



KAMADOJOE®

Ignite your passion for grilling.™

Dealer Guide



KamadoJoe.com

Table of Contents

| | |
|---------------------------------------------|---------|
| Welcome to the Kamado Joe Family | Page 1 |
| The Kamado Joe Brand | Page 2 |
| The Kamado Joe Advantage | Page 3 |
| Top Five Kamado Joe Selling Points | Page 4 |
| Register Your Store Online | Page 5 |
| Grilling Comparison Guide | Page 6 |
| Online Marketing Library & CD | Page 8 |
| “Getting Started” Video Series & DVD | Page 9 |
| Dealer Locator | Page 10 |
| Cooking Demonstrations | Page 11 |
| Kamado Joe Product Line (Grills) | Page 12 |
| Kamado Joe Product Line (Accessories) | Page 13 |
| Online Warranty Registration..... | Page 14 |
| Online Recipe Library..... | Page 15 |
| Monthly Newscast “MoJoe” | Page 16 |
| Join Us on Facebook | Page 17 |
| Print Materials..... | Page 18 |
| POS Displays | Page 19 |
| Product UPC Codes | Page 20 |
| Kamado Joe Contact Information | Page 21 |

Welcome to the Kamado Joe Family

We would like to personally thank you for becoming a Kamado Joe dealer. We appreciate your business and the confidence that you have placed in our company and our brand.

At Kamado Joe we believe that the best way to grow our business is to help you grow yours. We use the word “remarkable” as the benchmark for everything we do, whether it’s the innovation of new products or the level of support we provide to you and your customers. We define “remarkable” as anything that causes someone to take notice and talk about it. We also believe that as a retail partner you should have the opportunity to make “remarkable” profits!

We believe that the Kamado category has remained relatively unchanged for nearly forty years. We are changing that. We are confident that our engineering and marketing teams have developed a product development strategy that will redefine the category and generate consistent long-term growth for all of us.

The core promise of the Kamado Joe brand is to provide you with remarkable products, dealer support and customer service that is worth talking about. We look forward to a mutually beneficial and profitable relationship with you for years to come.

Once again, thank you for giving us this opportunity to work with you.

Sincerely,



Bobby Brennan
President
Kamado Joe

The Kamado Joe Brand

The Kamado Joe brand is one of our most valuable assets.

The term “brand” is used a lot in today’s business environment, yet very few people understand what it means. A brand is not a product or even a company, it is how our potential customers perceive us. Everything we do and say helps form that perception, so it is critical that we build a positive and satisfying experience of us and Kamado Joe products.

A powerful brand is a shortcut to making a purchasing decision. Potential customers need to see the advantage of buying Kamado Joe grills and accessories. That’s why it is critical to offer a great purchasing experience, exceptional customer service and a product that functions as promised every time they use Kamado Joe products.

As a Kamado Joe dealer, you are the face our brand. We want to provide you with all the necessary tools and support to help you sell Kamado Joe grills and accessories effectively.



The Kamado Joe Advantage

Potential customers need to know the benefits of buying Kamado Joe.

Part of effectively selling Kamado Joe products is being able to point out the advantages of our grills and accessories over other ceramic grills and grilling methods. Here are some standard customer questions and answers:

1. What is the difference in cost between Kamado Joe and other ceramic grills?

Kamado Joe is on average \$150 less than other ceramic grills and includes everything you need to grill right out of the box: grill, cart, side shelves, ash tool and grill gripper.

2. What is the difference between Kamado Joe and other ceramic grills?

All things being equal, a steak grilled on any ceramic grill will taste the same. Kamado Joe grills use higher quality materials and offer more features than other ceramic grills:

Kamado Joe Premium Features

- Stainless Steel Fittings and Fastenings
- Stainless Steel and Powder Coated Side Shelves and Bands...metal components will not rust
- Stainless Steel Cooking Grate with Hinged Door
- Heavy Duty Finished Bamboo Handle and Side Shelves (mildew and weather-resistant)
- Extra Large Thermometer with Cooking Guide
- 8 Welded Utensil Pins (4 on Each Side Shelf)
- Stable Heavy Duty Powder Coated Cast Iron Cart
- Largest Locking Cart Wheels
- Comes Fully Assembled

3. What is the difference between Kamado Joe and gas or briquette charcoal?

Kamado Joe grills offer better flavor than other grills, because they are ceramic and use natural lump charcoal. The ceramics hold in the natural oils and moisture of food and the heat source gives true charcoal taste. Metal grills radiate heat and pull the moisture out of food. Gas offers no charcoal taste and briquettes contain fillers like borax and sawdust from waste lumber.

4. What is the warranty on Kamado Joe grills?

- Limited lifetime on ceramic parts (dome, base, firebox and fire ring)
- Five (5) years on metal parts
- Three (3) years on heat deflector and pizza stone
- One (1) year on thermometers and gaskets



Top Five Kamado Joe Selling Points

1. Superior Taste

Kamado Joe ceramic grills make food taste better. The ceramic shell acts as an insulator to keep the natural oils and moisture in food for incredible juiciness and tenderness. You also get true charcoal flavor, because our grills use 100% natural lump charcoal as a heat source. Metal grills radiate heat which pulls the moisture out of the food. Briquette charcoal contains additives like borax, starch, sawdust from waste lumber.

2. Ready to Cook in 15 Minutes

A common misconception is that our grills take a long time to preheat. The truth is that Kamado Joe ceramic grills are ready to use in 15 minutes; the average time it takes to preheat a gas grill. We are often confused with briquette charcoal grills, which can take up to 30 minutes of preheat time.

3. It's an Oven, a Grill and a Smoker All in One

Kamado Joe grills allow you to bake, roast, grill and smoke with a simple adjustment of the air flow. Our heat deflector accessory also allows you to switch from direct or indirect cooking, and it expands your cooking range from 225°F to over 750°F. Other grills don't have that flexibility. The bottom line is that you can cook anything on a Kamado Joe ceramic grill.

4. Built to Last a Lifetime

Our grills are built for years of use and beauty, which is why they carry a limited lifetime warranty. We use 304 stainless steel, powder coated 304 stainless steel, powder coated cast iron and finished natural bamboo for our hardware and accents. It means that your Kamado Joe grill will withstand the elements in the most demanding climates. Other ceramic grill companies use cold rolled steel, painted steel and cypress.

5. Only Pennies Per Use

A Kamado Joe grill is likely to be the last grill you'll ever need to buy. In the long run, it's far more economical that buying a new grill every few years. Also, our 100% Natural Lump Charcoal costs only pennies per use and it can be relit for multiple cookings. You can't do that with gas or briquettes.

