

Big Green Egg®

LIFE *Style*

PRODUCTS • NEWS • IDEAS

GRILLING

LOW & SLOW

BAKING

SMOKING

ROASTING



COMPLIMENTARY COPY

The Ultimate Cooking Experience™

V1.11





Big Green Egg[®] LIFE *Style*



The Evolution of the Big Green Egg

Welcome to the inaugural edition of Big Green Egg LifeStyle - a collection of personality profiles, culinary insights and information about the Big Green Egg, The Ultimate Cooking Experience!

I am often asked about the origins of the EGG, and it all began with the discovery of fire. Early man learned the benefits of cooking meat over heat, and later cultures discovered that the results were even better when the fire and food were contained inside a dome-shaped vessel. Even dinosaur tasted better prepared this way! Later, the Japanese adopted these clay cooking pots, called “kamados,” and today’s Big Green Egg is an evolution of these ancient cookers ... and quite an improvement I might add!

Years ago, I had the good fortune of tasting food prepared on one of these domed clay vessels and was amazed at the incredible flavor this different looking cooker gave to foods. It became a passion for me to cook on one, and soon it became my mission to share my experiences with others, and then it became my career and life interest. And so, for over thirty-five years, The Big Green Egg Company has lovingly and painstakingly nurtured this product and gained legions of culinary aficionados – we call ourselves EGGheads – around the world.

I am proud and humbled to know that The Big Green Egg is today the world’s largest producer and international distributor of ceramic kamado-style cookers. When you purchase an EGG, rest assured that your investment is protected by a successful company with a reputation for manufacturing quality and world class customer service - providing EGG owners with the confidence that we will be here standing behind our best-in-class products for years to come. You’ll soon discover that whether it’s grilled, smoked, baked or roasted, everything tastes better when cooked in the Big Green Egg - the Ultimate Cooking Experience™!

Enjoy!

Ed Fisher

Ed Fisher, Founder and Chairman
Big Green Egg, Inc.

Big Green Egg® LIFE *Style*



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Three Dimensional Flavor™

The Big Green Egg stands alone as the most versatile barbecue or outdoor cooking product on the market, with more capabilities than all other conventional cookers combined. It truly is The Ultimate Cooking Experience!™

GRILLING

Sear steaks, pork chops, burgers and seafood with a flavor-packed crust unmatched by other grills. High temperature “steak house” grilling – even at 750° F / 400° C – is quick, easy and delicious!

LOW & SLOW

The insulating ceramics of the Big Green Egg allow for precise temperature control at low heat. You’ll enjoy succulent results with turkey, ham, ribs or any of your favorite cuts. Want to slow cook at low heat for ten to twelve hours or longer ... no problem!

BAKING

The Big Green Egg will bake bread, pizza, casseroles, cakes and pies better and quicker than your kitchen oven! You must try this to believe it ... you may never bake indoors again!

SMOKING

No smoker performs more efficiently than a Big Green Egg. Add a wide variety of sumptuous flavor combinations and aromas to your cooking with aromatic chips and wood chunks ... since each type of wood reacts differently with meat, poultry or fish, the flavor combinations are endless.

ROASTING

The Big Green Egg retains heat and moisture so well that foods can’t dry out! Poultry, lamb, beef and vegetables are naturally tastier because the juices and flavors stay locked inside. Everything tastes better cooked on an EGG!™

AMAZING RESULTS

From appetizers to desserts, the Big Green Egg will exceed all your expectations for culinary perfection ... and with five convenient sizes to choose from, there is a Big Green Egg to fit any lifestyle! Visit an Authorized Dealer today to see the Mini, Small, Medium, Large and XLarge EGG and start writing your own culinary success story!

Sorry, XXX-Large EGGzilla is not in production at this time.







*The Big Green Egg
is a blend of the best of*

ANCIENT
WISDOM



MODERN
TECHNOLOGY



PROPRIETARY
PROCESSES

*resulting in a far superior
product that is stronger,
more durable and provides
better heat insulation
than any other outdoor
cooker on the market.*



The Ultimate Cooking Experience™

Versatility is the name of the game with a Big Green Egg. Perfectly prepare anything from a steakhouse-style grilled steak to a tender brisket, turkey or a freshly baked loaf of bread. Vegetables, stews, casseroles – even pies and desserts are superb. You can literally cook an entire meal in an EGG!

SIMPLE TO START

The Big Green Egg reaches cooking temperature and is ready to use in just minutes. Big Green Egg brand natural lump charcoal is made in the USA from oak and hickory for superb performance and results. Lighting the charcoal is quick and easy, as the design of the Big Green Egg allows air flow to work like a fireplace. Use a natural charcoal starter or an electric starter; and never buy lighter fluid again!

PRECISE TEMPERATURE CONTROL

You can grill, smoke and bake at exact temperatures by easily adjusting the patented air flow controls. You have total control over temperature at your fingertips, maintaining accuracy within a few degrees! The Made in USA precision temperature gauge provides accuracy to 750° F / 400° C. Many indoor ovens cannot match the EGG's temperature control and accuracy!

SAFER TO USE

The Big Green Egg is extremely safe to use because the ceramic surface doesn't get as hot as a metal grill, and the heat source is protected within a ceramic fire box inside the base.

EASY CLEAN UP

The Big Green Egg features a stainless steel cooking grid and an elegant green exterior with a lifetime glaze that maintains its good looks and wipes clean easily without chemical cleaners. Inside, residual heat burns away any grease build-up – just like a self-cleaning oven.

PATENTED TECHNOLOGY

What makes the Big Green Egg by far the best cooking device of its kind are the patented components and state-of-the-art ceramic technologies that provide improved insulation, thermal shock tolerance and material strength. The high-quality ceramics used in each and every EGG will not crack or deteriorate over time, and many EGGs are passed down to the next generation. The Big Green Egg comes with a Best-In-Class limited lifetime warranty.

If it doesn't say Big Green Egg, it isn't!



IT'S A NATURAL

The Big Green Egg and All Natural Lump Charcoal, Chips and Chunks

The Big Green Egg Company is committed to eco-friendly and natural products – what else would you expect from a company whose middle name is “Green”?! That mindset is evident in the quality of the Big Green Egg brand of All Natural Lump Charcoal – the optimum and recommended fuel for your EGG.

Compare our Made in America lump charcoal to other brands and you will see and taste the difference immediately. When you reach for the familiar Big Green Egg bag, you can be assured it contains only 100% American oak and hickory natural lump charcoal. What's the difference? We painstakingly source our natural lump charcoal to ensure that it contains no fillers, nitrates, chemicals, anthracite coal, limestone, treated wood or petroleum products. Unlike some of the other charcoals and briquettes on the market today, pure and natural Big Green Egg charcoal is carbonized wood with NO additives whatsoever. What do you want to cook with?

