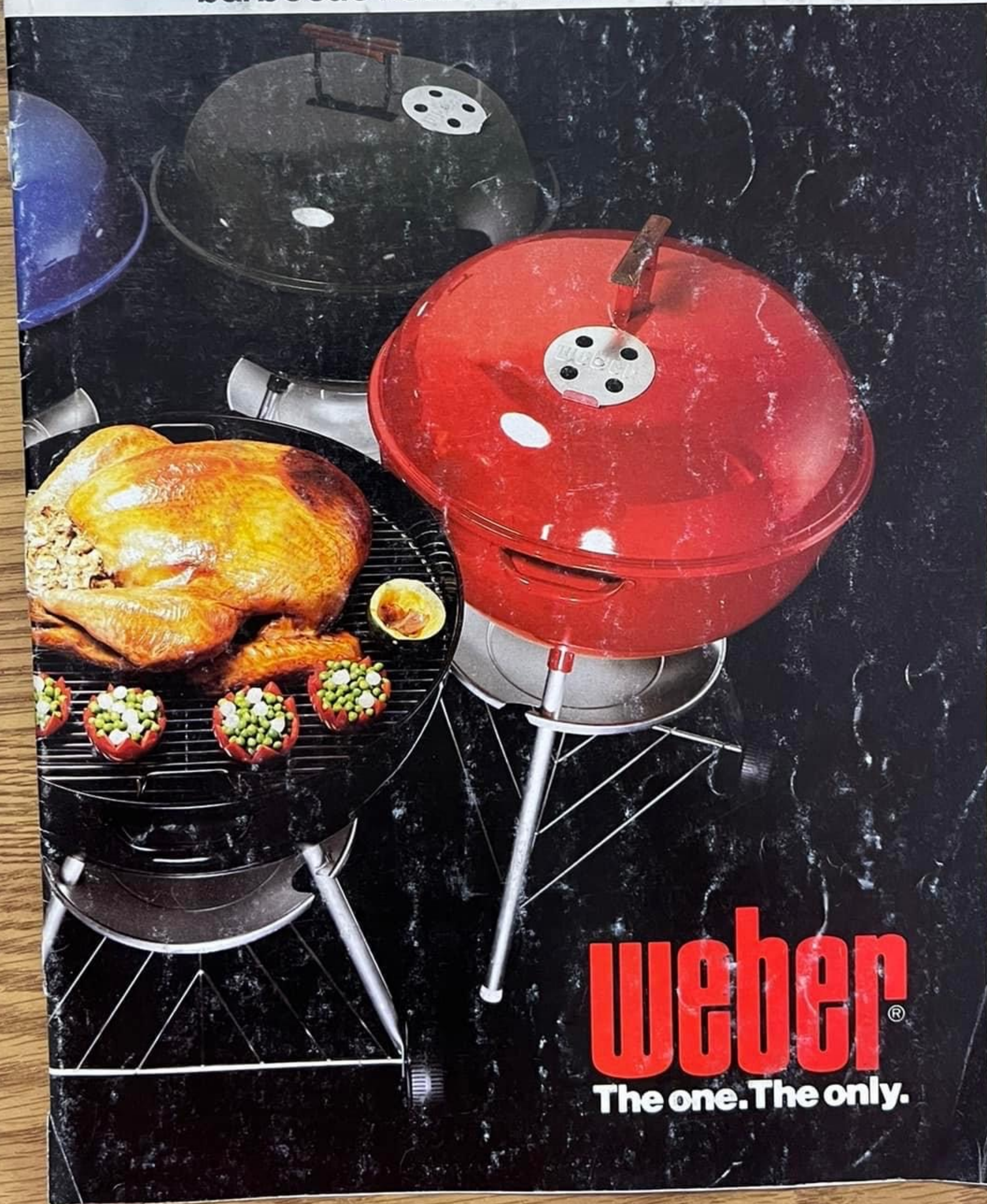


The complete line of gas and charcoal  
barbecue kettles and accessories



**weber**<sup>®</sup>  
The one. The only.



ADVERTISEMENT

# The barbecue industry: glowing brightly

Almost \$3.3 billion worth of food will hit the coals this year as the popularity of barbecuing continues to grow. Families more than ever want to take advantage of the barbecuing alternative.

A majority of consumers believe barbecuing is:

- Modern
- Clean
- Natural
- Inexpensive
- For all seasons
- Convenient
- Easy

That's why shoppers spend almost \$4 billion a year on barbecue supplies and food for grilling.

Total grill ownership in the United States continues to move steadily upward with the category growing about 13.0% in shipments last year.

Today, the Barbecue Industry Association estimates there are over 90 million grills in use and projects that ownership number to surpass 100 million by 1980.

Perhaps the most indicative trend of this growing market is

that multiple grill ownership has risen sharply during the past decade—by more than 50%! Today's family owns approximately 1.6 grills. In 1969, the average American family owned only one grill.

## *Barbecuing suits new lifestyles*

What makes the barbecue industry so radiant? Look at these consumer points of view:

- With high food prices, families would much rather buy those cuts of meat used for grilling to save on inflated food bills. Even fast food prices are rising sharply. Consumers know to feed a family of four at a fast food restaurant can cost about \$9.90. But to barbecue that meal at home costs only \$4.00.





• Shoppers like today's grills better than those 10 years ago because the industry itself has expanded and is now offering consumers a "quality" alternative in grill choices.

The demographics are favorable for continued expansion of the barbecue industry. For example:

- Disposable income levels have improved.
- The heavy barbecuing group (those people ages 25-34) will grow from 25% of the population to 32% by 1990 reaching a total of 77.6 million.
- The number of households in the United States is growing, particularly among new singles and retirees. Most important for the barbecue industry is the number of single men and women forming homes in the 20-30 year old age group. It's a whole, new barbecue market and a good one. Barbecue-

ing fits in socially for this group.

• Two-income families continue to strengthen the single-family housing market with 5.1 million new or used homes purchased last year and single-family construction is still a huge growth market. With continued growth of single-family homes, backyard living and barbecuing will boom.

• Supermarket retailers are trying to combat the fast food attack with heavy "eat at home" advertising to boost their sales. And when people eat at home, the barbecue industry gains.

#### **Barbecue market expands rapidly**

These new consumer attitudes and changing demographics contributed to the growing number of barbecuing households in the United States. In 1968, 44.1 million households barbecued. By 1977, that figure was 57.5 million. In

1980, more families will own barbecues than the number of families that existed in 1968. By 1990, the number of households with grills should be close to 72.6 million.

#### **It's a year-round pastime**

Contrary to what many retailers display, people want to barbecue year-round. Weather conditions play a role, but in a recent survey, people were asked during what seasons they barbecue, they answered:

