

THE Grill Out TIMES

THE NEWSLETTER YOU CAN SINK YOUR TEETH INTO

Back in 1995, we had the bright idea to start a newsletter. The purpose was simple: to share great grilling recipes, tips, and information that would help you and other Weber owners enjoy your grills more. When we started mailing the newsletter, we had about 200,000 people on our mailing list. Now, ten years later, we are nearing 1.5 million readers.

It's not unusual for you to write or call or e-mail us and tell us your Weber stories. Lately we have heard such great stories of grilling successes and good times that we decided to showcase some of our biggest fans in our advertising campaign this spring.

We asked our friend, Mike Leonard, a features reporter on the *Today* show, if he could help us. Luckily, he said yes. So Mike's team and ours packed our bags, hitched up an Airstream™, and hit the road to talk to people about why they love their Weber® grills.

When we started out on this journey, we knew that we would have a good time traveling around and meeting the people we were profiling in our ads. But even though we knew there were many Weber fans out there, we found ourselves on a journey across a nation of happy Weber owners.

Everywhere we went, whether it was in an RV park in California, on the shoulder of the road in New Mexico changing a flat, or in the lobby of a gleaming Manhattan high-rise, we met people who were interested in telling us their own Weber stories, and sharing their own grilling recipes and tips.

When we returned from filming, we felt like we had spent six weeks visiting friends and family across the country instead of working. It gave us a greater appreciation of our nation and the people who make this a great country.

This experience, as crazy as it sounds, changed us. It made us want to meet more of you personally, hear your stories, and have a good chat around the grill. This nation of Weber owners is full of good people with lots to share. So we asked ourselves, "Why not keep going?" And that's just what we plan to do.

This is the last issue of *The Grill Out® Times* you will receive. In its place we will be publishing *The Weber Nation™*. Don't worry, it will still be full of the same fun information, grilling recipes, and tips you've come to expect, but it will also have stories about Weber grill owners, their advice, and their recipes. In other words, it will be more about you, our friends in Weber.



Jim (pictured on right) is one of the stars of our national ad campaign and has been a Weber® grill owner for 11+ years. He is pictured here with his wife, Joyce, and our filmmakers, Matt and Jamie.

We are already busy putting together the inaugural issue which you'll receive in the fall. We are excited about it and we're sure you will be too. In the meantime, enjoy this condensed issue. Inside you'll read all about our new cookbook, *Weber's Real Grilling™*, and see our 2005 grilling class schedule. Got a killer grilling recipe? You can also find out how to submit yours in the "Great American Grilling Recipe Contest" we are conducting with our friends at Schwan's. So enjoy. And watch for *The Weber Nation™* in your mailbox this fall.

Finally, we've created a web site, www.webernation.com, so you can follow our journey, watch videos, and see our commercials. You can read other owner stories, grilling tips, and recipes—even submit your own. Who knows, maybe we'll come visit you when we film our next round of commercials. If you have any thoughts or ideas for *The Weber Nation™*, we'd love to hear them. E-mail us at editor@weberstephen.com.

Keep the fires burning,

Mike Kempster Sr.
Executive VP



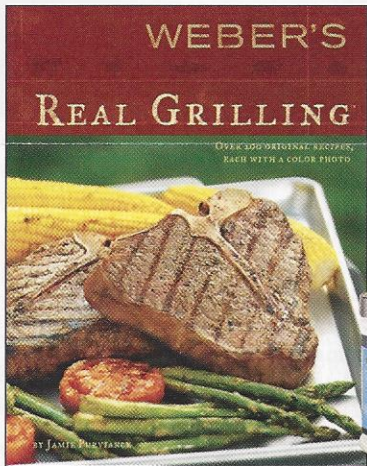
It's finally here! *Weber's Real Grilling™*

200+ easy and exciting recipes, each with a full-color photo

Anyone who grills a lot knows that grilling is about much more than food and fire. It is also about the people who shop for the food, get it ready for the fire, and exercise their personal style with some improvisation at the grill. These are real people, often with busy lives, and they rarely have the time or the inclination to make complicated recipes with long lists of hard-to-find ingredients. For them, grilling should be simple and fun.

