

MANCAVE **WORLDWIDE**

Product Information Guide

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I. GRILLING KITS

The Kings Buffalo Burger Feast

Product Features: 9 buffalo patties (3 lbs.), 2 hickory planks, 2.09 lbs. of The Kings Burger Spice.

Selling Points: Great for easy entertainment. You can impress your friends by cooking your burgers on hickory planks which will add to the flavor and are really easy to use. Feeds 4-9 people.

How to Use: Soak planks in water, beer, wine, or other liquids for 2 hours before use. Season burgers with the Kings Burger Spice. Place plank directly on the grill grate. Place the burgers directly on the plank and grill away!

Cross Selling: Sear the burgers with the steak brand. Use BBQ utensils while cooking.

Tips: Cook burgers on the planks. Liberally apply seasoning to the burgers immediately before placing them on the grill. Only flip once and never press a burger!!

How to Demonstrate: Display the burgers when they are off the grill but still on the planks to the guys...the planks will be a little bit charred giving a dramatic effect.

The Kings Rib Feast

Product Features: 3 lbs. premium loin back ribs, 12 oz. The Kings Traditional Barbeque Sauce, 1.625 lbs. The Kings Barbecue Spice

Selling Points: Unique meal that many are timid about cooking on the grill, but with our Feast and Grilling Rack it's simple, and tastes way better than cooking them in the oven.

How to Use: Its recommended that the ribs be coated in the Kings Traditional BBQ Sauce a few hours prior to grilling. Place in rib rack and grill at 250-260° for 2.5-3 hrs.

Cross Selling: Grill the ribs using the rib rack. Continuously coat them with the baster. Check temperature of ribs with thermometer fork.

Tips: Coating the ribs with the baster continuously will keep them moist and full of flavor. Keeping the grill temperature below 260° will also keep the meat moist.

How to Demonstrate: The ribs look great on the grilling board, considering they are both huge. Display by cutting into individual ribs and serving from board.

The Kings Ultimate Steak Feast

Product Features: Four 12 oz. premium beef rib eye steaks, 3.44 lbs. Jack Daniels Whiskey Chips, 1.8125 lbs. The Kings Ultimate Steak and Roast Rub

Selling Points: Best tasting steak you will ever eat. Very powerful taste from the whiskey chips and steak and roast rub. No brainer for those who are looking for a great tasting steak meal.

How to Use: Pat down both sides of the steaks with The Ultimate Steak and Roast Rub 1hr prior to grilling. Place on grill until steak reaches desired done-ness. Smoke steaks using Smoker Box instructions.

Cross Selling: Sear the steak with the steak brand, use the cast iron smoker box for the wood chips. Using the temperature fork is a sure way to guarantee a steak is cooked to your liking.

Tips: Applying rub to steaks any more than 1-2 hrs prior to grilling will lose its impact as the rub will only penetrate a small distance into the meat, and actually tends to "cure" the meat.

How to Demonstrate: The steaks can also be served in sample form on the grilling board. Cut them either with the serrated edge of the spatula or a Man Cave steakhouse knife.

The Kings Buffalo Steak Feast

Product Features: Four 12 oz. buffalo top sirloin steaks, 2 lbs. used wine barrel chips, 1.875 lbs. The Kings Grilling Spice

Selling Points: Great tasting, tender, reasonably priced steak. The wine barrel chips and grilling spice give it a nice subtle flavor that is not over bearing. Buffalo is a very healthy meat, great for those watching their heart and fat intake. An easy way to easily grill something unique for your next group of visitors.

How to Use: Pat steaks with the Kings Grilling Spice one hour prior to grilling (not absolutely necessary). Grill at 400° over wood chips, as instructed below in the Smoker Box description.

Cross Selling: Sear it with the steak brand and use Man Cave tools throughout the prepping and grilling process. Use the tongs to flip the meat as opposed to the fork, as the juices tend to run out of buffalo meat when punctured.

Tips: Buffalo cooks very fast – reduce cooking time by 20-25% of a beef steak.

How to Demonstrate: Again, handle with the tongs when removing from the grill to place on the grilling board.

The Kings Chicken Feast

Product Features: One of each of The Kings 16oz. chicken breasts (7 total)- Bacon Wrapped Traditional Stuffed, Bacon Wrapped Jalapeno and Cheese Stuffed, Bacon Wrapped Cordon Bleu Stuffed, Raspberry Chipotle, Garlic Butter, Teriyaki, and Cyclops Greek.

Selling Points: Great way to taste all of The Kings chicken breasts and also a great way to please many different palates! They are pre-marinated, so simply place them on the grill straight from the package.

How to Use: Allow chicken to come to room temperature before placing on grill. Place on grill at 450-500° F to sear. Place a sheet pan on the grill grates of a gas grill to achieve this high temp. Grill at 375-400° until the internal chicken temp reaches 165°

Cross Selling: Do all demonstrating using the Man Cave BBQ tools. Remove extremely hot sheet pan wearing the grill gloves.

Tips: When serving, be sure the tool you're serving with has been exposed to HIGH heat before it is served in order to kill any remaining bacteria.

How to Demonstrate: Make sure to let the guests know what they are trying when sampling. This helps to identify which is their favorite and will likely increase sales.

The Kings Chop Feast

Product Features: Two of each of The Kings 16 oz. pork chops (6 total)- Godfather Stuffed, Reuben Stuffed, and Traditional Stuffed.

Selling Points: Great way to taste all of The Kings chops. Variety pack ensures that everyone leaves satisfied. Pork is typically thought of as a meat with little flavor; our variations fill that void!

How to Use: Bring chops to room temperature before grilling. Prepare the grill by grouping coals to one side, effectively creating one side that is considerable hotter. Place chops on the hot

side for one minute, flip and repeat. Move to the cooler side and bring the internal temperature to 160°.

Cross Selling: Shift the pork chops from the hotter side of the grill wearing the grill gloves, due to the extreme heat.

Tips: Many will suggest bringing the internal temperature of pork to 170°; however it is now widely acceptable to only bring it to 160° as pork rearing practices have improved. Your taste buds will thank you!

How to Demonstrate: Let the pork rest on the grilling board for 5-10 minutes before serving, allowing the juices from the stuffing to redistribute back throughout the meat.

