

# THE NEW MEETING POINT FOR BARBECUE ENTHUSIASTS

Meet us right here!





# WELCOME TO OUR NEW BBQ WORLD

You know us already, but we changed our name and have grown bigger. We have made "BBQ Brands" the new hot meeting point for barbecue enthusiasts. Here you will meet an enthusiastic and hardworking team together with all the best carefully selected brands. All related to the barbecue world and all of the highest quality.

## We changed our name but kept our passion

"Fritz Schur Consumer Products Barbecue Division" is now called "BBQ Brands A/S". More simple, direct and easy to remember. It explains exactly what we are: the new place for strong barbecue brands. With great enthusiasm and passion for everything that makes cooking under the blue sky, more easy, more interesting, more tasty and even nicer. Our passion for the barbecue world has never been greater. And now we have become even more.

## A warm welcome to Jamie Oliver

Jamie Oliver became famous in 1997 as an unpretentious cook who wanted to make a gastronomic revolution for the people based on healthy delicious food. In addition to ten cookbooks, a number of television shows and the establishment of Jamie's Italian restaurant chain and the restaurant Fifteen, Jamie Oliver has also initiated the development of robust kitchen utensils and latest a range of high quality barbecue accessories. We are very proud to welcome Jamie Oliver in the BBQ Brands family with the fuel range of quality grill briquettes, charcoal lumps and firelighters.

## New names and faces in the BBQ Brands team

We have not only added new brands to our world, we have also welcomed three new colleagues. We proudly present:



**Per Dahl**  
Business Manager with responsibility for the Danish market



**Marcus Gunnarsson**  
Business Manager in charge of the Nordic market



**Daniel Fischer**  
Business Manager with responsibility for the European market



Best regards  
Carsten Wandorf, CEO



## Come play with us

With a sparkling new BBQ Brand and a highly updated team of barbecue enthusiasts combined with new high-profile brands like Jamie Oliver we stand as a strong player on the barbecue market. We are proud and happy to offer you our wide range of high quality barbecue products combined with the ultimate service.



# BBQ Brands cover all areas of the barbecue universe

You can always find what you're looking for at BBQ Brands - we are in the best company. Here you will get an overview of the many categories, that we cover. On the next pages you will get a proper introduction to our strong brand members.

## Barbecue fuel



## Barbecue software



## Barbecue hardware



Jamie Oliver

Air Booster  
BBQ  
JET

nature  
of barbecuing

QUICKGLOW

By appointment to The Royal Danish Court  
morso  
since 1953

padamo  
QUICK  
boost your barbecue





### Real BBQ taste heated by Nature

Nature Grill Briquettes are produced from the shells of coconuts growing in Indonesia. The use of coconut shells offers a sustainable, fully renewable and highly eco-friendly alternative without compromising the burning time. Long stable burning time, less smoke and 100% natural has made Nature Premium Grill Briquettes a proud test winner.



### Morsø – Master of Fire

Morsø is known for its unique high-quality stoves since 1853. The great knowledge of fire and its nature has formed the basis for the development of Morsø's latest products: Morsø firelighters in three substances. Efficient and reliable firelighters for outdoor and indoor use. Perfect for BBQ enthusiasts.



### Quick Glow – where it all started

The Quick Glow fuel brand was born in Western Australia in 1991. Created to make outdoor cooking more convenient, safe and efficient, now also offering efficient tools to get the kettle grill started and the cleaning job well done. High international quality for daily use.



### Jamie Oliver has joined us

World-famous brand and cooking icon Jamie Oliver is now part of BBQ Brands. We have entered partnership for exclusive sale of fuel related products. We are happy to present the fuel range of quality grill briquettes, charcoal lumps and firelighters in the strong Jamie Oliver brand. "Cooking outside in the sun is one of life's great pleasures", says Jamie Oliver. We fully agree.





## Give us a call

### Name

Carsten Wandorf, CEO  
Jette Ramgaard, CCO  
Per Dahl, Business Manager Denmark  
Marcus Gunnarson, Business Manager Nordic  
Daniel Fischer, Business Manager Europe  
Dorte Bregnvig, Trade Marketing Manager  
Christopher M.Nielsen, Sales & Trade Marketing Support  
Helle Lysgaard, Business Director  
Kevin Avellino, Business Planner  
Rikke Degn Nielsen, Product Manager  
Laura B Sørensen, Business Planner Trainee  
Annette Winther, Customer Support  
Henriette Weinreich, Brand and Research Manager

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PASSION FOR GRILL

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