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Kingsford® Signs with Masterbuilt

In 2005, the Kingsford Products Company announced that it had signed an exclusive licensing agreement with Masterbuilt, an outdoor grill and products company, to develop charcoal grills and smokers.

“Kingsford® charcoal goes hand in hand with charcoal grills,” said Steve Silberblatt, vice president – new business development and licensing for The Clorox Company, which owns Kingsford. “Kingsford grills, smokers and accessories will enhance the taste and flavor of outdoor cooking, with the superior quality and performance consumers expect and deserve from Kingsford® products.”

Masterbuilt director Danny East said, “We are very pleased to become part of the Kingsford family. The brand represents taste, quality, great outdoor cooking and time with family and friends – all of which is true of our Masterbuilt outdoor products. The Kingsford charcoal grills will provide innovative features and functionality that will make grilling easy and fun while creating great tasting food.”

The agreement was arranged through Brand Sense Marketing, the Los-Angeles based marketing and brand extension company. “This is a great partnership of companies who share similar values and beliefs on how to create the best grilling experience, said Stephen Kehle, vice president – business development for Brand Sense Marketing. “Kingsford® and

Masterbuilt share a strength in strategic vision, marketing expertise, creativity and product innovation, all of which lays a strong foundation from which to build a successful brand extension program”, commented Kehle.

About Kingsford

The Kingsford® family of grilling products, which includes the Match Light® brand, holds a place in history with Henry Ford. In the 1920s, Ford uncovered a process for transforming scrap wood from his Model T production into charcoal briquettes. More than 80 years later, Kingsford® is the leading charcoal briquette manufacturer in the country. Its name is associated with real BBQ taste and outdoor enjoyment. For more information, visit www.kingsford.com.

About Masterbuilt

Masterbuilt is a second-generation family owned business, which opened its doors over 30 years ago as an ornamental ironworks shop. Today, Masterbuilt has evolved and now specializes in the outdoor cooking products market, to include grills, smokers, and other outdoor cooking and lifestyle products. Company owners, Don and John McLemore also recently crossed into the indoor appliance market with the introduction of the world’s first electric turkey fryer. Masterbuilt is also recognized as a national leader in automotive cargo products, marketed under the brand HITCH HAUL.

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