We put together our latest cookbook, *Weber's Real Grilling™*, with real people in mind. It is a collection of 200+ recipes for easy, exciting, and absolutely delicious food. For example:

- Giant T-Bone Steaks with Lone Star Rub
- Jerk Pork Tenderloin with Glazed Sweet Potatoes
- Barbecued Spareribs with Apple Cider Mop
- Soft Tacos with Halibut, Guacamole, and South American Slaw
- Chocolate Brownie Cake



**WEBER'S
REAL GRILLING™**
OVER 200 ORIGINAL RECIPES,
EACH WITH A COLOR PHOTO

BY JAMIE PURVIANCE

**Grill Out Times
Exclusive Offer!**

Bonus buy - With a retail price of \$24.95, *Weber's Real Grilling™* is available here for \$21.95 – and to get you fired up, we'll include our gourmet French Atlantic Sea Salt (coarse crystals, 7.5 oz.), absolutely **FREE!**

Softcover, 304 pages.
#10314...\$21.95

You can make any of the recipes in *Weber's Real Grilling™* with ingredients commonly found at a well-stocked super-market, so forget about searching all over town for fermented black beans or pomegranate molasses. Each recipe comes with a full-color photograph so you know exactly how the food will look when it is done. And while some cookbooks offer long-winded explanations on topics like the botanical family of onions and the ancient history of olive oil, this book gives you concise, straight-up advice that focuses like a laser on the most important elements of grilling.

The opening pages of the book show you how to control charcoal or gas flames in ways that make the best sense for whatever is on the grill. You'll learn the most effective ways to use wood chips and chunks for smoking, as well as the right way to cook with a rotisserie. The chapter on rubs, marinades, and sauces includes the kind of culinary secrets that legendary grillers prefer to keep to themselves,

but now you have an opportunity to master these fundamentals yourself. Don't miss the special section called Ten Essentials for Better Grilling. It is a complete grilling class condensed on two pages.

The seven recipe chapters that follow begin with step-by-step photography of techniques you will use again and again, plus clear information about preparing each chapter's main items: starters, red meat, pork, poultry, seafood, vegetables & sides, and desserts. The recipes themselves are an international collection of both classic and modern favorites, with the emphasis on what's easy and authentic. When you have found your personal favorites, mark them with the reusable stick-on flags provided in the back of the book.

Get your copy of *Weber's Real Grilling™* today. While some cookbooks are meant for perusing, this one is meant for using.

In addition, *Weber's Real Grilling™* breaks new ground in cookbook publishing with its accompanying web site, www.realgrilling.com. This site provides:

- Extended step-by-step photos from the book with guiding voiceovers from the author, Jamie Purviance, on basic techniques for preparing and grilling various foods
- 15 sample recipes
- Ten Essentials For Better Grilling
- Jamie's Journal and grilling class schedule



2005 Weber Grilling Class Schedule

Colorado

COPIA--The American Center for Food, Wine & the Arts

500 First Street
Napa, CA 94559
1-888-51-COPIA
www.copia.org

July 17

Picnic Entrees with Jamie Purviance
1:00 p.m. Tuition: \$60/per person

Draeger's Culinary Center

222 E. Fourth Ave.
San Mateo, CA 94401
650-685-3704
www.draegers.com/DCS/index.html

July 19, August 11

Ten Essentials for Better Grilling with Jamie Purviance - 6:30 p.m.
Tuition: \$65/per person

Let's Get Cookin'

4643 Lakeview Canyon Road
Westlake Village, CA 91361
818-991-3940
www.letsgetcookin.com

June 14

Ten Essentials for Better Grilling with Jamie Purviance - 6:30 p.m.
Tuition: \$75/per person

Sur La Table

1806 Fourth Street
Berkeley, CA 94701
510-849-2252
www.surlatable.com

June 21

Real Grilling 101 with Jamie Purviance (Fish and Chicken)
7:00 p.m. Tuition: \$55/per person

Quivira Vineyards

4900 W. Dry Creek Rd.
Healdsburg, CA 95448
707-431-8354 extension 221
www.quiviravine.com

June 29, August 17

All American Classics: Barbecue and Zinfandel with Jamie Purviance
6:00 p.m. Tuition: \$30/per person

Colorado

Cook Street School of Fine Cooking

1937 Market Street
Denver, CO 80202
303-308-9300
www.cookstreet.com

All classes are hands on and meet from 6 p.m. to 9 p.m.
Tuition: \$79/class and limited to 18 participants.