Register Your Store Online

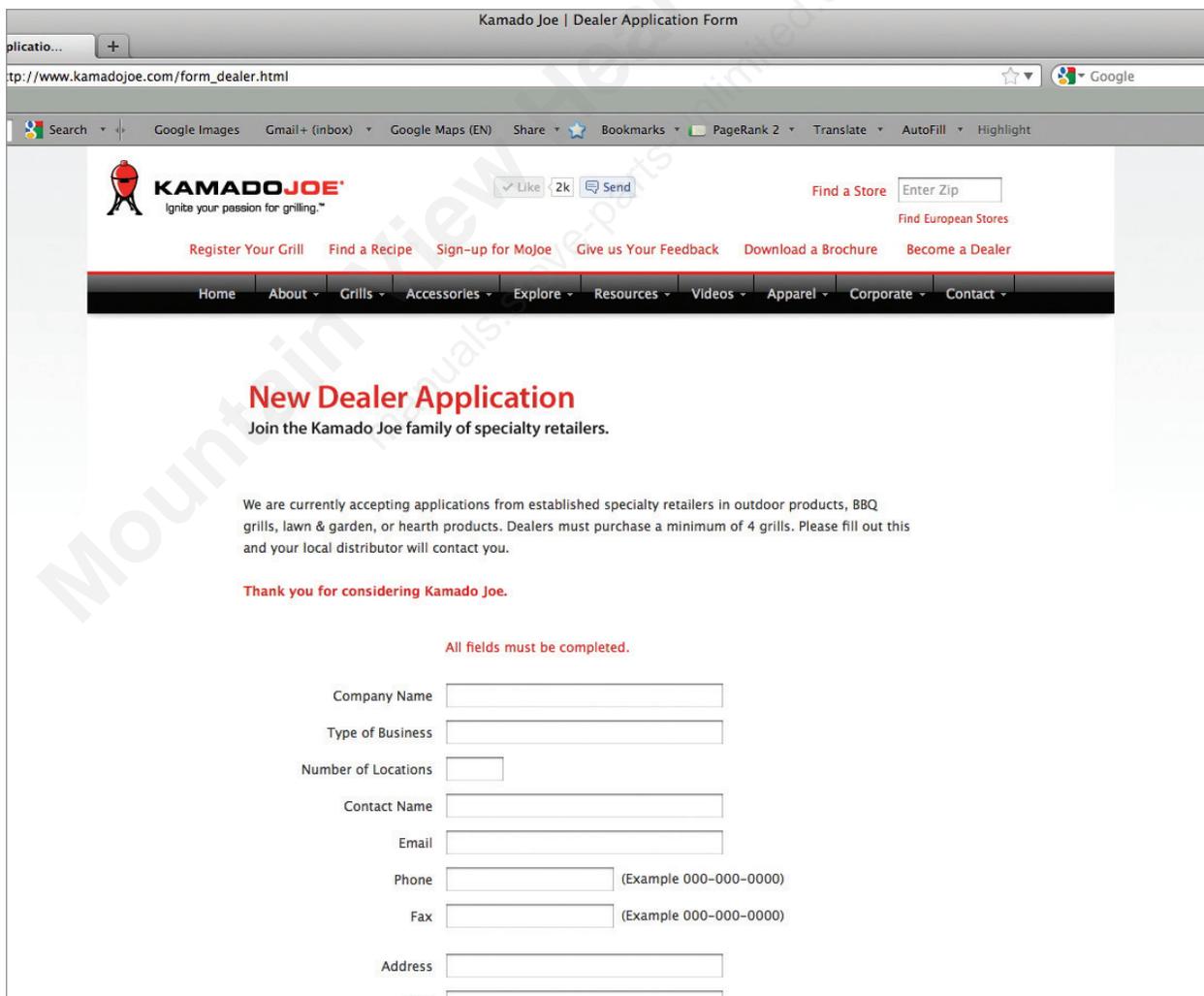
Being a Kamado Joe dealer is a profitable and rewarding business opportunity for you.

Registering your store is very important. It allows us to enter your contact information into our online dealer locator (see page 9), which will drive potential customers in your area to your store. It also helps us provide you with the latest product and marketing updates.

To Register Your Store:

1. Fill out and submit the online form at: www.kamadojoe.com/form_dealer.html

* Be sure to enter the email address you would like us to use to contact you.



The screenshot shows a web browser window with the URL http://www.kamadojoe.com/form_dealer.html. The page features the Kamado Joe logo and navigation links such as "Register Your Grill", "Find a Recipe", "Sign-up for MoJoe", "Give us Your Feedback", "Download a Brochure", and "Become a Dealer". The main heading is "New Dealer Application" with the subtext "Join the Kamado Joe family of specialty retailers." Below this, a paragraph states: "We are currently accepting applications from established specialty retailers in outdoor products, BBQ grills, lawn & garden, or hearth products. Dealers must purchase a minimum of 4 grills. Please fill out this and your local distributor will contact you." A red note says "Thank you for considering Kamado Joe." A red instruction reads "All fields must be completed." The form includes input fields for: Company Name, Type of Business, Number of Locations, Contact Name, Email, Phone (with example 000-000-0000), Fax (with example 000-000-0000), Address, and City.

Grilling Comparison Guide

What is the best grill for your customer?

It should be a grill that satisfies their taste, lifestyle and budget. We certainly hope they will purchase a Kamado Joe grill, but we understand that the sales of any grill is important to you. Please familiarize yourself with this comparative guide for a higher sales opportunity.

| | GAS GRILLS | CHARCOAL GRILLS | KAMADO GRILLS |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| TASTE | Allows some level of grilled taste by allowing drippings to vaporize. A smoker box with wood chips can add a modest level of smokiness. | Adds charcoal smoked flavor to grilled food. Briquettes contain borax and sawdust. "Ready to Light" briquettes can leave an after taste. | True charcoal flavor. Natural lump charcoal is made from hardwoods. Excellent for grilling and especially for smoking meats. |
| EASE OF USE | Very convenient for start up and shut down after cooking. Great for "last minute" grilling. | Less convenient than gas and requires a little guesswork to achieve the desired temperature. | Less convenient than gas and the desired temperature is achieved adjusting the air flow. |
| START UP TIME | Lights immediately and ready in 10-15 minutes. | The longest start up time at 20-30 minutes. | Ready in 15 minutes. |
| TEMPERATURE RANGE | Low temperatures and entry level units average 500°F, while more pricier models offer 600°F+. | Low temperatures and high temperatures near 700°F depending on amount of charcoal. | Low temperatures of 225°F and as high as 750°F+ can be achieved easily. |
| HEAT SOURCE | LP Gas, Natural Gas | Briquette Charcoal | Natural Lump Charcoal |
| FUEL COST | Depending on gas prices, an average cost is \$1.00 per hour to operate. | Six quarts of briquettes have an average cost of \$3.00-\$3.50 per cooking. | Six quarts of briquettes have an average cost of \$1.50-\$1.75 per cooking. |
| ASSEMBLY | Requires assembly. Expect 2-3 hour assembly time. | Requires assembly. Expect 15-30 min. assembly time. | Kamado grills come fully or partially assembled. |

