



Retail Sales Touch Points

Potential customers are naturally drawn to the size and shape of a Kamado Joe grill. They also have a number of questions before making a purchasing decision. Below are the most common questions that are asked along with a side-by-side comparison of Kamado Joe and Big Green Egg, which is the most-asked question.

If you see that a customer showing an interest in one of our grills ask, "Are you familiar with ceramic grills?". They will typically answer "no".

This is an opportunity to share the five main benefits with them:

1. Ceramic shell helps keep the moisture in the food.
2. Adds true wood-fire flavor to food.
3. Grill, smoke, roast, or bake. Cook virtually any food.
4. Lifetime Warranty
5. Easy to use and ready to cook in 15 minutes.

Finally, if a customer asks a question that you cannot answer, please ask them to contact us through our website KamadoJoe.com or call us at 678-866-0642.

Thank you for supporting Kamado Joe!

Kamado Joe ClassicJoe 18" vs Big Green Egg Large 18"

Brand	 KAMADOJOE®	Big Green Egg
Ceramics	High-Fire Ceramics & Glaze	High-Fire Ceramics & Glaze
Hardware	Powder Coated 304 Stainless Steel Powder Coated Galvanized Steel Powder Coated Cast Iron	Painted Cold Rolled Steel Powder Coated Cast Iron
Wood Accents	Finished Bamboo	Cypress
Thermometer	Extra Large/Can be Calibrated	Extra Large/Can be Calibrated
Cart	Two-Piece Powder Coated Cast Iron with Locking Casters Included FREE	Multi-Piece Painted Cold Rolled Steel with Locking Casters Must be Purchased Separately
Side Shelves	Included FREE	Must be Purchased Separately
Ash Tool	Included FREE	Must be Purchased Separately
Grill Gripper	Included FREE	Must be Purchased Separately
Assembly Time	15 Minutes Comes 90% Assembled	1-2 Hours Assembly of Grill & Cart Required
Warranty	Limited Lifetime on Ceramic Parts 5-Year on Metal Parts 3-Year on Heat Deflector/Pizza Stone 1-Year on Thermometer and Gaskets	Limited Lifetime on Ceramic Parts 5-Year on Metal Parts 3-Year on Heat Deflector/Pizza Stone 1-Year on Thermometer and Gaskets
Colors	Red, Black	Green
Origin of Manufacture	China	Mexico
Price	<p style="text-align: center;">\$899.00*</p> Includes Grill, Cart, Side Shelves, Ash Tool & Grill Gripper	Grill \$849.00 Cart \$158.95 Shelves \$98.95 Ash Tool \$15.95 Grill Gripper \$15.95 Total \$1,138.80* \$239.80 More Than Kamado Joe!

* Prices based on 2013 Kamado Joe MSRP price list and 2013 Big Green Egg MSRP price list.

Frequently Asked Questions

What is the Difference Between a Kamado Joe Grill and Other Grills?

There are two main differences:

1. Kamado Joe grills are ceramic which acts like an insulator to hold in the heat and it helps retain the natural moisture of food, so foods like steaks and chicken are incredibly juicy. Metal grills radiate heat and pull moisture out of food.
2. Kamado Joe grills are really an “outdoor cooker”. You can grill, smoke, roast, and bake by adjusting the air flow. Anything that can be cooked on a grill, in a smoker, in an oven, or on a stove can be cooked on a Kamado Joe grill.

How Do I Set the Temperature?

The temperature is determined by the amount of air that enters the draft door and exits the top vent. To lower the temperature, decrease the air flow. To raise the temperature, increase the air flow. It takes a few minutes to see a change in temperature, but once it is set a Kamado Joe grill will maintain the same temperature for hours.

How Long Does it Take to Heat the Grill?

About 15 minutes. The same time it takes to preheat a gas grill.

1. Light the charcoal with the dome open for 5-7 minutes.
2. Close the dome with the draft door and top vent fully open for 7-8 minutes.

