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Masterbuilt Continues Growth

Consumers and Retailers Benefit

Masterbuilt's dedication to innovation, creativity, vision and hard work continues to pay off for retailers and consumers.

The company began more than 30 years ago as a backyard ornamental ironwork business, and has evolved into an outdoor appliance powerhouse. Today, the Masterbuilt line includes more than 75 products, including smokers, fryers and grills.

Masterbuilt's Hitch-Haul line includes the country's #1 selling auto cargo carriers, as well as motorcycle and bike carriers, and other cargo accessories. And in 2005, company owners John and Don McLemore signed an exclusive licensing agreement with Kingsford® Products Company to develop a line of charcoal grills and smokers that are marketed under the Kingsford brand name.

In response to consumer demand, new product development is a priority – which also offers retailers a wide range of products from which to choose in order to keep unique and profitable products on the sales floor.

One of the newest additions to the Masterbuilt line is a propane-fueled Vertical Smoker, shaped like a refrigerator-style box smoker. It offers more than 4 cubic feet of cooking space and has a suggested retail price of \$169.

The Kingsford line is expanding also. This year, a line of console grills is being introduced. It includes a large console grill in stainless steel and black, and a smaller version of the console grill. Suggested retail price for the large models ranges from \$219 to \$349, and \$179 to \$199 for the small model.

New products are even being introduced into the Hitch-Haul line for barbecuers on the go. A Hitch-Haul grill makes it a cinch to take a picnic on the road, and the Hitch-Haul Extend-a-bed means extra long items can be loaded and transported with ease.

For more information about Masterbuilt, Kingsford and Hitch-haul products, call 706.256.3900.

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