The Kings Beer Can Chicken

Product Features: 3 lb. whole chicken with The Kings special spices on it, 2 lbs. hickory wood chips, and a Stainless Steel Chicken Roaster.

Selling Points: Already has The Kings spices on it which you can't get anywhere else. Beer can chicken is the most moist meat you will eat. It's at a discounted price versus buying each item individually. Great way to dive headfirst into the world known as "beer can grilling"!

How to Use: Refer to Beer Can Chicken Roaster and Hickory Wood Chip description for in depth instructions.

Cross Selling: Use the two piece basting and injecting set to inject the chicken. Cut it on the grilling board when done. Use the cast iron smoker box for the wood chips. Remove the roaster from the grill with the grilling gloves.

Tips: Use rice based beer i.e. Budweiser, Sprite, or Coke for best flavor. However, experimenting is a great way to get the family involved by using everyone's favorite beverage/sauce.

How to Demonstrate: When demonstrating, chug half the can of beer or other liquid and talk about how great of a job you have. Once fully cooked, this is where the large surface of the grilling board *really* comes in handy. Use the board to carve the chicken into bite sized pieces for guests to sample.

Maintenance: Give it an initial rinse within one hour of use – this prevents tough grease from sticking to items. Give it a thorough clean in dishwasher or in oven on clean setting.

The Kings Tri Tip Sirloin Feast

Product Features: Two 2lbs. cuts of The Kings famous tri tip sirloin, The Kings Ultimate Steak and Roast Rub, 12 oz. The Kings Sweet and Tangy BBQ sauce, 2 lbs. Mesquite Wood Chips

Selling Points: Tri tip sirloin is a very lean red meat, for those who are health conscious this is a good choice. The Ultimate Steak and Roast Rub is perfect way to make a less expensive cut of meat taste outstanding! This goes also for the Mesquite Wood Chips.

How to Use: Inject meat with The Kings Sweet and Tangy BBQ Sauce. Gently massage the rub into both sides of the meat. Soak two handfuls of the wood chips in water, beer, wine, or other liquid for 1-2 hours before grilling. Place wood chips in smoker box and place smoker box on gas burner, on grill grate, or in charcoal. Continue to baste meat with Kings BBQ sauce every 15 minutes while cooking. Grill for 20 minutes on one side then flip and grill until the internal temperature reaches 140°.

Cross Selling: Sear the steak with the steak brand, use the cast iron smoker box for the wood chips. Using the temperature fork is a sure way to guarantee a steak is cooked to your liking.

Tips: Applying rub to steaks any more than 1-2 hrs prior to grilling will lose its impact as the rub will only penetrate a small distance into the meat, and actually tends to “cure” the meat.

How to Demonstrate: The steaks can also be served in sample form on the grilling board. Cut them either with the serrated edge of the spatula or a Man Cave steakhouse knife.

II. BUFFALO

Buffalo Patties

Product Features: Come in a pack with 9-one third pound patties.

Selling Points: All natural, grain fed buffalo. No hormones are ever used.

How to Use: Get the grill to a high temperature. Lightly oil the bars with vegetable oil - pour oil onto a paper towel, then hold the towel with tongs to wipe the oil onto the grill bars. Season the burgers on both sides with The Kings Grilling Spice right before you put them on the grill. Place the burgers on the grill over direct heat. Cook about 2 to 3 minutes per side, turning once. The internal temperature should be around 165 ° F.

Cross Selling: Sprinkle The Kings Grilling Spice on both sides of the burgers immediately before placing them on the grill. Cooking on hickory plank or with hickory chips works well. The Kings Barbeque Sauces make a nice BBQ burger. Discuss The Kings Buffalo Burger Feast as an easy way to get the meat and the accessories. Sear with the steak brand.

Tips: Very lean meat so it cooks fast. Do not press down on the burgers with the spatula during cooking - this only squeezes out the juices, encourages flame-ups and dries out the burger.

How to Demonstrate: It is advantageous to the Advisor to let the guests taste the burger on its own, without buns and condiments. This allows the guests to taste how much better this burger actually is. This should increase sales.

Buffalo Ribeye

Product Features: Comes in a pack of four 12 oz. steaks. 3 total pounds. This is a fattier cut of meat than sirloin and tenderloin, which many individuals love for the extra flavor.

Selling Points: All natural, grain fed buffalo. No hormones are ever used. Ribeye is an incredibly tender steak, less tender than tenderloin but more tender than sirloin. The higher fat content allows the ribeye to absorb more seasoning, rubs, smoke, and overall flavor.

How to Use: Pat steaks with the Kings Grilling Spice one hour prior to grilling. Using the rub any longer than 1-2 hrs prior will not increase the flavor but instead acts to cure the meat. Grill at 400° over wood chips, as instructed below in the Smoker Box description.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Sear with the steak brand. Use the tongs to flip the meat as opposed to the fork, as the juices tend to run out of buffalo meat when punctured.

Tips: Do not flip the steak more than once per side if you can help it. Make sure steak is completely thawed before cooking. Buffalo cooks very fast – reduce cooking time by 20-25% of a beef steak.

How to Demonstrate: Again, handle with the tongs when removing from the grill to place on the grilling board. This is also another meat that you may want to have guests try on its own, due to its great flavor.

Buffalo Sirloin

Product Features: Comes in a pack of four 12 oz. steaks, totaling 3 total pounds. This buffalo sirloin contains less fat than rib eye but more fat than tenderloin.

Selling Points: All natural, grain fed buffalo. No hormones are used. Lower price point but still really tender and makes for a great way to experiment with new flavor combinations and grilling techniques. Buffalo is very lean, making it a great choice for those closely watching their health.

How to Use: Pat steaks with the Kings Grilling Spice one hour prior to grilling. Using the rub any longer than 1-2 hrs prior will not increase the flavor but instead acts to cure the meat. Grill at 400° over wood chips, as instructed below in the Smoker Box description.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Sear with the steak brand and use Man Cave tools throughout the prepping and grilling process. Use the tongs to flip the meat as opposed to the fork, as the juices tend to run out of buffalo meat when punctured.

