



CORPORATE GIFTS

IGNITE  
YOUR BRANDS  
PASSION

[corporategifts.weber.com](http://corporategifts.weber.com)



# THE BACKYARD REVOLUTION

THAT REVOLUTIONIZED  
THE AMERICAN BARBECUE



# THE WEBER EXPERIENCE

Weber is proud to be the most loved backyard brand in America. Along with grilling comes delicious food, outdoor fun, and creating happy memories that will be shared for years to come. At Weber, we strive to make grilling as effortless and enjoyable as possible for our consumers. In doing so, we provide quality grills, innovative accessories, and cookbooks to inspire and educate.

## WHY WEBER FOR YOUR COMPANY

- Sweeps prizes
- Sales incentives
- Safety awards
- Gift with purchase
- Display enhancer



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# CONSUMER & CORPORATE GIFT PROGRAM

We are motivated when our 'consumer brand partners' use Weber products for promotional prizes.

## WHAT WEBER CAN OFFER:

Consumers aspire to own Weber products. Although Weber does not execute promotions, we support our partners and contribute value. Consumers have many choices when making a BBQ purchase. It is our belief that consumers who see & engage with the Weber brand in places where it is not sold, will translate to more Weber purchases at retail.

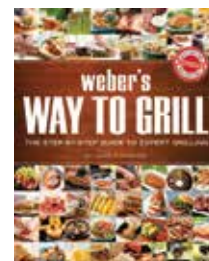
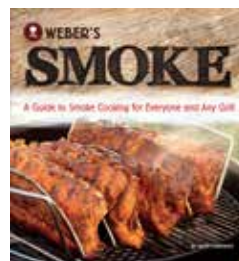
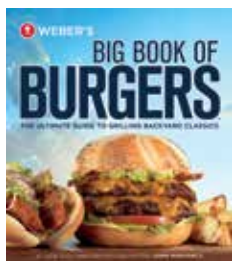
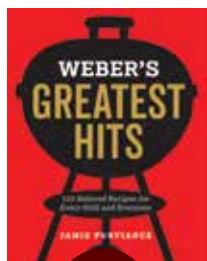
- **Special pricing on Weber® Grills & Accessories to be used for prizes or in-store displays.**
- **Access to Weber content such as grilling tips and recipes.**
- **Share and support content for social platforms.**
- **Engage and support events.**
- **Contribute additional 'in-kind' prizing.**





# WEBER PRODUCTS

## WEBER® COOKBOOKS



APRIL  
2017

## CUSTOM GRILLING GUIDES



RECIPES  
GRILLING TIPS

+

YOUR BRAND

PROMOTIONS  
COUPONS

=

CUSTOM  
GRILLING  
GUIDE





# ACCESSORIES

Enhance your grilling experience with tools that will get the most out of your Weber® grill. Perfect to bundle with grills, Weber® accessories can elevate any prize or gift package.



## 7154 - CARRY BAG

Durable storage bag comes with a padded, adjustable shoulder strap. Fits Smokey Joe® series portable grills.



## 6483 - BURGER PRESS

Designed to make a dimple in burger patties for flat, uniform 1/4 lb. or 1/2 lb. burgers. Detachable handle for easy cleaning. Nylon grip handle; plastic base and lid.

YOUR LOGO HERE



## 6625 - STAINLESS STEEL TWO-PIECE BARBECUE TOOL SET

Soft-touch handles and comfortable, non-slip grip. Tong handles lock for compact storage. Angled spatula neck reaches over edge of grill, keeping your hands and arms away from heat. Set includes locking tongs and spatula.



## 6630 - STAINLESS STEEL THREE-PIECE BARBECUE TOOL SET

Tong handles lock for compact storage. Angled spatula neck reaches over edge of grill, keeping your hands and arms away from heat. Fork tines designed to pierce food without shredding it. Includes spatula, tongs, and fork.



# TAKE THE GUESSWORK OUT OF GRILLING



NEW

## BLUETOOTH CONNECTED THERMOMETERS

Master the art of a medium-rare steak and become the culinary genius you aspire to be - no training necessary. The Weber® iGrill® Bluetooth connected thermometer monitors the internal temperature of food from beginning to end, and will notify you once it has reached the perfect degree to serve. Simply download the Weber® iGrill® app on your mobile device and sync it to your iGrill® device. Once you're connected, the possibilities are virtually endless, and you'll find out very quickly that iGrill® is more than a cutting-edge thermometer.



**NEW**

# GAS GRILLS

Available in two platforms; each ranging in size from two to six burners, the 2017 Genesis® II line accommodates every lifestyle. Whether you live in the big city with a small patio, or small town with a never-ending backyard, we've got you covered.

Each Genesis® II and Genesis® II LX grill is equipped with the same basic components and features; such as the GS4 high performance grilling system, iGrill 3 ready, and Infinity Ignition. The Genesis® II LX takes it up a notch, offering everything you need – and then some. This series includes additional upgraded features such as a side burner, High+ heat setting, and lighted control knobs.