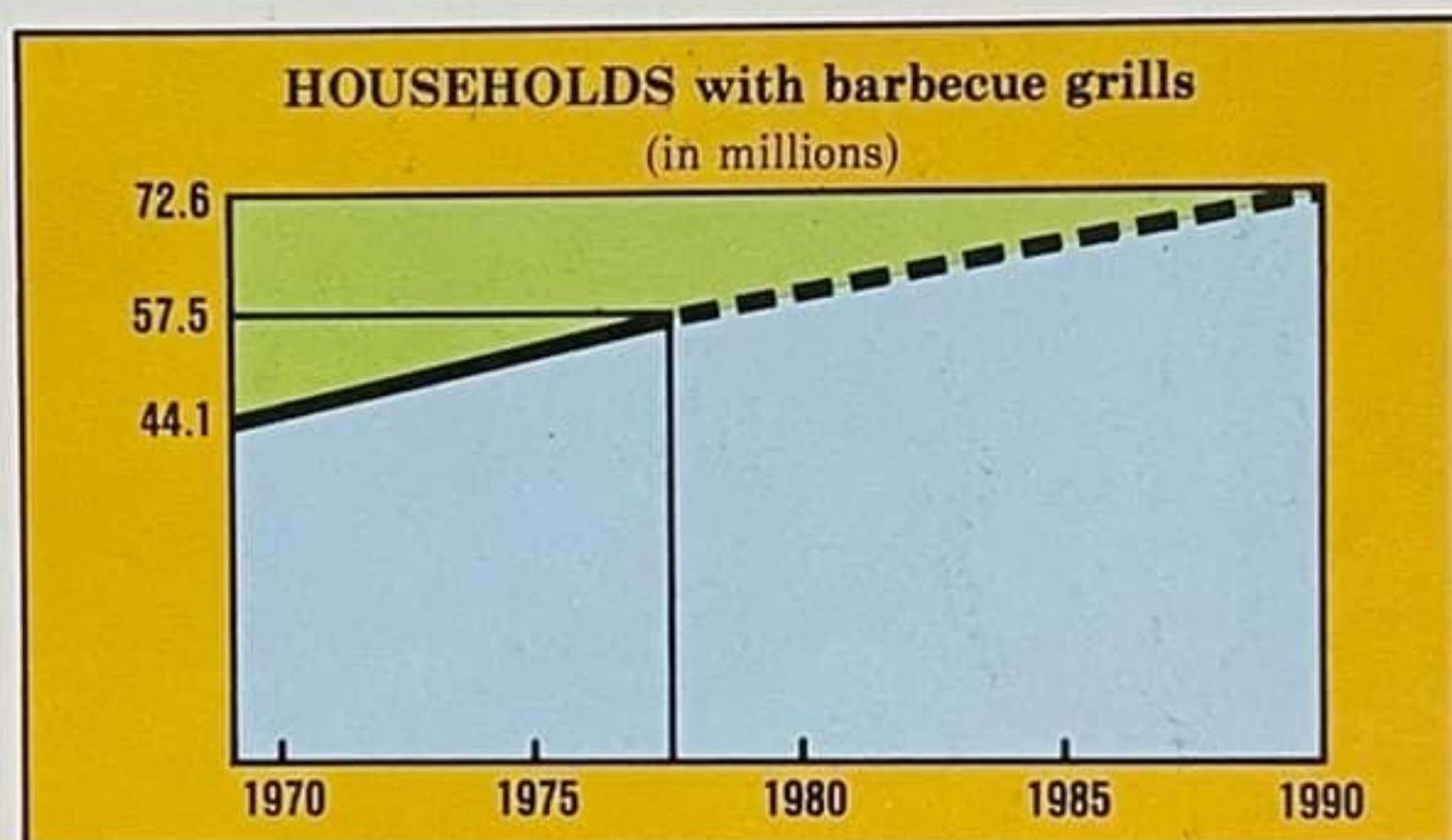
Summer—83.7%

Spring/Late Spring—53.0%

Fall/Late Fall—50.1%

Winter—16.9%

When asked if they would like to buy charcoal in the winter, 58.2% of these respondents answered "yes," giving clear indication that consumers have the dollars and the initiative to make barbecuing a year-round "sport."



**Five Tasteful Colors**  
The kettles pictured in this catalog come in one or more of these colors: Jet Black, Red, Dark Blue, Dark Green, Chocolate.



#### **Smokey Joe**

Big enough for small roasts, small enough for picnic portability. Collapsible leg construction, porcelain finish inside and out, triple nickel-plated grill. 14-1/2 in. (36.8 cm.) diameter kettle, 17-1/2 in. (44.5 cm.) high. Individually packed, shipped 5 to a case. Single pack 16 in. x 15-1/2 in. x 9-1/2 in. (40.6 cm. x 39.4 cm. x 24.1 cm.), 1.4 cu. ft. (.04 cu. m.), 11 lbs. (5.0 kg.). Master carton, 16 in. x 16 in. x 47-1/2 in. (40.6 cm. x 40.6 cm. x 126 cm.), 10001, Jet Black only.



#### **Imperial Sequoia Wagon**

Dimensions of redwood wagon with 22-1/2 in. (57.2 cm.) diameter kettle in place: 53-3/4 in. x 28 in. x 30-3/4 in. (136.5 cm. x 71.1 cm. x 76.8 cm.). Shipped as one unit in separate cartons. Wagon (KD) 8.8 cu. ft. (.25 cu. m.), 85 lbs. (38.55 kg.). Weber kettle 5 cu. ft. (.14 cu. m.), 32 lbs. (14.51 kg.). 93001, with Red kettle; 98001, with Chocolate.



ADVERTISEMENT

Solid Teakwood Handle—  
weather resistant!

Top and bottom vents close  
when cooking's done to ex-  
tinguish the fire, save char-  
coal for the next time!

Weber's covered cooking  
locks in juices for perfect re-  
sults every time. No burning!

Welded, porcelain-clad han-  
dles. No assembly, no rusting.

Heavy Gauge Steel Kettle—  
not painted but porcelain-sea-  
led inside and out. Won't rust,  
burn or stain. Easy to clean,  
too!

Patented leg coupling. No  
thumbscrews needed.

Aluminum ash catcher is out-  
side the kettle for unob-  
structed air flow, easy dis-  
posal. Now it's heavier than  
ever—won't blow away!

No-rust legs.

Strong plated bottom brace is  
a handy shelf, too!





# The one customers trust



The Weber Kettle. The most popular charcoal grill in America. Families can enjoy flavor from the direct cooking method, which barbecues food placed directly over coals, or the indirect cooking method, which roasts turkey, fish, fowl, ham, roasts, thick cuts and vegetables, by placing the charcoal on the sides of the grill with the drip pan directly

underneath the food. The round shape circulates the heat to cook quickly and evenly with no flare-ups, no burnt food . . . and no need to turn the meat. Weber lets you cook year-round without a rotisserie, without wasting charcoal, without rust.

Weber—the name synonymous with the famous kettle and with quality in barbecuing, is only 27 years old. How did this company—and its product—come to be? And how did it expand to become the international company it is today?

George Stephen worked for Weber Brother Metals and decided to make a barbecue grill out of buoy shaped steel. For ten years, George Stephen worked the trade show circuit, cooking for buyers from big department stores and mass merchandisers. The consensus: "It won't sell. Who needs a cover?"

#### *An idea for consumers*

But Mr. Stephen knew that his idea was one consumers would appreciate because the cooking method was so easy. Even a beginner could produce a perfectly bar-

becued meal. And the product was of a quality no other barbecue grill was then (or is now). The grill could be used in any kind of weather and resist rusting. And the cover? Not only did it cook meat more quickly but also more easily because no rotisserie is required. And the cover keeps charcoal usage down.

Ten years ago, the kettle went national. That's when Stephen's idea received the sincerest form of flattery—imitation. There are many imitators today selling their version of the covered kettle at prices lower than Weber's. Not only are the prices lower, so is the quality. Imitations may not be as heavy, or porcelainized. And the rate of customer dissatisfaction does not help a store's customer loyalty rating.

#### *Weber: the loyalty builder*

But Weber builds loyalty because it builds quality grills. The typical Weber owner is a person who bought a \$10 barbecue grill and watched it rust. Then the consumer bought a \$15 grill and watched it burn. Wanting a grill to last at least a season if not longer, the consumer turned to Weber. And the quality proves there is only one Weber kettle.

Today, Weber-Stephen is an international company with over 200 distributors worldwide. It produces a full line of barbecues to suit all lifestyles. And all the grills are of high quality because the long-lasting, sophisticated grill is what the consumer wants and is what now captures 60%—the lion's share—of the barbecue market.



# The one for retailers

Weber is the #1 brand in the eyes of the major retailers. In a study of buyers and merchandisers in the top 200 mass merchandisers, Weber is clearly the most carried barbecue with 53% of the stores stocking that brand. Among those retailers who consider their barbecue section a profit-center, 65% stock Weber barbecues.

This percentage jumps even higher when retailers were asked to name the covered kettle brands carried. Again, Weber was mentioned most often with 57.1% of the votes. Of those who merchandise barbecues year round, 66.7% carry Weber. And 50% of those people who classify the department as a profit maker carry the Weber covered kettle.

## A profit product

People with profitable barbecue departments tend to shy away

from low end price points, and it pays off. As a matter of fact, gross margins among those retailers in the "profitable" category are 15% higher than the average. Year-round sellers of barbecue equipment also have higher-than-average margins. Year-round sellers take advantage of having the items in winter and fall during the gift giving season. They find their most popular price points for covered kettles, for instance, to be 23% higher than the average retailer and 32.5% higher than the seasonal seller.