Tips: Do not flip the steak more than once per side if you can help it. Make sure steak is completely thawed before cooking. Buffalo cooks very fast – reduce cooking time by 20-25% of a beef steak.

How to Demonstrate: Again, handle with the tongs when removing from the grill to place on the grilling board. This is also another meat that you may want to have guests try on its own, due to its great flavor.

Buffalo Tenderloin

Product Features: Comes in a pack of six 8 oz. steaks, totaling 3 pounds. The leanest steak we offer.

Selling Points: All natural, grain fed buffalo. No hormones are ever used. The most tender steak we offer. Buffalo is a unique way to impress guests and is really easy to grill. Very moist and appetizing.

How to Use: Pat steaks with the Kings Grilling Spice one hour prior to grilling. Using the rub any longer than 1-2 hrs prior will not increase the flavor but instead acts to cure the meat. Grill at 400° over wood chips, as instructed below in the Smoker Box description.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Sear with the steak brand and use Man Cave tools throughout the prepping and grilling process. Use the tongs to flip the meat as opposed to the fork, as the juices tend to run out of buffalo meat when punctured.

Tips: Do not flip the steak more than once per side if you can help it. Make sure steak is completely thawed before cooking. Buffalo cooks very fast – reduce cooking time by 20-25% of a beef steak.

How to Demonstrate: Again, handle with the tongs when removing from the grill to place on the grilling board. This is also another meat that you may want to have guests try on its own, due to its great flavor.

III. BEEF

Premium Beef Rib Eye Steak

Product Features: Comes in a pack of four -12 oz. steaks. 3 total pounds. Is a fattier cut of meat than the top sirloin we offer, which gives a little more flavor.

Selling Points: Aged for 21 days. Hand cut by butchers who all have more than 20 years of experience so you can be sure you're getting the best cut for your money. Most flavorful steak you will eat.

How to Use: Pat down both sides of the steaks with The Ultimate Steak and Roast Rub 1hr prior to grilling. Place on grill until steak reaches desired doneness using the Man Cave Fork Thermometer. Smoke steaks using Smoker Box instructions.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Sear with the steak brand. Handle with the Man Cave three piece grilling set while wearing the Man Cave grilling gloves.

Tips: Do not flip the steak more than once per side if you can help it. Make sure steak is completely thawed before cooking.

How to Demonstrate: The steaks can also be served in sample form on the grilling board. Cut them either with the serrated edge of the spatula or a Man Cave steakhouse knife.

Premium Top Sirloin Steak

Product Features: Comes in a pack of four 12 oz. steaks. 3 total pounds. A very lean cut.

Selling Points: Aged for 21 days. Hand cut by butchers who all have more than 20 years of experience so you can be sure you're getting the best cut for your money.

How to Use: Pat down both sides of the steaks with The Ultimate Steak and Roast Rub 1hr prior to grilling. Place on grill until steak reaches desired doneness using the Man Cave Fork Thermometer. Smoke steaks using Smoker Box instructions.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Sear with the steak brand. Handle with the Man Cave three piece grilling set while wearing the Man Cave grilling gloves.

Tips: Do not flip the steak more than once per side if you can help it. Make sure steak is completely thawed before cooking. Cook until desired doneness is reached. Use your thermometer to do so.

How to Demonstrate: The steaks can also be served in sample form on the grilling board. Cut them either with the serrated edge of the spatula or a Man Cave steakhouse knife.

Tri Tip Sirloin

Product Features: One 2lbs. cut of The Kings famous tri tip sirloin.

Selling Points: Tri tip sirloin is a very lean red meat, for those who are health conscious this is a good choice.

How to Use: Grill for 20 minutes on one side then flip and grill until the internal temperature reaches 140°. The sirloin is also great to smoke and inject because of its longer cooking time.

Cross Selling: Use in conjunction with the cast iron smoker box, 2 piece basting and injecting set, and cut on the grilling board.

Tips: Applying rub to steaks any more than 1-2 hrs prior to grilling will lose its impact as the rub will only penetrate a small distance into the meat, and actually tends to “cure” the meat. Because the tri tip sirloin is actually more like a roast, it need to be grilled longer than a traditional steak. This give you the opportunity to infuse it with more smoke flavor longer, take advantage!!
How to Demonstrate: The steaks can also be served in sample form on the grilling board. Cut them either with the serrated edge of the spatula or a Man Cave steakhouse knife.

IV. SNACK STICKS

Snack Sticks

Product Features: Six beef snack sticks per package (8 oz. total).

Selling Points: Unique flavor combinations. Low price point.

How to Use: Place in refrigerator a few hours before use to give time to thaw.

Cross Selling: Cut up using a Man Cave knife.

Tips: When arranging different flavors for tasting, it is a good idea to label each individual flavor. If the guest knows what they are tasting while sampling, they will be more likely to buy.

How to Demonstrate: These make for a great finger food at MEATings. Simply cut into bite sized pieces and serve.

Cheesy Beer

Selling Points: Cheese and beer... two of man’s favorite flavors.

Pepper

Selling Points: Spicy snack sticks.

Teriyaki

Selling Points: Classic Asian flavor, not typically applied to beef sticks.

Jalapeno Cheese

Selling Points: Made with real chunks of jalapeño and cheese.

Pizza

Selling Points: Kids (and adults) will go crazy for this tasty snack.

Honey BBQ

Selling Points: Infused with a sweet and tangy flavor.

V. PORK AND RIBS

PORK CHOPS

Product Features: Six 16 oz. chops per package

Selling Points: Unique flavor combinations that are pre-stuffed meaning no work for the chef! Just throw on the grill and enjoy!

How to Use: Bring chops to room temperature before grilling. Prepare the grill by grouping coals to one side, effectively creating one side that is considerable hotter. Place chops on the hot side for one minute, flip and repeat. Move to the cooler side and bring the internal temperature to 160°.

Cross Selling: Shift the pork chops from the hotter side of the grill wearing the grill gloves, due to the extreme heat.

Tips: Many will suggest bringing the internal temperature of pork to 170°; however it is now widely acceptable to only bring it to 160° as pork rearing practices have improved. Your taste buds will thank you!

