

Every Backyard Chef

Aspires To Own An EGG®

In a fast-paced world where multi-tasking is a way of life, the Big Green Egg® is the ideal appliance that no home should be without. Made from space-age ceramics, this versatile cooker can grill, smoke and bake at precise cooking temperatures. It produces 750 degree steakhouse searing or smokes low-and-slow to turn even inexpensive cuts of meat into "Pit barbecue-tender" fare fit for the most discriminating gourmet palate. And it bakes better than a brick oven whether preparing a crispy crust pizza, flaky golden biscuits, or a chicken pot pie. In fact, the kitchen stove may become obsolete when,



using an EGG, enthusiastic chefs can cook everything effortlessly outdoors year 'round.

The Big Green Egg, in its 35-year history, has become the Harley Davidson of the outdoor cooking crowd. No matter what kind of grill someone fired up when they originally decided to try grilling, the one enthusiastic backyard chefs ultimately aspire to own is the durable, fuel-

efficient EGG that delivers EGGceptionally moist, flavorful food with little or no shrinkage. Food cooked on the EGG is imbued with the wonderful cooked-over-the-coals taste that results from using natural lump charcoal. The heat is easily controlled with top and bottom vents and once set can be maintained for hours with virtually no tending required, thanks to the thick ceramic walls.

Easy clean up is a feature that every EGG owner will appreciate. The exterior has a lifetime baked-on glaze that maintains its good looks and readily wipes clean. Inside the heat burns off any grease build-up – like a self-cleaning oven.

The Big Green Egg has earned its reputation as the World's Best Smoker and Grill and today has become the world's largest producer and international distributor of ceramic kamado-style cookers. Imitators have come and gone, but it is estimated that seven out of ten kamado-style cookers now in use in the US are Big Green Egg products. So EGGcept No Substitute!

But don't take our word for it, here are what some of the country's leading magazines have to say about the EGG.

"It's a charcoal grill that really does do it all. It grills, smokes and bakes." ...Southern Living

"Here's some advice for your readers: Get a Big Green Egg grill and smoker, which is great for maintaining temperature



consistency. It's also quite efficient because a very small amount of charcoal can get the EGG® quite hot – and keep it hot!" ...Food & Wine Magazine, Letter to the Editor.

"For state-of-the-art cooking the Big Green Egg® has no fuss, less cooking time...uses no water yet keeps food moist." ...Time Magazine

"In fact, many people believe smoking with products like the Big Green Egg is the only way to get authentic barbecue flavor." ...Pool & Spa Living

"Big Green Egg. This giant, egg-shaped ceramic cooker has fanatical fans. One reason: It can go from 225° (for slow smoking) to 700° (for searing) in minutes." ...Food & Wine Magazine