Retailers consider Weber the one and only in more respects than any major barbecue items manufacturer, according to Lebar-Friedman Research.

## Market leader in grills

• Weber is considered the market leader in charcoal grills by 48% of

all retailers, 72.7% of those retailers who market year-round, 55% of those retailers who merchandise for profit and 48.6% of retailers who merchandise for traffic. No other manufacturer comes close to being considered the market leader by any of these groups.

## Market leader in quality

• Weber is the market leader in quality according to 44.0% of all retailers. The nearest competitor got only 12.0% showing Weber to be far and away the most respected name in quality grills. And people who merchandise for profit see this. Weber was named for quality by 60% of those retailers—a hands down win.

## Market leader in innovations

• Weber more than any other brand is considered to be the most innovative manufacturer of bar-

### The Standard

by which America judges outdoor cooking. 70000 Series 22-1/2 in. (57.2 cm.) diameter, 29 in. (73.7 cm.) high. Shipped in single carton, 15 in. x 24 in. x 24 in. (38.1 cm. x 61 cm. x 61 cm.) 5 cu. ft. (.14 cu. m.), 36.5 lbs. (16.55 kg.). 71001, Jet Black; 73001, Red; 75001, Dark Blue; 77001, Dark Green; 78001, Chocolate.

### For the small family

30000 Series 18-1/2 in. (47 cm.) diameter kettle, 28 in. (71.1 cm.) high. Shipped in single carton, 20 in. x 20 in. x 14 in. (50.8 cm. x 50.8 cm. x 35.6 cm.), 3.25 cu. ft. (.09 cu. m.), 25.5 lbs. (11.56 kg.). 31001, Jet Black; 33001, Red; 35001, Dark Blue; 37001, Dark Green; 38001, Chocolate.





becue equipment.

#### **Market leader in turns**

• Weber leads all other manufacturers in giving retailers the turns they deserve in their barbecue department. It was also the turn market leader in the stores considering their departments to be profit centers.

#### **Market leader in service**

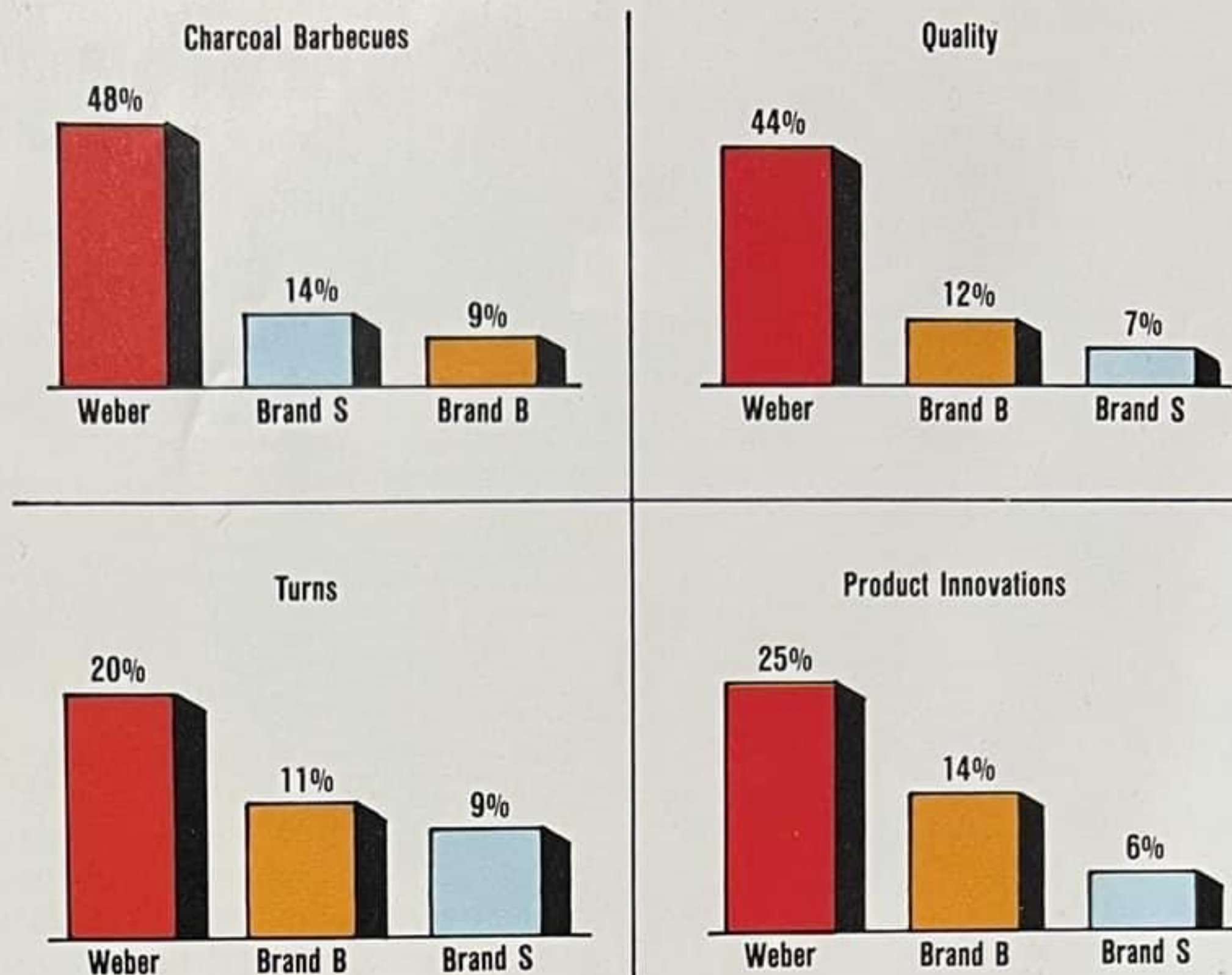
• When retailers carry Weber products, they are assured of local warehousing, fast restocking, and strong warranty protection.

#### **Market leader in fewest returns**

• Weber's quality gives it the number one rating in fewest returns. Because of the heavy-duty steel, welded parts and cushioned packaging of every Weber kettle, there is less danger of shipment damage.

Now you know why, for smart retailers, it's Weber—The one. The only.

#### **Weber holds market leadership in:**



For the large family  
80000 Series 26-3/4 in. (67.9 cm.) diameter kettle, 32 in. (81.3 cm.) high. Shipped in single carton. 28 in. x 28 in. x 17-3/4 in. (71.1 cm. x 71.1 cm. x 45.1 cm.), 8.1 cu. ft. (.23 cu. m.), 47 lbs. (21.31 kg.). 81001, Jet Black; 83001, Red; 88001, Chocolate.



For the whole neighborhood!  
The Ranch 37-1/2 in. (95.3 cm.) diameter kettle, 27 in. (68.6 cm.) high. Shipped in single carton. 15 in. x 39-1/2 in. x 39-1/2 in. (38.1 cm. x 100.3 cm. x 100.3 cm.), 13.54 cu. ft. (.38 cu. m.) 107 lbs. (48.52 kg.). 60001, Jet Black only.







#### The Web™

Electric bug killer. Shipped in a carton, 18 in. cubed, (45.7 cm. cubed). One-bulb unit, 19.5 lbs. (8.86 kg.), 23521. Double-bulb unit, 21.5 lbs. (9.77 kg.), 23522. Industrial Big Web, 29 in. x 13-1/2 in. x 16-1/2 in. (73.7 cm. x 34.3 cm. x 41.9 cm.), 37 lbs., (16.82 kg.), 23523. Replacement attraction bulb, 16 in. x 6-1/4 in. x 2-3/4 in. (40.6 cm. x 15.9 cm. x 7.0 cm.), 1 lb., (.45 kg.), 1040. Post attachment, 72 in. x 3-1/4 in. x 3-1/4 in. (182.9 cm. x 8.3 cm. x 8.3 cm.), 11 lbs. (5 kg.), 2010. Wall hanging bracket, 16-1/2 in. x 18-1/2 in. x 1-5/8 in. (41.9 cm. x 47.0 cm. x 4.1 cm.), 4 lbs. (1.82 kg.), 2015. Electric box wall mount kit, 18-5/8 in. x 16-3/4 in. x 4-1/4 in. (47.3 cm. x 42.6 cm. x 10.8 cm.), 7 lbs. (3.18 kg.), 2020.



