

NEW LINE OF SABER® GRILLS TAKES SPECIALTY RETAIL MARKET BY STORM

In November 2011, after nearly two years of meticulous research, development, and field testing, Saber Grills, LLC, officially unveiled its new line of premium infrared grills to the marketplace. And the result could not have been more gratifying: Acclaim for the line was immediate – validating Saber's guiding principle that specialty retailers were hungry for a high-quality grill line that would offer their customers outstanding cooking performance at an affordable price.

"We knew that we had done our due diligence in designing every detail of our



SABER® grills, but we were still amazed by the extraordinary reception to their debut," says Rob Schwing, Saber's general manager. "The grills were a huge hit at November's Pool & Spa Show – within 45 days we brought 50 new dealers on line. We continue to add new dealers each week and are already processing reorders for dealers in Florida. Equally exciting, our line caught the attention of producers from the DIY Network, who are featuring the grills on several programs, including 'Extra Yardage,' throughout the spring."

What makes the SABER grills so attractive is the fact that they are engineered to offer

unmatched quality, with cutting-edge technology and performance, at a price that reflects today's economic realities. The eight initial SKUs, including six cart and two built-in models, are packed with meaningful features that make the grills stand out against the competition, from the patented infrared cooking system, to the use of 304 commercial-grade stainless steel, to the fully welded cart frames. Add to that the affordable price points – from \$800 to \$1,700 MSRP – and the grills are placed squarely in the sweet spot for specialty dealers.

"Our primary goal was to support the independent retailer with a grill that did not sacrifice quality in order to hit a consumer-friendly price point," Schwing says. "From the overwhelming response, it's clear that we've succeeded."

Each SABER grill incorporates a patented infrared cooking system that combines a burner, stainless steel emitter plate, and grate working together to create pure infrared heat at remarkably even temperatures. The cooking system pre-heats from 0 to 700 degrees in less than 10 minutes, virtually eliminates flare-ups, and vents heated air away from the cooking surface to keep foods moist – all while using 30 percent less gas than a traditional gas grill. The grills also feature advanced zonal cooking technology that conveniently allows different foods to be cooked side by side at different temperatures.

Adding further to the grills' appeal is their compact shipping size and easy assembly using a single size bolt. What's more, Saber's breakthrough EZNG technology enables the



standard propane models to be converted to natural gas in about 20 minutes, helping dealers close sales and eliminate special orders.

"The reception has already been outstanding, and we're expecting equally wonderful response at the HPBA Show," Schwing states. "We're looking forward to a fantastic spring for our grills – and for our dealers' bottom line."



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