

FIREMAGIC

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2014 Fire Magic Presentation

CRAFTED WITH PRIDE  IN THE USA

Quality Assurance



100% Testing



Made in America with pride and fully assembled by craftsmen.

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Competition



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Fire Magic vs. Competition!

Outdoor Grill Market Experience in Years

<u>Manufacturer</u>	FIRE MAGIC	Viking	DCS	Dacor	
<u>Outdoor Experience</u>	77	14	21	12	

**In 2014, Fire Magic celebrated their
77th year in the outdoor grill business!**

**Fire Magic grills have been designed to withstand the harsh
and dynamic elements of the outdoors. Nice of the
competition to join us out there. (They all started indoors.)**

Fire Magic vs. Competition!

BTUs per Square Inch of Grilling Area =

(BTUs of the grill divided by the square inches of grilling area)

<u>Manufacturer</u>	FIRE MAGIC	Viking	DCS	Dacor	
<u>BTUs per Sq. Inch</u>	125 BTUs	89 BTUs	105 BTUs	82 BTUs	

This is an important measure because it determines if the grill can reach higher, searing temperatures.

Clearly, Fire Magic excels in this category, but is also designed to function beautifully at lower temperatures for slow cooking.

E790i is **99,000 BTUs / 792 sq. in. grill area = 125 BTU per sq. in.**

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Fire Magic vs. Competition!

Cast Stainless Steel Burners

<u>Manufacturer</u>	FIRE MAGIC	Viking	DCS	Dacor	
<u>Cast SS Burner</u>	Yes, Lifetime warranty on cast stainless steel “E” burner.	No	No	No	

Fire Magic uses 1/4” thick **cast stainless steel burners. Our competition uses rolled tubular stainless steel.
Examples to follow...**

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Gas Grill Burner Comparison



Fire Magic burners are ¼ cast stainless steel.
As you can see, our competition is using thinner, tubular stainless steel.