There are many reasons that most competitive BBQ teams and professional barbecue chefs demand natural lump charcoal.



Plus, it burns hotter and more efficiently, with more BTU's, than charcoal briquettes – meaning that your steaks sear perfectly every time, and your low and slow roast will be cooking for hours on end at the proper temperature. Our lump charcoal also produces less ash so there is minimal waste and clean up.

But, most importantly, your food will just taste better - without any harsh chemicals or odors that can be released when cooking with briquettes or other similar products. In fact, we recommend against using briquettes, lighter fluids or any quick-light charcoal product in a Big Green Egg.

Think Natural, Think Green - and ask for the Big Green Egg brand of lump charcoal for The Ultimate Cooking Experience!™

Available in two convenient sizes - a 20 lb / 9 kg bag and the new 10 lb / 4.5 kg bag. Big Green Egg Natural Lump Charcoal meets EPA environmental guidelines and is CE Certified in the European Union (EU).



NATURAL WOOD CHIPS



Big Green Egg all natural wood smoking chips are available in:

- Hickory
- Apple
- Pecan
- Cherry

Our all natural wood chunks are available in:

- Mesquite
- Hickory
- Apple

Specialty Chips:

- Jack Daniels® Whiskey barrel chips

Big Green Egg Wood Chips and Chunks ... adding flavor and aroma to your cooking!

Wood chips, also known as aromatic smoking woods, are a very desirable and popular form of seasoning because they add sumptuous flavor without adding fat or calories. The wood smoke seasons the taste of the food, resulting in distinctive new flavor combinations. As you master the art of smoking, you'll mix and match the foods and woods for the most compatible combinations and most likely will find personal favorites that you and your friends especially enjoy. Experimenting is half the fun when it comes to smoking with aromatic wood chips, and many Championship BBQ teams carefully guard their wood chip mixtures like secret formulas!

There are many types of wood that are appropriate for smoking, but hardwoods and fruit wood are the most desirable. Big Green Egg offers many options – and just like our Natural Lump Charcoal, all our Wood Chip and Wood Chunk products are 100% Made in America from natural hardwoods, with no additives, fillers or chemicals to spoil the taste.

Chips are small pieces of wood that are great for small, quick bursts of smoke. Even when pre-soaked in water, wine or other seasoned liquids, chips will burn quickly, create smoke and disappear. If you are not smoking for a long period of time or only want a small amount of smoke flavor, we recommend chips. Chunks are larger pieces of hardwood and are better for creating smoke over a longer period of time.

Hardwoods like apple, pecan, cherry and hickory are traditional favorites of famous pitmasters and backyard barbecuers alike. Since each type of wood reacts differently with each type of meat or food, the flavor combinations that result are endless. You'll have fun getting acquainted with the wood flavors so you know which ones impart a stronger flavor and work well with more distinctive meats, poultry and fish, and which ones work best with milder flavored meats, fish or vegetables.

Big Green Egg also offers authentic whiskey barrel smoking chips, made only from the very best charred white oak barrels used to age whiskey. When aging whiskey, the inside of each barrel is first toasted and charred to caramelize the wood's natural sugars before the whiskey rests there to develop its character, flavor, aroma and finish. Years later the whiskey is bottled, and we put the barrel to an even better use! This unique product adds an extraordinary flavor to all your grilled foods without any alcohol, of course.

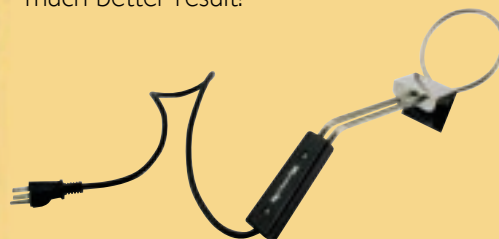
Please note that softer woods such as pine or cedar should never be used because they contain high levels of tar and resins that will coat the food and leave a bitter flavor. Rest assured that if your chips come in that familiar Big Green Egg bag, you know it is quality hardwood, carefully selected to work best with your EGG.

Getting Started

Lighting up the charcoal is a breeze with our two recommended starters.



Our popular Natural Charcoal Starters come in boxes of 24 convenient squares. They light quite easily and are odorless and tasteless, with no chemical aromas or residue. Plus, they're clean, safe and ready to use without the need for any lighter fluid – saving you money and providing a much better result!



If you're the type who prefers ignition at the click of a finger, then switch on our Electric Starter. This handy device, with a heat resistant handle, will have you cooking in minutes without even striking a match!



High-tech Zippo MPL® refillable butane lighter features an adjustable flame dial, advanced soft touch ignition and a patented child-resistant safety button. Never buy another lighter again! Requires butane refill (not included).

GOURMET

*Dr. BBQ is the real thing.
He is the most hands-on, from-the-heart, experienced barbecue cook you will ever meet.*

- Dave DeWitt, Fiery-Foods.com



For many years I dreamt of traveling the country learning about barbecue - and now I am privileged to make a living by passing on what I've learned. I spend about half the year on the road in search of "the ultimate rib" or the "perfect pulled pork," and I can tell you that I never get tired of it. In my two decades of travels I have found endless surprises, but there is always one constant and that's the passion for food. There is always a pitmaster playing his smoker like a fine violin, and he's revered by the people he feeds. The culture and patina just seem to happen around barbecue, and that's what sets it apart from any other cuisine. When all is said and done, it's all about serving great food.

Over the years I have come to realize that cooking on the Big Green Egg is an experience as much as it's a way to prepare a meal. The versatility of the EGG seems to bring out the best in cooks no matter what their level. Good home cooks go outside of their normal routine because they see what the EGG is capable of, and then they want to share it with their friends. The best way to impress your friends is by serving them a great pizza or some incredible barbecued ribs or a perfect steak fresh from that beautiful green cooker on the deck. The Big Green Egg steals the show every time, but you get the applause!

I have cooked everything from salmon to paella, brisket to championship ribs, foie gras to ostrich steaks. It's all great gourmet Q!

Keep grilling!
Chef Ray Lampe, aka Dr. BBQ

Over the years I have come to realize that cooking on the Big Green Egg is an experience as much as a way to prepare a meal. The versatility of the EGG seems to bring out the very best in cooks no matter what their skill level.



A

Dr. BBQ'S TOP FIVE COOKING TIPS

- Add barbecue sauce to foods at the end of the cook to keep the sugar in the sauce from burning.
- Learn to control the temperature of the EGG – it's easy and foolproof by making small adjustments with the draft door and dual-function metal top.
- Go light on the wood chips to avoid over-smoking foods.
- Learn to use a food thermometer to make sure that foods reach the proper temperature.
- Take your time!

Relax and enjoy the
Big Green Egg!