| | | | |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAINTENANCE | Gas grills carry the most maintenance and monitoring time. You'll need to refill the tank, check the lines, venturi tubes and replace the grates as needed. | Charcoal grills are typically a very simple design, so there is not a lot to maintain other than replacing the cooking grate if it begins to chip or rust. | Annually check the tightness of the band screws that hold the base and lid and connect to the hinge. Replace felt gaskets as needed; generally every 2-3 years. |
| CLEANING | Regularly clean the burners, igniter collector box, and drip trays. Clean the cooking grate before grilling by turning the grill to high for 10-15 minutes, then brush the grates. Cast iron grates require regular oiling. Ceramic coated grates should not be scraped to prevent flaking of the coating. | Briquette charcoal produces a lot of ash residue. If you grill often, consider a model with an ash catcher can. Brush or scrape the cooking grate before cooking and occasionally clean the outside. | Kamado grills produce one-third the ash of briquettes, however an ash tool is usually provided that can be used to remove it. Brush or scrape the cooking grate before cooking. |
| SPACE | Typically needs the most space, and should only be considered for good-sized patios and decks. | A small area is needed and they are a good choice for limited outdoor space like an apartment balcony. Check your rental agreement for restrictions. | Kamado grills work well in a limited outdoor space. They can also be inserted in a grill table for an additional working surface and storage. |
| CONSIDER WHEN PURCHASING | If you prefer added flavor you should consider a model with a smoker box. Consider how much working space you need on the grill itself and if you will regularly need side burners to keep food warm. Determine how much you plan to cook and the maximum amount of food you will grill at any one time. This help you determine the cooking area needed. | The model and features you need depends on how much you grill. If you're an infrequent griller look for a basic model with enough capacity for your needs. If you grill often an ash can catcher will be invaluable. The more expensive models allow you to adjust the cooking grate for flexible cooking and some offer fireboxes for indirect cooking and a propane gas feature for starting. | All Kamado grills are not the same. Some use inferior ceramics and cheap hardware. Choose a manufacturer with a full line of accessories for the types of cooking you plan to do. Heat deflectors are a good choice for indirect cooking whether your grilling, baking or smoking. If you're looking for working space and/or storage space, consider a grill table. |
| PRICE RANGE | Entry level gas grills can be as low as \$100, expect to pay \$500-\$1,500 for a grill with features. Commercial grade outdoor grills can cost in the thousands. | You can get a tailgate style grill for as low as \$20. Standard models will run around \$75-\$150 and up to \$500 for deluxe models. | Standard size Kamado grills range in price from \$850-\$1,000. If you add a grill table plan to spend \$250-\$750 more. |

Online Marketing Library & CD

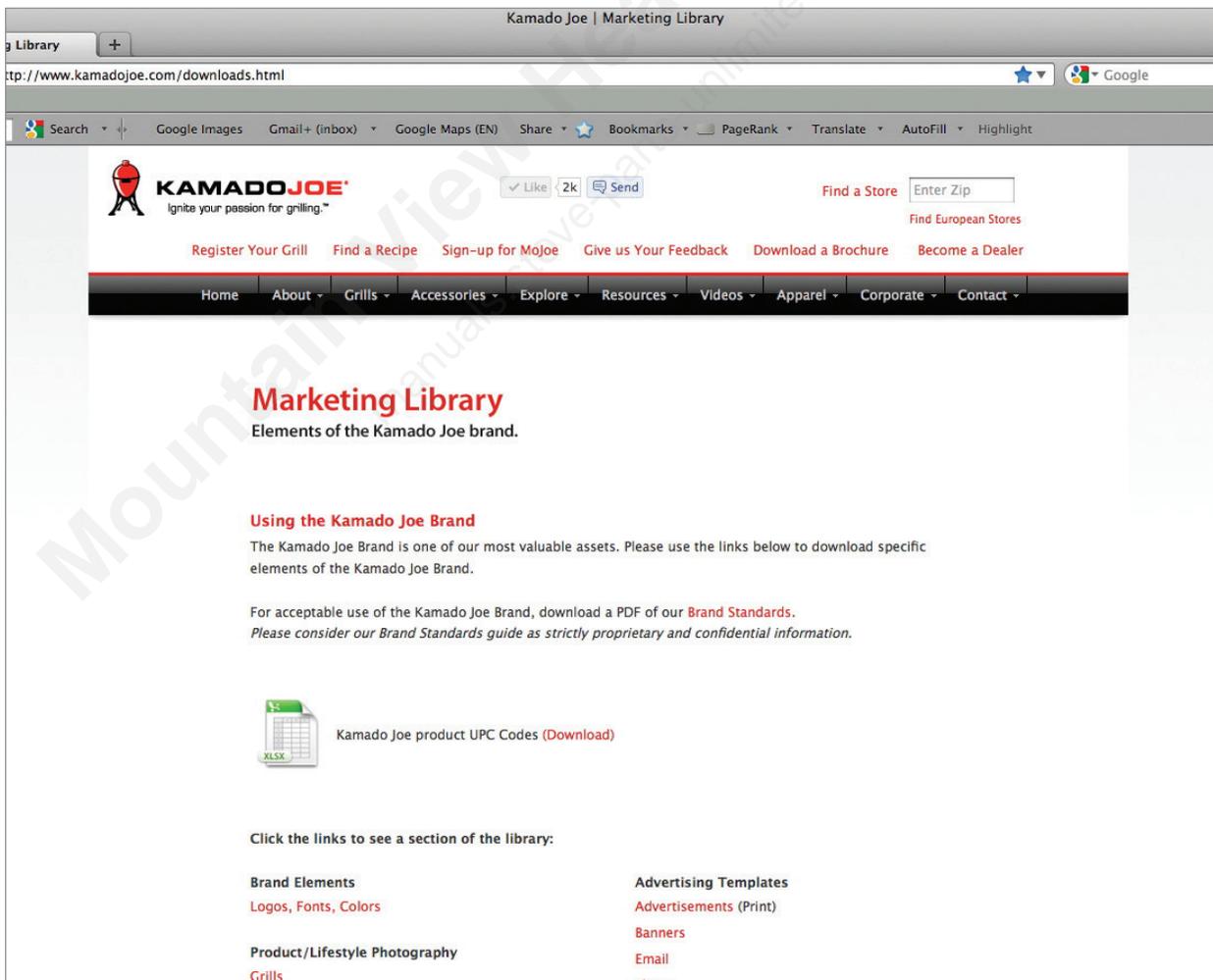
Kamado Joe dealers have full access to our Online Marketing Library. The library contains all items you need to promote Kamado Joe online or in print. Use the included CD or download any of our brand elements such as logos, ad templates and photography to create your own marketing pieces.

To access the library:

1. Go to: www.kamadojoe.com/downloads.html

2. Enter the username and password (all lowercase):

Username: **kamado** Password: **grills**



The screenshot shows a web browser window displaying the Kamado Joe Marketing Library page. The browser's address bar shows the URL <http://www.kamadojoe.com/downloads.html>. The page features the Kamado Joe logo and navigation links such as "Register Your Grill", "Find a Recipe", "Sign-up for MoJoe", "Give us Your Feedback", "Download a Brochure", and "Become a Dealer". A "Marketing Library" section is highlighted, with the heading "Elements of the Kamado Joe brand." Below this, there is a section titled "Using the Kamado Joe Brand" which includes instructions on how to use the brand and a link to download "Brand Standards". A download link for "Kamado Joe product UPC Codes (Download)" is also visible, accompanied by an XLSX file icon. At the bottom, there are two columns of links for "Brand Elements" and "Advertising Templates".

“Getting Started” Video Series & DVD

The videos are an excellent resource for new and potential customers to drive sales.

The *Getting Started* video series is available on our website and provides the basics of using a Kamado Joe grill. The 30-minute DVD included in this kit is great for in-store use and plays in a continuous loop. Use it to automatically attract and inform your customers.

