

2020 PRESS KIT



CHARCOAL
COMPANION


pizzacraft

PIZZERIA
ponto

**STEVEN RAICHLEN
BEST OF BARBECUE™**


In partnership with
CHARCOAL COMPANION





The Companion Group is excited to present another year's worth of innovative products in our 2020 Press Kit. Highlights include new and improved products across all of our brands, including Charcoal Companion®, Pizzacraft®, Steven Raichlen Best of Barbecue™, Not In My Backyard®, McCormick® Grill Mates® Partnership and our new line of ceramic cookware with De La Terre™.

Our new line, De La Terre, the only ceramic cookware line designed for performance in the oven, microwave, on the stove, and even on the grill! Each piece is thermal-shock-resistant so—unlike other brittle ceramic or heavy cast iron—our cookware is lightweight, durable, and goes from freezer to stovetop to dishwasher without concern. We are so excited to share this line with you!

We've brought thoughtful advancements to our other lines as well: from the Pizzacraft® Acacia Wood product line, to the Not In My Backyard® Repellent Carabiner Clip, We've got consumers covered for all their indoor and outdoor needs. Welcome to 2020, and the future of The Companion Group. We hope you're excited to come along for the ride with us.

Inspired People | Inspired Products | Inspired Partnerships



MARKET INNOVATION TIMELINE

1984

First commercial cylindrical charcoal starter with a handle.



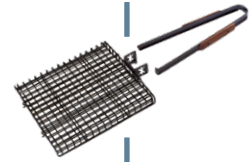
1987

First steak & poultry thermometers designed to be left in the food.



1989

First grilling basket with a removable handle to allow the grill to be closed.



2003

First adjustable basket designed for grilling corn.



First vertical poultry roasting wok designed for the grill.

1998

First brush with replaceable head for cleaning the grill.



1997

First circle style skewers designed to go from the grill to the plate.



2006

First dual-handed grill brush for two-handed cleaning for the grill.



First convection fan attachment designed to turn your gas grill into a turbo-charged smoker.



2009

First V-shaped gas grill smoker box designed to fit under the grate between the flame deflection bars.

2013

First propane - fueled outdoor portable pizza oven, which pre-heats in 10 minutes and cooks a pizza in 5 minutes.



2011

First hollow core pizza stone, which provides even heat over direct flame.



2009

First gas grill smoking platform; achieves intense smoke flavor with conventional grill.



2015

First gas range-powered indoor pizza oven, turning your kitchen into a pizzeria.



2018

Stovetop smoker allows smoking of foods as with a conventional smoker or grill.



2019

First ceramic cookware line designed for performance in the oven, microwave, on the stove, and even on the grill.



2020

HISTORY

The Companion Group, established in 1984, develops a variety of grilling accessories and specialty food items through the Charcoal Companion® and Steven Raichlen Best of Barbecue™ brands. The Pizzacraft® brand is a growing line of pizza stones, pizza accessories and pizza ovens. Not In My Backyard® is a product line focused on getting rid of pesky insects in the backyard.

Our partnership with McCormick® Grill Mates® pairs the brand recognition of

Grill Mates® with the product development experience of The Companion Group. When consumers want to throw the perfect BBQ, they'll reach for McCormick® Grill Mates® branded BBQ tools.

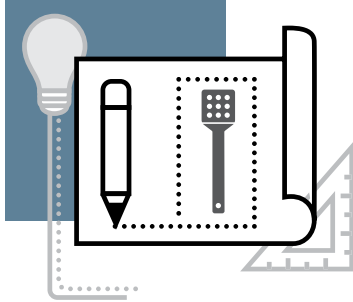
The Companion Group thrives on commitment, innovative design, unique licensing partnerships, superior service, and well-developed retail solutions for an ever-changing marketplace.



– COO LEAH BELZER-ADAMS –

"People often ask what drives our ability to consistently lead the market in trend and innovation. While creativity doesn't have a formula, there's a key piece that is consistently at the core of our design process: rather than approaching innovation by trying to come up with a new product, we focus on creating or enhancing experiences. We dive into and explore the 'why' rather than the 'what' or the 'how'. And, mostly importantly, we want to make sure the product solves a unique problem."

