chefs around the world. There is only one, original Big Green Egg – The Ultimate Cooking Experience!®  
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