May 27, June 1, June 3

Summer Begins with Grilling

June 7, June 17, July 1, July 16

Seafood Sizzle

August 5, August 11, August 20
Tuscan Grill

September 2

Game for Grilling

Illinois

Berruti's Deli

771 S. Buffalo Grove Rd.
Buffalo Grove, IL 60089
847-215-1931
(please call for class registration)

May 28, June 4, June 25, July 2, July 23, August 20

Grilling 101 with Patrick Chabert, former chef of Le Francais - 9:00 a.m. - 12:30 p.m.
Tuition: \$50/per person

June 30, July 7, August 25

Grilling 101 with Patrick Chabert, former chef of Le Francais - Hands-on classes 6:00 p.m. - 9:30 p.m.
Tuition: \$90/per person

Weber Grill Restaurant

2331 Fountain Square Dr.
Lombard, IL 60148
630-953-8880

June 18

Real Grilling with Jamie Purviance
9:30 a.m. to 12:00 p.m.
Tuition: \$75/per person

Kendall College

900 N. North Branch Street
Chicago, IL 60622
312-752-2354
www.kendall.edu
(click on Courses and Series)

June 17

Real Grilling with Jamie Purviance
6:30 p.m. to 9:00 p.m.
Tuition: \$99/per person includes signed copy of *Weber's Real Grilling*

Michigan

BraVo! Restaurant

5402 Portage Road
Kalamazoo, MI 49002
269-344-7700
www.BravoKalamazoo.com

June 21, June 22

Grilling with Shawn Hagen, Chef/Owner of BraVo! 7:00 p.m.
Tuition: \$50/per person

Nevada

Nothing To It! Culinary Center

225 Crummer Lane
Reno, NV 89502
775-826-2628
www.nothingtoit.com

June 7

Grilling with Planks - 6:30 p.m.
Tuition: \$95/per person

June 8

Spa Grill - 6:30 p.m.
Tuition: \$85/per person

Girls Night Out-Grilling - 6:30pm
Tuition: \$85/per person

June 14, July 27

Grilling Beef - 6:30 p.m.
Tuition: \$95/per person

June 21, June 29, July 26

Grilling 101 - 6:30 p.m.
Tuition: \$95/per person

June 24

More Couples at the Grill - 6:30 p.m.
Tuition: \$85/per person

June 25, July 16

Art of the Grill - 11:00 a.m.
Tuition: \$95/per person

June 28

Grilling Fish and Seafood - 6:30 p.m.
Tuition: \$95/per person

July 2, August 20

Grilling 101 - 11:00 a.m.
Tuition: \$95/per person

July 9

Real Grilling with Jamie Purviance - 11:00 a.m.
Tuition: \$95/per person

July 12

Tuscan Grill - 6:30 p.m.
Tuition: \$85/per person

July 23, Sept. 3

Ribs, Rubs & Barbeque Sauce - 11:00 a.m.
Tuition: \$95/per person

August 3

Art of the Grill - 6:30 p.m.
Tuition: \$95/per person

August 30

Smoke and Spice - 6:30 p.m.
Tuition: \$95/per person

September 24

Autumn Grill - 11:00 a.m.
Tuition: \$85/per person

Ohio

Mustard Seed Market & Café

3885 West Market Street
Akron, Ohio 44333
330-666-7333
www.mustardseedmarket.com

June 14

Seafood on the Grill, demonstration class with John Shaffer - 6:30 p.m.
Tuition: \$38.50/per person

Oregon

In Good Taste Cooking School

231 NW 11th Avenue
Portland, OR 97209
503-248-2015
www.ingoodtastestore.com

July 27
Real Grilling with Jamie Purviance
6:30 p.m. Tuition: \$100/per person

Pennsylvania

Normandy Farm

1431 Morris Road (Rt. 202 & Morris Rd)
Blue Bell, PA 19422
215-616-8108
www.normandyfarm.com
(please register online)

6:00 pm: Registration/cocktails & hors d'oeuvres

6:30 p.m. to 8:30 p.m.: grilling class and dinner

Class cost: \$70/per person, plus tax and service

May 24 - Pre-Summer Grilling for Memorial Day Weekend

May 31 - Grilling Tuscan Style with Abruzzo and Provence

June 7 - Great Grilled Appetizers that Double as Dinner

June 14 - What's Dad Grilling for Father's Day?