#### For Balconies, RV's and Boats

Galley Que.™ Gimbal-mounted kettle stays level. Mounts on apartment balcony railings or boat stantion. Available in two models, 51001, 18 1/2 in. (47 cm.) diameter kettle. 41001, 14 1/2 in. (36.8 cm.) diameter kettle. Jet Black only.

#### Portable Table-Top Grill

The ultimate in space saving. Legs fold up to lock cover in place for safe portability. No nuts or bolts to rust or burn out . . . it's porcelain-covered steel, with solid Weber quality built in. 160 sq. in. (406.4 sq. cm.) of cooking area. Shipped in box 8 in. x 10-1/2 in. x 21 in. (20.32 cm. x 26.7 cm. x 53.34 cm.), 1.02 cu. ft., .3 cu. m.) 15 lbs. (6.80 kg.). 121001. Jet Black; 123001. Red; 128001. Chocolate.





# New lines for new lifestyles

Weber—already named the leader in innovation—continually looks for new products to boost its lines and meet consumer demand. That's how it got to be number one in this industry with only 10 years of national distribution!

This year, it's introducing four new products especially for the 1980's. And they are not just covered kettles but products for the outdoor, leisurely way of life that seems to be the trend.

## Small grills for RV market

For example, Weber developed the small grills to take advantage of two new trends in America. One was the growth of the recreational vehicle market. Regardless of gasoline prices, more and more people are traveling in campers for weekends, sometimes weeks and even months. They need sturdy products to use on any terrain in any weather. They need compact products which are light and easily put away.

The small grills were also designed to meet needs of the growing number of multi-ownership families. Weber decided to accommodate everyone's needs with a Portable Table Top Grill. This grill is made for demands of any traveler or picnic site. It stands up in any kind of weather.

Not only is this grill excellent for country living, but also for the city life. Urban apartment dwellers find it ideal for terraces and balcony patios.

The response from consumers was enthusiastic. And production is being stepped up to keep up with the demand for this new Weber product with the built-in Weber quality.

## Catch The Web by Weber

Probably Weber's most innovative outdoor barbecue product is the one that has the least to do with cooking but the most to do with enjoyable eating. For as long as there have been picnics, and that's about 3000 years, there have been insects annoying guests. Mosquitoes and moths are unwelcome guests at any party. And now Weber has developed The Web so you don't have to worry about them any more.

The Web uses no arm-swatting energy or unpleasant chemical pesticide. Instead, consumers simply plug in The Web and let it work. The Web cleanly rids the air of flying insects by electrocuting them when they fly into the steel net of The Web.

The Web can be installed permanently in any backyard or on any patio. It can be mounted on a post or hung on the side of a house.

## Keep charcoal dry

How many times has a barbecue fizzled because of wet charcoal? How do you carry the charcoal without getting the dust all over? How do you transport charcoal if you don't want to transport it in its bag?

Weber decided to answer these questions for consumers. It now introduces its Weatherproof Charcoal Chest. It's an idea whose time is now. Now that people like to travel. Now that people like to camp.

The chest is also specially sized to fit on the utility shelf under Weber kettles.

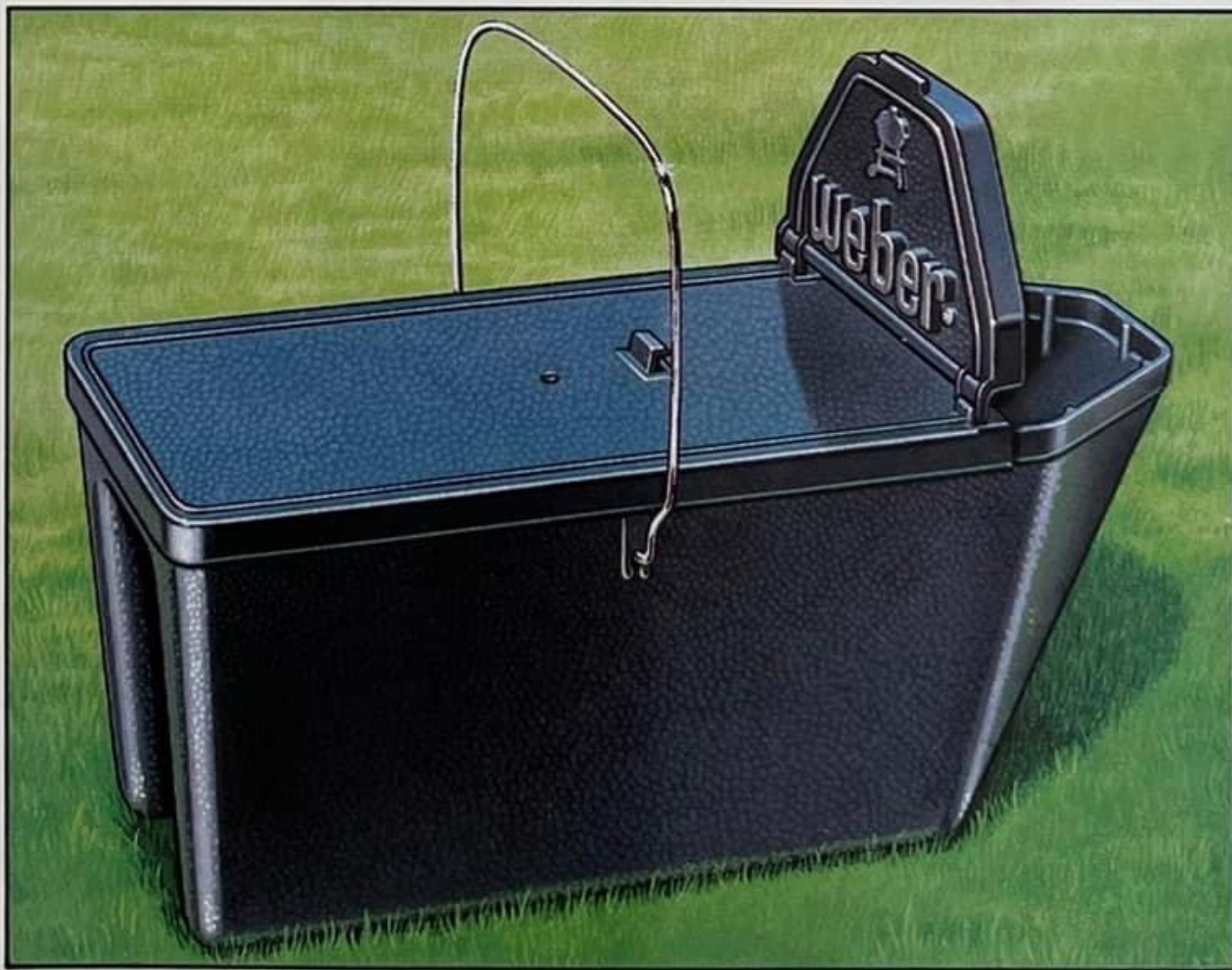
Another new product from Weber is Galley-Que. This is another unique Weber kettle designed for special leisure needs. Compact enough for apartment balconies in the city and recreation vehicles on land. Its gimbal mounting enables it to stay level on boats. It's the only kettle for sea, land and cities.

It comes in two sizes to give consumers a choice of what's best for their traveling needs.

There are more barbecue products in development to meet the needs of the 1980's barbecuer. This is just a hint of what's coming from Weber—the total barbecue needs producer.

## NEW 5-Year Limited Warranty

Weber is not only innovative in producing products for leisure, but also in servicing those products. For the first time, Weber offers consumers a one-year limited warranty on cooking grills and charcoal grills, and a full five-year limited warranty on all other parts of charcoal kettles. Gas kettles are protected by a one-year parts and service warranty.



