



“Our WEENIES NEVER FALL OFF!”

BACKGROUND and FACTS

PRODUCTS

Grills:

The Perfect CampfireGrill™ products are a growing line of high-quality, steel-constructed outdoor grills that go over the open campfire. Their durability, ease of use and variety of sizes have made **The Perfect CampfireGrill™** products a favorite of campers, hikers, bikers and adventure seekers. A main selling point of the products is a one-inch raised edge that prevents food from falling off into the fire and hence, the company's slogan: **“OUR WEENIES NEVER FALL OFF!”**

- **Original The Perfect CampfireGrill™** (suggested retail price: **\$60**) launched in 2005, provides a large 20 by 25-inch grilling surface.
- **The Perfect CampfireGrill™ Rebel** (suggested retail price: **\$40**) can be used over the campfire or as a charcoal grill. A charcoal pan enables grilling where campfires might not be permitted. At 10 by 12 inches, **The Perfect CampfireGrill™ Rebel** is the smallest of **The Perfect CampfireGrill™** products.
- **The Perfect CampfireGrill™ Explorer** (suggested retail price: **\$30**), with its folding legs can be set up at any campsite on the beach, in rocky terrain or at a conventional campsite. The grill provides 12 by 18 inches of grilling surface. When its legs are folded, its 1 ½ inch thickness makes it easy to transport.
- **The Perfect CampfireGrill™ Pioneer** (suggested retail price: **\$40**) provides a sizable 18-inch diameter circular grilling space perfect for weekend getaways and family outings. It is also easy to transport and packs easily into smaller vehicles.

Apparel and Accessories:

Launched in 2006, a line of **The Perfect CampfireGrill™** apparel and grilling accessories includes t-shirts, sport shirts, sweatshirts, boxers and beverage can coolers, featuring the company slogan: **“OUR WEENIES NEVER FALL OFF!”™**. “Weenie wear” items come in a variety of colors including bright orange, black, dark green and white. Suggested retail prices for apparel range from \$12 to \$45.

WHERE SOLD

The Perfect CampfireGrill™ products are sold all over the United States through such retailers as **Dunham's, Recreation Equipment, Inc. (REI), MC Sports** and **General RV Center**, and via the company's website at www.campfiregrill.com. Products are distributed in the United States and Canada through **Liberty Mountain Distributors, Bell Industries, Arrow Distributors, Keller Marine and RV** and **Atlas Distributors**.

HISTORY

The idea for **The Perfect CampfireGrill™** came to **Jeffrey D. Walker** of Ortonville, Michigan when he was on a camping trip in northern Michigan with his baseball team. The team wanted steaks on the open fire and there was nothing to put them on. **Walker**, an avid camper, outdoorsman and outdoor cook, spent years perfecting **The Perfect CampfireGrill™** before launching the product in fall 2005. He used his skills as a manufacturing tool and die maker to create a finely engineered product that will meet his own tough criteria. Product testing was done with family members and friends.

OWNERSHIP

The Perfect CampfireGrill™ brand is owned by **CampfireGrill LLC**. Jeffrey D. Walker is company owner, founder and president.

LOCATION

CampfireGrill LLC is located in Ortonville, Michigan, a quaint village north of Detroit.

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EDITOR'S NOTE: For an electronic version of this fact sheet and photos, go to www.campfiregrill.com and click on Media Info. Updated March 2007