June 21 - Summer Grilling with Contemporary American Recipes

June 28 - Sensational Seafood from the Grill

Texas

Central Market Cooking School

5750 E. Lovers Lane
Dallas, TX
214-361-5754
www.centralmarket.com/cm/cmClasses.jsp

September 20

Real Grilling with Jamie Purviance
6:30 p.m. Tuition: \$65/per person

Central Market Cooking School

3815 Westheimer
Houston, TX
713-993-9860
www.centralmarket.com/cm/cmClasses.jsp

September 21

Real Grilling with Jamie Purviance
6:30 p.m. Tuition: \$65/per person

Central Market Cooking School

4001 North Lamar
Austin, TX
512-458-3068
www.centralmarket.com/cm/cmClasses.jsp

September 22

Real Grilling with Jamie Purviance
6:30 p.m. Tuition: \$65/per person



On the road

Meet us to see our newest offerings and recipes, and chat about grilling!

Arlington Park Race Track

May 29, June 18, July 2, 16 and 17,
August 13, September 2
Arlington Park, IL

Betting on the horses isn't the only way to enjoy your time at Arlington Park Race Track. Come by the Weber booth and see what's new and sample a delicious grilled treat hot off the grill.

Fox Sports Baseball Tailgating

June 5, Boston Red Sox
June 11, San Francisco Giants

Want to tailgate before the game? We'll be firing up our Weber® Q™ gas grills in front of the stadium 2 hours before each game. Come on by and say hello and see what's cooking.

Special Offer from Lobel's

Lobel's of New York has a special "Online Exclusive" offer only for Weber customers: Receive 2 free 16-oz. packages of Lobel's Hot Dogs with any order! These all-beef hot dogs are mildly spiced with a subtle smokiness in an all-natural lamb casing. This offer is valid only from Lobel's of New York's online butcher shop via www.weber.com®. To place an order, visit www.weber.com, click on Recipes and Tips, then Weber Recipes, and then click on the Lobel's logo.



Offer expires October 31, 2005.



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Palatine, IL 60078-1999
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On your mark. Get set. Grill!

Are you a legend in your own backyard? The envy of the neighborhood because of the way you deftly cook up fantastic ribs, awesome grilled vegetables, or amazing steaks? Do you have a recipe that you've concocted that's so good it could bring a tear to Bobby Flay's eye? Well, it's time to step up and get the kudos you deserve.



We've teamed up with our friends at Schwan's® for the "Great American Grilling Recipe Contest." In this challenge for the ultimate grilling recipe, backyard chefs across the country will don the grilling gloves for the chance to win a grand prize of a Weber Genesis® Silver B gas grill,

Schwan's® filet mignon steaks, and have their recipe published in an upcoming cookbook! Six lucky runners-up will bag a Weber® Baby Q™ gas grill and Schwan's® steaks.

All recipes must be grilled and must include at least one Schwan's® product. All recipes must be postmarked no later than July 11, 2005. Contest is open to legal U.S. residents 18 years of age or older. Void where prohibited.

For full details and to submit your original, never-before published recipe, go to www.greatamericangrilloff.com. Or visit schwans.com or weber.com and click on Recipe Contest.

Good luck! And may the best griller win.

1-800-99-WEBER

(1-800-999-3237)

Call 24 hours/day, 7 days/week.

Please have credit card ready when ordering.

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| DAYTIME PHONE _____ <i>(In case we have any questions about your order)</i> | | | | |

| ITEM # | DESCRIPTION | PRICE EACH | QTY. | TOTAL |
|--|--------------------------------|------------|------|--------|
| 10314 | Weber's Real Grilling/Sea Salt | \$21.95 | | |
| Subtotal | | | | |
| Shipping & Handling | | | | \$5.00 |
| Continental U.S. only. For shipments outside the continental U.S., call for rates. | | | | |
| *Sales Tax | | | | |
| (IL residents add 8.75%; FL, HI, MI, NJ, NV, NY, PA, TX, WA add applicable tax) | | | | |
| TOTAL | | | | |

* For taxable states listed above, with the exception of New Jersey and Illinois, please calculate the applicable sales tax on the subtotal of items plus shipping.

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Expiration: _____ Signature: _____

Mail to: Weber, Customer Service, P.O. Box 1999, Palatine, IL 60078-1999 or FAX: 847/407-8900

Offer expires 10/31/05. Make checks and money orders payable to: Weber-Stephen Products Co.

SHIPPING: We make every effort to ship in-stock items within 48 hours. Please allow 7-10 business days for delivery. **IN A HURRY?** We offer expedited delivery on most orders for an additional charge. Please call for overnight air rates.