## New! Weatherproof Charcoal Chest™

Each portable chest holds 10-plus pounds of charcoal, and the snap-closed lid lets you keep briquettes dry and handy . . . in fact, it fits neatly on the triangular shelf of a Weber kettle!

Chest measures 19 1/4 in. x 8 1/2 in. x 9 in. (50.1 cm. x 21.8 cm. x 22.9 cm.) and weighs 2.2 lbs. (1.0 kg.). Master carton nests 5 chests 20 in. x 12 1/4 in. x 12 in. (50.8 cm. x 36.4 cm. x 30.5 cm.). 13 lbs. (5.9 kg.). 6001.



ADVERTISEMENT

# The one for cooking with gas

In the past five years, gas barbecues have gained significantly in share of barbecue market. And indicators point to continuing increases well into the 1980's.

In a recent Lebar-Friedman, Inc. Research study, the trend toward gas grills was cited for growth by 44.0% of respondents. This category got four times the

response than any other category.

## Gas grills rise 17.5% in shipments

Sales statistics bear this out. In 1977, shipments of stand-up gas grills hit 1,038,000—a 17.5% increase over 1976 units shipped.

And it's tracked as the leading growth category in a growth industry. In 1977, 10.0% of units owned

were gas grills and 57.1% of industry dollars were contributed by gas grill sales.

Why are consumers now recognizing gas? First of all, prices have decreased on the product, thanks to the rapid conversion to L.P. gas portability.

By 1980, gas grills are predicted to hold 17.0% of the grill market

### Gas Portable Mount

Our standard 22½ in. (57.2 cm.) diameter kettle. Available for use with Natural and L.P. Gas as follows:

Portable Gas Grill for use with L.P. Gas, with Tank Holder, 3 ft. flexible hose, 20 lb. L.P. Tank, shipped in one carton, 19 in. x 26 in. x 38¼ in. (48.3 cm. x 66.0 cm. x 98.4 cm.), 11.1 cu. ft. (.32 cu. m.), 94 lbs. (42.63 kg.). 201101, Jet Black; 203101, Red; 208101, Chocolate.



Portable Gas Grill for use with L.P. Gas includes Tank Holder and 3 ft. flexible hose (tank not included). Shipped in one carton 18¼ in. x 25¼ in. x 25½ in. (46.4 cm. x 64.1 cm. x 64.8 cm.), 6.8 cu. ft. (.19 cu. m.), 67.5 lbs. (30.6 kg.). 101001, Jet Black; 103001, Red; 108001, Chocolate.

Portable Gas Grill for use with Natural Gas. Includes 10 ft. flexible hose. Shipped in one carton 6.8 cu. ft. (.19 cu. m.) 67.5 lbs. (30.6 kg.). 141001, Jet Black; 143001, Red; 148001, Chocolate.

### Gas Permanent Mount

For year 'round pleasure, 22½ in. (57.2 cm.) diameter kettle. Unit shipped in one carton 18¼ in. x 25½ in. x 25½ in. (46.4 cm. x 64.8 cm. x 64.8 cm.), 6.9 cu. ft. (.19 cu. m.), 61 lbs. (27.7 kg.). Some assembly required. 111001, Jet Black; 113001, Red; 118001, Chocolate.



Weatherproof Finish



# The one for a total department

When you offer your customers a total department of barbecue grills and accessories, you stand to make that department work for the store year-round.

Accessories are considered an important part of the housewares business because of their high margins. On the average, Lebhar-Friedman research found margins to be about 39.8%. But those people who classify the department as a profit maker say their margin is closer to 42%. And people who merchandise year-round are able to tap the gift-giving market with margins of 42.1%.

## **Year-round outlets score profits**

In year-round departments, sales of accessories during the winter months are 208.33% higher than average sellers! This means

people who maintain their barbecue departments in some form year-round grab a larger percentage of gift-buying shoppers than those people who merchandise only during the summer and feature in-and-out displays for holidays.

To maintain a year-round department, it's not necessary to devote as much space as you do during the peak months. Year-round barbecue merchants reduce space during the off-season by 58%.

This is 25% less than the average space reduction in the total sample. BUT THESE STORES MANAGE TO DO MORE THAN 200% THE SALES IN JUST 25% MORE SPACE.

This shows that the barbecue department can produce profits throughout all seasons. And you

don't have to lower margins to sell barbecues and accessories.

About one-fourth the survey sample sell year-round. Of these chains 100% carry accessories compared to only 88% of the whole sample and only 83.5% of the seasonal sellers. 100% retailers classifying the department as a profitable category carry accessories.

## **Weber: for accessories profits**

General accessories like rib racks and drip pans were named a profit line by the people with profitable departments. These people seem to be tapping on to a trend many other general merchandisers are missing. Their incidence of stocking general accessories is 24% higher than the average survey sample.

Weber is the most carried brand



80001, 8 ft. accessory assortment only.  
80002, 8 ft. display fixture with accessory assortment.



of general accessories among all retailers surveyed by Lebhar-Friedman. These general accessories tie in beautifully with the unique Weber barbecue grill cooking method.

### Weber solves space problems

You might be hesitant about stocking all the many varieties of general accessories because you worry about:

- Space
- Stocking
- Upkeep of departments

Weber has taken the worry out of merchandising general accessories and utensils year-round with its new modular accessory displays and planograms to build a ground work for profit.

The units are perhaps the best way to maximize your barbecue department potential. Its 2 ft. modular components can be arranged in the way best-suited to your floor space needs. Weber has specially designed 4 ft. and 8 ft. assortments that come complete with accessories, display hooks, fixtures and signing. With your Weber representative, you can create the display unit that's best for your profitability.



40001, 4 ft. accessory assortment only.  
40002, 4 ft. display fixture with accessory assortment.

### Condiment Holder

Triple nickel-plated steel rack keeps salt, pepper, whatever you need right at hand. Minimum order master pack of 5. .93 cu. ft. (.03 cu. m.), 7.1 lbs. (3.23 kg.). 21301, fits all 22-1/2 in. kettles only.

### Grill & Tool Holder

High grade plated clamp-on grill and tool holder. Minimum order 10 in self-display carton. .2 cu. ft. (.006 cu. m.), .2 lbs. (.09 kg.). 1201.

### Wok Pan

Steel pan fits 18-1/2 in. charcoal, 22-1/2 in. charcoal and gas kettles. 2.61 cu. ft. (.08 cu. m.), 10 lbs. (4.54 kg.). 8301.

### Griddle

Prepare Sunday breakfast or brunch anywhere outdoors. 1.5 cu. ft. (.045 cu. m.), 17.5 lbs. (7.95 kg.). 1401. For 22-1/2 in. charcoal and gas models.

### Shish Kabob Set

6 heavy duty, stainless steel skewers lay on nickel-plated rack that attaches to cooking grill. Minimum order master pack of 5. .82 cu. ft. (.025 cu. m.), 10 lbs. (4.55 kg.). 2501.

### Corn 'N' Tator Grill

Nickel-plated space saver. Fits all 22-1/2 in. Weber kettles. Minimum order master pack of 5. 2.2 cu. ft. (.07 cu. m.), 15 lbs. (6.8 kg.). 3801.

### Ash Scoop

Contoured steel for easy ash disposal. Minimum order master pack of 5 in self-display carton. .1 cu. ft. (.003 cu. m.), 1.9 lbs. (.86 kg.). 21001.





**weber®**  
**The one. The only.**

When you add it all up, these research findings show there is only one indispensable name in outdoor cooking equipment. Only one brand advertising on network TV. Only one company with an unsurpassed reputation for fast turns without re-turns. Only one authentic market leader.

**Weber.**

Through the 1980's, Weber's brand name will become even more dominant, with innovative advertising, sales promotion and in-store merchandising to make Weber an international household name.

People everywhere will insist on no less than genuine Weber quality.

You should, too.