How to Demonstrate: Let the pork rest on the grilling board for 5-10 minutes before serving, allowing the juices from the stuffing to redistribute back throughout the meat.

Reuben Stuffed Chop

Selling Points: Has the great flavor of a Reuben stuffed right into it- corned beef, sauerkraut, and Swiss cheese.

Traditional Stuffed Chop

Selling Points: Has a traditional bread crumb stuffing, reminiscent of Mom's Thanksgiving dinner!

The God Father Stuffed Chop

Selling Points: Stuffed with ham, capicola, salami, and cheese. An Italian twist on an otherwise boring pork chop! Our best selling chop.

Premium Pork Loin Back Ribs

Product Features: One rack of premium loin back ribs totaling 3 pounds.

Selling Points: Hand cut by butchers with 20 years of experience each. This insures your always getting the best racks.

How to Use: Its recommended that the ribs be coated in the Kings Traditional BBQ Sauce a few hours prior to grilling. Place in rib rack and grill at 250-260° for 2.5-3 hrs.

Cross Selling: Rub with The Kings Ultimate Steak and Roast Rub. Sprinkle with The Kings Cajun Spice. Smoke it with mesquite wood chips. Baste it in The Kings Barbeque Sauce. Use the non-stick rib rack.

Tips: If flavoring with a rub, don't place on meat more than 1-2 hrs before grilling as this will have a curing effect on the ribs, making them taste more like ham. Marinating can be done any length of time in advance. Coating the ribs with the baster continuously will keep them moist and

full of flavor. Keeping the grill temperature below 260° will also keep the meat moist. Check temperature of ribs with thermometer fork

How to Demonstrate: The ribs look great on the grilling board, considering they are both huge. Display by cutting into individual ribs and serving from board.

VI. CHICKEN

WHOLE BBQ SPICED CHICKEN

Product Features: A whole 3 lb. chicken seasoned with the Kings BBQ spice.

Selling Points: The chicken is already spiced; its going to be tough to season this one incorrectly because we've already done it for you!

How to Use: We recommend grilling a chicken by using our Beer Can Chicken Roaster. Refer to Beer Can Chicken Roaster instructions below or the Man Cave Grilling Guide for details.

Cross Selling: Grill by using our Beer Can Chicken Roaster. Wear the grilling gloves when placing the chicken on the grill and also when removing it. Use the grilling board to cut the chicken once it is finished.

Tips: It is advised that chicken be grilled until it reaches an internal temperature of 160°. Take the temperature from the middle of the thickest point of the chicken using the Fork Thermometer. The thickest part of a whole chicken is typically the breast.

How to Demonstrate: Once fully cooked, this is where the large surface of the grilling board *really* comes in handy. Use the board to carve the chicken into bite sized pieces for guests to sample.

WHOLE UNSEASONED CHICKEN

Product Features: A whole 3 lb. unseasoned chicken.

Selling Points: This whole chicken is an adventurous grillers chance to get creative! We have left this chicken a blank canvas for those who want to grill up a chicken exactly how they want it.

How to Use: We recommend grilling a chicken by using our Beer Can Chicken Roaster. Refer to Beer Can Chicken Roaster instructions below for details.

Cross Selling: Grill by using our Beer Can Chicken Roaster. Wear the grilling gloves when placing the chicken on the grill and also when removing it. Use the grilling board the cut the chicken once it is finished. Spice it or smoke it with The Kings Stock spices, rubs, and/or wood chips.

Tips: It is advised that chicken be grilled until it reaches an internal temperature of 160°. Take the temperature from the middle of the thickest point of the chicken using the Fork

Thermometer. The thickest part of a whole chicken is typically the breast. Experimenting is a great way to get the family involved by using everyone's favorite beverage/sauce and spices.

How to Demonstrate: Once fully cooked, this is where the large surface of the grilling board *really* comes in handy. Use the board to carve the chicken into bite sized pieces for guests to sample.

MARINATED CHICKEN BREASTS

Product Features: Six 16 oz breasts per package. Each is individually packaged and marinated in one of our four flavors.

Selling Points: Marinated with the Kings Stock marinade which makes this the juiciest chicken breast you've ever tasted. Plenty of extra marinade included in packaging to allow for basting. Seven different flavors make it possible to please everyone!

How to Use: Place breasts in refrigerator up to 24 hours prior to grilling. Pre heat grill to medium-high heat. Grill breasts for 6-7 minutes on each side or until desired doneness is reached.

Cross Selling: Cut on grilling board. Cut with steak house knife. Sear with steak brand.

Tips: Never thaw meat at room temperature as it is a perfect breeding ground for bacteria, especially in the case of chicken. Overcooking chicken will lead to a very dry breast.

How to Demonstrate: Arrange the different flavors of chicken breasts on the grilling board. It is a good idea to devise a way to denote which flavor is which.

Chicken Breast Butter Garlic

Selling Points: Comes marinated in a great garlic butter sauce making it great for any occasion. Goes especially well with pasta. Easy way to make great tasting chicken without worrying whether your or not your marinade turned out.

Chicken Breast Raspberry Chipotle

Selling Points: Comes marinated in raspberry chipotle mix but don't be fooled- it tastes great. Unique flavor combination is both sweet and spicy. The simplest way to make a gourmet tasting meal without all the work.

Chicken Breast Cyclops Greek

Selling Points: The Cyclops Greek is the most subtle tasting chicken breast that we offer, which is great when pairing with very flavorful sides.

Chicken Breast Teriyaki

Selling Points: Marinated in the sweet soy sauce marinade most commonly known as Teriyaki. Try pairing this breast with rice and some sake!

STUFFED CHICKEN BREASTS

Product Features: Six 16 oz breasts per package. Each is individually packaged. Every breast is wrapped with multiple bacon strips and stuffed.

Selling Points: Marinated with the Kings Stock marinade which makes this the juiciest chicken breast you've ever tasted. Plenty of extra marinade included in packaging to allow for basting. Seven different flavors make it possible to please everyone!

How to Use: Place breasts in refrigerator up to 24 hours prior to grilling. Pre heat grill to medium-high heat. Grill breasts with indirect heat until it reaches 160°. This could take up to a half hour.

