



Planning a Successful Big Green Egg Demo





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Simply Perfect!

While most consumers are already familiar with the quality and versatility of an EGG, many people don't realize just how easy an EGG is to use. A demo is the perfect opportunity to highlight how effortless the EGG is to light, how quickly the EGG gets to cooking temperature, and how simple it is to regulate the temperature. The EGG is extremely uncomplicated and delivers delicious results simply and perfectly every time.

EGG demos do not need to be expensive or elaborate productions, and they certainly don't require you to be a professional chef. To help make demos a low cost way to draw customers to your store, Big Green Egg offers a generous Demonstration EGG Program – to learn more about this program, contact your Big Green Egg Distributor.

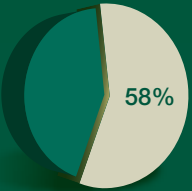
With the tips available here, your store demo should be educational, profitable and fun for your customers as well as your sales team.

A well-executed Big Green Egg cooking demonstration is a simple and inexpensive way to let your customers experience the EGG in action to fully grasp its potential ... and when a prospect is researching a grill purchase, seeing (and tasting!) is believing!

Don't Miss Out on Increased Sales and Robust Store Traffic!



- On average, Authorized EGG Dealers saw an increase of 40-50% of EGG product sales during a demo, and experienced an increase in return customers.



- 58% of people say they would be more likely to buy a product after engaging with it.

How can a successful Big Green Egg Demo benefit your retail location?

The ability to see, smell and taste great food cooking is generally more appealing to a potential customer than simply listening to a sales pitch. In addition, once the customer is engaged with the demo, you have a captive audience, and the perfect opportunity to educate them about the EGG.

And don't forget about EGGcessories ... consumers are more likely to purchase products spotlighted at a demo than during a regular store visit.

By providing a fun atmosphere, customers will associate your store with a great experience, and will return again and again.





Keys to a Successful Demo

Determine the Best Timing for Your Demo:

- Choose several demo dates well in advance to cover the peak grilling season – the more often you hold them the better!
- Set the demo schedule based on your peak traffic periods. A four-hour or longer time frame is recommended, for example 10-2.
- Tie demo days in to other advertised store events such as garden center openings or other cooking events.
- Coordinate demo days with community events or grilling holidays (Memorial Day, Father's Day, Labor Day) to take advantage of traffic volume.
- Hold demos around gift giving holidays (Easter, Mother's Day, Thanksgiving, Black Friday, Christmas).

Promoting Your Event:

- Spreading the word about your event will boost participation and add excitement to the day. Be sure to take advantage of the following:
 - Add the demo to your store's event calendar.
 - Invite Big Green Egg to be a co-host on Facebook, this broadens the reach of your post tremendously.
 - Send an email invitation to your customer database.
 - Use Facebook, Twitter and Instagram to promote the event on social media.
 - Create and display in-store signage to promote the event.
 - In advance of the event, create bag stuffers to promote the event.
 - Reach out to local media (community newspapers, TV and radio stations) with a press release to promote the event; in most cases, this is a free placement.



@biggreenegg





Keys to a Successful Demo

Setting the Stage:

- The most successful dealers staff their demos with team members who have completed the Big Green Egg Dealer Training; a Certified EGGspert will provide the best experience for consumers.
- Make sure to schedule plenty of staff to facilitate the demo. We recommend:
 - One associate to cook the food
 - Consider having an additional associate outside to answer consumer questions
 - One associate inside to answer consumer questions and close the sale
- Make full use of the Big Green Egg Employee Purchase Program so that you have a group of EGG fans on your staff. An enthusiastic EGG owner is always the best salesperson!
- Make a good first impression! Your EGG set-up should be clean, using the most current products (new temperature gauge, rEGGulator, Acacia handles and mates).

- Create an exciting atmosphere by using promotional items available through your Big Green Egg Distributor.

To create interest:

- A display of several of different EGG sizes for consumers to explore
- Big Green Egg Pop Up Tents
- Inflatable Mr.EGGhead
- Outdoor Big Green Egg banners
- Big Green Egg bow flags

Giveaways

- Big Green Egg Koozies®
- Big Green Egg bottle openers
- Big Green Egg keychains

- Set the demo in a very visible, high-traffic spot at your store such as near the main entrance, garden center or outdoor display area.