The Big Green Egg Plate Setter - The Ultimate EGGcessory™

The Plate Setter is used for indirect cooking on the Big Green Egg, providing a barrier between the food and the fire and turning your EGG into an outdoor convection oven. The design of the Plate Setter allows heat to radiate within the dome while preventing the flames and direct heat of the fire from reaching the food. Nothing will contribute greater versatility to your outdoor cooking than adding a Plate Setter to your accessories collection.



B



C



D

Dr. BBQ's Favorite EGGcessories

A. The Plate Setter (shown here in the legs up position with a Stainless Steel Cooking Grid) is used for indirect cooking on the EGG. You can place foods directly on the cooking grid or in a V-Rack.

B. The Grid Lifter easily and safely grips and lifts porcelain, stainless and cast iron cooking grids.

C. Using a Plate Setter (shown here in the legs down position) along with a Pizza / Baking Stone turns your EGG into a fire brick oven, great for making pizzas, breads, casseroles and desserts.

D. If you like those perfect sear marks on your food, utilize the superior heat conductivity of the Cast Iron Cooking Grid as an option to the primary Stainless Steel Cooking Grid.

Mastering The Perfect Pizza

From Italy to your home... old world traditions meet a modern marvel



Deep Dish Pizza / Baking Stone



If you want to see the Borghese Museum or the Pantheon, you'll need to go to Italy ... but there's no reason to travel to Rome for the perfect pizza! When using a Big Green Egg to cook with indirect heat by using the Plate Setter and Pizza / Baking Stone, the EGG acts as a fire-brick oven – just like those found in the ruins of Pompeii and adapted for use in pizzerias around the world today.

In fact, the Big Green Egg bakes and roasts better and quicker than these wood fired ovens ever could ... because heat from the natural charcoal radiates from the thick ceramic walls of the dome, allowing your food to bake quickly and evenly. You must try this to believe it ... you may never cook indoors again once you experience how your Big Green Egg bakes and roasts with better results than your kitchen oven!

While the ancient Pompeii oven relied on thick bricks to hold heat, today's Big Green Egg uses patented components and insulating ceramics to retain heat and moisture so well that foods don't dry out! When roasting or baking on the EGG, foods cook much faster while providing consistent browning and moister results.

Crispy pizza is only one of many dishes you will enjoy - fowl, roasts, hams and other foods undergo little or no shrinkage and are naturally tastier because the juices and flavors stay locked inside. Everything tastes better cooked on an EGG!™

*Go to Italy for the art and history ---
but cook on a Big Green Egg for the best pizza
you've ever tasted!*



The Rocking Pizza Cutter swiftly cuts thin-crust or deep-dish pizza into uniform slices.

The Stone Scrubber effectively cleans a Pizza / Baking Stone while preserving its baking surface and integrity.





Fresh, Fast Grilled Pizza!

The full line of Big Green Egg Plate Setters and Pizza / Baking Stones enable you to bake a variety of recipes from pizza, quiche and lasagna to pies and desserts. The stones distribute heat for even baking and browning, and the ceramics pull moisture from the outer surface of the dough for delicious brick oven crispiness. And, since the stones also retain heat, your foods conveniently remain warm longer. Available for all EGGs except Mini.

Sergio Herman

CULINARY EVOLUTIONIST

*"Each day we are busy perfecting our performance of the previous day.
This process gradually evolves into something that is renewing and innovative."*



Sergio Herman: Chef, Oud Sluis Three Michelin Stars

"The great thing about the Big Green Egg is that it's a lot more than just a barbecue. We use it as a barbecue and also as an oven and a smoker. It's equally good at everything! In my opinion," raves Herman, "the Big Green Egg is absolutely here to stay! At any rate, I certainly wouldn't want to do without it!"

In 1900, André Michelin, co-founder of the Michelin Tyre Company, published the first Michelin Guide. André's mission was to help drivers maintain their cars, find decent lodging, and eat well while touring France. The guide began recognizing outstanding restaurants in 1926 by marking their listings with a star, and to this day, the term "Michelin Star" is a hallmark of fine dining quality and a rare award longed for by chefs around the world.

Sergio Herman - Three Michelin Stars - defines the new generation of chefs in Europe. His culinary artwork is based on professional expertise and the latest kitchen techniques. The kitchen of his restaurant, Oud Sluis, in Sluis, The Netherlands is one big culinary experiment. "We got the first star in 1995, which was a real milestone," said Herman. "The second star followed in 1999. Then it started to get really serious. People were queuing up to visit my restaurant. When I got the third star, I knew that we were doing something very special."

"I like to use local products as much as possible. In that respect, The Netherlands is an inexhaustible source of inspiration. When it comes to fish, shellfish and sea vegetables, lamb, you name it ... you can't get better anywhere else. I demand that, because I have one clear principle: if it's not good, the product goes straight back and is never reordered!"

Sergio discovered the Big Green Egg for the first time a few years ago. "I thought it was very unusual but also intriguing. Was it just another barbecue? Then I used it for the first time. Wow! I was sold on it straight away. This was a lot more than a barbecue. This was a smart kitchen tool that I had never seen before! It was a barbecue, oven and smoker at the same time. What's more, it was possible to regulate the temperature very precisely. I immediately thought, 'I can do a lot with that in my kitchen And that proved to be the case.'"

"The Big Green Egg is now indispensable at Oud Sluis. We use it every day and for every service; we couldn't do without it! In our kitchen we use two Medium EGGs for the cooked-to-order barbecue and sometimes for smoking. In my new restaurant, Pure C, I also have a Large and a Mini in the kitchen, and we use another Large on the terrace. It looks nice for our guests; they can see straight away how everything is freshly prepared on the spot which also adds to the taste experience."



**SERGIO HERMAN
ON THE EGG**



“The Big Green Egg is suitable for most products, but we use it mainly for preparing venison, lamb, razor clams and langoustines; these are all products that shouldn’t be over done. Because of the excellent temperature regulation, success is always guaranteed.”



The Big Green Egg Fork, Spatula and Locking Tongs have easy-grip rosewood handles and extra long stainless steel shafts.



Pit Mitt BBQ Glove® is made to form a barrier preventing heat from entering the soft cotton inner layer for ultimate protection.



The Mini EGG is the perfect solution for commercial kitchens.

SIMPLE FRESH

“Cooking is my way of relaxing and I love experimenting with flavors from my garden to create healthy meals for my family and friends. The EGG always produces the most flavorful meal with very little effort.”



Photos used with permission. © Ron Hart

Cooking on the Big Green Egg has been a family affair for Gena and Davis Knox for almost ten years. Gena’s interest in the culinary arts was fueled by the incredible flavors of food cooked on the EGG, and recipes and product ideas started to flow. Turning a talent into a trade, the two started a grilling products company, Fire & Flavor, which specializes in gourmet cooking and grilling products, including grilling planks made from alder, maple, red oak and cedar woods.