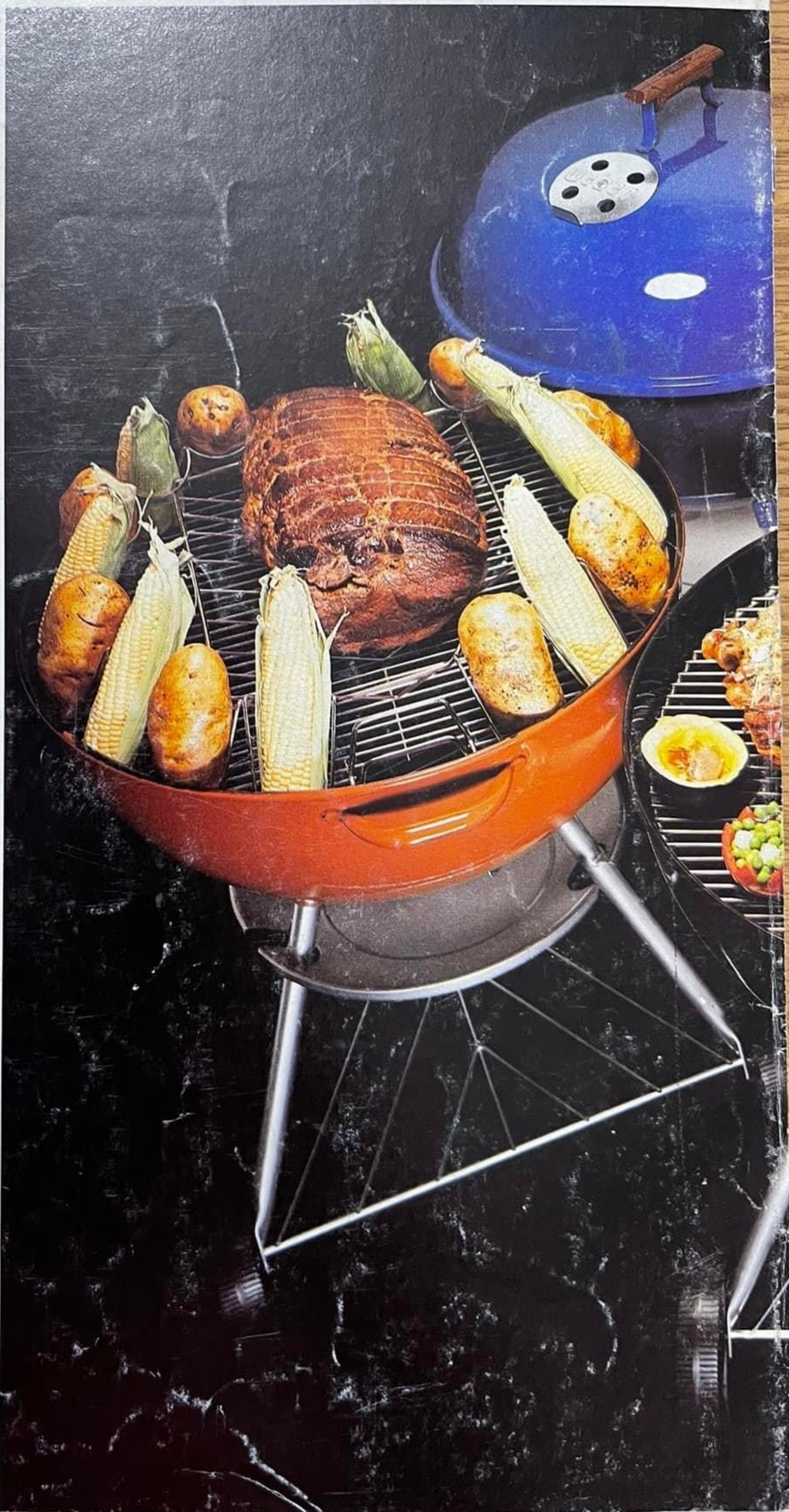
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For more information, call your local Weber representative, or call Cliff White, Jim Forbes, or Stan Gudas

**TOLL-FREE at  
(800) 323-7598.**

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Weber-Stephen Products  
Company  
100 North Hickory Avenue  
Arlington Heights, Illinois 60004  
Phone TOLL-FREE:  
(800) 323-7598





according to an industry outlook report. By 1981, it will gain another percentage point of share.

In a recent shelter magazine survey, 20% of respondents said they would like to buy a gas barbecue in the future. Here are their reasons:

- No waiting for the barbecue fire to start 67.7%
- Easier to start or light 59.7%
- Less clean-up after cooking 28.5%

This is the grill for the consumer who wants to make the most out of his leisure time. For two income families whose main concern is convenience.

That is what consumers look for

when shopping for gas barbecues:

- Whether the grill can give the same natural flavor as charcoal 51.5%
- Rugged construction 38.2%
- Large grid area 31.0%
- Manufacturer's reputation 28.7%

There is only one gas grill that lives up to all these qualities. And that's Weber.

#### **Weber: for quality gas grills**

Weber gas barbecues are unique because they can grill quickly or cook slowly thanks to its exclusive, movable stainless steel burner. This patented dual position burner system is unique among gas grills. The round gas kettle is available in

a choice of natural or L.P. gas, permanent or portable mounting bases, in a choice of three colors.

Because of the one and only Weber cooking method which can cook food directly over the coals or indirectly from all sides, no rotisserie is ever needed. And no electric cords, either.

#### **More support for gas grills**

There's also one more reason that more gas grills are being sold today than ever. It's because more retailers are selling gas grills—at a profit. Manufacturers have been producing at better prices and advertising more often.

Weber gas kettles—the best for year—"round" profits.