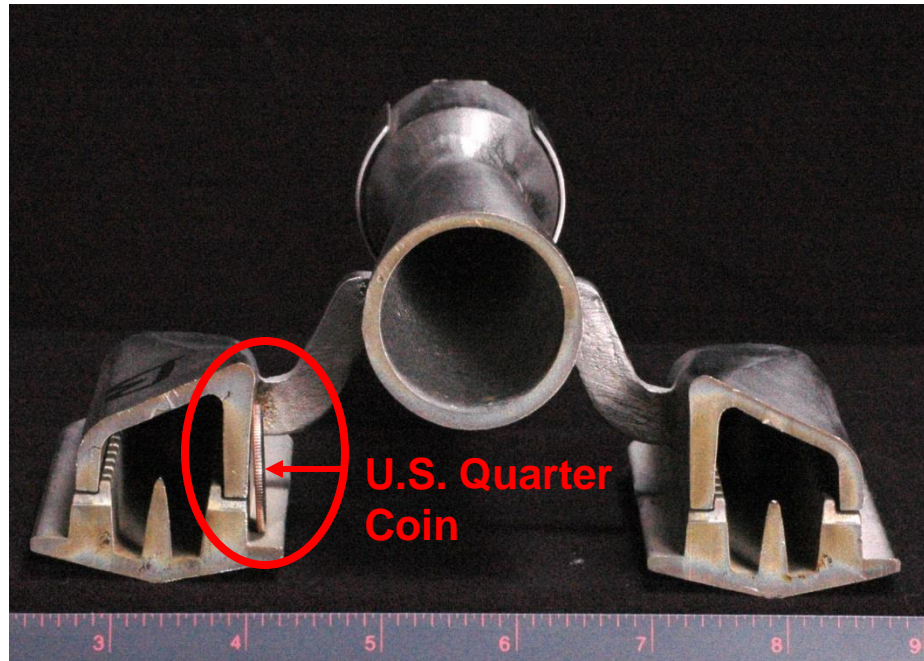
Gas Grill Burner Comparison



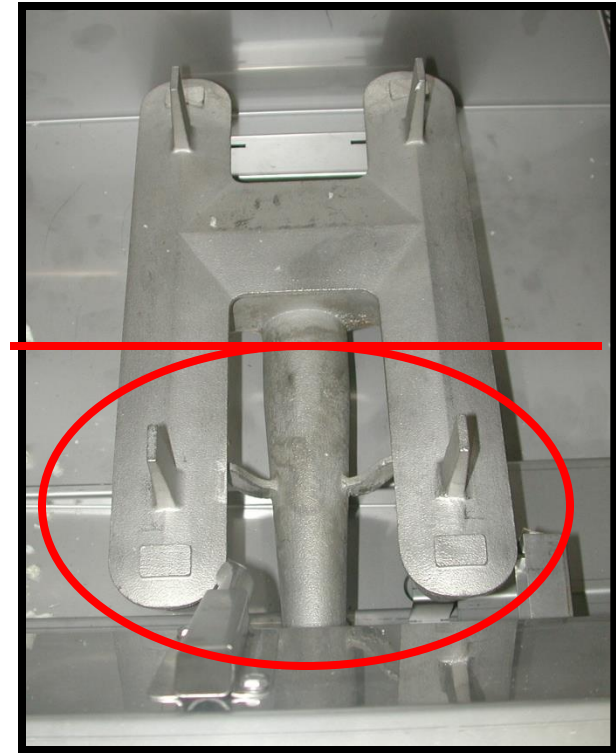
Fire Magic burners are 1/4" cast stainless steel.

As you can see, our competition is using thinner, tubular stainless steel.

Fire Magic "E" Burner Cut-away



Upside down "E" burner cut in half.



"E" burner showing area of cut-away.

This cross-section, cut-away demonstrates the thickness and high quality of the Fire Magic cast stainless steel "E" burner. Its design was inspired by furnace burners—well known for performing at extreme temperatures.

Each burner weighs 12lbs. (5.44kg)!

Fire Magic vs. Competition!

Triple Gourmet Grilling Capability =

(cast stainless steel “E” burners, infra-red burners, and charcoal.)

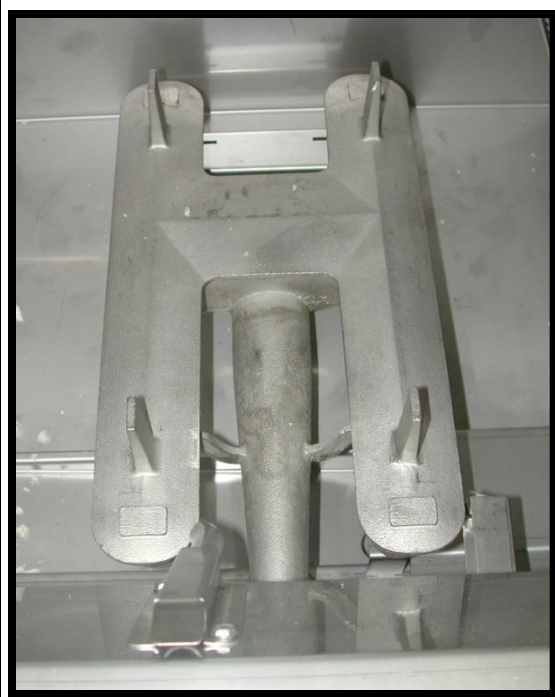
<u>Manufacturer</u>	FIRE MAGIC	Viking	DCS	Dacor	
<u>Triple Gourmet Grilling Capability</u>	Yes, able to use gas, Infra-red, and charcoal.	No	No	No	

Because of the high-quality construction materials, Fire Magic gas grills are able to function at the higher temperatures achieved through infra-red burners and charcoal.

In fact, Fire Magic is one of the only gas grill manufacturers that doesn't void the warranty if charcoal has been used.

Fire Magic Triple Gourmet Grilling Systems

Fire Magic grills support three unique heating methods for grilling. Amazingly, these three are inter-changeable at any time.



Cast stainless
steel "E" burner



Infra-red gas
burner



Charcoal basket, uses "E"
burner for ignition. No lighter
fluid needed. Catches ashes
for easy clean-up.