“Davis and I often entertain on weekends, and our meals are usually centered around cooking on the EGG,” said Gena. “Since cooking is one of my passions, the weekends allow me to be creative with recipes, and the Big Green Egg offers endless ways to prepare some of my favorite recipes. Even weeknight meals become easier when one of us fires up the EGG to plank cook salmon, sear burgers or grill vegetables from our garden. Grilled pizzas have become a family favorite thanks to our EGG. As our family has grown, I honestly expected grilling to become more of a special occasion, but the opposite has happened. With our hectic lives balancing work and children, using the Big Green Egg has made our meals simple, healthy and fast.”

Grilling Planks, one of the company’s core products, add an amazing smoky flavor to salmon, seafood, meats, and vegetables. Plank grilling is a foolproof way to cook seafood; there is no flipping required so fish stays juicy and does not flake on the grill. “With plank grilling, it is important to control the heat of the charcoal, and the Big Green Egg offers an easy solution,” added Davis. “Whether you use the Plate Setter or lay the plank directly on the cooking grid, just keep the temperature at a steady 400°F and the Big Green Egg will make your plank grilling a success every time.”

.....
The Mini EGG is a good choice for small spaces, patios, picnics and tailgating. It is light-weight and portable.





Cedar-Planked Salmon with Honey Glaze, from the Big Green Egg Cookbook.

PLANK COOKING ON THE EGG

“Plank grilling is a foolproof way to cook seafood; there is no flipping required, so fish stays juicy and does not flake on the grill. With plank grilling, it is important to control the heat of the charcoal, and the Big Green Egg offers an easy solution. Whether you use the Plate Setter or lay the plank directly on the cooking grid, just keep the temperature at a steady 400°F and the Big Green Egg will make your plank grilling a success every time.”

Grilling Planks add a subtle smoky flavor to seafood, meats and vegetables.



The Stainless Steel Grill Rings are great for grilling stuffed fruit and vegetables.



Use the Grill Gripper to easily and safely grip and lift cooking planks and cooking grids.

• • • Visit BigGreenEgg.com/recipes



COOKING FOR COMPANY

Entertaining on the EGG is always a crowd-pleaser.



Few things compare with the enjoyment of an evening spent with friends, family, and a memorable meal prepared entirely on the Big Green Egg. The versatility of the EGG ensures that your guests can savor your appetizers as the enticing aromas of flavorful entrées and savory sides waft through the air.

The EGG makes outdoor entertaining so simple and requires so little tending, even the host is free to relax with guests.

Why put yourself through the hassle of having to constantly turn meat to ensure even cooking? Let the EGG do the work while you entertain! To provide you with optimum flexibility when cooking for larger parties, Big Green Egg offers a clever assortment of accessories designed to make your life (and meal preparations) easier.



Our selection of cooking grid extenders significantly increases the amount of cooking surface in your EGG, enabling more food to be evenly cooked at the same time.



Above: The Large EGG in long table with metal table nest. All tables are "Made in the USA" from Cypress wood which is excellent for outdoor use.



Top: The Half Moon Raised Grid with Drip Pan. Bottom: Perforated Grid is perfect for fish and veggies.



Our selection of cooking grid extenders significantly increases the amount of cooking surface in your EGG, enabling more food to be evenly cooked at the same time. The 3-Tier Cooking Grid adds multiple levels to your cooking area while the Folding Grill Extender offers the added convenience of folding sides - one side of the grid can be folded up to allow for larger dishes, such as a roast chicken to be cooked on the lower grid.

So the next time you're offered the job of hosting the soccer team or neighborhood cookout, the Big Green Egg won't let you down. Another way that Big Green Egg has made grilling simpler is with the BBQ Guru DigiQ System. The BBQ Guru's microprocessor technology enables chefs to automatically control the internal temperature of the EGG while monitoring the temperature of the meat being cooked. Set the temperature and forget it; you can relax by the pool or sleep soundly during a sixteen hour low and slow cook knowing that you'll be alerted when your food reaches the desired internal temperature. Once you've tried it, you will not want to cook without it.



The Jalapeno Rack can conveniently cook up to 20 delicious Jalapeno Poppers at a time, giving your guests a fun and tasty appetizer.



*Left:
The BBQ Guru DigiQ System automatically controls the internal temperature of the EGG.*

Video is now available on the Big Green Egg website or visit: [youtube.com/BigGreenEggHQ](https://www.youtube.com/BigGreenEggHQ)

GRILL WITH THE GREATS



Those who had the chance to meet Evan Williams, the man, learned quickly what a likable guy he was. Williams was down to earth, willing to get his hands dirty, but not afraid to kiss goodbye to the good life to follow his dream.

When Evan Williams first began distilling on the banks of the Ohio River in 1783, he probably couldn't have imagined that it would have lead to the crafting of an entire family of Bourbons that would also become popular cooking ingredients, especially in grilling recipes. The lush flavors make Bourbon an ideal ingredient for enhancing the natural flavors in a variety of foods.

Evan Williams Bourbon will lend a very faint flavor of caramel, vanilla, and a very light taste of oak to your recipes. These flavors work well in both savory and sweet dishes, such as the Chocolate Pecan Bourbon Pie from the *Big Green Egg Cookbook*.

Go to [BigGreenEgg.com/recipes](https://www.BigGreenEgg.com/recipes) for more recipes



North of the Border

CANUCK BBQ KINGPIN

With that sweet smoke billowing out of the lid, the EGG brings good things together ... family, friends, BBQ and the pleasure of good company.



MEET TED READER

Ted Reader is an award-winning chef and food entertainer known for his pyrotechnic charm and fearless culinary spirit. He has turned a passion for food into a culinary tour de force that includes cookbooks, food products, television and radio cooking shows, live culinary performances and - in his spare time - a catering company. The dude just loves to cook!

How did you learn about the EGG?

The Easter Bunny told me. I found a little one under a tree with a delicious sweet perfume emanating from its warm cradle of BBQ love. I've been an EGG fan for years, but first and foremost, I am a chef. A very happy chef. Been cooking since I was a little kid. I learned to grill from my Dad and a wheelbarrow filled with charcoal and a shelf from my Mom's refrigerator. Dad made some wicked grilled steaks, not little steaks either but big honking three pound juicy meaty goodness of a steak. So for me the world of grilling and BBQ was fueled by my Dad; he rocked the grill. Nice memories of my dear Dad. That's where it began, and it has been a roller coaster ride of deliciousness. My loves are food, smoking, grilling and my family; they help create my lust for the art of Q. With that sweet smoke billowing out of the lid, the EGG brings good things together ... family, friends, BBQ and the pleasure of good company.

GQ magazine labeled you the "Crazy Canuck Barbecue Kingpin" - can you tell us more?