Be Prepared:

- The goal of a Big Green Egg Demo is to show off the flavor of food cooked on an EGG, and to educate consumers about the ease of use, quality and versatility of the product line. Don't feel that you have to be a professional chef to cook for an event ... an EGG demo is a combination of education along with small samples of recipes.
- The foods you choose to cook during your Demo Day do not need to be complicated. Choose foods with just a few ingredients that require very little prep, cooking time or cleanup.
- Call people over to your sample table when food is available; don't wait for them to come over to you. Everyone is a potential customer, and may need encouragement to take the Big Green Egg Taste Test.
- Have a special product offer on EGGs and select EGGcessories.
- Make the EGGs easy to purchase by having EGG packages ready to go, and have the "Special Offer" EGGcessories on display.



Keys to a Successful Demo

Demo Day Checklist:

• Your Display

- Make sure that your demo EGG is clean and displayed in a Nest with Mates, intEGGrated Nest+Handler, Modular Nest, Big Green Egg Table or Big Green Egg Island
- Plan the set-up you will need for the demo (direct vs indirect)
- Table(s) with a cloth for serving samples and displaying promotional materials (LifeStyle Magazine, brochures, recipe cards)
- Big Green Egg charcoal: one bag of each size – 20# and 10# – for display, extra for cooking
- SpeediLight Charcoal Starters or Butane EGGniter
- Big Green Egg Grilling Aprons
- Plenty of Big Green Egg Grilling Tools (tongs, spatulas, knives, etc.)
- Display EGGcessories that you are highlighting during the demo
- Trained EGGsperts!



Big
Green
Egg



The Ultimate Cooking Experience

- **Food and Serving Products**

- Recipe ingredients (any prep work you can do in advance will help)
- Paper products – paper plates (small for bite-size servings), napkins, disposable silverware, toothpicks
- Cooler for food
- Cooler for beverages (small bottles of water are great)
- Ice for coolers

- **Keeping it Clean**

- Disposable gloves, lots of them! Wear them at all times you are handling food and change anytime you touch non-food items.
- Garbage cans with extra liners
- Sanitizer spray and hand sanitizer
- Mesh cover for food items

- **Inside the Store**

- Make sure that your EGG displays are well organized and that prices are clearly marked.
- Make sure that your EGGcessory displays are fully stocked and prices are clearly marked.
- Have an associate dedicated to the Big Green Egg display area to answer questions and close the sale.
- Add some balloons in the Big Green Egg display area to create excitement!



Easy Recipes to Cook at Your Demo

- When planning your menu, make sure that you highlight the ease of use and versatility of the Big Green Egg, along with the basic cooking techniques: Grilling, Roasting, Smoking and Baking. Again, don't feel that you have to provide an entire meal with full portions and sides ... an EGG demo is a combination of education along with small samples of recipes.
- Tie in EGGcessories and other consumables (sauces, seasonings, skewers, disposable drip pans). These are only available at Big Green Egg dealers and drive repeat traffic.
- Here are some ideas for simple, delicious foods to serve at a demo; printable recipe cards for these items are available on EGGsite.

Supplies

- Vinyl gloves for safe food handling
- Napkins
- Small plates and bowls
 - Plastic forks and spoons
 - Serving forks and spoons
 - Paper towels



GRILLING

Sausages

This is an inexpensive way to sample the subtle smoky flavor from the EGG. Try to connect with a local butcher who will give you a great deal on sausage if you hand out his business information.

Ingredients

- Fully cooked sausage (use a variety of flavors available from most groceries or local butchers)
- Big Green Egg Barbecue Sauces

Big Green Egg Equipment

- EGGspander
- Stainless Steel or Silicone Tipped Tongs
- Instant Read or Quick Read Thermometer
- All Purpose Cutting Board
- Stainless Steel Knife Set

Method

- Set the EGG for direct cooking at 350°F/177°C.
- Grill the smoked sausages on the bottom grid for 8-10 minutes, or until hot, turning frequently for even browning. Rotate the hot sausages to the top rack of the EGGspander to keep them warm.
- Slice and serve the sausage on a small plate and encourage the customers to try one of the sauces.



GRILLING

Ancho Chili Steak Tacos

This is a great way to show off the EGGspander. This recipe works well with chicken as well.

Ingredients

- Flank steak
- Big Green Egg Ancho Chile & Coffee Seasoning
- Big Green Egg Sauces and Hot Sauces
- French Crispy Fried Onions
- Soft flour tortillas (small)

Big Green Egg Equipment

- EGGspander
- Stainless Steel or Silicone Tipped Tongs
- All Purpose Cutting Board
- Stainless Steel Knife Set

Method

- Set the EGG for direct cooking at 400°F/204°C with an EGGspander.
- On the cooking grid, grill the flank steak for 2 minutes per side; rest for 2 minutes and then slice thin.
- Warm the tortillas on the top sliding grid. On each tortilla, add meat and top with the onions. Serve the taco on a small plate and encourage the customers to try one of the sauces.