## GENESIS® II



**GENESIS® II E-210™**  
GAS GRILL



**GENESIS® II E-310™**  
GAS GRILL



**GENESIS® II E-410™**  
GAS GRILL



**GENESIS® II E-610™**  
GAS GRILL

## GENESIS® II LX



**GENESIS® II LX S-240™**  
GAS GRILL



**GENESIS® II LX S-340™**  
GAS GRILL



**GENESIS® II LX S-440™**  
GAS GRILL



**GENESIS® II LX S-640™**  
GAS GRILL

EXPERIENCE MORE ON THE GENESIS® II GAS GRILLS,  
START YOUR JOURNEY ON **WEBER.COM**

# WEBER® Q® GRILLS

Show off your vivid personality with a jolt of color. The Weber® Q® 1200™ gas grill now comes in an array of color options to choose from. Include your company's logo on the handle for an added personalized touch.



BLUE



BLACK



ORANGE



GREEN



PURPLE



FUCHSIA



# CHARCOAL GRILLS

Our legendary charcoal grills have become a backyard icon, but they also make the perfect in-store displays and prizes.



**MULTI-COLORED DECAL**



**WHITE SILKSCREEN  
ON HANDLE**



**ORIGINAL KETTLE™ CHARCOAL GRILL**

**AVAILABLE KETTLE SIZES:**

**18  
INCH**

**22  
INCH**



## PORTABLE BUNDLE

Grillers on the move also need tools on the move, which is why Weber put together the portable grill bundles. The bundles include a Smokey Joe® portable charcoal grill, Smokey Joe™ bag, and a stainless steel two-piece barbecue tool set.

# SMOKERS

Smoking is not a few minute process; it's a day long event that culminates around a table with the juiciest cuts of meat. Help your customers make a day out of grilling with our Smokey Mountain Cooker™ smokers.



AVAILABLE SMOKER SIZES:

14  
INCH

18  
INCH

22  
INCH



# FIREPLACE

With the sound of crackling wood and the feeling of heat spreading across your face, Weber's Fireplace is the soul of outdoor coziness. Great experiences arise around the fireplace, so gather around with your friends and family. (Exclusively for the U.S. Special Markets.)



# PARTNER CASE STUDIES

## GROCERY STORE ENGAGEMENT

- Weber works with partners who's target consumers at the grocery store.
- Weber has worked with brands found in the deli, produce, meat, fish & seafood sections.
- Partners will place a Weber® grill as a display enhancer near their product.
- Merchandise is loaded around the display enhancer and 'call outs' about the promotion are added.
- Callouts include: 'Download an app', 'Text to Win' or 'Find us on Facebook.'
- Weber shares content. Often a recipe or grilling tip is given to the consumer that aligns with the promotion.
- Grocers often grant our partners 'special placement' in the store for their promotion.

## B2B ENGAGEMENT

- Weber products are customized with the partner's logo.
- There is usually an 'event' that motivates our partners' team to achieve an objective.
- Rollout of a new product. Safety program, Sales Incentive, Recognition for Years of Service.
- Weber shares content true partner in Weber makes these engagements more special and offer their organizations top results.





# SAMPLE PROMOTIONS

ENHANCE YOUR  
STORE DISPLAYER

FLOOR DISPLAY



ON-PACK

YOUR ON-PACK  
PROMOTION HERE

# START THE SOCIAL CONVERSATION

ABOUT YOUR BACKYARD HERO





# SOCIAL MEDIA

Our fans range from the occasional summer grillers to our die-hards, grilling in subzero temps. We grow our fan bases organically and have a high rate of engagement. Each platform has a different audience. Instagram appeals to our younger, female audience; while the Facebook and Twitter communities are predominantly made up of male grillers.

## SOCIAL MEDIA OPTIONS:

### **Educational Blog posts on .com with prizing**

Posts that provide value to fans in the form of information, tips, tricks, recipes, etc. We can run product giveaways on our blog. You can be our guest blogger or we can utilize Weber bloggers.

### **Shared content**

Links to our blog postings.

### **Social media support**

If the content is a fit with our audience we will consider promoting it on one or more of our channels. We do not do hard sells and prefer to drive traffic to an educational blog post.

### **Twitter parties**

Participation and prizing.

### **Blogger events**

Co-host a BBQ Bootcamp.

### **Blogger initiatives with product and/or education**

Educational resources, links, and product giveaways.



weberbbq



webergrills



webergrills



grillwithweber



webergrills



Weber blog





# CONSUMER ENGAGEMENTS

## WEBER'S GRILL MASTER CAN ENHANCE DEMOS AND SPEAK TO BOTH BRANDS.

Kevin Kolman holds the title of Weber Grill Master for a reason. His high skill level behind the grill, passion for barbecue, and enthusiasm for the Weber brand are just part of why he is the go-to for all things grilling. Owning a mere 46 grills (and growing) himself, he has had plenty of experience with Weber's ever expanding product offering over the years. His extensive hands-on experience and scrutiny of all Weber® products fuels him while facilitating grilling demonstrations and classes at the Weber Grill Academy and around the globe.