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Features & Benefits



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Features & Benefits

- **Made in the USA for over 75 years.**
- **Purchased fully assembled and gas specific.**
 - **Gas is field convertible and ship with opposite orifices.**
- **Best warranty in the industry.**
- **Cast stainless steel “E” burner with lifetime warranty!**
- **Heavy-duty stainless steel cooking grids with lifetime warranty.**

Features & Benefits

- **Flavor grid sits atop burner to distribute heat and vaporize drippings for smoke basting. Heavy enough gauge stainless steel to use charcoal. (No lighter fluid needed.)**
- **Triple gourmet grilling capability: Cast stainless steel “E” burner, IR burner or charcoal.**
- **Deep 12” firebox for rotissing meats up to 17” wide and up to 65 lbs.**
- **Innovative features such as hot surface ignition, digital temperature gauges with meat probe, and adjustable smokers.**

Features & Benefits

- **Hot, Hot, Heat**
 - With the cast stainless steel “E” burner the cooking surface reaches ***1,000 degrees, down to 200 degrees!***
 - With an infrared burner the cooking surface reaches ***1,400 degrees!***
 - These temperatures are achieved with the burners deep in the firebox. (Competition has to put their burners close under the grilling surface.) Can you say flare ups!?

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Custom Outdoor Kitchens



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Custom Outdoor Kitchens

**Fire Magic is a complete product line.
Consumers can customize the outdoor
kitchen of their dreams and stay brand pure.**

***Grills, doors, drawers, refrigerators,
kegerators, sinks, side burners, power burners,
charcoal, infrared..... and the list goes on and
on.***

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Island Components



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Doors & Drawers (Just a few...)



Aurora

Note: different handle styles and edges



Echelon



Bar Caddy

Ice Compartment



Bottle Opener

Wine Holder

Slide Panel Open or Closed



Optional Sterno can holder

Easy Slide Drawer

Beverage Center

- Wine glass rack
- Halogen lights
- Faucet & Sink
- Blender
- Bamboo cutting board
- Dry Storage Drawer

Island Model



- Insulated Drawer for ice
- Bottle opener with magnet
- Echelon-style doors
- Side shelves with storage and towel rack on stand-alone model

Stand-alone Model



Fire Magic Kegerator & Refrigerator

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Side Burners Options

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15,000 BTU's
Drop-in Single
Side burner



15,000 BTU's
Slide-in Single
Side burner



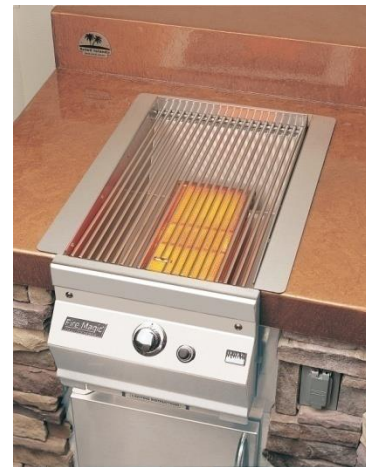
30,000 BTU's
Drop-in Double
Side burner

3,000 - 60,000 BTU's



Power Burner

25,000 BTU's



IR Searing Station

Fry Turkeys,
Boil Seafood,
or delicately
simmer
sauces.



Quickly sear
steaks or grill
veggies.



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Warming Drawer

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**Great for keeping food and
plates warm.**

**Also, great for warming pool
towels.**

Stainless Steel Charcoal Units

- All Stainless Steel



TWO SIZES AVAILABLE:

Model# 12-S101C-A (18" X 24")

Model# 14-S101C-A (18" X 30")

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- Crank to Raise
& Lower Charcoal Pan



Note: Venting along back.

Also available in stand-alone grills.

Stainless Steel Charcoal Smoker Ovens



Note: Smoker oven is designed to be more air-tight for adjustable smoke flavor.

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Accessories



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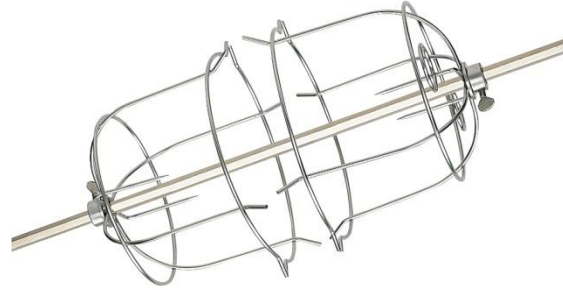
Fire Magic Accessories (Just a few...)