Well, I'm a Canadian, eh? Canadian chefs are about fresh and local and supporting what's in your neighborhood and offering our friends and families the best our farmers and Mother Nature have to offer. Canada is a melting pot of flavors; from sea to shining sea, from the mountains to the prairies, to the great lakes and into our great white north. A Canadian is not afraid of the cold, so we grill all the year through. That's a Canadian, proud and delicious!

What is your favorite recipe on the EGG?

Too many to say because smoked or grilled, the EGG is the magician in my cooking. I love the way a smoked shoulder or leg of lamb shreds so tenderly after a low and slow cook. I love how hot the EGG gets for when I want to grill hard and fast ... you know what I mean. Being an EGGhead is a great thing. Big Green Egg rules!

*“I love it. I love the smell, the heat, the fire.
I love using fresh ingredients and making every dish delicious.
For me, I live BBQ.”*



Low and slow smoked leg of lamb with rosemary and fresh grilled vegetables from the Big Green Egg Cookbook.

TED'S FAVORITE GRILLING TOOLS

- My spatula, handmade by a blacksmith in Swift Current Saskatchewan.
- A trusty thermometer to keep the temperature accurate.
- A good grill brush - nothing better than a brush with good firm bristles to help keep your grids clean.
- A bottle of Bourbon!



Use the Dual Handle Grill Brush or the Big Green Egg Grid Cleaner to keep your grids clean.



The Big Green Egg Wooden Mates are used with an EGG in a Nest and provide convenient working and serving space. Wooden Mates can be folded down when not in use.



Dual Probe Remote Thermometer monitors temperatures from a distance of 300 ft / 91 m.



Big Green Egg Grid Cleaner features an extended handle allowing you to clean the grid when it is hot. The angled design makes cleaning the top and sides of the grids a breeze.

MODERN URBAN

“Great barbeque is a passion, not a pastime”



Chef Lee Ann Whippen
Chef/Partner, Chicago q
Winner of Food Network's
Throwdown! with Bobby Flay

Lee Ann Whippen is a connoisseur of BBQ. She's spent over fourteen years as the lead pitmaster for the Wood Chick's BBQ Competition Cooking Team where she began taking note of the Big Green Egg when her friends started routinely winning competitions while using them. Adding EGGs to her arsenal, Lee Ann joined this elite group, and she and her EGGs have taken the top prize in competitions and have appeared on several seasons of TLC's *BBQ Pitmasters* television show.

As chef/partner of the new urban Chicago q, Lee Ann now spends most of her time in Chicago, where she cooks on her Large EGG nearly four nights a week on the eighteenth floor of her high-rise apartment. Her XLarge Big Green Egg resides in Virginia where Whippen spends the remainder of her time as the owner of Wood Chick's BBQ Restaurants & Catering Company.

Lee Ann's hobby is collecting signed cookbooks - she now has over one hundred. Her recipe for Grilled Island Chicken with Tropical Salsa (shown here) is from the *Big Green Egg Cookbook*.



Lee Ann Whippen's Grilled Island Chicken with Tropical Salsa as featured in The Big Green Egg Cookbook

FAVORITE EGGCESSORY?

The Ash Tool is the perfect utensil for removing ash from an EGG.



**See page 33 for more EGGcessories
or visit BigGreenEgg.com**

NOW YOU'RE COOKING

The EGG is so versatile, you may never use your indoor appliances again!



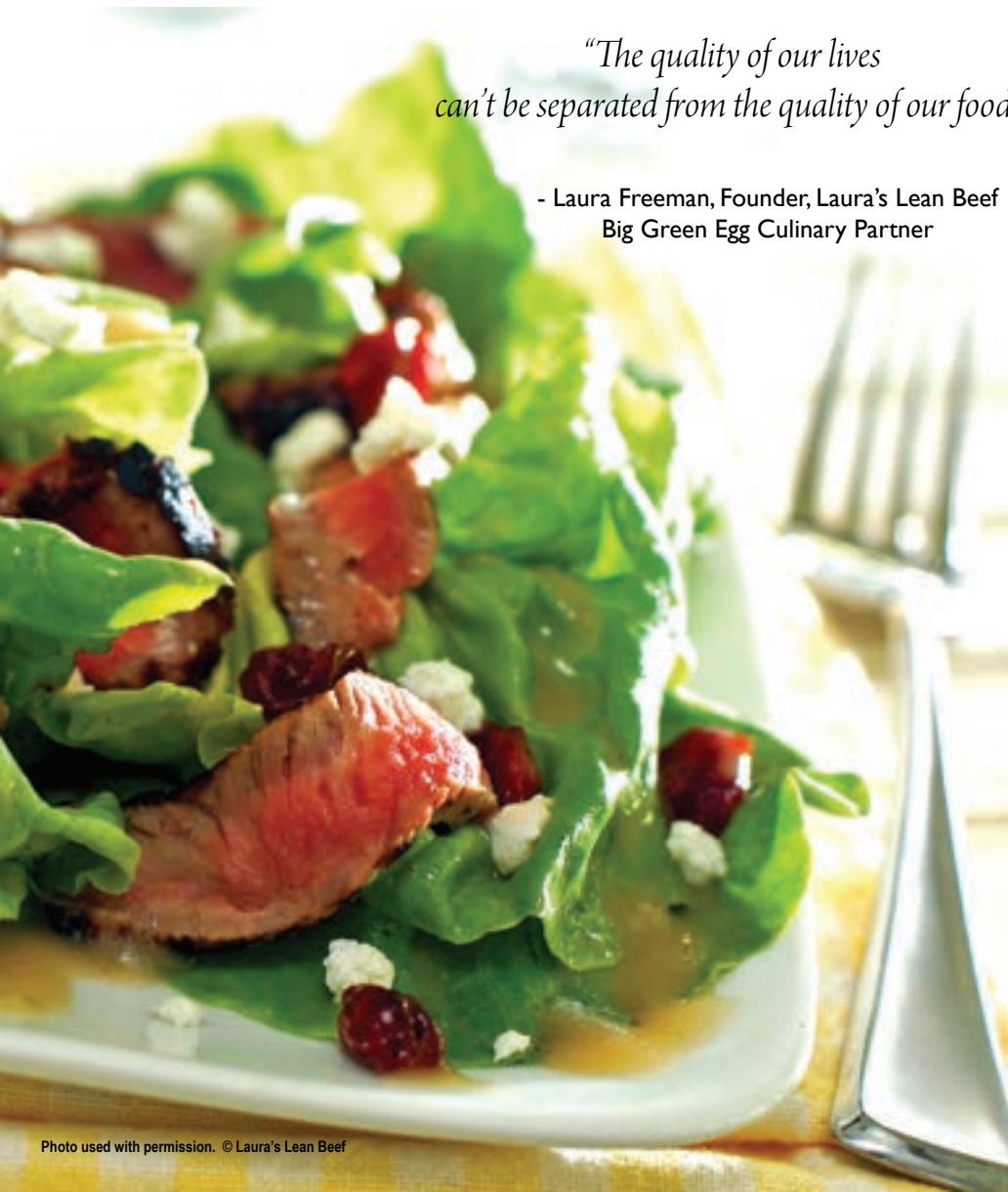
The *Big Green Egg Cookbook* contains more than 160 delicious recipes that were specifically developed to take advantage of the unique cooking abilities of the EGG. The cookbook features favorite recipes submitted by celebrity chefs such as Steven Raichlen and Lee Ann Whippen, and many of the dishes were inspired by EGGheads (as passionate EGG users are affectionately known). Inside you'll find inventive ideas that range from modern twists on tried-and-true barbecue favorites to gourmet recipes with sophisticated flavors. An introduction that explains the EGG's culture and history, helpful tips for cooking and extensive color photography make this one-of-a-kind cookbook a must-have for chefs and backyard grillers alike.

