



Kamado Joe Wins Vesta Award with Revolutionary New Ceramic Grill

Integrating a 3000 year-old cooking method with the latest materials, engineering and production techniques wins top honors and designates this small grill company as a formidable contender in the Kamado grill market.

Atlanta, GA ([PRWEB](#)) March 20, 2011 -- [Kamado Joe](#) debuted its new “Pro Joe” grill and received the highest award in its category at the March 2011 HPBExpo held in Salt Lake City, Utah.

Kamado Joe introduced its new Revolution Series of grills with the “Pro Joe” at the Hearth, Patio & Barbecue Expo. The HPBExpo is North America’s largest indoor-outdoor living exhibition with the leading hearth, patio and barbecue manufacturers and suppliers showcasing their latest and most innovative products.

Pro Joe received the Vesta Award in judged competition under the category of Charcoal, Wood Barbecues & Smokers. Named after the Roman goddess of home and hearth, the Vesta Awards recognize companies for their innovation in product design and/or technology.

Other than size and color, ceramic grills have remained relatively unchanged in the last 40 years. The new “Pro Joe” grill by Kamado Joe changes the status quo. According to Bobby Brennan, President of Kamado Joe, “Innovation always starts with a question. So we asked ourselves, if we had a limitless budget and we used the latest materials, engineering and production techniques to make a ceramic grill what would it look like? The result is the Kamado Joe Pro Joe.” Considered to transcend all other ceramic grills by Mr. Brennan, it carries the highest thermal retention, a more precise temperature control system, reengineered ergonomics, higher functionality and exceptional aesthetic design.

Pro Joe’s shell is a three layer design with an inner ceramic core that averages 2” in thickness which is then wrapped in a ceramic fiber insulation blanket and then housed in a stainless steel outer shell. The main advantage of this new design is the superior heat retention. The new design reduces the exterior temperature by more than half that of the interior temperature. A 400°F inner temperature only yields an exterior temperature of 140°F.

Two new enhancements to the air flow system are a set of precise temperature controls and a proprietary air sealing system. The Pro Joe top and bottom vents are made of investment cast stainless steel with a mirror finish, and the signature dampening system employs a set of markings for precise temperature control. Both vents have a redesigned gasket system that completely seals off the air flow for accelerated cooling and reduced fuel costs.

The “Perfectly Counterbalanced Hinge System” is the most ergonomically advanced feature of the Pro Joe. It was engineered to offset the weight of the lid and also offer static positioning. Only 8 lbs of force is required to raise the 175 lb lid from 0° to 70° and this new system allows the lid to remain stationary at positions as low as 10° from the base.

To expand the functionality of the Pro Joe, the cooking area was redesigned in a two-tier configuration that has an upper and lower set of 3/8” thick stainless steel cooking grates. The 24.5” diameter upper grate has a cooking area of 471 sq in., and the lower grate measures 23.5” in diameter with a 434 sq in cooking area. The lower grate’s primary purpose is the ability to cook at a significantly higher temperature for true steakhouse



searing.

Kamado Joe's Pro Joe grill is intended for planned or existing outdoor kitchens. It has more cooking area than any Kamado grill available and measures 39.5"H x 28"W x 38"D with a weight of 575 lbs. The combination of a brushed stainless steel shell and a polished handle, vents and hinge gives the Pro Joe a very distinctive aesthetic appeal, yet it will compliment the fixtures and outdoor appliances of other manufacturers. A stainless steel grill table is also available.

Pro Joe carries a significantly higher price point. On the retail cost, Brennan stated, "We developed the Pro Joe to offer a consumer, a designer or an architect a high end or luxury charcoal grill option to compliment the high end gas grills and other luxury outdoor appliances that they are specifying for their outdoor kitchens. In our opinion the kamado category did not have an offering for this segment." He adds that "innovation is a key element of our growth strategy. There are tremendous opportunities to be truly innovative within the kamado category and it's critical for our revenue growth that we offer our specialty retail partners new and exciting products every year."

Beyond product development, Brennan believes that the biggest opportunity for growth is in listening, connecting and responding to customers. Brennan stated, "Our distributors and retailers tell us what they need in order to be successful in their local market. We pride ourselves in listening to them and responding with a marketing mix that allows them to compete successfully." He added, "Facebook affords us the opportunity to talk directly to our end user customers and other passionate grillers. Many of our best ideas have come directly from a Facebook conversation that we have had with one of our customers."

For more information or to locate a dealer in your area, please visit their website at www.KamadoJoe.com

About The Kamado Joe Company

The Kamado Joe Company's corporate headquarters are located in Flowery Branch, Georgia. They are dedicated to the innovation, manufacture and sale of ceramic outdoor grills. For more information, please visit www.KamadoJoe.com

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