Cross Selling: Cut on grilling board. Cut with steak house knife. Sear with steak brand.

Tips: Never thaw meat at room temperature as it is a perfect breeding ground for bacteria, especially in the case of chicken. Overcooking chicken will lead to a very dry breast. Be careful when flipping the breasts so that the bacon does not fall off of it. You may want to use toothpicks to keep the bacon on for sure. Also make sure you don't burn the bacon.

How to Demonstrate: Arrange the different flavors of chicken breasts on the grilling board. It is a good idea to devise a way to denote which flavor is which.

Chicken Breast Bacon Wrapped Jalapeno and Cheese Stuffed

Selling Points: Think Cordon Bleu but with a North American twist. This breast is stuffed some of the best flavors known to man: peppers and cheese!

Chicken Breast Bacon Wrapped Cordon Bleu Stuffed

Selling Points: This one is a culinary classic: chicken wrapped around ham and Swiss cheese.

Chicken Breast Bacon Wrapped Traditional Stuffed

Selling Points: Loaded with traditional Thanksgiving style bread stuffing. Guests will think that you were slaving over this meal for hours, when all you actually did was toss it on the grill.

VII. BRATS

Brats

Product Features: 8 links in a 2lb. package.

Selling Points: Unique flavors found virtually nowhere else. One our easiest items to grill. A normal brat is usually enough to satisfy most people, but with the multitude of flavors we provide you simply can't go wrong!

How to Use: Place in refrigerator for up to 24 hours before grilling. Place brats on grill at a medium-low heat and grill for 20-25 minutes.

Cross Selling: Use brat roller. Cut up and put on circle kabob skewer. Slice and use as a topping on a grill stone pizza. Cut on grilling board. Cut with steak house knife.

Tips: Never turn brats with a fork as puncturing will release the great flavor. Slower is better for grilling brats. Try to avoid flare ups as a burnt brat is a sure sign of an amateur!

How to Demonstrate: Have the brats slowly cooking as you speak or prepare other foods. Once they are done either serve on a crusty roll or sliced and displayed as samples on the grilling board. It also works to have the brats done ahead of time and already cut up so when people show up they can have something to eat right away.

Bacon Cheeseburger

Selling Points: Contains two of man's favorite flavors- brat and cheeseburger. Great way to impress guests with a unique flavor they haven't had before but are sure to love.

Brat Pizza with Mozzarella

Selling Points: Great for kids and people who love pizza. Cut up and use on pizza grilled with Pizza Stone Set if you want to cross sell it.

Brat Pepperoni

Selling Points: Great for kids and people who love pizza. Cut up and use on pizza grilled with Pizza Stone Set if you want to cross sell it.

Brat Beer

Selling Points: Has a genuine beer flavor. Wash down with a tall one out of a Man Cave beer mug.

Brat Beer and Cheddar

Selling Points: Has a genuine beer flavor. Wash down with a tall one out of a Man Cave beer mug.

Brat Signature

Selling Points: Classic brat flavor. Can't go wrong with this one.

Brat Signature Chicken

Selling Points: Classic brat flavor, but made out of chicken meat for a healthy touch.

Brat Smoked Andouille

Selling Points: Spiced and heavily smoked. Often used in pastas.

Brat Smoked Polish

Selling Points: Traditional polish sausage with great smoky flavor.

Brat Southwest Fiesta

Selling Points: Very unique flavor, tastes great on nachos.

Brat Wild Rice

Selling Points: A very popular unique brat- great tasting.

Brat Bison

Selling Points: Very healthy due to buffalo meat. Still tastes great.

Brat Chili Cheese

Selling Points: Unique flavor combination- tastes great cut up and put into chili.

Brat Fajita

Selling Points: Unique flavor tastes great with salsa on a bun.

Brat German

Selling Points: Classic German bratwurst taste. Add sauerkraut to this one.

Brat Hot Italian

Selling Points: Spicy Italian flavored sausage. Goes good as a topping on grill stone pizza or in pastas.

Brat Jalapeno Cheese

Selling Points: Cheesy and spicy. Goes great on nachos.

Brat Mild Italian

Selling Points: Mild Italian flavor goes good as a topping on grill stone pizza or in pasta.

Brat Mushroom and Swiss Chicken

Selling Points: Great flavor like a mushroom and swiss burger. Chicken is healthy.

Brat Old Style Pork

Selling Points: Great traditional flavored brat. Not too spicy.

Brat Pa's Black Bull BBQ

Selling Points: Great barbeque flavored brat.

Brat Buffalo Bleu Cheese

Selling Points: This is the best selling meat item we carry. Flavored with real, spicy buffalo sauce and bleu cheese.

Brat Apple

Selling Points: Unique flavor that has a great sweet kick.

Brat Wine and Cheese

Selling Points: For the more "refined" brat loving pallets.

Brat Tomato Basil with Parmesan

Selling Points: Unique flavor reminiscent of a European dish.

Brat Chicken Chipotle Ranch

Selling Points: The ranch flavor has largely increased in popularity and offsets the spiciness of the chipotle.

Brat Reuben

Selling Points: Brat with the distinct flavors of beef, sauerkraut, and Swiss cheese.

Brat Sauerkraut and Beer

Selling Points: Tailgate party wrapped up in a brat!

Brat Sauerkraut and Cheese

Selling Points: Two very distinct flavors fused into one.

Brat Jalapeño Pineapple

Selling Points: The spiciness of the jalapeño is offset by the sweetness of the pineapple.

Brat Chicken Cordon Bleu

Selling Points: This brat could have easily be mistaken for one sent straight from France.

Brat Bacon Ranch

Selling Points: Bold bacon and zesty ranch. Enough said...

Brat Philly Cheese

Selling Points: A tried and true flavor straight from the streets of Philadelphia.

Brat Cranberry Wild Rice

Selling Points: Two unique flavors paired together work great diced into a wild rice dish.

VIII. SPICES, SAUCES, MARINADES AND RUBS

The Kings Burger Spice

Product Features: 2. lbs. of seasoning in airtight container. Contains salt, black and red pepper, garlic, and butter flavor. (Contains the allergen milk.)