OUR COMPREHENSIVE APPROACH

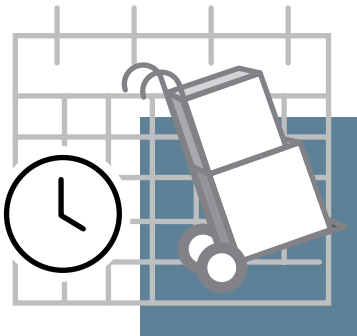
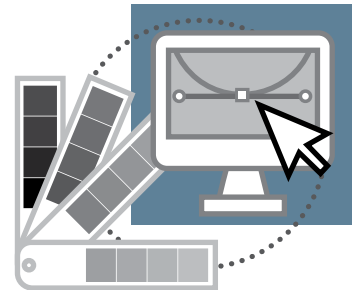


DESIGN

Our team of in-house designers create one-of-a-kind products to remain a trend leader in every category. To date, we hold over 80 patents with more on the way.

DEVELOP

We work to get products retail ready with complete packaging and product testing to see each item through to manufacturing.

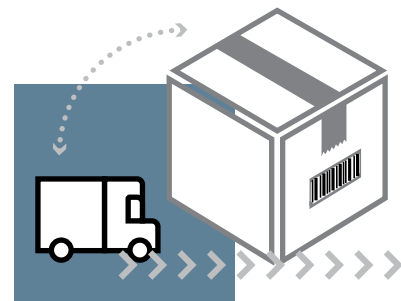


MANUFACTURE

Working directly with our overseas partners, we match a wide array of toolings to our patented and unique materials, bringing new products to the market at the best prices.

DISTRIBUTE

We support our customers by offering direct import services as well as utilizing our local warehouse for flexible distribution.



OUR CLIENTS



CATALOGS & SOCIAL PLATFORMS

visit us at: www.companion-group.com



YouTube is the world's second largest search engine surpassing live TV as the preferred method of video entertainment. YouTube has over 2 billion users, almost one-third of all internet users. Our own channel has over 4,000 subscribers and over 2.7 million views. YouTube allows us to reach a demographic of millions of 18-49 year-olds where we are able to demonstrate our expertise in the industry with how-to videos and product demonstrations. Showcasing our products on video brings them to life more effectively than through any other medium, making them valuable to both consumers and retail clients.



Facebook captures the attention of over 2.5 billion worldwide users who spend upwards of 20 minutes a day on the site. Users come to our brand pages not only for news about our products and recipe tips, but also to leave reviews and receive unparalleled customer service. Facebook's ubiquity also helps us promote our retail partners whenever possible.



As of this year, 87% of **Pinterest** users said they've made a purchase because of a product pin and 72% of Pinners claim to use the site to decide what to buy offline. Pinterest allows us to spark new ideas in the minds of customers looking for the next great product. Pins point to not just our online store, but also our blogs, website, and other relevant outside content, positioning The Companion Group as a lifestyle leader.



Instagram is on the rise with a combination of video, pictures, and live stories. Instagram currently has the highest interaction rate of all social media sites. Our account offers a peek behind the scenes with photos of product development, recipe testing, and a live look at our company culture. By getting to see our faces and how we work, consumers can see for themselves the story behind each design. The 2020 customer cares more than ever about where their products come from.

CHARCOAL COMPANION®

Every season is grilling season. Grilling does not just have to be about the humble classics like hamburgers and hot dogs, we have incorporated a diversity of dietary preferences, and an appetite for new and unique ways to approach outdoor cooking.



Non-Stick Single Kabob Baskets - CC3087

Kabob baskets are the answer for kabob-style cooking without skewers. Simply fill the basket with cut-up food and grill. Hardwood handles. Non-stick.

1.75 in. x 19.25 in. Set / 4.



Safe Scrape & Scrub™ - CC4156

Get a custom cleaning with the Safe Scrape & Scrub with a Strong Grip Handle! The wooden side of the grill brush contours to your grill with every cleaning, ensuring an effective custom clean. New advanced bristles allows you to scrub and clean your grill while cold. These nylon bristles have a twist-designed design which enables them to be strong and pliable. Patented.

Stainless Steel Gas Grill V-Smoker Box - CC4066

Add flavor and moisture to food as you grill; just fill the box with pre-soaked wood chips or pellets and get grilling! Smoke and moisture vapor will emerge from the lid's perforations and make your food flavorful and tender. Unique V-shape fits under the grate between flame deflector bars of most gas grills. Wood chips sold separately. Patented.

13.75 in. x 4.25 in.