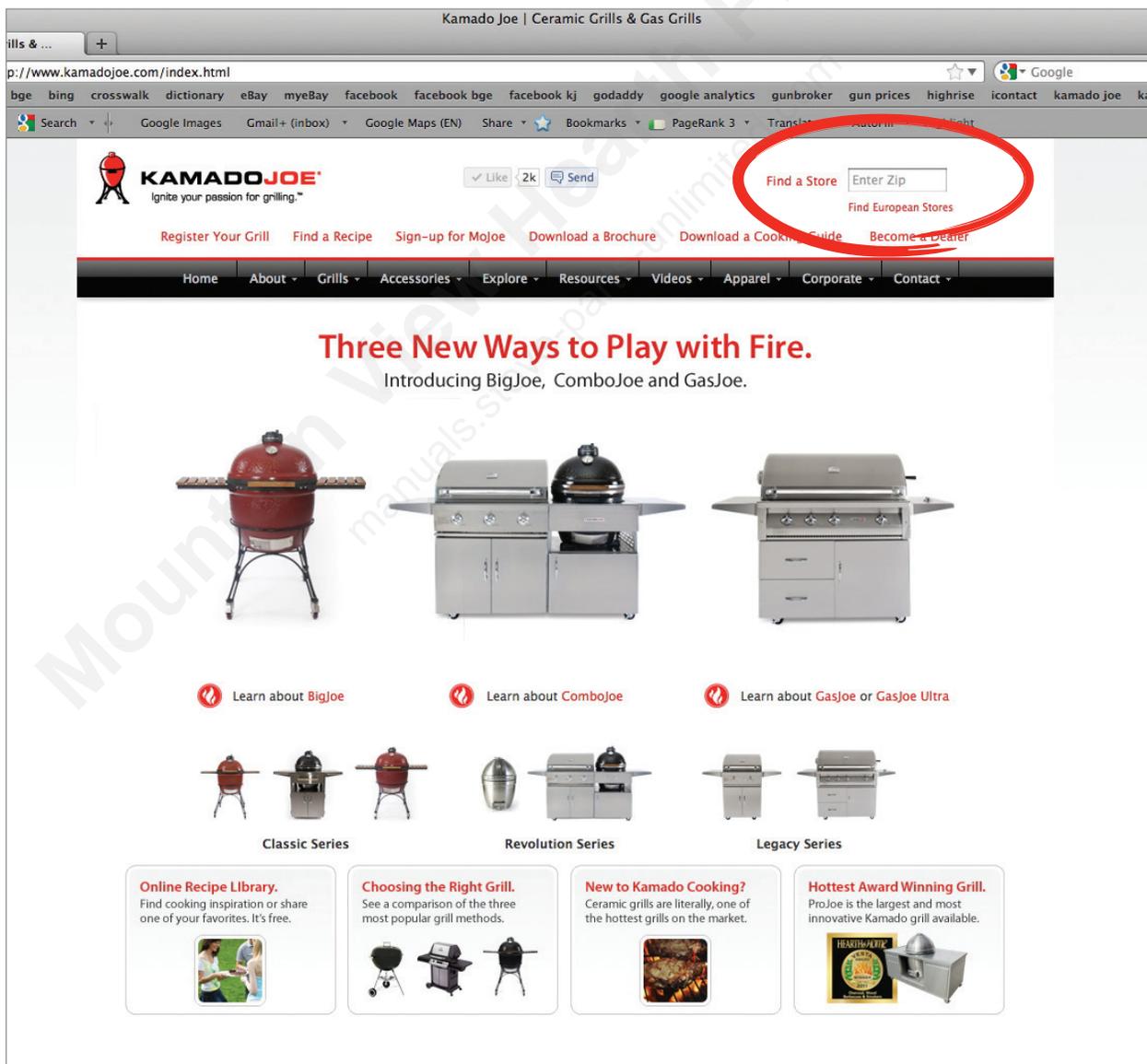


The image shows a screenshot of the Kamado Joe website. The browser address bar displays 'http://www.kamadojoe.com/video_temperature_control.html'. The website header includes the Kamado Joe logo, navigation links like 'Register Your Grill', 'Find a Recipe', and 'Sign-up for MoJoe', and a search bar. Below the header is a navigation menu with options like 'Home', 'About', 'Grills', 'Accessories', 'Explore', 'Resources', 'Videos', 'Apparel', 'Corporate', and 'Contact'. The main content area features a video player titled 'Video: Controlling the Temperature' with the subtitle 'Your first step in ceramic grilling.' The video player shows a man standing next to a Kamado Joe grill in a backyard setting. A DVD cover is overlaid on the bottom right of the screenshot. The DVD cover has a red and orange flame background with the Kamado Joe logo and the text 'GETTING STARTED GUIDE', 'KAMADO JOE VIDEO SERIES 1', 'AUTO PLAY DVD', 'LENGTH: 33:06', and '© 2010 THE KAMADO JOE COMPANY'.

Dealer Locator

Kamado Joe makes it easy for customers to find you. Our Dealer Locator is available on every page of our website. It provides a convenient way for your potential customers to find you by simply entering their zip code. When you register online, be sure your information is correct and complete, so your potential customers can find you.

Please contact us if your information changes so we can update your listing.



Kamado Joe | Ceramic Grills & Gas Grills

www.kamadojoe.com/index.html

Like 2k Send

Find a Store

Find European Stores

Register Your Grill Find a Recipe Sign-up for Mojo Download a Brochure Download a Cooking Guide Become a Dealer

Home About Grills Accessories Explore Resources Videos Apparel Corporate Contact

Three New Ways to Play with Fire.

Introducing BigJoe, ComboJoe and GasJoe.

Learn about BigJoe Learn about ComboJoe Learn about GasJoe or GasJoe Ultra

Classic Series Revolution Series Legacy Series

Online Recipe Library.
Find cooking inspiration or share one of your favorites. It's free.

Choosing the Right Grill.
See a comparison of the three most popular grill methods.

New to Kamado Cooking?
Ceramic grills are literally, one of the hottest grills on the market.

Hottest Award Winning Grill.
ProJoe is the largest and most innovative Kamado grill available.

Cooking Demonstrations

Generate customer interest by performing a cooking demo at your store. Cooking during high traffic periods helps drive grill sales. We recommend that you rotate employees for cooking demonstrations, so they can sell based on first-hand experience.

To Learn How to Perform a Cooking Demonstration:

1. See the guide and recipes: www.kamadojoe.com/cooking_demo_guide.html

Kamado Joe | Cooking Demonstration Guide

http://www.kamadojoe.com/cooking_demo_guide.html


KAMADOJOE®
 Ignite your passion for grilling.™

Find a Store
 Find European Stores

[Register Your Grill](#) | [Find a Recipe](#) | [Sign-up for MoJoe](#) | [Give us Your Feedback](#) | [Download a Brochure](#) | [Become a Dealer](#)

[Home](#) | [About](#) | [Grills](#) | [Accessories](#) | [Explore](#) | [Resources](#) | [Videos](#) | [Apparel](#) | [Corporate](#) | [Contact](#)

Cooking Demonstration Guide

The best way to attract potential customers.



A **Cooking Demonstration** is one of the best ways to increase your sales of Kamado Joe grills and accessories. Potential customers can see, smell and taste the food from one of our grills in use. Cooking demonstrations are easy to do and we've put together a guide for making them a success.

Preparing for Your Cooking Demonstration

1. Choose one or two employees who have an interest and experience in cooking on a Kamado Joe grill. Make sure that they understand the **features**, operation, available accessories, pricing and the warranty information. They will be an active salesperson while they are cooking.
2. If they are asked a question and they do not know the answer, direct them to www.KamadoJoe.com.
3. Perform cooking demonstrations during high traffic days. A Saturday from 10am – 2pm is typically the best.
4. During grilling season, it is beneficial to perform a demonstration at least twice a month.