Selling Points: Great for seasoning burgers. Over 2 lbs of spice so load those burgers up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Season each side with 1 tablespoon of the Burger spice and let rest for 15 minutes. This acts as a quick marinade.

Cross Selling: Season the King's Stock Buffalo patties for an extra kick. Add a touch more spice while grilling with the Man Cave Long Handled Salt and Pepper Shaker.

Tips: There's no reason to over season, especially when you're grilling great tasting meat such as our Buffalo Patties. Do not leave the seasoning on too long before grilling, as this will act to cure the meat. A max of 15 minutes is a good rule.

How to Demonstrate: Season and prepare the burgers as the grill warms up. Pass the spice container around for the guests to smell and possibly taste.

Maintenance: Be sure to seal the unused spice in its airtight container out of direct sunlight. Do not keep in the freezer as this can lead to condensation when thawed, thus reducing its flavor. Spices should last for up to 2 years if stored properly.

The Kings Cajun Spice

Product Features: 1.62 lbs. of seasoning in airtight container. Contains salt, spices, paprika, sugar, granulated onion, garlic and wheat flour. (Contains the allergen milk)

Selling Points: Great for giving anything a spicy flare. There is over 1.5 lbs of spice so you can load that meat up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Season each side with 1 tablespoon of the Cajun spice and let rest for 15 minutes. This acts as a quick marinade.

Cross Selling: Use the Kings Cajun Spice on our unseasoned whole chicken and grill it on our beer can chicken cooker! Add a touch more spice while grilling with the Man Cave Long Handled Salt and Pepper Shaker.

Tips: There's no reason to over season, especially when you're grilling great tasting meat such as the Kings Stock line. Do not leave the seasoning on too long before grilling, as this will act to cure the meat. A max of 15 minutes is a good rule.

How to Demonstrate: Season and prepare the meat as the grill warms up. Pass the spice container around for the guests to smell and possibly taste.

Maintenance: Be sure to seal the unused spice in its airtight container out of direct sunlight. Do not keep in the freezer as this can lead to condensation when thawed, thus reducing its flavor. Spices should last for up to 2 years if stored properly.

The Kings Grilling Spice

Product Features: 1.93 lbs. of seasoning in airtight container. Contains salt, sugar, spices, pepper, onion, natural smoke flavor, garlic and dextrose.

Selling Points: Great for giving your favorite cut of meat a little extra flavor. This is our own version of a "season-all". Almost 2 lbs of spice so load that meat up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Season each side with 1 tablespoon of the grilling spice and let rest for 15 minutes. This acts as a quick marinade.

Cross Selling: Use our grilling spice on any and all of our King's Stock meats, especially beef! Add a touch more spice while grilling with the Man Cave Long Handled Salt and Pepper Shaker.

Tips: There's no reason to over season, especially when you're grilling great tasting meat such as the Kings Stock line. Do not leave the seasoning on too long before grilling, as this will act to cure the meat. A max of 15 minutes is a good rule.

How to Demonstrate: Season and prepare the meat as the grill warms up. Pass the spice container around for the guests to smell and possibly taste.

Maintenance: Be sure to seal the unused spice in its airtight container out of direct sunlight. Do not keep in the freezer as this can lead to condensation when thawed, thus reducing its flavor. Spices should last for up to 2 years if stored properly.

The Kings Barbecue Spice

Product Features: 1.625 lbs. of seasoning in airtight container. Contains sugar, salt, paprika, onion, spices, monosodium glutamate and natural smoke flavor.

Selling Points: A very easy way to add a smokehouse taste to your favorite meats. Over 1.5 lbs of spice so load that meat up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Season each side with 1 tablespoon of the grilling spice and let rest for 15 minutes. This acts as a quick marinade.

Cross Selling: Use our grilling spice on any and all of our King's Stock meats, especially ribs and pork! Add a touch more spice while grilling with the Man Cave Long Handled Salt and Pepper Shaker.

Tips: There's no reason to over season, especially when you're grilling great tasting meat such as the Kings Stock line. Do not leave the seasoning on too long before grilling, as this will act to cure the meat. A max of 15 minutes is a good rule.

How to Demonstrate: Season and prepare the meat as the grill warms up. Pass the spice container around for the guests to smell and possibly taste.

Maintenance: Be sure to seal the unused spice in its airtight container out of direct sunlight. Do not keep in the freezer as this can lead to condensation when thawed, thus reducing its flavor. Spices should last for up to 2 years if stored properly.

The Kings Sweet and Tangy Barbeque Sauce

Product Features: 12 oz. of sweet and tangy barbeque sauce in a resealable glass jar. Contains tomato puree, cane and brown sugar, corn syrup solids, vinegar, corn starch, salt, spices, worcestershire sauce solids, celery, citric acid, potassium sorbate and sodium benzoate added to preserve freshness.

Selling Points: Great for anything you want to add a sweet and tangy flavor to, especially ribs and pork! Also works as a dipping sauce.

How to Use: Baste meats on the grill by liberally brushing the sauce on while the meat is cooking. It is best to apply during the last 5 to 15 minutes of cooking, once the meat is mostly cooked.

Cross Selling: Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it's on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: It is usually a mistake to use barbeque sauce as a marinade because of its high sugar content. This usually leads to the sugar burning.

How to Demonstrate: Grill your chosen meats and baste them in the last few minutes in the sauce. Display the sauce in the bottle, on the meat and also in a dish meant for dipping.

Maintenance: Unopened our barbecue sauce can be kept unopened in the pantry for roughly 12 months, if kept out of direct sunlight. Once opened, be sure to reseal the cap and it should last up to 6 months if refrigerated.

The Kings Traditional Barbeque Sauce

Product Features: 12 oz. of traditional barbeque sauce in a resealable glass jar. Contains tomato puree, cane and brown sugar, corn starch, vinegar, salt, spices, onion and garlic powder, Worcestershire sauce solids, celery, caramel color, potassium sorbate and sodium benzoate added to preserve freshness.

Selling Points: Great for anything you want to add a traditional barbeque flavor to, especially ribs and pork! Also works as a dipping sauce.

How to Use: Baste meats on the grill by liberally brushing the sauce on while the meat is cooking. It is best to apply during the last 5 to 15 minutes of cooking, once the meat is mostly cooked.