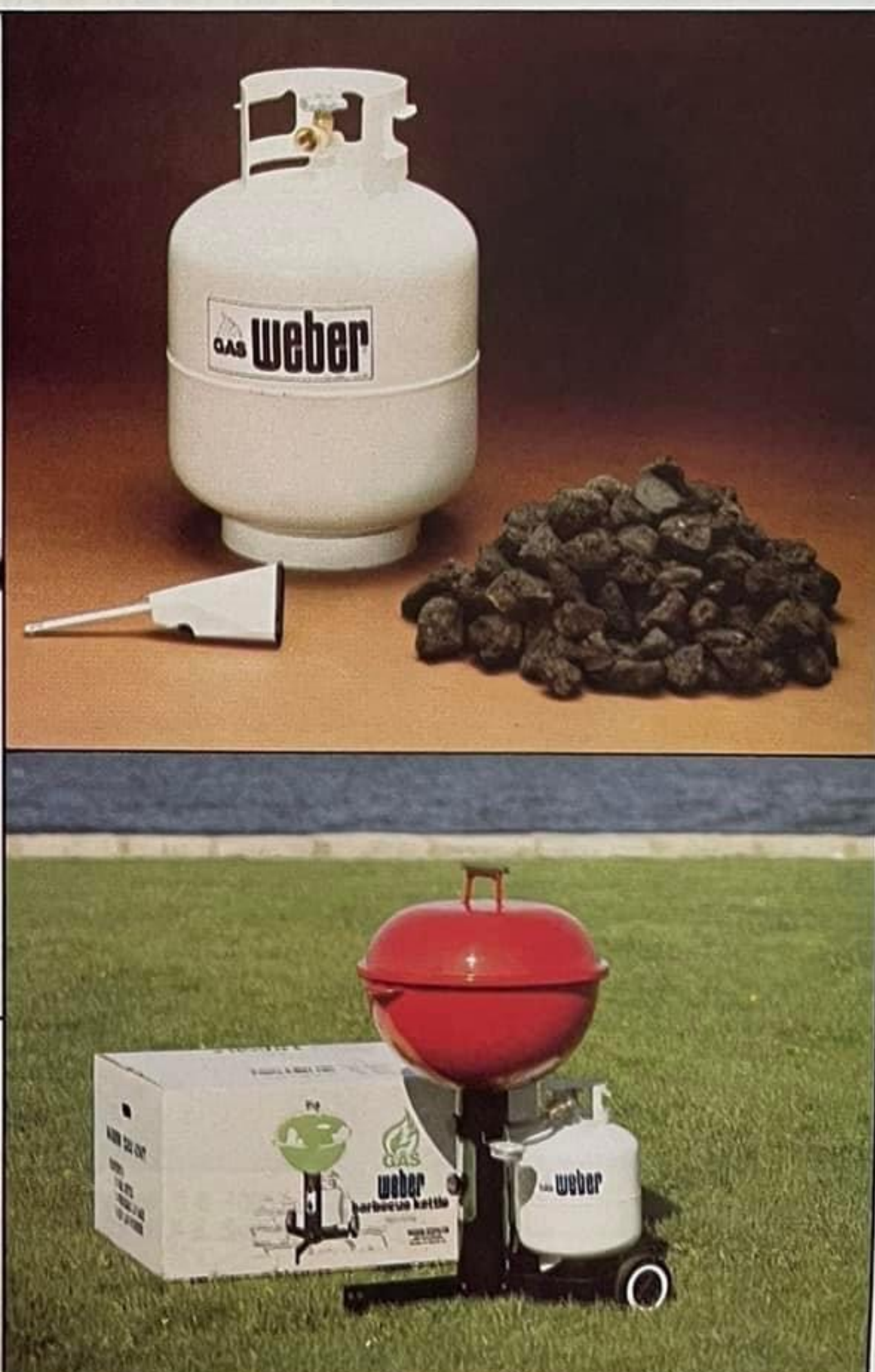
#### **Gas Accessories**

1. L.P. Tank  
A 20-lb. capacity all-welded steel cylinder with a 10% relief valve for filling safety. 1.7 cu. ft. (.05 cu. m.), 20 lbs. (9 kg.), 21201.
2. Electric Igniter  
Powered by a 1.5 V battery (not included), it's the safe and sure way to light a gas kettle or L.P. camping equipment. Minimum order of 4 in assorted colors, white, blue, gold or tangerine. .10 cu. ft. (.003 cu. m.), 1.3 lbs. (.59 kg.), 21101.
3. Replacement Lava Rock  
Enough to recharge and revitalize your gas kettle. .4 cu. ft. (.01 cu. m.), 8 lbs. (3.63 kg.), 109901.



Direct Method Indirect Method

Portable Gas Kettle, complete in one box  
Now Weber's best selling portable gas barbecues come conveniently packed in just one box—base, bowl, even the tank on our portable L.P. models! More convenience for your customers and few sku's and far less storage space for you! The following portable gas kettles are now shipped complete in one carton: 141001, 143001, 148001, 101001, 103001, 108001, 201101, 203101, 208101.





# The one you can depend on

Weber—the barbecue industry's only national brand.

- Backed with over \$4 million dollars in television and print advertising and in-store promotion. And no other manufacturer uses network television.
- And this support comes continuously throughout the year—something no other manufacturer can claim.

Only Weber offers retailers the right advertising mix for maximum sales **THROUGHOUT THE**

**YEAR.** According to Lebhar-Friedman Research, for instance, cooperative advertising dollars was cited as the best merchandising support a company can offer.

As a matter of fact, 74% of the major retailers contacted said it is "very/extremely successful." But among people who like to sell year-round, this percentage leaps to 81.8%.

## Weber leads with co-op ads

Who is considered the leading manufacturer with respect to its

cooperative advertising program?

Weber. The national brand.

Not only does Weber run network television advertising, it also offers dealer tag commercials in select local markets. This gives its national advertising the personal touch.

How do fellow retailers feel about television advertising?

When asked about the success of television ads with dealer tag-ons, like the ones Weber offers, 48% considered them "very/extremely successful."

Weber's network television advertising is especially beneficial to year-round departments. Of the people who continuously merchandise barbecue equipment, 59.1% gauged television commercials with dealer tag-ons "very/extremely successful." The Weber network television program targets every major television market in the United States.

### A. Rib Rack

Also great for cooking halves of chicken or extra-thick chops. Sturdy nickel-plated rack increases rib cooking capacity by 50%. 3701 for 70000, 80000 series and gas models. Minimum order master pack of 4. 1.2 cu. ft. (.03 cu. m.), 16 lbs. (7.25 kg.).

### B. Rib Rack

3601 for 18½ in. grills, 30000 series. Minimum order master pack of 4. .8 cu. ft. (.02 cu. m.), 12 lbs. (5.45 kg.).

### C. Charcoal Rails

Rails slip over bottom grill to keep charcoal along sides of kettle for indirect cooking. Minimum order master pack of 10 pair. .55 cu. ft. (.02 cu. m.), 10 lbs. (4.55 kg.). 3901.

### D. Roast Holder

Minimum order master pack of 5. .87 cu. ft. (.025 cu. m.) 7 lbs. (3.18 kg.) 9501.

### E. Kettle Covers

Heavy-duty vinyl covers help keep kettles clean. All covers shipped in minimum order master pack of 5. .36 cu. ft. (.01 cu. m.). 4301 for 18½ in. (47 cm.) diameter kettles, 4 lbs. (1.82 kg.). 4701 for 22½ in. (57.2 cm.)

diameter kettles, 5 lbs. (2.27 kg.). 4801 for 26¾ in. (67.9 cm.) diameter kettles, 6 lbs. (2.72 kg.). 4901 for redwood wagon, 12.5 lbs. (5.67 kg.). 5701 for kettle and work table, 12.5 lbs. (5.67 kg.).

### F. Replacement Grills

All sold in minimum order master packs of 5. 70601, cooking grill for 18½ in., 3½ in. x 17¾ in. x 18 in. (12.7 cm. x 45.1 cm. x 45.7 cm.), 21 lbs. (9.55 kg.). 70901, cooking grill for 22½ in., 3¾ in. x 21¾ in. x 22 in. (9.5 cm. x 55.2 cm. x 55.9 cm.), 32 lbs. (14.55 kg.). 72501, charcoal grill for 18½ in., 3½ in. x 14 in. x 14½ in. (8.9 cm. x 35.6 cm. x 36.8 cm.), 9 lbs. (4.1 kg.). 72801, charcoal grill for 22½ in., 3¾ in. x 17½ in. x 17¾ in. (8.9 cm. x 44.5 cm. x 45.1 cm.), 20 lbs. (9.1 kg.).

### G. Hickory Chunks

4-lb. box pure hardwood chunks for great smoked flavor. Minimum order

master pack of 12 boxes. 2.8 cu. ft. (.08 cu. m.), 50 lbs. (22.7 kg.). 1701.

### H. Cookbooks

Minimum order master pack of 10 books in self-display shipper. 11101 for charcoal barbecuing; 22201 for gas barbecuing. .03 cu. ft. (.001 cu. m.), 2 lbs. (.91 kg.).

### I. Deluxe Cookbook

30-page hardbound book with over 50 full color illustrations. Minimum order master pack of 10. .53 cu. ft. (.02 cu. m.), 10 lbs. (4.55 kg.). 101.

### J. Elegant Fare Cookbook

Spiral hardbound book lays flat. Full color photos and illustrations. Minimum order master pack of 10 books; in self-display carton. .70 cu. ft. (.02 cu. m.), 10 lbs. (4.55 kg.). 201.

### K. Drip Pans

Designed to drop into position for indi-

rect cooking. 10 heavy-gauge aluminum pans in poly-pack. Minimum order master pack of 10 packs. 1.5 cu. ft. (.04 cu. m.), 10 lbs. (4.55 kg.). 3301. Single package of 10 pans.