What Kind of Charcoal Should I Use?

Only natural lump charcoal should be used. Kamado Joe 100% Natural Lump Charcoal is made from whole stock hardwood. There are four advantages:

1. The only heat source that offers true wood-fire flavor.
2. It will reach temperatures above 750°F for true steak house searing.
3. It will maintain low temperatures for up to 24 hours for extended smoking.
4. It can be relit for multiple cookings. Just stir the remaining charcoal to remove the white ash, mix a little fresh charcoal into it and relight it.

Can I Use Briquette Charcoal?

No. Briquette charcoal cannot achieve high temperatures and it does not have the ability for extended burning times. It is made from the char of post-consumer wood and it contains chemical binders like borax. “Instant light” charcoal fumes will be absorbed by the ceramics and it will give food a chemical or fuel taste.

How Do I Light the Charcoal?

You can use any paraffin type starter. Kamado Joe makes its own brand of fire starters. Also, you can use an electric starter, chimney starter, or even crumpled up newspaper. Never use starter fluid because it will be absorbed by the ceramics and give food a chemical or fuel taste.

How Do I Clean the Grill?

Kamado Joe grills are self-cleaning, so there is no need to brush or scrape the interior. Just heat the grill to 600°F+ for 30 minutes to remove any residue. The exterior can be cleaned with any household glass cleaner or soap and water.

Where are Kamado Joe Grills Made?

For our ceramics, we chose a specific region of China for our clay and we built two factories nearby to blend, mold, fire and assemble our grills. The Asian culture has a 6,000 year old history of ceramic making and their craftsmen are second to none. There is a reason the finest porcelain is called, "China". A fraction of our business expenses goes overseas, while the majority is spent in the U.S. through the retail sales, transportation, marketing, printing and other business expenses. The corporate offices are located in Duluth, Georgia.

What Accessories Will I Need?

A heat deflector is an essential accessory for indirect cooking like baking, roasting and smoking. The most popular accessories beyond the heat deflector are: Natural Lump Charcoal, Pizza Stone, Grill Expander, and Grill Cover. In the end, it really depends on what you plan to cook.

Do I Need a Grill Cover?

Kamado Joe grills are made to live in the elements, so your grill will not be damaged if it is uncovered. Many customers prefer a grill cover to reduce or eliminate occasional cleaning of the outside and for off season storage.

Will the Ceramics Crack Under Extreme Heat or Cold?

No. Kamado Joe ceramics are very sturdy and there is no danger of cracking due to extreme temperatures. However, you should never pour water into the grill while it is hot to extinguish the lit charcoal.

What is the warranty?

Limited Lifetime on Ceramic Parts

5-Year on Metal Parts

3-Year on Heat Deflector/Pizza Stone

1-Year on Thermometer and Gaskets

What if I Buy the Grill and I Decide I Don't Like it?

If the food you cook on your Kamado Joe grill using Kamado Joe lump charcoal does not give you moister meats and a better wood-fire flavor, return the grill for a full refund.

Why Does a Kamado Joe Cost Less Than a Big Green Egg?

There are two reasons:

1. The Kamado Joe company has competitively priced their grills to gain market share. If you compare the the quality of the materials, fit and finish, stability, and design we believe customers will see the superior difference in Kamado Joe grills.
2. Big Green Egg is currently the best known brand, so they charge a premium price for their grills and accessories. It does not mean they perform better or are of a higher quality. For example, you can buy a high quality 1 carat diamond at Walmart, and you can buy a 1 carat diamond of lower quality at Tiffany, yet you will pay more for the Tiffany name.

Kamado Joe ClassicJoe 18" Components & Features



Kamado Joe Ceramic Grill Sizes:

1. **ClassicJoe 18"** diameter grill. Available in Classic Black or Signature Red.
2. **ClassicJoe Stand Alone 18"** for grill tables and built-in kitchens (no cart or side shelves)
3. **BigJoe 24"** diameter grill. Available in black or red.