Cross Selling: Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it's on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: It is usually a mistake to use barbeque sauce as a marinade because of its high sugar content. This usually leads to the sugar burning.

How to Demonstrate: Grill your chosen meats and baste them in the last few minutes in the sauce. Display the sauce in the bottle, on the meat and also in a dish meant for dipping.

Maintenance: Unopened our barbecue sauce can be kept unopened in the pantry for roughly 12 months, if kept out of direct sunlight. Once opened, be sure to reseal the cap and it should last up to 6 months if refrigerated.

The Kings Barbeque Marinade

Product Features: ½ gallon (64 oz) of Barbeque Marinade in a “tip n pour” container. Contains water, sugar, hydrolyzed protein from soy, corn and whey, dextrose, salt, spices, molasses, onion and garlic powder, caramel color, xanthum, natural smoke flavor, citric acid and sodium benzoate to preserve freshness. Contains the allergen milk.

Selling Points: Great for giving any meat extra flavor, moisture and tenderness. The bottle has an integrated “tip-n-pour” spout meaning it has a measuring reservoir to pour exactly the amount you need every time. A half gallon is enough to marinade enough meat to feed an army!

How to Use: Simply place meat in a bowl or Ziploc bag and add 3-4 oz of marinade per pound of meat. Use measuring spout to measure precisely the amount you need. Then refrigerate for 2 to 24 hours.

Cross Selling: Marinate any of the Kings Stock meats. Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it's on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: This marinade can also be used as a grilling glaze. Liberally brush the marinade on the meats as you would any sauce.

How to Demonstrate: This marinade can also be used as a grilling glaze. Liberally brush the marinade on the meats as you would any sauce.

Maintenance: Reseal and place in pantry. Our marinades do not need to be refrigerated. If there is ample refrigerator space, the marinade will last slightly longer.

The Kings Great Steak Marinade

Product Features: ½ gallon (64 oz) of Great Steak Marinade in a “tip n pour” container. Contains water, salt, spices, sugar, garlic powder, corn starch, vinegar powder, citric acid, beet powder, grill flavor, butter flavor and sodium benzoate to preserve freshness. Contains the allergen milk.

Selling Points: Great for giving any steaks extra flavor, moisture and tenderness. The bottle has an integrated “tip-n-pour” spout meaning it has a measuring reservoir to pour exactly the amount you need every time. A half gallon is enough to marinate enough meat to feed an army!

How to Use: Simply place meat in a bowl or Ziploc bag and add 3-4 oz of marinade per pound of meat. Use measuring spout to measure precisely the amount you need. Then refrigerate for 2 to 24 hours.

Cross Selling: Marinate any of the Kings Stock meats. Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it’s on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: If marinating overnight or for any extended period of time meat should be refrigerated. Remove from refrigerator and allow meat to come to room temperature before placing on the grill. This marinade can also be used as a grilling glaze. Liberally brush the marinade on the meats as you would any sauce.

How to Demonstrate: Marinate any meat being served at the MEATing beforehand. Use the marinade as a grilling glaze. Explain to guests that you what you are basting with is actually the same as what the meat was marinated in.

Maintenance: Reseal and place in pantry. Our marinades do not need to be refrigerated. If there is ample refrigerator space, the marinade will last slightly longer.

The Kings Great Grilling Marinade

Product Features: ½ gallon (64 oz) of marinade in a “tip n pour” container. Contains water, soy bean oil, distilled vinegar, sea salt, turbinado sugar, dehydrated onion and garlic, spices, paprika, beet powder and xanthum gum.

Selling Points: Great for giving any meat extra flavor, moisture and tenderness, especially pork, chicken and ribs. The bottle has an integrated “tip-n-pour” spout meaning it has a measuring reservoir to pour exactly the amount you need every time. A half gallon is enough to marinate enough meat to feed an army!

How to Use: Simply place meat in a bowl or Ziploc bag and add 3-4 oz of marinade per pound of meat. Use measuring spout to measure precisely the amount you need. Then refrigerate for 2 to 24 hours.

Cross Selling: Marinate any of the Kings Stock meats. Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it’s on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: If marinating overnight or for any extended period of time meat should be refrigerated. Remove from refrigerator and allow meat to come to room temperature before placing on the grill. This marinade can also be used as a grilling glaze. Liberally brush the marinade on the meats as you would any sauce.

How to Demonstrate: Marinate any meat being served at the MEATing beforehand. Use the marinade as a grilling glaze. Explain to guests that you what you are basting with is actually the same as what the meat was marinated in.

Maintenance: Reseal and place in pantry. Our marinades do not need to be refrigerated. If there is ample refrigerator space, the marinade will last slightly longer.

Venison Marinade Mix

Product Features: 1.75 lb. of seasoning in airtight container. Contains Sugar, salt, pepper, celery, paprika, onion, garlic, extractives of pepper, natural smoke flavor and papain.

Selling Points: Great for marinating any wild game, especially venison. Simply add water to the premade mix. The mix is much easier to store as it doesn't take up as much space as the premade marinades but you're still getting the same amount of great marinade!

How to Use: Mix 3 tablespoons to 1 pint of water. Then place meat in a bowl or Ziploc bag and add 3-4 oz of marinade per pound of meat. Use measuring spout to measure precisely the amount you need. Then refrigerate for 2 to 24 hours.

Cross Selling: Marinate any of the Kings Stock meats. Inject your meat prior to grilling with the Man Cave injector. Use the basting brush to baste your meat while it's on the grill. Wear the Man Cave grilling gloves when working over a hot grill.

Tips: If marinating overnight or for any extended period of time meat should be refrigerated. Remove from refrigerator and allow meat to come to room temperature before placing on the grill. This marinade can also be used as a grilling glaze. Liberally brush the marinade on the meats as you would any sauce.

How to Demonstrate: Marinate any meat being served at the MEATing beforehand. Use the marinade as a grilling glaze. Explain to guests that you what you are basting with is actually the same as what the meat was marinated in.

Maintenance: For the unused mix just reseal, and place in pantry. For marinade that you have mixed, you should place in an airtight container and keep refrigerated.

