

## BRAND PURPOSE

# Manifesto

We all know it's more than just a grill. It's everything that happens before, during, and after. It's knowing the outdoor setup of all outdoor setups has got you covered.

So you can serve the family feast straight off the grill, on time, every time. It's when your picky eater who hates "spicy" food goes back for seconds. And thirds. Or when you kick your feet up and savor the smell of freshly cut grass with a perfectly-chilled Old Fashioned in hand.

We obsess over the details of your grill so you don't miss out on what's happening around it. To us, this is what living is made of. And we quite love the fact that we get to be at the center of it all.



BRAND PURPOSE

Grill for Life™

# GRILL FOR LIFE™

Grill for Life™ has been reimagined to lean into the moments and experiences that happen around the grill—with the strength and durability of Blaze at the center of it all.

To our consumer, it's about getting together with loved ones and forging new relationships. It's more than just throwing steaks on a grill, it is truly a way of life.