ALL NATURAL SUCCESS



"The quality of our lives can't be separated from the quality of our food."

- Laura Freeman, Founder, Laura's Lean Beef
Big Green Egg Culinary Partner



Laura's Lean Beef, North America's leading lean, natural beef company, began as one woman's quest to eat healthier food and save the family farm. Laura Freeman, a seventh generation Kentucky cattle farmer, had concerns about food and health but realized that as a farmer, she could make a difference. She began experimenting with lean, gourmet breeds of cattle like Limousin and Charolais and became committed to raising them without hormones or antibiotics. She also believed that sustainable farming practices and humane treatment would produce happier animals and healthier food.

...

Whoever said healthy cooking had to be boring?
Go to BigGreenEgg.com/recipes where you'll find healthy, simple dishes for any occasion.



KEEPIN' IT COUNTRY



Rodney Clawson was born country, farming corn and wheat with his father for fifteen years on the family farm in Gruver, Texas. Getting up on a tractor for twelve hours a day shaped his work ethic, and the hardships and struggles of farming left him with life experiences worthy of a hit country song.

Trading the tractor for the pen, Clawson now makes his living as a singer/songwriter in Nashville. He's had a pretty good run over the last few years, with songs cut by Bon Jovi, Kenny Chesney and Luke Bryan. Clawson co-wrote Big & Rich's first #1 song "Lost in This Moment." Other hits include "Johnny Cash" by Jason Aldean, "Sunshine and Summertime" by Faith Hill, and "Sweet Southern Comfort" by Buddy Jewell. "I Saw God Today," which won the 2008 CMA Single of the Year for George Strait, also earned Clawson and co-writers a nomination for Song of the Year.

"My passion is songwriting," says Clawson. "I love the process of hanging out with good friends and creating songs, and I'm lucky enough to be able to make a living doing it. I had seen the Big Green Eggs in stores for years but didn't really take much notice until Big Green Egg started sponsoring my fishing buddy (Bassmaster Elite Series Angler) JTodd Tucker. As soon as that happened, I started seeing EGGs at all the Bassmaster events when the tournament service crew guys would fire up them up every day and cook for everybody. Once you've had a steak cooked with wood chips and charcoal on an EGG, there's no

going back. The flavor of the meat is just so much better than anything I've ever cooked on a regular charcoal or a gas grill."

"I've been doing a songwriter's quail hunting event in Georgia about four years now. They have several EGGs there, and before every meal we would stand around drinking, laughing and telling stories, watching the food come straight off the EGGs onto our plates. Then after the meal, we would break out the guitars and sing a few songs for everybody. There's nothing better than the combination of hunting, fishing, good friends and great food."

"I've actually had barbecue in a couple of songs, but nobody ever cut them. It's been awhile since Tim McGraw's "I had a barbecue stain on my white t-shirt" was on the charts (from #1 song "Something Like That"), so it's probably time for another hit song with barbecue in it. And, you probably won't find a better candidate to write a country song about barbecue than me," laughs Clawson.

FAVORITE EGGCESSORY?

"For me it's the Nest and Handler. I have a small patio behind my house so when it's time to cook, I just roll it right over by the patio table and light it up. The Nest and Handler makes it so easy to move the EGG around."

“Once you’ve had a steak cooked with wood chips and charcoal on a Big Green Egg, there’s no going back. The flavor of the meat is just so much better than anything I’ve ever cooked on regular charcoal or a gas grill.”



Large Big Green Egg in a Nest with Handler.



Pepper Crusted Rib Eye with Morel Cognac Cream Sauce from the Big Green Egg Cookbook.



Wood chips add a variety of delicious flavors to food cooked over coals.

NO MUSS, NO FUSS

*"I keep it really simple and allow the EGG to do its job.
I just grill over the natural charcoal for a mind-blowing taste experience."*



Chef Todd Mussman
Chef / Partner, Muss & Turner's
Big Green Egg Culinary Partner

"I grew up in a food family... which means that everyone liked to eat and eat well! My papa Max Mussman operated a Jewish deli in Brookline, Massachusetts when I was a young boy. It was a place where you could buy corned beef and lox and all kinds of other things," Mussman said. "My grandpa on the other side was a meat cutter ... I grew up around good food and have always loved to cook!"

"When I went to college I found myself on a ninety-six day expedition in the Rocky Mountains, and it was there I realized how well I could cook and produce great food without complicated equipment or seasonings. That's why I love the Big Green Egg; you can cook just about anything on one right out of the box! My personal EGG was a wedding gift; that was ten years ago, and it looks as good as when we got it!"

"As far as recipes go, I keep it really simple and allow the EGG to do its job. Just allow the unique flavor of hardwood charcoal to really penetrate the food, whether it's chicken or steak, fish or vegetables ... it's difficult to fail. I'm an avid mushroom hunter, I've been buying from local farmers since before it was cool (they're my friends and their stuff just tastes great), and I make

a lot of sausage. The EGG is perfect for the sausages that need long slow braising, and some I just grill over the charcoal for a mind-blowing taste experience!"

"We cook with three XLarge EGGs at Muss and Turner's. Folks come to the restaurant regularly, specifically asking for my burgers; they are addicted to the taste of the meat cooked on the Big Green Egg."



Photo used with permission. © Rob McDonald

One of Chef Todd Mussman's signature menu items is the Big Green Egg grilled Riverview Farms Grass-fed Beef Burger with roasted poblano pepper, melted cheddar, red onion and house-made cilantro mayo on a challah bun.

The Big Green Egg Composite Shelves are used with an EGG in a Nest and provide convenient working or serving space for your EGG. The set of two mates or shelves can be folded down when not in use.





The EGG has now become an invaluable "tool of the trade" in some of the most prominent and highest rated restaurants around the world ...