Kamado Joe Charcoal and Gas Grills



ClassicJoe 18" Grills



BigJoe 24" Grills



Stand Alone 18" Grills



ProJoe 24.5" Grill



ProJoe with optional Cart



ComboJoe 26"



GasJoe 26"



GasJoe 32"



GasJoe 38"



ComboJoe 32"

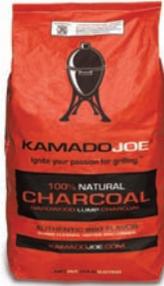


GasJoe Ultra 30"



GasJoe Ultra 42"

Kamado Joe Accessories



100% Natural Lump Charcoal
Our 100% Natural Lump Charcoal burns cleaner, hotter and longer than other brands. It adds a uniquely mouth-watering taste and flavor to grilled and smoked foods. Available in 22 lb/10kg bags.



ClassicJoe Heat Deflector
The ClassicJoe Heat Deflector allows you to bake, roast and smoke with indirect heat. Heat circulates evenly around your food to keep it unbelievably moist.

BigJoe Heat Deflector

The BigJoe Heat Deflector allows you to bake, roast and smoke with indirect heat. Heat circulates evenly around your food to keep it unbelievably moist. The split design also allows you to cook with direct and indirect heat simultaneously.



Fire Starter Cubes
Fire Starter Cubes burn up to 1300°F for 8-12 minutes to ensure that you're ready to cook in 15 minutes. Odorless, smokeless and environmentally safe.



Pizza Stone

Our ceramic Pizza Stone distributes heat evenly across the entire surface, and absorbs excess moisture. It creates a pizza that is cooked perfectly with a crispy crust. Heat Deflector required.

Grill Expander

Add up to 60% more cooking area with our premium Grill Expander and easily cook tender food like vegetables and seafood. Use with our Heat Deflector for smoking or roasting. Made of 304 grade stainless steel for easy clean up and years of use.



Gasket Replacement Kit

Our Replacement Kits is made of premium felt gasket material with a self-adhesive backing. The gasket material can to be used on any 18" Kamado style grill. Installation instructions included.



Premium Grill Covers

Our Premium Grill Covers are made of durable vinyl for all-weather protection. Custom fit and available in black. Grill Covers are also available for ComboJoe, GasJoe, GasJoe Ultra grills and Grill Tables.



Grill Gripper

Made of durable 304 stainless steel for years of beauty and use, our Grill Gripper securely clamps onto any cooking grate. Avoid the mess and potential burn hazard of moving your cooking grate.

Rib Rack

Our 304 stainless steel Rib Rack allows you to cook more ribs by placing the ribs vertically in your grill. You can also place other cuts of meat in the rib rack like chicken pieces or pork chops.



Chicken Stand

The perfect way to roast a chicken for incredible tenderness. Use beer, fruit juice or your favorite marinade to fill the Chicken Stand to infuse more flavor into the meat.

Stainless Steel Grill Cart

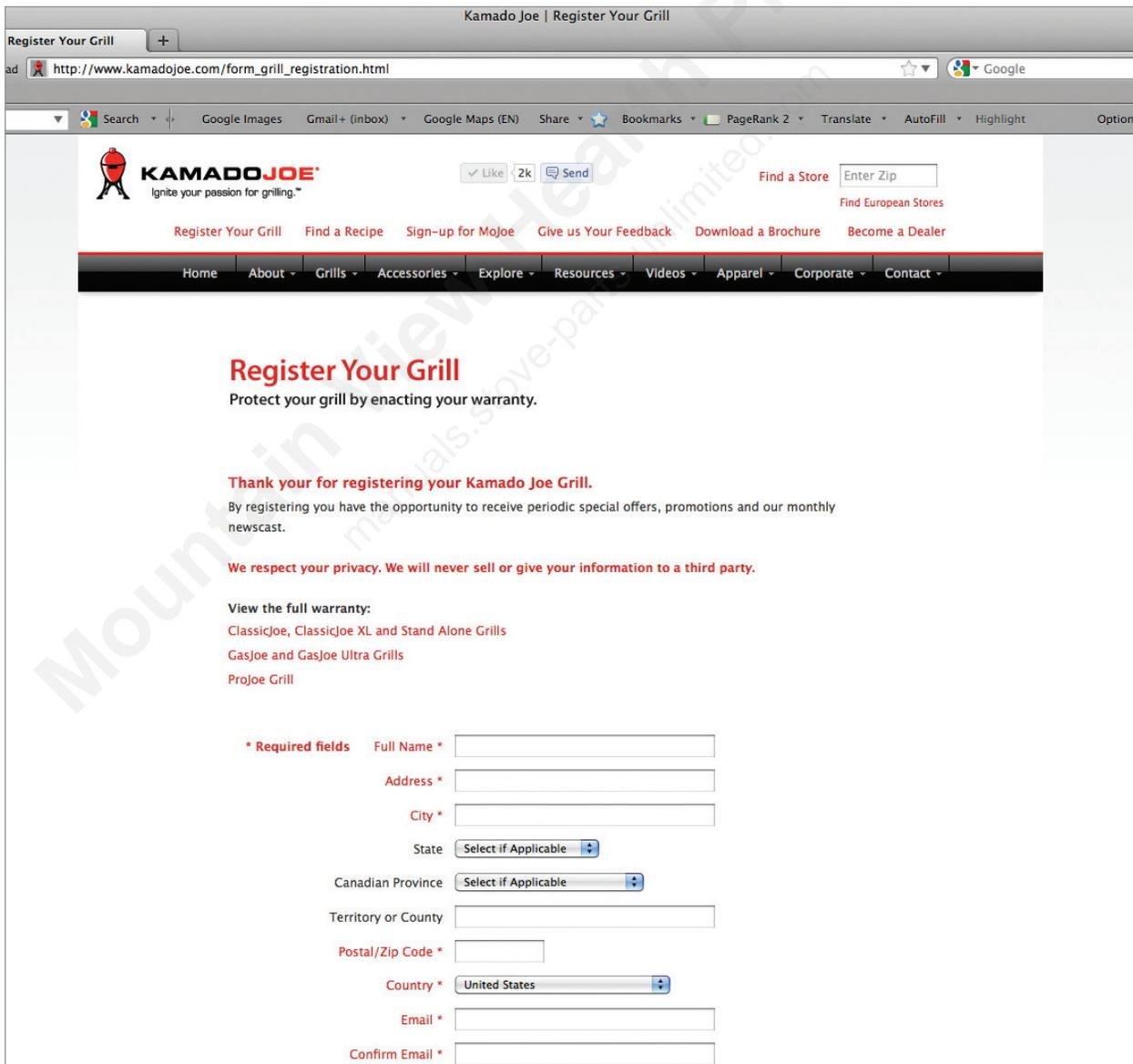
Our 304 stainless steel grill carts are built for years of use and beauty. Comes with removable shelves, condiment rack and a storage compartment.



Online Warranty Registration

Your customers can easily activate their warranty through the Kamado Joe website.

It allows us to track any warranty issues and enter your customers into our database for future promotions and offers. The registration form also provides Kamado Joe with valuable demographic and buying behaviors to help us target your future customers.