### L. The Starter Set

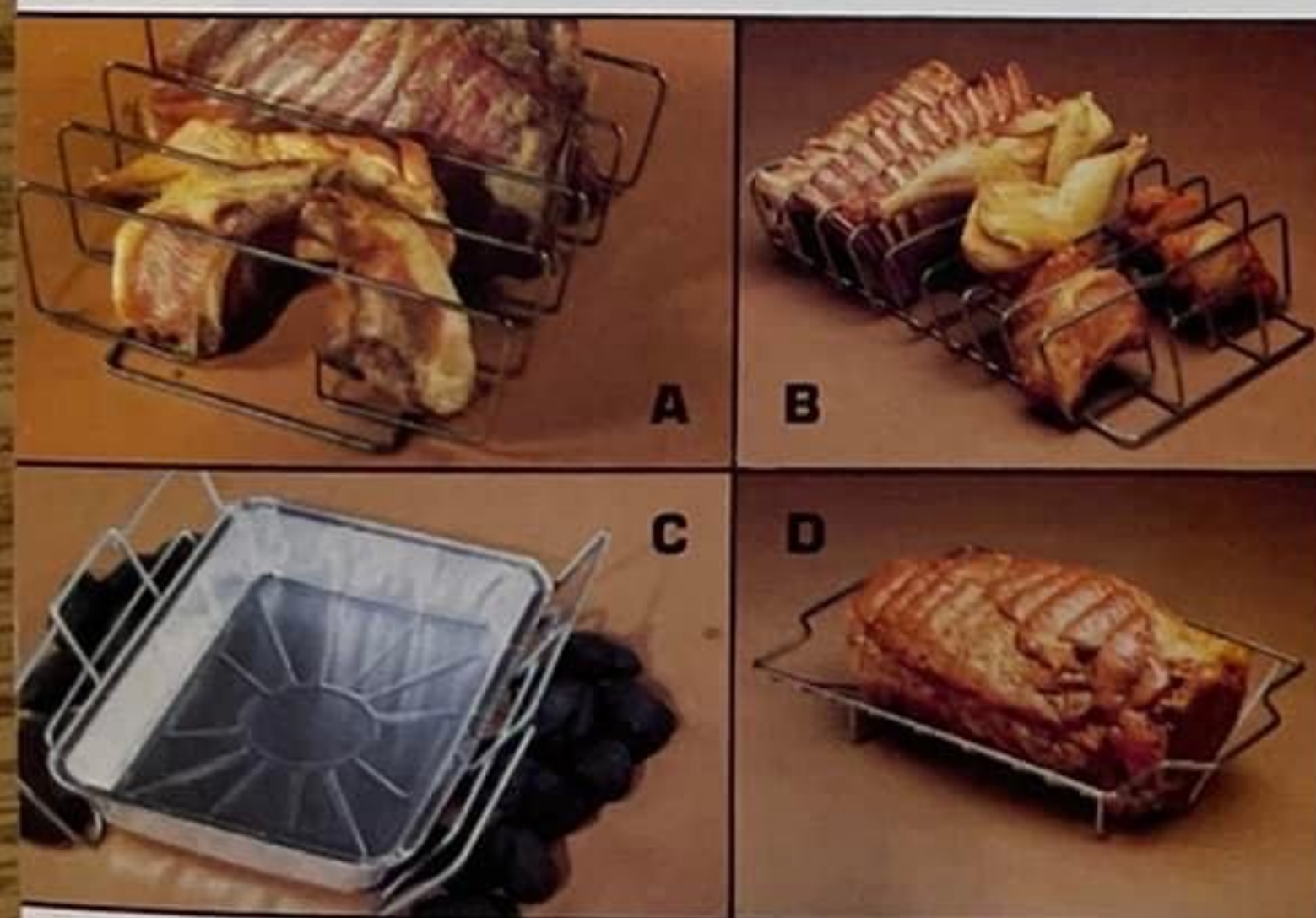
Includes charcoal rails, roast holder, grill and tool holder, 10 aluminum drip pans. Minimum order master pack of 5. 2.64 cu. ft. (.08 cu. m.), 20 lbs. (9.1 kg.). 8801.

### M. The Gourmet

Includes corn 'n' tator grill, roast holder, rib rack, Elegant Fare cookbook, 10 aluminum drip pans. Minimum order master pack of 5. 11.2 cu. ft. (.32 cu. m.), 57.5 lbs. (26.1 kg.). For all 22½ in. kettles, 9001.

### N. Work Table

Teak veneer with adjustable aluminum legs and utensils rack. Some assembly required. Shipped in carton 2¼ in. x 18 in. x 32 in. (5.7 cm. x 45.7 cm. x 81.3 cm.). .75 cu. ft. (.022 cu. m.) 13 lbs. (5.9 kg.) 1801 for 80,000 series and portable gas models. 1901 for 30,000, 70,000 and permanent mount gas models.





### ***Huge success with in-store demos***

A unique facet of Weber's year-round advertising is its in-store demonstrations. Weber gives over 10,000 a year in stores and shopping centers all over the country.

The best way to explain the Weber cooking method to customers is to let them see and taste the food prepared this way. When they see the perfect results they get without a rotisserie, they want to buy.

Weber's specially trained sales force is there to demonstrate both gas and charcoal kettle cooking for customers right in the store. They will also instruct salespeople on selling kettles.

### ***Waldo talks for Weber***

If you've got a shopping center location, you can take advantage of the open space and put on a Weber Roast-A-Rama show. Both entertaining and instructive, this show

is a real shopper-stopper. Two mobile units convert to a stage featuring a contest between Sammy Scorch, the ordinary barbecue chef and Freddy Flavor, the Weber chef par excellence. Waldo, the animated Talking Dog provides the "color" commentary on the competition. You can end the show with a drawing for a free Weber kettle to introduce customers to the benefits of kettle cooking.

Your Weber sales representative can help you give a show that customers will be talking about. And both your store and Weber benefit from this increased consumer interest. Why does Weber go to such an extent with in-store demonstrations?

First of all, because they're different. It stops customers right in the store, making them more inclined not only to buy barbecue equipment, but to spend more time in your store.

### ***Weber's in-store demos satisfy retailers***

Of all retailers surveyed in the Lebhar-Friedman research study, 46.0% claimed in-store demonstrations were "very/extremely successful." Fully half of the year-round merchandisers rated in-store demonstrations this way. And 50% of retailers classifying the category "profitable" agreed.

No one comes close to Weber in producing sales from in-store demonstrations. Weber was considered "the best" by 36% of all retailers. The next highest-rated manufacturer in the survey got a 6% vote. And Weber was named most often by people who merchandise for profit and people who merchandised year-round.

A complete library of Fairchild films demonstrating the use of the Weber kettle is also available for retailers to use as a merchandising tool.



This 16-page advertising supplement was sponsored and paid for by Weber-Stephen Products Company. With the exception of data attributed to Lebhar-Friedman Research, all facts and figures were supplied by Weber-Stephen Products Company. The retailer research which was conducted by Lebhar-Friedman Research was done at the request and under the direction of Weber-Stephen Products Company.



Weber™ Thermometer. Tells you when barbequed foods have reached perfection. Instant-read design gives accurate internal meat temperatures in seconds. Complete instructions included.  
#585 Fahrenheit/Celsius



Drip Pans. 10 heavy-gauge aluminum pans in polypack for 18½ inch diameter kettles or larger. (See page 19 for the Go-Anywhere™ drip pans, #3300).  
#3301



Elegant Fare™ Cookbook. Spiral hard-bound recipe book with full-color photos and illustrations, menus, cooking charts, detachable recipe cards, and filing pockets. #201



Deluxe Cookbook. 80-page hardbound recipe book with over 50 full-color photos and illustrations. #101



Charcoal Chest. Keeps 18 pounds of briquettes handy, easy to pour. Great for FireSpice or sidewalk salt, too. (Patent #D261,604.) #6601



Replacement Lava Rock. Revitalizes Weber Gas Kettles. Bright new packaging, too. (Not for any Genesis models or Table-Top Gas Grill model #1530.)  
#109901 6½ pounds  
#109915 2½ pounds



Weber Grabbers™. Long-lasting, stainless steel tongs turn meat without piercing. Rich oak handles provide a safe grip for moving. #1983



Kettle Covers. Sturdy light blue vinyl covers help keep kettles clean and protected.  
#4301 for 18½ inch diameter kettles  
#4701 for 22½ inch diameter kettles



Weber™ Deluxe Covers. Protect your Weber grill with a touch of class. Heavy, black vinyl is flannel lined, with custom-stitching and snap fasteners—resists cracking even in the coldest weather. All covers have the Weber logo in white.



#7301 for 22½ inch diameter kettles  
#7701 for 22½ inch diameter kettles  
#7201 for 2880 Smokey Mountain Cooker

The Starter Set. Includes charcoal rails, roast holder, grill and tool holder, 10 aluminum drip pans. The full-color, eye-catching carton of items is the perfect gift for the new outdoor chef. #8801

