

What's The Story?

August 19, 2022

CUISINART BRAND

A history of “savoring the good life”

- Creating high-end products in the kitchen since 1973
 - Favored by celebrity chef’s Julia Childs and James Beard
- Innovating to make the experience of cooking easier for at-home chefs
 - Recognized for design simplicity and total functionality
 - Products built to save time and effort
- Today Cuisinart is close to a \$1B small kitchen appliance brand
 - Enjoys 98% unaided brand awareness
 - Compete in over 34 product categories



OUTDOOR GRILLING

Now enabling new culinary experiences outdoors

- Outdoor grilling brand established in 2008
 - Started with grilling accessories & portables
- Expanded to full-size outdoor cooking appliances in 2019
- Continued focus on enhancing the outdoor experience
 - Added pellet grills & pellets for 2020
 - Emergence of prep 'n serve in 2021
 - Outdoor heating & comfort in 2022
- High online review ratings
 - Consistently rewarded with 4.5 stars+
- Largest portfolio of products than any other competitor
 - Compete in over 11 outdoor segments



OUTDOOR GRILLING

Time to experience more

- The cooking experience is moving outside
- People seeking to expand their “menu”
 - More flavors, tastes and foods
- A competitive set often focusing on men/hard-core griller experience
- A heavily male audience, but with plenty women
- Cuisinart grill owners love grilling as much as they love cooking and the Cuisinart brand
- A brand that people know, trust and respect



EXPANDING THE MENU OUTDOORS



OUTDOOR BRAND STORY

Outdoor living has quickly become a more prominent part of our daily lives, blurring the line between indoors and outdoors – especially when it comes to food and entertainment. People are not only cooking outside more often, but also expanding the menu.

While brands like Weber, Traeger and Pit Boss certainly provide quality and ruggedness for outdoor grilling, they lack the style and versatility that many consumers crave in their new and expanding spaces.

For close to 50 years, people have trusted Cuisinart to savor the good life in the kitchen with high-quality innovative products that are versatile, stylish and easy-to-use. And now, with a full range of grills and accessories of the same standards, Cuisinart Outdoor Grilling enables consumers to savor the good life outside as well.

Cuisinart Outdoor Grilling does this because we believe...



THE MORAL OF THE STORY

Outdoor living adds flavor to life.