Kevin's experience from co-instructing a Barbecue Science course at The Ohio State University, and teaching around the world, makes him one of the most credible sources of BBQ. Also, being a certified Kansas City Barbecue Judge allows him to judge barbecue competitions and enjoy some of the best BBQ from all different parts of the world. He participated in the CBS special Tailgate Turnover, has filmed commercials for the Food Network, and has represented Weber in the media through various other outlets including print, radio, and television.

Kevin's passion stems from anything and everything that has to do with grilling. This includes, but is not limited to, educating consumers on the art and science of grilling, partnering with food, wine, beer, and spirit brands, holding grilling competitions, and simply enjoying time around his Weber® grill with family and friends. As Kevin would say, "The most pure and honest gift you can give someone is to cook for them; and for me, that always happens around my Weber® grill."



**KEVIN  
KOLMAN**  
**WEBER**  
GRILL MASTER



#WeberGrills  
#WeberForLife  
#WeberWeekend  
#GrillOn  
#GrillofaLifetime

## TWITTER PARTIES

Host a lunchtime Blogger Twitter party! Your key influencer invites other relevant influencers. Partners provide content and prizes. Reach millions of consumers.

BRAND A

BRAND B

BRAND C



Simple and delicious. [Wor.gr/r0vsseriebeef...](#) #25DaysOfGrilling



What's not to love about #steak with bourbon-pecan butter? Get the #recipe here: [Wor.gr/stripsteaks](#).



Woods can really enhance your #bestturkeyday without overpowering. Tip: [Wor.gr/smokedturkey](#)... #Thanksgiving



The Seville was designed to match the white wrought iron furniture that was very popular in 67. #throwbackthursday





# MOBILE GRILL ACADEMY

**TEAM BUILDING:** WHO IS THE BACKYARD HERO?

**GOLF OUTING:** THEY CAN GOLF BUT CAN THEY GRILL?

**BEST CUSTOMERS:** INVITE THEM TO A LUNCH 'N LEARN

**PRIZING:** GIVE THEM A GRILLING CLASS WITH WEBER.

**ADD AN ACTIVITY:** THROW A BIG EVENT. INVITE WEBER.

**SURPRISE & DELIGHT:** FOR EMPLOYEES.



weberacademy



weberacademy



weberacademy



TAKE THE MYSTERY OUT OF GRILLING! THE NEW MOBILE GRILL ACADEMY IS TAKING A TOUR AROUND THE U.S. TEACHING GRILLERS OF ALL KINDS HOW TO BE BACKYARD HEROES! GRILL ON!





## AVAILABLE PACKAGES

### PACKAGE A

### GUESTS GRILL THEIR LUNCH

- » Mobile Grill Academy: Corporate Engagement
  - One day in one location
- » American Classics grilling classes: **5 STEPS TO BURGER BRILLIANCE**  
**GRILLING PIZZA REVELATION**  
**GRILLING THE PERFECT STEAK**
  - Upcharge for steak class
  - One 2 hour grilling class: appetizer, main, and dessert
  - Up to 20 guests
  - Class must conclude by 3:00 pm; you select start time
- » Includes a Weber parting gift
- » Available dates: March 20, 2017 - September 18, 2017
- » Variations available to accommodate more guests
  - Maximum engagement time is 4 hours
  - Upcharge will apply

### PACKAGE B

### BURGER OPEN HOUSE

- » Mobile Grill Academy: Corporate Engagement
  - One day in one location
- » Grilling Class: 5 Steps To Burger Brilliance
  - Burger open house: designed for larger events up to 150 guests
  - It is a 'rolling' burger class: burger, chips & soda/water
  - Timeline example: 1st class 11:00 am, 2nd class 11:40 am, 3rd class 12:20 pm, etc.
  - Guests grill their burgers and then head inside the truck to eat
  - 10 minute break between classes to reset
  - Five classes max
  - Up to 30 guests per 30 minute session
  - Class must conclude by 3:00 pm; you select start time
- » Includes a Weber parting gift
- » Available dates: March 20, 2017 - September 18, 2017



## AMERICAN CLASSIC CLASSES

### 5 STEPS TO BURGER BRILLIANCE



### GRILLING PIZZA REVELATION



### GRILLING THE PERFECT STEAK





# QUESTIONS?

DO YOU HAVE QUESTIONS ABOUT:  
PARTNERSHIPS,  
MINIMUM ORDER QUANTITY,  
LEAD-TIME,  
SOCIAL MEDIA INTEGRATION,  
OR ANYTHING ELSE?

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FOR LIFE!