



American Made.  Amazing Flavor.



Made in USA

# Here's Your Chance to Finally Know Jack...

## Jack Daniel's Edition Oval XL Series 400

Our exclusive ceramic grill celebrates American ingenuity, quality craftsmanship, and the independent spirit of grillers and barbecuers who share our passion for great food and extraordinary whiskey.



To the backyard barbecuer who sees outdoor cooking as a uniquely satisfying experience. Who regards their backyard as their domain; a place to relax and escape the availability and fast pace the culture demands. To the outdoor chef who finds cooking over a wood fire to be curiously instinctive. To the weekend griller who considers cooking and sharing a delicious meal with family and friends as time well spent. To those who admire American ingenuity, craftsmanship, and the independent spirit. To the achiever who works hard and has earned the right to reward themselves.

We understand.



# 69 Cooking Configurations and Counting...

## Unmatched Cooking Versatility and Amazing Flavor

It's a grill, an oven, a roaster and a smoker all rolled into one "grill". Get superior convection, remarkably efficient and precise cooking, not to mention amazing flavor with the combination of the ceramic shell and 100% natural lump charcoal.

Grill mouth-watering steaks, bake wood-fired pizza, roast a turkey or smoke a beef brisket to tender perfection. The possibilities are endless.

The versatility of our Rack System and accessories creates over 69 different configurations.



Cool air is drawn in, heated and convects around the food. The ceramic shell is a superior insulator that retains the heat and keeps food juicier than conventional metal grills.

## Top 5 Cooking Configurations



Standard Grilling



Searing



Extended Grilling



Grill & Roast (Two-Zone)



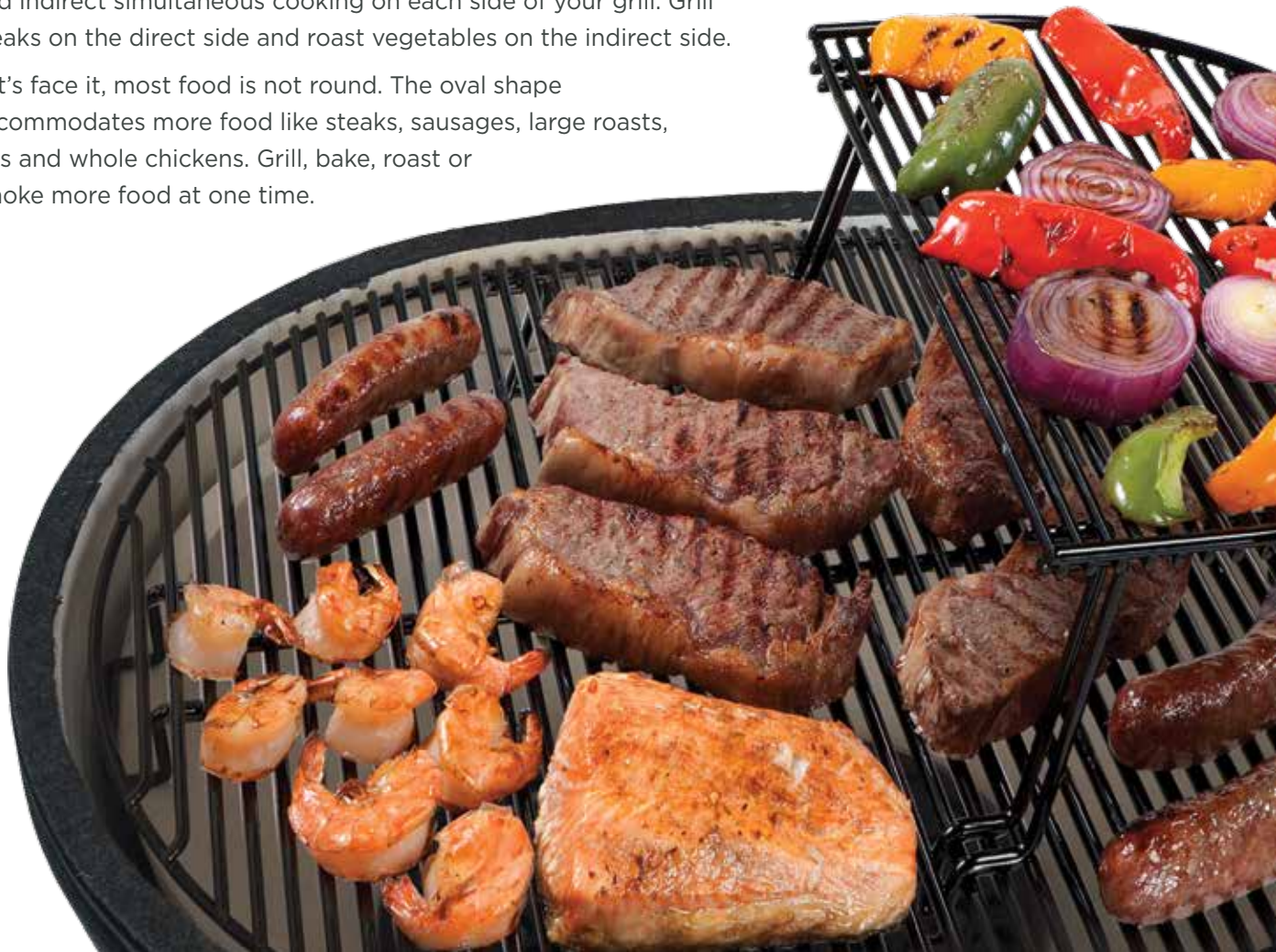
Baking/Roasting/Smoking

# The Invention of the Wheel Has Nothing on the Oval...

## One-of-a-Kind Patented Oval Shape Grill

The unique patented oval shape delivers the highest cooking flexibility and efficiency of any other ceramic grill. Get true two-zone direct and indirect simultaneous cooking on each side of your grill. Grill steaks on the direct side and roast vegetables on the indirect side.

Let's face it, most food is not round. The oval shape accommodates more food like steaks, sausages, large roasts, ribs and whole chickens. Grill, bake, roast or smoke more food at one time.



# Designed to Satisfy Appetites Extra Large and Small...



# American Quality Built into Every Grill We Make...

Proudly Made in the USA



**78% of Americans prefer products made in the USA.\*** Our proprietary blend of domestic raw materials, firing, and hand assembly all take place at our factory in Tucker, Georgia. We are extremely proud of the American ingenuity and craftsmanship we put into each of our ceramic grills.

Other major ceramic grill companies source their grills from foreign companies, so they have no day-to-day quality control of the manufacturing process.

\* Consumer Reports magazine February 2013



# Primo Ceramic Grills are Proudly Made in the USA and Available Around the World.



Australia



Austria



Belarus



Belgium



Bulgaria



Canada



Columbia



Denmark



France



Germany



Greece



Jordan



Mexico



Netherlands



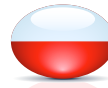
New Zealand



Norway



Peru



Poland



Portugal



Romania



Russia



South Africa



Sweden



Switzerland

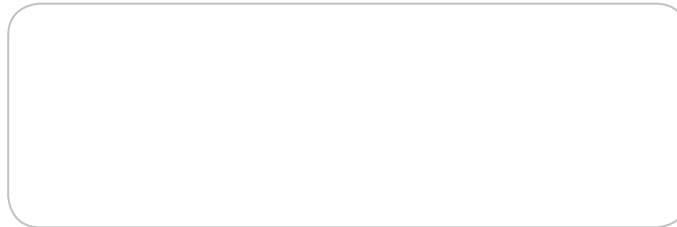


Ukraine



United Kingdom

Primo Authorized Dealer



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