ROASTING

Pork Tenderloin

This easy recipe is great for displaying and sampling the Big Green Egg Seasonings and Sauces.

Ingredients

- Whole pork tenderloins
- Olive oil
- Big Green Egg Sweet & Smoky or Ancho Chile & Coffee Seasoning
- Big Green Egg Sauces and Hot Sauces

Big Green Egg Equipment

- Stainless Steel or Silicone Tipped Tongs
- Instant Read or Quick Read Thermometer
- All Purpose Cutting Board
- Stainless Steel Knife Set

Method

- Set the EGG for direct cooking at 350°F/177°C.
- Trim the pork tenderloin of any excess fat and silver skin. Season with a drizzle of olive oil and a generous amount of Big Green Egg Seasoning.
- Place the tenderloins on the cooking grid. Roast for 15 to 20 minutes, turning occasionally, until the tenderloins reach an internal temperature of 145°F/63°C.
- Remove the tenderloins from the grill and place on a large piece of heavy-duty aluminum foil; wrap tightly and let rest for 10 minutes. Remove to a cutting board and slice.
- Serve the pork on a small plate and encourage the customer to try one of the sauces.

Tip: if you add an EGGspander, you can cook biscuits on the top sliding grid with a baking stone to serve along with the pork tenderloin.



ROASTING

Cedar - Planked Smoked Salmon

This aroma of the cedar planks will draw all of your customers to the EGG. This recipe helps show the versatility of the EGG.

Ingredients

- Salmon filets to fit a Cedar Plank
- Big Green Egg Sweet & Smoky Seasoning
- Thai sweet chile sauce (sold at most groceries)
- **Optional:** Town House Crackers

Big Green Egg Equipment

- Cedar Grilling Planks
- Stainless Steel Spatula
- Stainless Steel or Silicone Tipped Tongs
- Cast Iron Sauce Pot and Brush

Method

- Set the EGG for direct cooking at 350°F/177°C.
- In advance of the demo, place the cedar planks in a pan, cover with water and soak for about 2 hours.
- Season the salmon with Big Green Egg Sweet & Smoky Seasoning. Warm the Thai Chili Sauce in the sauce pot.
- Place the plank on cooking grid, close the dome and heat for about 2 minutes. Using tongs, flip the plank, and then place a salmon on heated side of plank. Using the silicone brush, coat the salmon with the warm sauce. Close the dome and cook for 20-25 minutes.
- Remove from the plank from the EGG and serve the salmon from the plank. Serve on crackers or on a small serving plate.





SMOKING

Chicken Wings

This easy recipe is great for displaying and sampling the Big Green Egg Seasonings and Sauces.

Ingredients

- 3 dozen chicken wings
- Big Green Egg Sweet & Smoky or Savory Pecan Seasoning
- Big Green Egg Sauces and Hot Sauces

Big Green Egg Equipment

- convEGGtor
- EGGspander
- Disposable convEGGtor Pan
- Stainless Steel or Silicone Tipped Tongs
- Instant Read or Quick Read Thermometer

Method

- Set the EGG for indirect cooking with the convEGGtor and a Disposable convEGGtor Pan at 225°F/107°C.
- Rub 3 dozen wings liberally with Sweet & Smoky or Savory Pecan Seasoning. Smoke the wings, turning occasionally, for 1½ to 2 hours or until the internal temperature reaches 165°F/74°C or higher.
- Serve the wings on a small plate and encourage the customers to try one of the sauces.

SMOKING

Roasted Upside Down Chili

By Ray Lampe, Dr. BBQ

This is an eye-catching recipe that draws excitement to the EGG. This recipe takes a bit of time to cook, so start it early in the day. To save time, prep the veggies earlier.

