






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## Marketing News

We have been listening to your feedback and Primo is proud to announce the addition of the branded cast iron chimney top. The top also features a thumb screw that can be tightend to prevent the chimey slider from shutting when opening and closing the lid. This feature is currently available for the Primo XL and kamado.



## Primo Oval Junior

Primo's Oval Junior can be a top seller when compared to other brands traditional round kamado design. Use the following features of the Primo Oval Junior coupled with each benefit to close more sales in today's market.

**Feature:** Lighter and less bulky  
**Benefit:** Lighter makes the Junior much more portable. The top also opens almost effortlessly for those customers who feel the larger kamado is to heavy for them. At just over 100 lbs. compared to the competitions 140 plus lbs. the Junior is the hands down winner in the weight catagory. Being less bulky the Junior also takes up less space. This is an advantage for the customer with limited deck or patio space.

**Feature:** Direct and indirect cooking simultaneously  
**Benefit:** By using the firebox divider accessory customers can cook their meat on one side closer to the fire and more delicate food on the opposite side away from direct heat. The best of both types of cooking with just 1 unit.

**Feature:** Complete useable cooking surface  
**Benefit:** Because of the oval shape and racks that, in the standard position, are at the opening level of the grill you can cook more effectively on the Oval Junior than the competitions traditional round kamado. The standard Primo cooking grates are also positioned much closer together than other kamado brands. This allows you to cook much smaller food without the worry of the food falling into the coals. The following picture diagrams clearly show there is very little if any difference in the competitions large size cooking grid and the cooking grids of the Oval Junior. Note the unusable space top and bottom and the space outside of the shaded region where the food would be placed over the firebox/fire ring on the competitions round kamado.



**Feature:** Primo Oval Junior is preassembled  
**Benefit:** Saves time for you as a dealer leaving more time for other tasks and saves the customer possibly hours of frustration trying to assemble a product they are unfamiliar with. The customer is ready to cook in minutes not hours.

Distributor/Dealer Spring Edition - 2009

## Extreme Makeover Home Edition

Many of you were able to tune in to the touching 2 hour episode of Extreme Makeover Home Edition which aired on April 12th . Primo donated a XL Oval to the Kadzis family as a one time sponsor. The Primo team was on site for several days as VIP guests of Designer [John Littlefield](#). We worked closely with John and other members of the production crew and staff to ensure the footage of the Primo would be included in the episode if there was any way possible. This particular episode had many other highlights that could of been presented in lieu of the Primo but good fortune and hard work were on our side. After sampling George's gourmet cooking, the Primo's were a huge hit with all of the cast and crew. Even though our air time was limited it does grant the right to use "As Seen On" to Primo and it's dealers and distributors. Primo is working very hard to become an official sponsor for every episode of Extreme Makeover Home Edition for 2009-10 season.



## Primo Launches New Website

After several years of nursing an ailing website our new site is up and running. The web address for the new site remains the same [www.primogrill.com](http://www.primogrill.com). Since the change to the new site, hit counts are up and the use of the new zip code driven dealer locator has shattered all previous records. Now customers can view products and accessories with mouse over descriptions and pictures or keep up with what is happening with Primo on the Food and Events page. If you are not listed as a dealer on the new website please forward all of your contact information to [jeff@primogrill.com](mailto:jeff@primogrill.com).

## Recipe Of The Quarter

### Bleu Cheese Bison/Lamb Burgers

1 lb ground bison

1 lb ground lamb

4-6 oz crumbled bleu cheese

Salt and pepper to taste

Combine all ingredients except salt and pepper together in a bowl large enough to accommodate all ingredients. Do not over mix the meats and cheese. Over mixing will cause an extremely dense heavy burger(YUK). Wet your hands and gently pat out 3-4 patties. The water will keep the meat from sticking to your hands Using your fore and index fingers press a fairly large indentation into each patty for the most even cooking. The patties will not swell and become larger in the middle if you will follow this procedure Season the patties with the salt and pepper.

**Cooking method:** Preheat an Oval Junior to 400-425 degrees with the firebox divider in place and the cooking grate inverted over the coals. Add burgers for 90 seconds per side over the coals and then move off to the indirect side to finish. Burgers should be cooked to a minimum of 160 degrees. Once removed from the heat allow the burgers to rest for 5-7 minutes. Serve on a bun with lettuce, tomato and your favorite condiments.

## Featured Dealer

This months featured dealer is Marvin Rodak of Rodak's in Ft. Worth Texas. Marvin is an avid BBQ'er as well as a master coffee roaster. Marvin is responsible for many of the delicious food photographs on the new and old Primo website. Marvin and his wife Patti will be participating in this years Texas Steak Cookoff in Hico Texas May 16th. Visit Marvin on his website to find out more about Rodak's.

[Marvin's Website](#).