PIZZACRAFT®

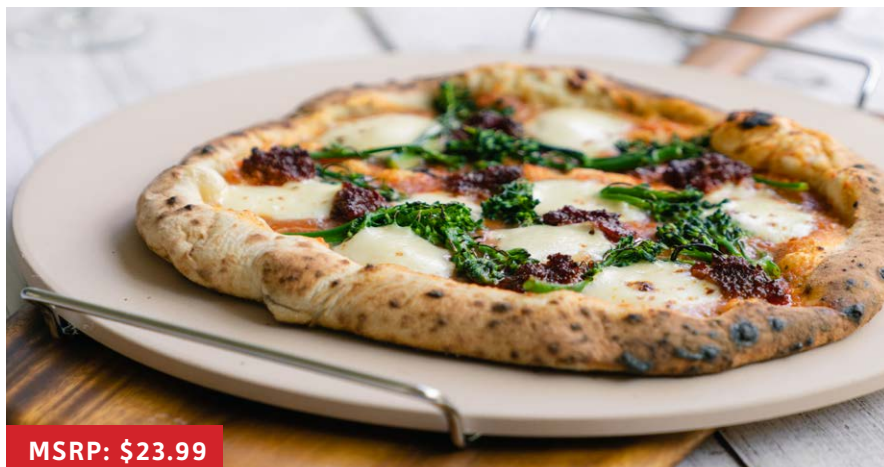
Pizzacraft® features an extensive line of artisan-quality pizza ovens, stones, tools and accessories for baking pizzas indoors, on the grill, or on the go.



Pizzeria Pronto® Outdoor Pizza Oven - PC6000

Perfect for the backyard, tailgating, picnics, and even catering events, this versatile oven delivers pizzeria-like results without the cost, time, and space needed for a traditional wood-burning oven. Simply hook it up to a propane tank, and you're good to go. Cooks up to a 14 inch pizza every 5 minutes. Pre-heats in just 10 minutes and reaches cooking temperatures up to 800 °F. Patented.

6.5 in. x 18 in. x 15 in.



Round Baking Stone with Frame

- PC0001

Easy to handle sturdy stainless steel frame with an unglazed ceramic stone. These stones can be used on an outdoor grill or in an indoor oven.

15 in. diameter, 0.4 in. thick.
16 in. x 15 in. x 1.5 in.

Pizzeria Pronto® Stovetop Pizza Oven - PC0601

With the Pizzeria Pronto® Stovetop Pizza Oven, any gas range can become a pizza oven! This convenient and compact oven transforms your kitchen into a pizzeria, cooking up hot, delicious, perfectly-cooked pizzas in just minutes. It's easy to use: simply place the oven on top of your burner for unlimited run time, and let the pizza production begin. Patented.

14.25 in. x 16.5 in x 17 in.



DE LA TERRE™

Ceramic cookware designed for performance in the oven, microwave, on the stove, even on the grill! Our thermal-shock-resistance cookware is lighter in weight than cast iron, yet still durable enough to move from stovetop to freezer to dishwasher with ease.



Large Baking Dish - DT3005

Our large baking dish is perfectly suited to casseroles, roasted meats, and desserts.

9 in. x 12 in.



MSRP: \$49.99

Oval Baking Dish - DT3000

Our classic oval baking dish is the ideal choice for fruit cobblers, gratins, and casseroles.

2 in. x 7 in.



MSRP: \$39.99

Large Sauté Pan - DT3002

Our large skillet is the perfect choice for main dishes that start on the stove-top and end in the oven, such as seared steaks and frittatas.

11 in.



MSRP: \$59.99

STEVEN RAICHLEN™

Take grilling to the next level with the Best of Barbecue® tools and accessories from the multi James Beard Award-winner, Barbecue Hall of famer, and host of Project Fire, Project Smoke, and primal Grill on PBS.



Stainless Steel Beer Can Chicken Roaster - SR8016

Beer Can Chicken is a time-tested technique for imparting authentic, mouth-watering flavor to chicken and other poultry. This stainless roaster with drip pan and canister makes it even easier to master this technique. The canister's design locks onto the drip pan to hold poultry securely in place, and can be used with liquids other than beer, such as wine, stock or water. The drip pan collects meat juices for sauces and prevents dripping fat from starting a flare-up.



MSRP: \$29.99



MSRP: \$16.99

Insulated Food Gloves - SR8037

- SR8037

Use insulated food gloves for shredding piping hot pork shoulders, taking beer can chicken off the can, and removing hot foods from the grill. Our gloves are light and flexible for dexterity and well insulated to shield hands from the heat. Heat-safe to 248° F (120° C). For food handling only.