Griddle



Fits on double sideburner or on grill in place of cooking grid



Poultry Basket



Fish basket for rotisserie

Fire Magic Accessories (Just a few...)



Wok



**Fried Turkey/
Seafood Boil Pot**



Fire Magic Accessories (Just a few...)



BBQ tool set



Bamboo cutting board



Grill brush



ECHELON

 DIAMOND SERIES

FIREMAGIC

2014 Echelon Diamond Collection



E1060 (48")



E790 (36")



E660 (30")



Powerburner



Double Sideburner

2014 Echelon Diamond Collection

Diamond Accessories



Diamond Single Searing Station

[VIEW STYLES](#)



Diamond Single Side Burner

[VIEW STYLES](#)



Diamond Double Side Burner

[VIEW STYLES](#)



Diamond Power Burner



Diamond Double Searing Station

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2014 Echelon Diamond Collection



E1060s (48")



E660s (30")



E790s (36")

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2014 Echelon Diamond Features

- Contoured, Sleek Styling
- Lighted Accent Knobs
- Gas Flow (Flame Icon) Indicator
- New Flavor Grids
- New Thermometer Gauge
- Free Infra-red Burner Option

2014 Echelon Diamond Features

Contoured, Sleek Styling



2014 Echelon Diamond Features

Accent Lighting



Blue backlit knobs standard. Thermometer has multiple backlit options:
Blue, Green, Red, or combination. Shown here in **RED**.

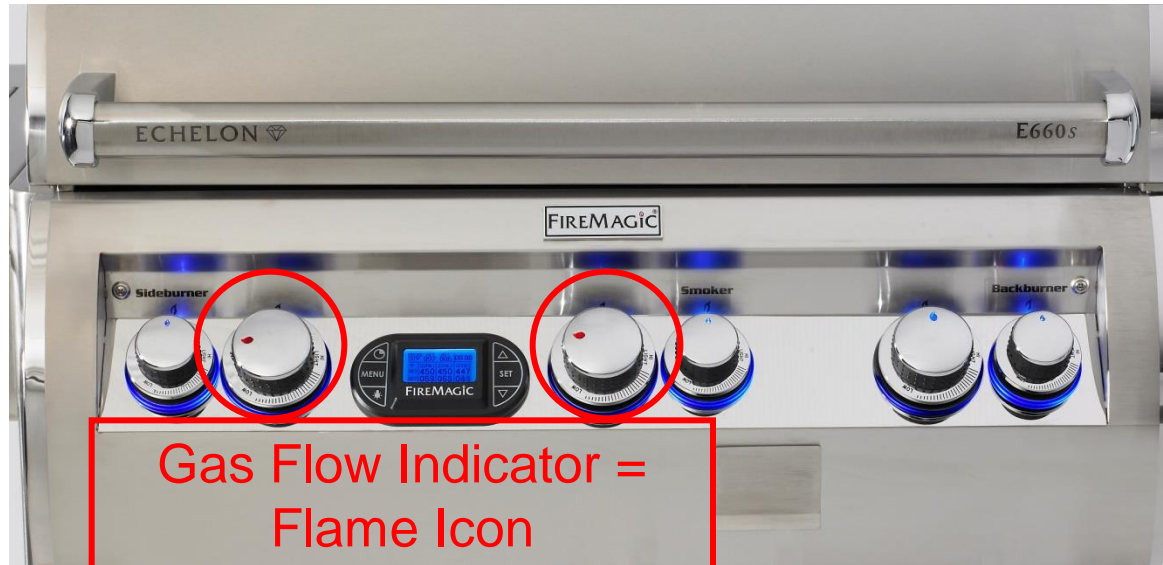
2014 Echelon Diamond Features

Gas Flow Indicator



Power "ON".

No gas flowing.