Kamado Joe | Register Your Grill

Register Your Grill

http://www.kamadojoe.com/form_grill_registration.html

Search Google Images Gmail+ (inbox) Google Maps (EN) Share Bookmarks PageRank 2 Translate AutoFill Highlight

KAMADOJOE
Ignite your passion for grilling.™

Like 2k Send

Find a Store Enter Zip

Find European Stores

Register Your Grill Find a Recipe Sign-up for MoJoe Give us Your Feedback Download a Brochure Become a Dealer

Home About Grills Accessories Explore Resources Videos Apparel Corporate Contact

Register Your Grill

Protect your grill by enacting your warranty.

Thank you for registering your Kamado Joe Grill.

By registering you have the opportunity to receive periodic special offers, promotions and our monthly newscast.

We respect your privacy. We will never sell or give your information to a third party.

View the full warranty:

- ClassicJoe, ClassicJoe XL and Stand Alone Grills
- GasJoe and GasJoe Ultra Grills
- ProJoe Grill

* Required fields

Full Name *

Address *

City *

State

Canadian Province

Territory or County

Postal/Zip Code *

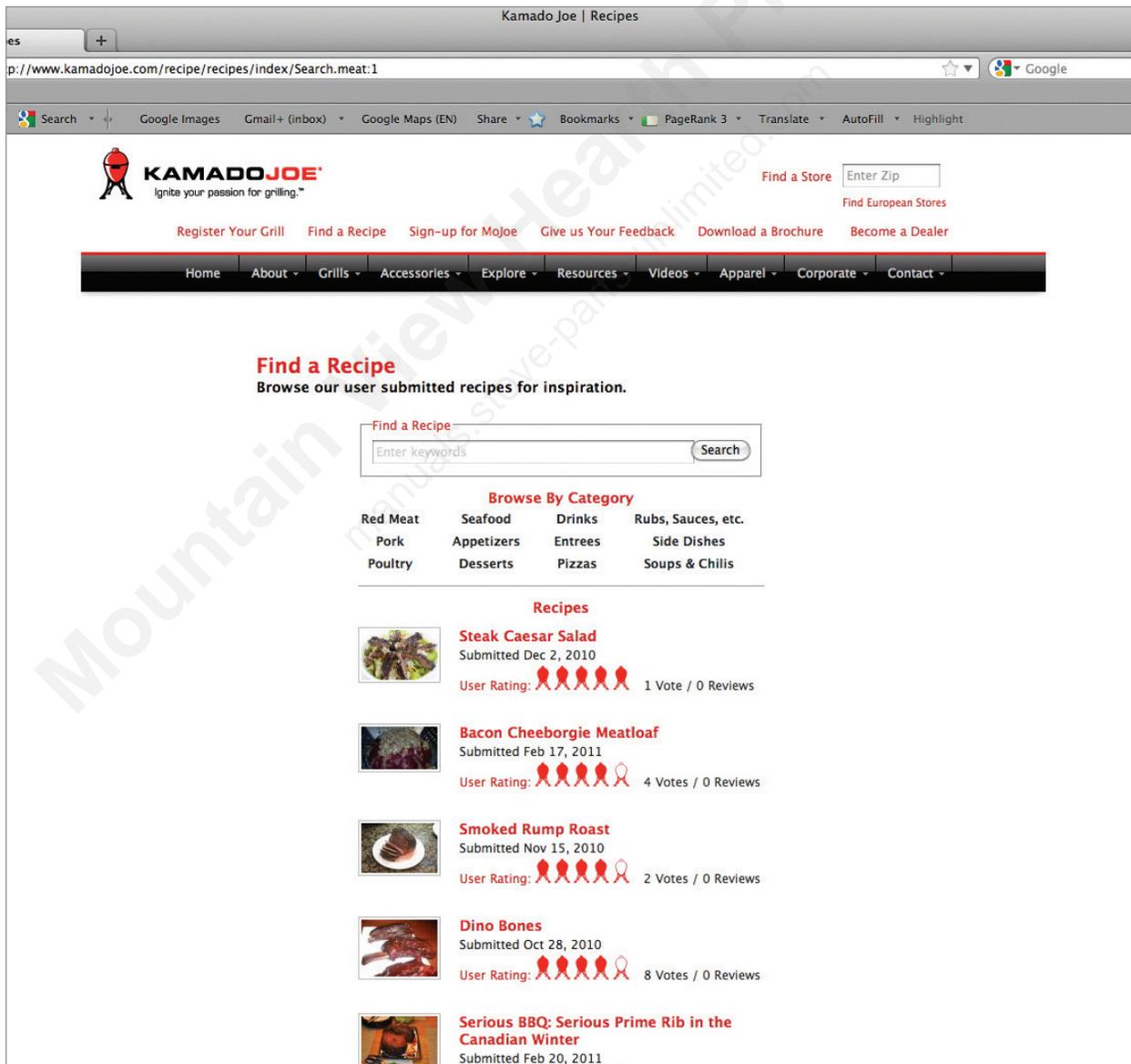
Country *

Email *

Confirm Email *

Online Recipe Library

One of the most popular requests from new Kamado Joe owners is for recipes. We developed a social networking type model and created an online recipe database. Anyone of your customers can find or submit a recipe. Submitters can upload up to six photos, a video and post their photo and location.



The screenshot shows the Kamado Joe website's recipe library. At the top, there's a navigation bar with the logo and tagline "Ignite your passion for grilling.™". Below the logo is a search bar for "Find a Store" with a "Find European Stores" link. A secondary navigation bar includes links like "Register Your Grill", "Find a Recipe", "Sign-up for MoJoe", "Give us Your Feedback", "Download a Brochure", and "Become a Dealer". A main navigation menu lists: Home, About, Grills, Accessories, Explore, Resources, Videos, Apparel, Corporate, and Contact.

The main content area is titled "Find a Recipe" and includes a search box with the placeholder "Enter keywords" and a "Search" button. Below this is a "Browse By Category" section with a grid of links: Red Meat, Seafood, Drinks, Rubs, Sauces, etc., Pork, Appetizers, Entrees, Side Dishes, Poultry, Desserts, Pizzas, and Soups & Chillis.