Cast Iron Tuscan Grill - SR8024

This dual purpose Tuscan Grill has 196 square inches of cooking surface. Easy to set up for grilling in a firepit or fireplace, or remove the legs (stores flat), and lay it on a conventional chrome-plated or enamel grate. Either way, the heavy, heat-conducting cast iron gives you killer grill marks.



MSRP: \$61.99

NOT IN MY BACKYARD[®]

We let you focus on the right kind of buzz with bug-repelling wearables, tabletop accessories and zappers.



Silicone Wearables and Refills Shelf Display - NB0108

These wristbands are naturally scented with 100% essential oil inserts, that help to repel mosquitoes and other flying insects while enjoying the great outdoors. This shelf display unit holds 24 silicone wristbands with a watch like fastener in a mix of three colors: green, orange and blue as well as 8 sets / 12 refill packs of inserts.



Scented Diffuser Lantern - NB0003

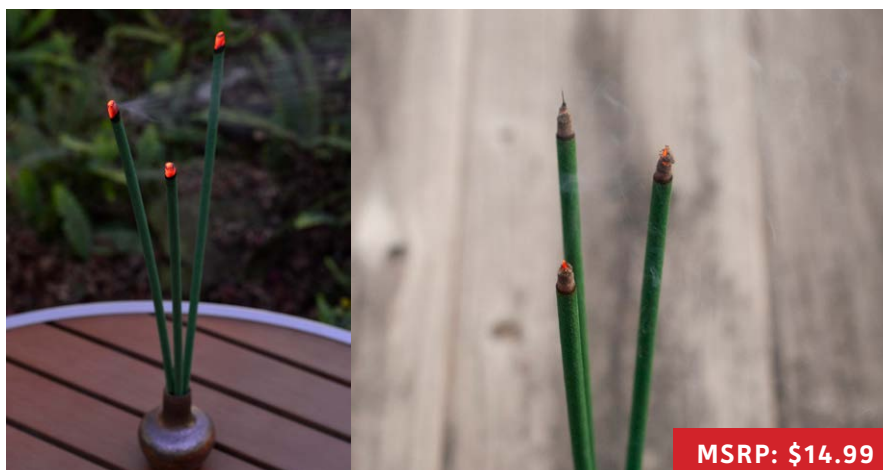
The Not In My Backyard® Lantern has a scented insert that is warmed by the heat of a tealight in the base to release the natural, mosquito-repelling scent. It folds flat for easy travel. (Tealights sold separately)

Lantern, in a mix of 4 colors: green, orange, blue and gray, plus 2 inserts.

Citronella Sticks - NB0004

Smoldering incense sticks release mosquito-repelling smoke. Contains citronella, lemon grass, and rosemary oils. Each stick burns for approximately 2.5 hours.

Pack of 15. 15.75 in. length.



GRILLMATES® PARTNERSHIP

Nothing brings people together quite like a barbecue. It's that same spirit that brought together the epic flavors of Grill Mates® and expertly crafted tools of Charcoal Companion®. The goal is simple: the two together provide grillers everywhere with the best experience possible. Simple, huge flavors, and the tools to get the job done effectively. It's more than just a partnership: it's a match that will ignite grilling fans across the world.



Barbecue Pit Mitt® - MC8011

The Pit Mitt is a no-frills glove for serious grillers, made of aramid fibers that are also used in aerospace and the military. The fibers form a protective heat barrier while you flip burgers, turn hot dogs or grab piping hot kabobs from the grill. The glove's long length protects your wrist and lower arm and keeps the heat where it belongs. With the superior grip of the silicone-textured surface, you can focus on mastering flame & flavor. Reversible for the left or right hand with a durable cotton lining.



MSRP: \$17.99



Non-Stick Bacon Grilling Rack

- MC8007

Grill up some breakfast or delicious additions to your grilled burgers with the Bacon Grilling Rack. This easy-to-handle rack holds 4 to 6 strips of bacon and cooks them in a hanging position that allows the grease to drip away from the bacon and into a well, where it can be emptied easily. Your bacon will be browned and crispy without any mess! Patented.
10.8 in. x 4.9 in. x 5.6 in.

Square Grilling Pan - MC8001

Ideal for cooking mixed vegetables and smaller cuts of meat, this non-stick pan allows you to roast or grill food without losing it through the grate. Raised edges are great for keeping food in and the handles make transporting the pan to the table a cinch!

11.1 in. x 11.1 in.



MSRP: \$24.99



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Printed in the U.S.A.



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