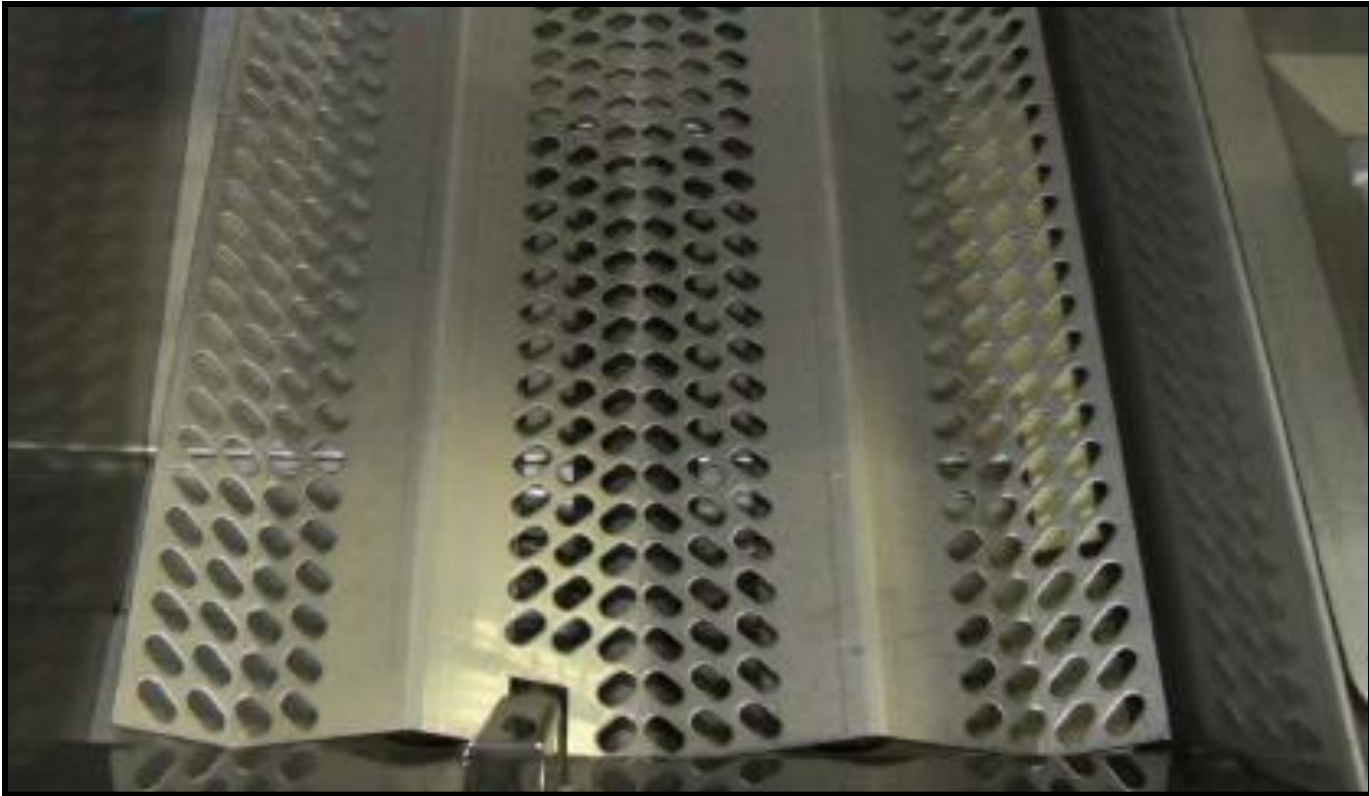
Power "ON".

Gas is flowing.

Gas Flow Indicator =
Flame Icon

2014 Echelon Diamond Features

Flavor grid



Fire Magic flavor grids will all be this style moving forward. These were originally designed for the AOG and later determined to be superior in quality and performance.

2014 Echelon Diamond Features

Thermometer



1. Larger screen
2. Touch pad
3. Able to change background color-Blue, Red, Green or Multi
4. Meat Temp read out
5. Timer
6. Set Temp
7. View individual zones or one at a time
8. Runs on internal power(110v)
9. Auto Off after 30 sec. with no activity

New Thermometer

2014 Echelon Diamond Features

(1) Free Infra-red Burner Option



Fire Magic will include one IR burner installed left side for no charge.

2014 Echelon Diamond Features

Smoker Box



Smoker box has dedicated 3,000 BTU burner.

Let's Look Under the Hood...



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What are the main differences? What is the same with grills?



