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Masterbuilt Continues To Expand Kingsford® Grill Line

Since signing an exclusive licensing agreement with The Kingsford Products Company in 2005 to develop a line of charcoal grills, Masterbuilt has created more than 20 products that bear one of the top names in the outdoor cooking category, based on consumer familiarity with their charcoal products

“The products we’re bringing to market reflect the superior quality and performance that consumers expect and deserve from the Kingsford® name,” says Keith Newton, marketing director for Masterbuilt. “We are thrilled to be associated with a brand name that plays such a big role in the all-American barbecue experience. And we are confident retailers will find the line attracts customers to their stores based on brand recognition, the extensive variety of products available and the affordability of every grill or smoker in the line.”

Charcoal grills and smokers are the main focus of the effort to create a successful brand extension program. Produced with features that are highly functional, the line offers something for every charcoal griller. It includes premium console-style grills in either powder coat black or gleaming stainless steel.

There is a popular horizontal barrel grill/smoker that has ample cooking area and a warming rack, plus an optional side firebox to facilitate indirect cooking and authentic smoking. Three sizes of barrel grills are available, all of which are on wheels for ease of movement. For retailers who want to round out their assortment, Masterbuilt is offering Kingsford® black porcelain coated kettle grills in 18.5-inch, 22.5-inch and a “super-size” 26-inch model that provides over 500 square inches of cooking space, as well as a 14-inch tabletop. A 22.5-inch kettle in a table cart with convenient work space also is offered. The margins on these kettles make them profitable for retailers, while still allowing them to offer their customers a real bargain. A rectangular 26-inch cart grill, that has more than 540 square inches of cooking space and provides two large side shelves, rounds out the line.

Unique details add to the quality and performance of the line. The horizontal charcoal grills incorporate a variable height charcoal pan, so the user is able to move the heat source closer to or further from the cooking grid. Solid wood has been used for the front and side shelves on the barrel grills. Access doors are large and easy to operate, making it a cinch to add charcoal or to remove ash. The attractive stainless steel console model is made with a double wall lid, minimizing the unsightly discoloration that can result from high-temperature grilling over an extended period of time.

“The Kingsford® charcoal grills make grilling easy and fun while ensuring great tasting food,” says Newton, “and consumers can be confident that they are getting a top quality grill with the Kingsford name on the products. Masterbuilt is particularly well suited to partner with Kingsford and make these products, since strict adherence to product quality has been one of our hallmarks. Especially important to consumers is that they can be assured of quality products and excellent performance on a versatile line of grills that all have a suggested retail price under \$300.00. Retailers, however, will be impressed with the generous margins and the increased traffic the Kingsford name generates.”

For additional information, call 706.256.3900.

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