While the Big Green Egg has long been The Ultimate Cooking Experience for backyard chefs and grilling aficionados, the EGG has now become an invaluable "tool of the trade" in some of the most prominent and highest rated restaurants around the world.

Top chefs are enhancing the culinary experience and menu of their restaurants and fine dining establishments by adding the unique versatility of the Big Green Egg to their lineup ... and in many cases, their EGGs are prominently positioned in the main kitchen right alongside the commercial cooking surfaces!

We are proud to introduce a few of our Culinary Partners; the full list can be found at BigGreenEgg.com/CulinaryPartners. Here you will discover enticing recipes, cooking tips and menu suggestions developed by these expert chefs exclusively for the Big Green Egg. Or better yet, check the list to see if there is a Big Green Egg Culinary Partner restaurant in your area and make plans to experience the results for yourself.



FEATURED CULINARY PARTNERS

- Kevin Rathbun, Kevin Rathbun Steak | Atlanta, GA
- Guy Fieri, Tex Wasabi's | Santa Rosa, CA
- Daniel Clifford, Midsummer House | Cambridge, England
- Paul Cunningham, The Paul, Tivoli | Copenhagen, Denmark
- JJ Boston, The Backyard | Indianapolis, IN
- Sergio Herman, Oud Sluis | Sluis, The Netherlands
- Grady Spears, Grady's Line Camp | Fort Worth, TX
- Todd Mussman, Muss & Turner's | Atlanta, GA
- Gena and Davis Knox, Fire & Flavor | Athens, GA

A PERFECT PAIRING

Balancing the Natural Flavors of Food and Wine



Since its founding in 1968 in beautiful Mendocino County, Fetzer Vineyards has been a pioneer of California winemaking and, much like the Big Green Egg, their history is one of ever-evolving quality and innovation.

A grassroots family operation with big vision, Fetzer was one of the first California wineries to branch out into Chardonnay, as well as Gewürztraminer and Riesling ... white wines that work well with lighter dishes such as seafood or poultry. More robust foods with fuller flavors can handle bigger, stronger wines such as Fetzer's Zinfandel with wonderful dark berry flavors. It's a rich, soft wine that works especially well with the rich flavors of grilled meats.

When considering a wine and food pairing, you should pick a wine that balances the natural flavors of the food; wine should complement the food rather than overpower it. A meal cooked on the Big Green Egg generally means bold tastes, and the top wine matches are intense and full-flavored. Explore all of the options, and choose the perfect wine for your Ultimate Cooking Experience™.

©2011 Fetzer Vineyards
Hopland, Mendocino Co., CA
fetzer.com



FETZER

The Earth Friendly Winery™
Pioneers in environmental responsibility™

Daniel Clifford

UNRIVALLED CREATIVITY

“My main focus is to produce an experience on the plate that is an explosion on the palate.”



Big Green Egg tables are available for the XLarge, Large and Medium EGGs and all are equipped with heavy-duty locking casters. Our tables are made from Cypress, which is a beautiful, straight-grained wood excellent for outdoor uses. The tables offer ample working and serving room adjacent to your EGG. The Lattice Table (above) is available with an optional Stainless Steel Top.

Chef Daniel Clifford's Big Green Egg Braised Turbot with peanuts and pistachios, scallop, lettuce, asparagus, vanilla.

Photo used with permission. © 2009 C. Andy Hayler

Originally from Canterbury, Daniel Clifford began his chef career in the early 90s, working in restaurants all around the United Kingdom, then spent a six month stint at a Michelin-starred restaurant in France. In 1998, he took over Midsummer House in the heart of historic Cambridge, and his quest for culinary perfection has now taken the restaurant to another level.

While many of Daniel's dishes are influenced by his time in France, he uses this training to reinvent British classics made with local produce. A loyal following of customers has propelled Daniel into the limelight for his dazzlingly creative food. He now holds Two Michelin Stars and a wealth of prestigious accolades.

With a Big Green Egg at work in the kitchen, Midsummer House is home to some seriously stylish food. "My main focus is to produce an experience on the plate that is an explosion on the palate," says Clifford. "For me, the taste is the most important thing. The EGG has become an obsession. I have never come across a barbecue that offers such versatility and control as the Big Green Egg. I am completely blown away by the results."

"You only have to look at the chefs in England who are using the Big Green Egg to realize the quality," Daniel says. "Heston Blumenthal (The Fat Duck, Three Michelin Stars), Simon Rogan (L'Enclume, One Michelin Star), Claude Bosi (Hibiscus, Two Michelin Stars), Sat Bains (Restaurant Sat Bains with Rooms, One Michelin Star), Will Holland (La Bécasse, One Michelin Star) and I are all using the EGG to achieve incredible flavors in the restaurant and at home."



What's New at the EGG®

News from around the world ...

Big Green Egg gets a mascot – Mr. EGGhead™ makes debut at EGGtoberfest!



The Big Green Egg has always been about having fun, cooking outdoors and sharing good times with friends and family while enjoying a perfectly prepared meal. Over the years, the EGG has acquired a “personality” of its own, from the distinctive green shape to legions of fans who call themselves EGGheads and enjoy

nothing more than coming together to celebrate the Big Green Egg lifestyle.

And now, the EGG has a mascot of its own! After months of incubation, Mr. EGGhead made a debut at EGGtoberfest 2011 to the delight of everyone in attendance. And no one was grinning more than company founder, Ed Fisher, who not only was involved in the process of launching the new mascot but personally approved its nickname.

“The Big Green Egg has always been an iconic image with a lot of personality,” said Ed at the introduction. “And now we have our very own mascot to bring an added dimension to the EGG and give us a fun and exciting way to engage fans and kids of all ages around the world.”

Mr. EGGhead’s nickname, certainly a familiar one to Big Green Egg fans, was the obvious choice but was not going to work unless Ed Fisher himself was happy with it. “But as soon as I heard it, I said to myself, ‘Well I guess our loyal fans have always been known as EGGheads, and I am the ultimate EGGhead after all, so why not!’”

Mr. EGGhead is featured as a new twelve foot tall inflatable, on a line of clothing and even as a plush toy.

See it all at BigGreenEgg.com

QR Codes



You’ve noticed these squiggly squares on everything from advertising to instruction manuals, but what exactly are they? The QR (Quick Response) code is used to take information - in print, photo or video format - and enable you to view it on your cell phone or mobile device. All you do

is download any of the free QR Code Reader apps, point the camera at the code, and “voila” the app and code does the rest!

Big Green Egg QR Codes have already been used in a wide variety of useful ways, and in the coming months QR Codes will play an expanding role in all sorts of innovative ways to make the Big Green EGGsperience even better - assemble your EGG while watching an instructional video on your mobile device, see exactly how to prepare your favorite Big Green Egg recipe, or find out what promotions are coming to your area – it’s all in the palm of your hand thanks to QR Code technology.

