

Media Press Kit



Built for a lifetime of gatherings.

1. Brand Overview (Media-Ready)

Founded in 2015 and backed by over 40 years of manufacturing experience, BroilChef is a family-owned premium outdoor cooking brand designing high-performance grills and outdoor kitchen systems built for a lifetime of gatherings. Designed in the USA and inspired by North American landscapes, national parks, and the beauty of the outdoors, BroilChef combines refined design with long-term durability to bring loved ones together — around food, fire, and shared moments.

2. Brand Positioning

- **Category:** Premium / Luxury Outdoor BBQ Gas Grills
- **Slogan:** Built for a Lifetime of Gatherings
- **Audience:** Builders, developers, distributors, specialty retailers
- **Market Position:** New, intentionally niche, under-distributed premium brand

3. Founder Story

BroilChef was born from an officially licensed **Star Wars™ TIE Fighter Grill**, a bold collaboration that set the foundation for the brand's design-forward and engineering-led philosophy. From that origin, BroilChef expanded into freestanding grills, tabletops, pizza ovens, built-in grills, and—most recently—modular outdoor kitchens and cabinets, all defined by premium materials and elegant, functional design.

4. Materials & Product Engineering

- **Freestanding Grills:** Cast aluminum firebox with stainless steel or cast aluminum exterior
 - Flagship product: Paramount Series
- **Outdoor Kitchens:** 100% 304 stainless steel made - both interior & exterior
- **Unique Selling Point:** Design focused, backed by 4 decades of manufacturing, durable and rust/corrosion resistance materials, excellent heat performance, and structural integrity.

5. Recent announcements

- 2026 will be our first time attending NAHB International Builders' Show (IBS) in Orlando.
- We will be showing at National Hardware Show this March
- We will be at BBQ Expo (Italy) and Spoga+Gafa (Germany) later this year
- Launching on ecommerce marketplaces: Wayfair, Walmart Marketplace, Amazon and Grilltown.

6. Logos and Brand Assets

- Logo:



- Brand Colors:
 - Main color: #008080
 - Secondary colors: #9ed9cf and #bae5e6
 - Background colors: #ffffff and #002b2b
- Fonts:
 - Title: Neue Montreal (Bold)
 - Subtitle: Neue Montreal
 - Heading: Philosopher
 - Subheading: Philosopher (Bold)
 - Body: Neue Montreal

7. Target Consumer Profiles

BroilChef offers multiple grill formats to serve distinct lifestyles:

- **Freestanding Grills:** For homeowners, and small families
- **Tabletop Grills:** For camping, tailgating, parks, beaches, and mobile outdoor cooking
- **Built-In Grills:** For fully customized backyard and architectural outdoor kitchens
- **Modular Outdoor Kitchens & Cabinets:** All-in-one solutions for homeowners who want premium outdoor kitchens without custom-build complexity, featuring integrated grills and griddles
- **Price Positioning:** Premium
- **Value Proposition:** Comparable performance and materials with fresher design language and stronger lifestyle storytelling

8. Manufacturing & Origin

- **Design:** United States and Canada
- **Manufacturing:** Primarily Taiwan, with select production in other Asian countries
- **Focus:** OEM-level quality control, long-life construction, consistent finishes

9. Distribution Philosophy

BroilChef partners with distributors and builders who value:

- Long-term brand building
- Medium to Premium positioning
- Controlled distribution
- Differentiation from mass-market grill brands

10. Trade Show Information

Event: NAHB International Builders' Show (IBS)

Location: Orlando, Florida

Focus: Modular outdoor kitchens, built-in grills, premium materials

Booth: S3178

11. Press Assets Available

- Lifestyle photography:















1. Brand Overview (Media-Ready)

Founded in **2015**, **BroilChef** is a family-owned premium outdoor cooking brand designing high-performance grills and outdoor kitchen systems built for a lifetime of gatherings. Designed in the USA and inspired by North American landscapes—mountainscapes, national parks, and the spirit of the outdoors—BroilChef combines refined design with long-term durability to bring people together around food, fire, and shared moments.

2. Brand Positioning

- **Category:** Premium / Luxury Outdoor Cooking
- **Slogan:** *Built for a Lifetime of Gatherings*
- **Audience:** Builders, developers, distributors, specialty retailers
- **Design Inspiration:** Yosemite, Tahoe, and North American outdoor living
- **Market Position:** New, intentionally niche, under-distributed premium brand

3. Founder Story (Short Form)

BroilChef was born from an officially licensed **Star Wars™ TIE Fighter Grill**, a bold collaboration that set the foundation for the brand's design-forward and engineering-led philosophy. From that origin, BroilChef expanded into freestanding grills, tabletops, pizza ovens, built-in grills, and—most recently—modular outdoor kitchens, all defined by premium materials and elegant, functional design.

4. Materials & Engineering

- **Outdoor Kitchens:** 100% **304 stainless steel** (interior & exterior)
- **Freestanding Grills:** Cast aluminum firebox with stainless steel or cast aluminum exterior
- **Burners:** Cast stainless steel burners, ceramic infrared searing burners
- **Design Focus:** Longevity, heat performance, corrosion resistance, and structural integrity

5. Product Ecosystem (Consumer Profiles)

BroilChef offers multiple grill formats to serve distinct lifestyles:

- **Freestanding Grills** – For homeowners, apartments, and small families
- **Tabletop Grills** – For camping, tailgating, parks, beaches, and mobile outdoor cooking
- **Built-In Grills** – For fully customized backyard and architectural outdoor kitchens
- **Modular Outdoor Kitchens & Cabinets** – All-in-one solutions for homeowners who want premium outdoor kitchens without custom-build complexity, featuring integrated grills and griddles

6. Target Market & Price Tier

- **Price Positioning:** Premium
- **Comparable Brands:** Fire Magic, Lynx, Twin Eagles
- **Value Proposition:** Comparable performance and materials with fresher design language and stronger lifestyle storytelling

7. Manufacturing & Origin

- **Design:** United States
- **Manufacturing:** Primarily Taiwan, with select production in other Asian countries
- **Focus:** OEM-level quality control, long-life construction, consistent finishes

8. Ideal Applications

- Luxury residential homes & custom builds
- Apartments & shared residential amenities
- Timeshare resorts & vacation properties
- Luxury glamping & outdoor hospitality
- Boutique hotels & lifestyle-driven developments

9. Distribution Philosophy

BroilChef partners with distributors and builders who value:

- Long-term brand building
- Premium positioning
- Controlled distribution
- Differentiation from mass-market grill brands

10. Trade Show Information

Event: NAHB International Builders' Show (IBS)

Location: Orlando, Florida

Focus: Modular outdoor kitchens, built-in grills, premium materials

Booth: [To be confirmed]

11. Press Assets Available

- High-resolution product imagery
- Lifestyle photography (select lines)
- Logo files & brand marks
- Product spec sheets
- Post-show booth photography