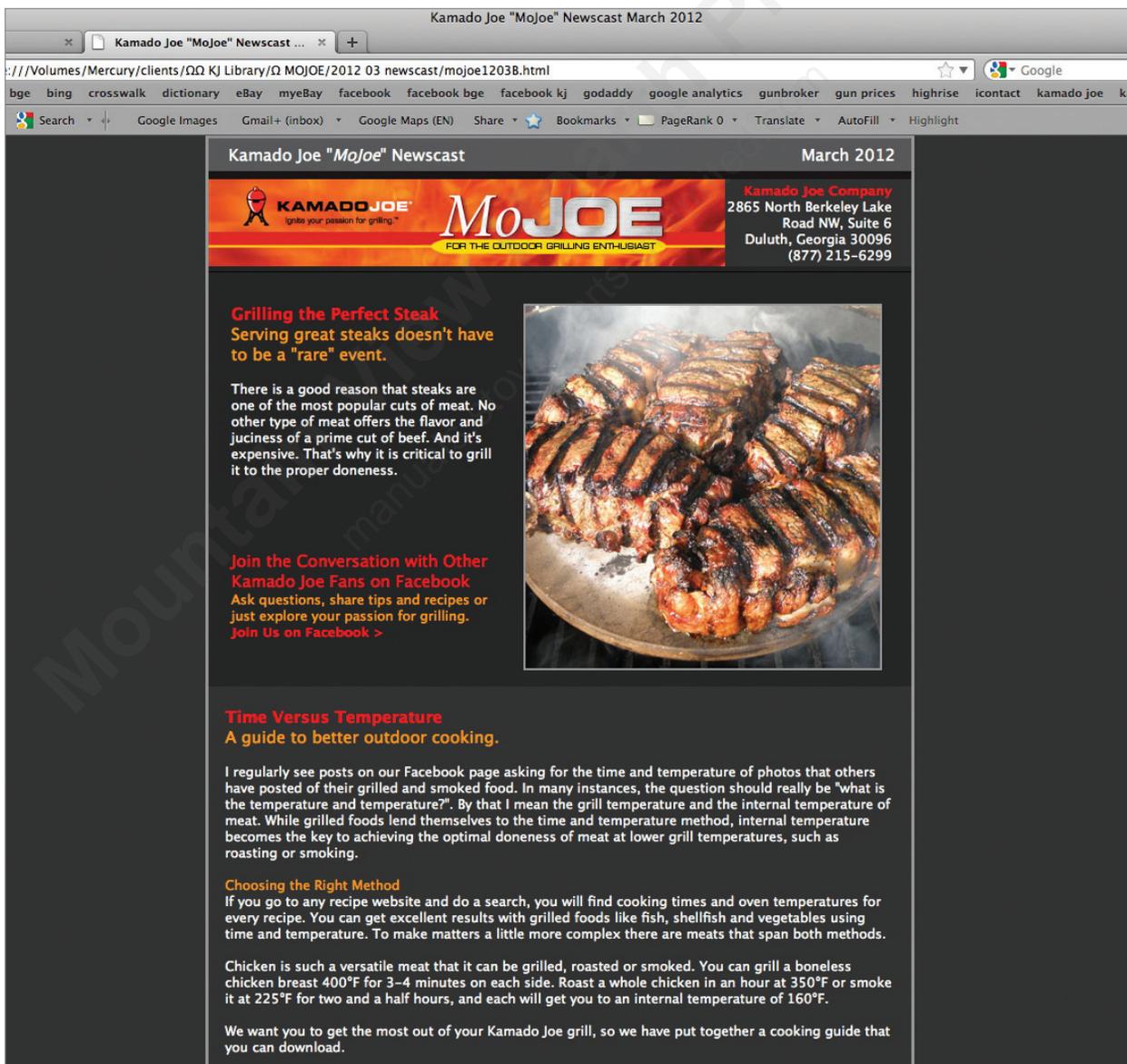
A "Recipes" section lists several items with small images, titles, submission dates, and user ratings (represented by red hearts):

- Steak Caesar Salad**: Submitted Dec 2, 2010. User Rating: 1 Vote / 0 Reviews.
- Bacon Cheeborgie Meatloaf**: Submitted Feb 17, 2011. User Rating: 4 Votes / 0 Reviews.
- Smoked Rump Roast**: Submitted Nov 15, 2010. User Rating: 2 Votes / 0 Reviews.
- Dino Bones**: Submitted Oct 28, 2010. User Rating: 8 Votes / 0 Reviews.
- Serious BBQ: Serious Prime Rib in the Canadian Winter**: Submitted Feb 20, 2011.

Monthly Newscast "MoJoe"

Providing useful content to current and potential customers helps motivate sales.

We send out the free monthly newscast called "MoJoe" (More Joe) to Kamado Joe Dealers, customers and anyone who signs up for it on our website. Each month we offer a variety of recipes, related BBQ links, product reviews and the latest news at Kamado Joe.



Kamado Joe "MoJoe" Newscast March 2012

KAMADOJOE
Ignite your passion for grilling.™

MoJOE
FOR THE OUTDOOR GRILLING ENTHUSIAST

Kamado Joe Company
2865 North Berkeley Lake
Road NW, Suite 6
Duluth, Georgia 30096
(877) 215-6299

Grilling the Perfect Steak
Serving great steaks doesn't have to be a "rare" event.

There is a good reason that steaks are one of the most popular cuts of meat. No other type of meat offers the flavor and juiciness of a prime cut of beef. And it's expensive. That's why it is critical to grill it to the proper doneness.

Join the Conversation with Other Kamado Joe Fans on Facebook
Ask questions, share tips and recipes or just explore your passion for grilling.
[Join Us on Facebook >](#)

Time Versus Temperature
A guide to better outdoor cooking.

I regularly see posts on our Facebook page asking for the time and temperature of photos that others have posted of their grilled and smoked food. In many instances, the question should really be "what is the temperature and temperature?". By that I mean the grill temperature and the internal temperature of meat. While grilled foods lend themselves to the time and temperature method, internal temperature becomes the key to achieving the optimal doneness of meat at lower grill temperatures, such as roasting or smoking.

Choosing the Right Method
If you go to any recipe website and do a search, you will find cooking times and oven temperatures for every recipe. You can get excellent results with grilled foods like fish, shellfish and vegetables using time and temperature. To make matters a little more complex there are meats that span both methods.

Chicken is such a versatile meat that it can be grilled, roasted or smoked. You can grill a boneless chicken breast 400°F for 3-4 minutes on each side. Roast a whole chicken in an hour at 350°F or smoke it at 225°F for two and a half hours, and each will get you to an internal temperature of 160°F.

We want you to get the most out of your Kamado Joe grill, so we have put together a cooking guide that you can download.

Join Us on Facebook

Facebook is an easy way for your customers to connect with Kamado Joe. It's also a great way to for them to hear from current Kamado Joe customers who are satisfied with our grills and passionate about grilling and smoking food. We monitor and respond to our fans on nights, weekends and even holidays.



(2) KAMADO JOE / Barbecue Ch...

http://www.facebook.com/pages/KAMADO-JOE-Barbecue-Charcoal-Grill-and-Smoker/124409374186?ref=ts

facebook Search Find Friends Home

KAMADOJOE
Ignite your passion for grilling.™

KAMADO JOE / Barbecue Charcoal Grill and Smoker
2,279 likes · 135 talking about this

Kitchen/Cooking
"Ignite Your Passion for Grilling." KamadoJoe.com

About Photos Likes Videos

Highlights

Status Photo / Video Event, Milestone +
Write something...

KAMADO JOE / Barbecue Charcoal Grill and Smoker
Monday

Salmon fillets with celery seed, basil and minced garlic.