Features by product line:

- ❖ Fire Magic Echelon Diamond:
 - ❖ Made in USA, 304 SS, Cast SS "E" burner, Lighting tubes, Easy lift hood, SS cooking grids, SS flavor grids, High BTU's, Contoured control panel, Quantum backburner, Heat-zone divider, 110V power source, Halogen grill lights, Lighted knobs, hot-surface ignition, Smoker tray, Window option, Charcoal option, Free IR burner option. Multi-colored electronic thermometer with built-in control function and meat-probe.
- ❖ FM Echelon Diamond "A" (Analog)
 - ❖ Made in USA, 304 SS, Cast SS "E" burner, Lighting tubes, Easy lift hood, SS cooking grids, SS flavor grids, High BTU's, Contoured control panel, Quantum backburner, Heat-zone divider, 110V power source, Halogen grill lights, Lighted knobs, hot-surface ignition, Smoker tray, Window option, Charcoal option, Free IR burner option. Analog thermometer. Functions controlled at master switch.



Features by product line:

- ❖ Fire Magic Aurora
 - ❖ Made in USA, 304 SS, Cast SS "E" burner, Lighting tubes, Easy lift hood, SS cooking grids, SS flavor grids, High BTU's, Charcoal or IR burner option, **110V power source, Halogen grill lights,** Angular control panel, Push-to-light electronic ignition system, SS infra-red backburner, Electronic temperature gauge and meat-probe.
- ❖ Fire Magic Choice
 - ❖ Made in USA, 304 SS, Angular control panel, Push-to-light 9V electronic ignition system, "U" shaped rolled SS burner (14 gauge), SS cooking grids, SS flavor grids.
- ❖ AOG (American Outdoor Grill)
 - ❖ Made in USA, 304 SS, Faceted control panel, Push-to-light 9V electronic ignition system, "U" shaped rolled SS burner (16 gauge), SS cooking grids, SS flavor grids, backburner and infra-red burner option.

Underlined text denotes a "common" feature.

Fire Magic Smoker

Smoker (Model: 24S-SM)



Wood or pellet fueled, gravity-fed, smoker oven. Includes digital thermometer and meat probe.

Also, has optional storage drawer base.

Fire Magic Smoker

Smoker (Model: 24S-SM)



- Commercial Quality
- Meat Probe
- Digital Thermometer
- Multi Air and Smoke Vents
- Holds upto 12 lbs. Of charcoal
- Temp Range-0-450F

Aurora A830s (Charcoal/Gas) Combo



- Combo grill is 50"
- 24" x 18" gas (A430 grill head)
50,000 BTU's
- 22" x 18" charcoal (26,000 gas
starter)

Model Shown: A830s-2E1N-61-CB

Fire Magic Warranty

FIRE MAGIC® OUTDOOR GAS GRILL WARRANTY

LIFETIME WARRANTY

FIRE MAGIC CAST STAINLESS STEEL BURNERS, STAINLESS STEEL ROD COOKING GRIDS, AND STAINLESS STEEL HOUSINGS ARE WARRANTED FOR AS LONG AS YOU OWN YOUR FIRE MAGIC GRILL.

FIFTEEN YEAR WARRANTY

FIRE MAGIC BRASS BURNERS, BRASS VALVES, BACKBURNER ASSEMBLIES (EXCEPT IGNITION SYSTEMS) AND MANIFOLD ASSEMBLIES ARE WARRANTED FOR FIFTEEN (15) YEARS.

THREE YEAR WARRANTY

FIRE MAGIC SIDEBURNERS AND ALL OTHER FIRE MAGIC GRILL COMPONENTS (EXCEPT IGNITION SYSTEMS AND ELECTRICAL PARTS) ARE WARRANTED FOR THREE (3) YEARS.

FIRE MAGIC IGNITION SYSTEMS, ELECTRICAL COMPONENTS (INCLUDING LIGHTS AND THERMOMETER) AND GRILL ACCESSORIES ARE WARRANTED FOR ONE YEAR.

FOR ADDITIONAL INFORMATION REGARDING THIS WARRANTY, CONTACT YOUR AUTHORIZED FIRE MAGIC DEALER

R.H. PETERSON COMPANY

14724 EAST PROCTOR AVE. CITY OF INDUSTRY, CA 91746 WWW.RHPETERSON.COM

3

Best warranty in the industry from a company
that has been there and will be there...

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Thanks for your time!

Are there any questions?



SAVOR THE MOMENT