Ingredients

- ¼ cup olive oil
- 1 large yellow onion, chopped
- 1 large green pepper, seeded and chopped
- 4 cloves garlic, crushed
- 2 jalapenos, finely chopped
- 1 – 28 oz can diced tomatoes
- 1 quart beef broth
- 1 cup or your favorite Big Green Egg Barbecue Sauce
- 1/3 cup chili powder
- 2 tablespoons ground cumin
- 1 tablespoon brown sugar
- 1 teaspoon cayenne
- 3 pounds coarse ground beef formed into a large patty
- 2 – 15 oz can cans of dark kidney beans, drained

Big Green Egg Equipment

- EGGspander
- convEGGtor
- Dutch oven
- Stainless Steel or Silicone Tipped Tongs
- Apple Chunks

Method

- Set the EGG for direct cooking at 350°F/177°C.
- Add a Dutch oven (uncovered) to the grid. Add the oil, then add the onion and green pepper and cook until soft. Add the garlic and jalapenos and cook a few more minutes. Add the tomatoes, broth, barbecue sauce, chili powder, cumin, brown sugar and pepper. Mix well and bring to a simmer.
- Remove the Dutch oven and the cooking grid, and then add a couple small chunks of apple wood. Add an EGGspander with a convEGGtor for indirect tiered cooking. Place the Dutch oven on the convEGGtor and continue cooking.
- Place the ground beef patty on the top sliding grid, centered over the Dutch oven so that the meat drips into the chili. Cook for 1½ hours, adjusting the heat to maintain a simmer.
- Remove the meat to a sheet pan. Add the beans to the chili; add more water if needed. Break the meat up with tongs and add it to the pot. Cook for 30 minutes until everything is well blended and slightly thickened.





BAKING

Dump Cake

This recipe is super easy and always gets rave reviews!

Ingredients

- 1 box of complete cake mix, chocolate or yellow
- 2 cans of your favorite pie filling – some of our favorites are:
 - Apple
 - Peach
 - Cherry (especially good with chocolate cake mix)
 - Cherry/pineapple (one can of each)
 - Blueberry
- 1 stick of butter

Big Green Egg Equipment

- convEGGtor
- EGGspander
- 9 inch Round Roasting and Drip Pan
- Cast Iron Sauce Pot

Method

- Set the EGG for indirect cooking with the convEGGtor at 375°F/191°C.
- Spread both cans of the pie filling evenly in the bottom of the pan. Sprinkle cake mix evenly on top of the pie filling (do not mix).
- Melt the butter in the Sauce Pot; drizzle over the cake mix. Place the pan on the cooking grid and bake for 35-45 minutes. Scoop into serving bowls.

BAKING

Take and Bake Pizzas

Thanks to the Big Green Egg, you don't need a fancy wood-fired pizza oven in your backyard to get the best pizza. This easy demo gives your customers a chance to try a food that they are familiar with – oven baked pizza – and taste the difference that an EGG makes. Take and Bake Pizzas are available in several sizes from most groceries, many local pizzerias or from companies such as Papa Murphy's®.

Ingredients

Take and Bake Pizzas
Additional toppings if desired

Big Green Egg Equipment

- convEGGtor
- EGGspander
- Pizza & Baking Stone
- Pizza Peel
- Stainless Steel Pizza Wheel

Method

- Set the EGG for indirect cooking with the convEGGtor and an EGGspander, using the temperature noted on the pizza package.
- Add the Pizza Stone to the bottom rack of the EGGspander until the stone is heated. Add a pizza to the stone and cook until the crust is crispy; with a pizza peel, transfer this pizza to the top rack and cook until the toppings are melty.
- When you move the first pizza to the top rack, begin again with another pizza on the stone on the bottom rack. With this process, you will always have a hot pizza on the way!





Contact your Big Green Egg Distributor if you have any questions about holding a Demo, obtaining promotional materials, or accessing The Big Green Egg Online Learning Center or EGGsite.

BigGreenEgg.com



Dealer testimonials:

“Last weekend we held a Demo at our store. This time of year we normally would sell 3 or 4 EGGs per weekend, but on the demo day we sold 12!”

Big Green Egg Dealer

“A side benefit of holding a Big Green Egg demo is getting new customers into the store. We’ve had people come to a demo that have never been in to the store before ... and end up becoming long term customers.”

Big Green Egg Dealer

“In our territory, dealers who held regular store demos purchased, on average, more than twice the amount of EGGs and EGGcessories than dealers who did not demo.”

Big Green Egg Distributor

“Our EGG sales certainly increase on the day of the demo, but we also see residual sales after for about two weeks afterwards. Demo day sales are higher by far than any other day throughout the year.”

Big Green Egg Dealer

“On Demo Days, we sell a lot of EGGs to soon-to-be EGGheads, but a lot of people attending already have EGGs. They come to the store for charcoal and watch as we demonstrate how to use a new EGGcessory. I hear them comment ‘I didn't think of cooking that on my EGG.’ Then they go right inside and buy the EGGcessory that was being used.”

Big Green Egg Dealer