16 Friends
Like KAMADO JOE / Barbecue Charcoal Grill and Smoker

Ralph Amos mentioned KAMADO JOE / Barbecue Charcoal Grill and Smoker in his status.
August 28, 2011

beer can chickens on the KAMADO JOE / Barbecue Charcoal Grill and Smoker

Like · Comment 2

Print Materials

Printed information is a tangible way to inform and motivate customer sales. We provide full color product brochures to you that presents all of the Kamado Joe grills and accessories. We also include a full color owners manual with all of our grills. It includes all the information needed to use our products, so your customers can the most out of their new purchase.





| TABLE OF CONTENTS | |
|-----------------------------------|---------|
| The Kamado Joe Difference | Page 1 |
| Kamado Joe Components | Page 2 |
| Assembling Your Kamado Joe Grill | Page 3 |
| Lighting Instructions | Page 4 |
| Controlling the Temperature | Page 5 |
| Cooking Temperature Guide | Page 6 |
| Using Your Kamado Joe: Baking | Page 7 |
| Using Your Kamado Joe: Roasting | Page 8 |
| Using Your Kamado Joe: Grilling | Page 9 |
| Using Your Kamado Joe: Smoking | Page 10 |
| Cooking Configurations | Page 11 |
| Care & Maintenance | Page 15 |
| Safe Use of Your Kamado Joe Grill | Page 18 |
| Kamado Joe Grills | Page 19 |
| Kamado Joe Accessories | Page 21 |
| Warranty | Page 27 |
| Online Warranty Registration | Page 28 |

POS Displays

You have access to a variety of point-of-sale displays for in-store use. Customers who are shopping for a grill are instinctively drawn to Kamado Joe grills due to their unique look. The POS displays can serve as an initial touch point to a potential customer if a sales associate is not available.

CHOOSE THE GRILL THAT'S RIGHT FOR YOU.

With so many grills on the market today, it can be a little confusing when you're ready to buy one.

We understand.

Many people are intrigued by our Kamado grill. They're pretty sure they want one...they just don't know why.

We get that a lot.

That's why we created an online guide so you can compare the top three grilling styles and decide for yourself.

Of course, we'd like you to buy one of our grills, but we realize we're not for everyone and that's OK. Our goal is for you to have the grill that's right for you.

Whatever you decide, happy grilling!

VIEW THE ONLINE GRILLING GUIDE:
www.kamadojoe.com/youdecide.html



TOP FIVE REASONS TO BUY A KAMADO JOE.

1. SUPERIOR TASTE

There's only one reason to cook outside; the unique taste of charcoal grilled food. Infrared and gas grills try to duplicate it, but there's just no substitute for charcoal. We only recommend Natural Lump Charcoal for use in our grills, and for good reason: 1. It burns over 200°F hotter than briquette charcoal for steaks that sizzle on the outside, and pink and juicy on the inside. 2. Natural Lump Charcoal burns cleaner because it's made from hardwoods like oak, hickory and maple for a truly natural taste. Briquettes contain additives like borax, starch and sawdust from waste lumber.

2. READY TO COOK IN 15 MINUTES

There is a popular misconception that our charcoal grills have a longer prep time than gas grills. The fact is our grills are ready in 15 minutes; the same time the typical gas grill user takes to preheat their grill. We may have been confused with briquette charcoal grills, which can take 30 minutes or longer to be ready.

3. A GRILL, A SMOKER AND AN OVEN ALL IN ONE

We call our outdoor cooker a grill, but that's only part of the story. In reality, it's a grill, a smoker and an oven all rolled into one. Cook as high as 700°F+ or as low as 225°F with a quick adjustment to the air flow. The flexibility comes from a combination of the ceramic shell, air control and natural lump charcoal. We even added an easy-to-read thermometer for good measure.

4. BUILT TO LAST A LIFETIME

Quality design and materials are just as important to us as the "wow factor" of our grills. Our grill ceramics are backed by a 20-year guarantee, and with average care your Kamado Joe Grill could be the last grill you'll ever need to buy.

5. ONLY PENNIES PER USE

There are a number of variables when trying to compare heat sources like LP gas vs. briquette charcoal or natural lump charcoal, varying BTUs per gas grill, weight versus volume of charcoal needed. In the end, Natural Lump Charcoal costs only pennies per use and it can be re-lit for multiple cookings. You can't do that with LP or briquettes.



View an Online Grilling Guide: www.kamadojoe.com/youdecide.html



UPC Codes

| Product Description | UPC Code | SKU |
|---------------------------------------|--------------|--------------|
| Charcoal Grills | | |
| BigJoe Grill (24") Black | 852264002333 | BJ24B |
| BigJoe Grill (24") Red | 852264002340 | BJ24R |
| ClassicJoe Grill (18") - Black | 852264002074 | KJ-23B |
| ClassicJoe Grill (18") - Red | 852264002012 | KJ-23R |
| Stand Alone Grill (18") -Black | 852264002135 | KJ23NB |
| Stand Alone Grill (18") -Red | 852264002128 | KJ23NR |
| Stand Alone (18") - Black/Stainless | 852264002159 | KJ23NBS |
| Stand Alone (18") -Red/Stainless | 852264002142 | KJ23NRS |
| Gas Grills | | |
| ComboJoe 26" Grill Cart | 852264002289 | CGJ26C |
| ComboJoe 26" Grill Head | 852264002272 | CGJ 26 |
| ComboJoe 32" Grill Cart | 852264002302 | CGJ32C |
| ComboJoe 32" Grill Head w/Sear Burner | 852264002296 | CGJ32S |
| GasJoe 26" Grill Cart | 852264002227 | GJ26C |
| GasJoe 26" Grill Head | 852264002173 | GJ26 |
| GasJoe 32" Grill Cart | 852264002234 | GJ32C |
| GasJoe 32" Grill Head w/Sear Burner | 852264002180 | GJ32S |
| GasJoe 38" Grill Cart | 852264002241 | GJ38C |
| GasJoe 38" Grill Head w/Sear Burner | 852264002197 | GJ38S |
| GasJoe Ultra 30" Grill Cart | 852264002258 | GJU30C |
| GasJoe Ultra 30" Grill Head | 852264002203 | GJU30LBS |
| GasJoe Ultra 42" Grill Cart | 852264002265 | GJU42C |
| GasJoe Ultra 42" Grill Head | 852264002210 | GJU42LBS |
| Grill Accessories | | |
| Chicken Stand | 852264002081 | KJ-CS |
| Cooking Grate ClassicJoe | 852264002098 | KJ-CG23 |
| Fire Starter Bricks | 852264002067 | KJ-FS |
| Gasket Replacement Kit Big Green Egg | 852264002111 | GENERIC-GA23 |
| Gasket Replacement Kit ClassicJoe | 852264002104 | KJ-GA23 |
| Grill Cover BigJoe | 852264002364 | BJ-GC24B |
| Grill Cover ClassicJoe | 852264002005 | KJ-GC23 |
| Grill Cover ComboJoe 26" | 852264002425 | CGJ-GC26 |
| Grill Cover ComboJoe 32" | 852264002432 | CGJ-GC32 |
| Grill Cover GasJoe 26" | 852264002371 | GJ-GC26 |
| Grill Cover GasJoe 32" | 852264002388 | GJ-GC32 |
| Grill Cover GasJoe 38" | 852264002395 | GJ-GC38 |
| Grill Cover GasJoe Ultra 30" | 852264002401 | GJU-GC30 |
| Grill Cover GasJoe Ultra 42" | 852264002418 | GJU-GC42 |
| Grill Cover SS Table | 852264002319 | KJ-GCSST |
| Grill Cover Teak Table | 852264002326 | KJ-GCTT |
| Grill Expander | 852264002050 | KJ-SCS |
| Heat Deflector BigJoe | 852264002357 | BJ-IHP24 |
| Heat Deflector ClassicJoe | 852264002043 | KJ-IHP23 |
| Natural Lump Charcoal | 852264002029 | KJ-CHAR |
| Pizza Stone | 852264002036 | KJ-PS23 |
| Rib Rack | 852264002166 | KJ-RR |



Contact Information

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