EGGzilla™ Sets The Standard as Largest EGG Ever!



At the HPBA Expo 2011 in Salt Lake City, Big Green Egg stunned the industry when it unveiled the latest addition to its already impressive line with the launch of EGGzilla™ - a larger than life model that measures twice the size of the already impressive XLarge EGG, stands 64 inches tall,— and provides over 1800 square inches of cooking surface!

continued on page 33...

WHAT MAKES A CHAMPION?

Is it the trophies, ribbons and accolades that come with winning major BBQ and Grilling Competitions? Is it the satisfaction of perfecting a recipe for a mouth-watering rub or seasoning? Is it the notoriety that comes from publishing your own cookbooks or landing a TV show? Or is it just the satisfaction enjoyed sharing another winning meal with friends and family? To each of these we say, YES!!

Each year, thousands of Big Green Egg grilling enthusiasts from countries across the globe compete in hundreds of sanctioned barbecue contests. From the United Kingdom to New Zealand and Canada to Russia, these grilling aficionados carefully mix their homemade recipes for rubs, sauces and painstakingly trim each cut of meat to perfection, all vying for the Grand Prize.

And the Big Green Egg is right in the middle of all the action. Winning cooks prefer the Big Green Egg for its versatility, moisture retention capabilities and sheer simplicity. Easy to light, with precise and accurate temperature control, the EGG gives every championship cook the winning edge – including those who don't venture beyond their own backyard!

GRAND CHAMPIONS

The EGG gives every championship cook the winning edge



Chef Tre Wilcox, Marquee Grill
Dallas, Texas

Please visit BigGreenEgg.com to read about many of the Big Green Egg cooking teams and noted culinary personalities.



What's New at the EGG ...



continued from page 31

In anticipation of twice the fun, and to make the mystery of EGGzilla complete, the company also announced that it would introduce an 80 lb bag of its Natural Lump Charcoal to go with it. While there are no plans to put EGGzilla into production just yet, it remains a big favorite and much photographed part of the Big Green Egg family.

Expansion, Growth Top Stories of The Year

As more and more outdoor cooking aficionados discover the wonderful world of the Big Green Egg, so, too, does the network of Authorized Dealers grow to accommodate their demand and provide the personalized service the Big Green Egg is known for. In order to handle the growth in sales that the company is experiencing, Big Green Egg recently opened an expanded Global Distribution Center near the company headquarters in Atlanta. With this added capacity, plus another new Regional Distribution Center in Texas, the company is well positioned for the future.

About the Big Green Egg Some things never change

The Big Green Egg Company was founded by Ed Fisher in Atlanta, Georgia over thirty years ago as he set out to bring a modernized version of the ancient kamado-style cooker to the American culinary marketplace. His product, the Big Green Egg, now created from advanced ceramic materials, is widely acclaimed as the best kamado-style cooker in the world with legions of fans (known as EGGheads) in over twenty-five countries. Ed Fisher has never wavered in his commitment to quality and the pursuit of perfection. To this day all Big Green Eggs are still sold with a lifetime warranty on key components. Often copied, never matched ... there is only one, original Big Green Egg – The Ultimate Cooking Experience!™



• • • *The Big Green Egg, now created from advanced ceramic materials, is widely acclaimed as the best kamado-style cooker in the world with legions of fans (known as EGGheads) in over twenty-five countries.*



• • • The 14th Annual EGGtoberfest was the best yet! Over 2000 guests enjoyed delicious food cooked on over 200 EGGs by veteran EGGheads from around the world. The event, which took place in October at Atlanta Motor Speedway, featured cooking demonstrations, live music, incredible food, pace car rides, a kids play area and lots of EGG camaraderie. To find an EGGfest near you, go to:

BigGreenEgg.com/events/eggfests



Big Green Egg on the Worldwide Web

Big Green Egg has launched several improved website upgrades during recent months, including an enhanced EggHeadForum and a new BigGreenEgg.com website, with expanded video capabilities and more useful navigation tools to make the experience more rewarding for the many visitors and fans who frequent these sites daily. In addition to upgrades taking place in the USA, many BGE partners and distributors around the world have made significant investments in their online presence to enhance the user experience. You may find our International Distributor websites at BigGreenEgg.com – here are a few of them you'll enjoy visiting:

- (United States) BigGreenEgg.com
- (United States) EggHeadForum.com
- (Europe) BigGreenEgg.eu
- (United Kingdom) BigGreenEgg.co.uk
- (Canada) BigGreenEgg.ca

Social Media and the Big Green Egg keeping EGGheads connected

We know you like your EGG, in fact we know you love your EGG – we all do! And now, you can “like” the Big Green Egg and get connected with all the latest Big Green Egg news, promotions and product announcements by stopping by and clicking on our Facebook Fanpage at www.facebook.com/BigGreenEgg.

Our Forum and Facebook Fans are true EGGheads who love to offer suggestions, recommendations and assistance with all your Big Green Egg questions. Become a member of our Forum and Facebook Communities and learn how to smoke the perfect turkey, or view pictures and videos of competition-winning dishes all cooked on the EGG. Plus you can be the first to know about many promotions and have opportunities to win great prizes in our contests and giveaways. Join in the conversation today and let us know about your favorite EGGsperience!

Big Green Egg seen on YouTube

Big Green Egg TV has been busy producing new video episodes and highlights covering everything from Dr.BBQ tossing the first pitch at the Louisville Bats MiLB game, to master chef Kevin Rathbun sharing NFL grilling recipes, to the BassMaster All Star Cookoff “Grilling With the Greats” presented by Evan Williams Bourbon, and many more videos. The videos are now available on the Big Green Egg website, and you can also enjoy watching The Ultimate Cooking Experience anytime at YouTube – just visit our YouTube site or subscribe to the official Big Green Egg YouTube Channel at youtube.com/BigGreenEggHQ.



JOIN A WINNING TEAM



To accommodate our continued growth, The Big Green Egg Company is seeking qualified dealers in many market areas. Find out how you can join the winning Big Green Egg team by emailing your contact information to: becomeadealer@BigGreenEgg.com



BigGreenEgg.com

You Are Known By The Company You Keep



The world's best chefs, and legions of backyard barbecue fans, demand the ultimate equipment to stay on top. And that's why so many accomplished grillers own The Big Green Egg[®], which stands alone as the most versatile outdoor cooking device on the market today. The EGG[®] is a grill, a smoker and an outdoor oven, enabling you to cook literally any food on it year round, from appetizers to entrees and even desserts. Sear the perfect steakhouse-style sizzling steak, roast a chicken or turkey, grill seafood, bake a pizza, stir-fry veggies or smoke at low heat for amazing results! The EGG is friendly, forgiving and loves to perform for beginners!

Big Green Egg[®]

There is only one, original Big Green Egg – The Ultimate Cooking Experience![™]

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