The Kings Pork Roast and Chop Rub

Product Features: 1.87 lbs. of seasoning in airtight container. Contains sugar, kosher salt, dehydrated onion and garlic, spices, hydrolyzed protein from soy, corn starch, molasses, dextrose and citric acid.

Selling Points: Great for giving pork chops and roasts a little extra flavor! Dry rubs form a delicate thin crust when grilled. Almost 2 lbs of rub so load that meat up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Gently massage the rub onto both sides of the meat, until fully coated. Let rest for a few minutes before placing on the grill.

Cross Selling: Use rub liberally on the King's Stock stuffed chops for a bit of extra flavor.

Tips: Do not place rub on meat any longer than 30 minutes prior to grilling. The point of a rub is not to flavor the meat from the inside but instead to add a flavorful crust to the exterior. Leaving rubs on too long will actually act to cure the meat.

How to Demonstrate: Rub the meat with the rub while the grill is warming up. The rub doesn't need to sit on the meat for very long. This is also a good item to pass around so the guests have a chance to smell what it's like before it goes on the meat.

Maintenance: Close the container top until it clicks shut. Place in a cool place out of direct sunlight.

The Kings Ultimate Steak and Roast Rub

Product Features: 1.25 lbs. of seasoning in airtight container. Contains dehydrated farlic and onion, spices, whole mustard seeds.

Selling Points: This is our best selling seasoning. Great for giving steak and roasts a little extra flavor, but works well with all types of meats. Dry rubs form a delicate thin crust when grilled. Over 1 lb of rub so load that meat up! There will be no worries that you'll run out of this spice anytime soon!

How to Use: Gently massage the rub onto both sides of the meat, until fully coated. Let rest for a few minutes before placing on the grill.

Cross Selling: Use rub liberally on any of the King's Stock steaks for a bit of extra flavor

Tips: Do not place rub on meat any longer than 30 minutes prior to grilling. The point of a rub is not to flavor the meat from the inside but instead to add a flavorful crust to the exterior.

Leaving rubs on too long will actually act to cure the meat.

How to Demonstrate: Rub the meat with the rub while the grill is warming up. The rub doesn't need to sit on the meat for very long. This is also a good item to pass around so the guests have a chance to smell what it's like before it goes on the meat.

Maintenance: Close the container top until it clicks shut. Place in a cool place out of direct sunlight.

IX. PLANKS AND WOOD CHIPS

Alder Wood Chips

Product Features: 2 lb. bag of alder wood chips.

Selling Points: Has a light flavor that works well with fish and poultry.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Apple Wood Chips

Product Features: 2 lb. bag of apple wood chips.

Selling Points: Has a very mild flavor and infuses food with a subtle sweetness. Goes great with poultry and pork.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Apple will discolor chicken skin (turning it dark brown). Try soaking wood chips in beer or wine instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Bourbon Barrel Chips

Product Features: 2 lb. bag of bourbon barrel chips.

Selling Points: The bourbon barrel chips have the smoky southern taste of oak wood. Works perfectly when paired with red meats, especially ribs and brisket. Also tastes great with game meat.

How to Use: Soak chips in water for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: It is best in the case of Bourbon to simply soak them in water as opposed to adding similar flavors such as wine or beer. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Cherry Wood Chips

Product Features: 2 lb. bag of cherry wood chips.

Selling Points: Has a sweet, mild flavor that goes great with virtually everything. This is one of the most popular woods for smoking.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Hickory Wood Chips

Product Features: 2 lb. bag of hickory wood chips.

Selling Points: Has a strong flavor. It's good with beef and lamb.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Hickory chips have a very strong flavor so be sure not to use too much as it could actually overpower the flavor of the meat. Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Jack Daniels Whiskey Chips

Product Features: 2 lb. bag of Jack Daniels Whiskey chips.

Selling Points: The taste of Jack Daniels is widely known as a flavor and should go over as a crowd favorite!

How to Use: Soak chips in water, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: It is best in the case of the Whiskey chips to simply soak them in water as opposed to adding similar flavors such as wine or beer. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Maple Wood Chips

Product Features: 2 lb. bag of maple wood chips.

Selling Points: Creates a sweet flavor that is excellent with poultry, seafood and pork.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Mesquite Wood Chips

Product Features: 2 lb. bag of mesquite wood chips.

Selling Points: The flavor of Mesquite is sweeter and more delicate than hickory and goes great with lamb, duck and most red meats.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: It burns hot and fast so keep an eye on it and make sure to replenish if necessary. Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Pecan Wood Chips

Product Features: 2 lb. bag of pecan wood chips.

Selling Points: Provides a delicate earthy and nutty flavor great for turkey and other poultry along with red meats.

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Pecan is similar in taste to hickory but is much less pungent and it also burns much slower and cooler. Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Used Wine Barrel Chips

Product Features: 2 lb. bag of used wine barrel chips.

Selling Points: Made from aged oak wine barrels that go great with Pork, Beef and Fish.

How to Use: Soak chips in water, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Cast iron smoker box, grilling gloves.

Tips: Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Alder Wood Planks

Product Features: Two 7"x10" planks of alder wood.

Selling Points: Has a light flavor that works well with fish and poultry. Alder is the traditional choice to smoking salmon. Planks can be used multiple times depending on how you care for them afterwards.

How to Use: Soak planks in water for 4-6 hours before use. Place plank directly on the grill grate. Place the meat directly on the plank.

Cross Selling: Use King's Stock meat when demonstrating. Use grilling gloves to remove plank and meat from the grill.

Tips: Soaking the plank in fruit juice or tea is a great way to add extra flavor. Try apple juice or tea for light flavored fish or poultry. If you're feeling adventurous, drill holes in the planks and stuff with garlic, basil, thyme or other seasoning.

How to Demonstrate: Remove plank and meat from grill simultaneously using the grilling gloves. Serve meat from plank as it makes for a dramatic display.

Maintenance: When finished grilling, immediately douse the plank with water. This will extend its life and prevent any fire danger. Continue to reuse until the plank is exceedingly charred and cracked. Once this finally happens, crumble the plank and use as smoking chips!

Hickory Wood Planks

Product Features: Two 7"x10" planks of hickory wood.

Selling Points: Hickory has a pungent, smoky and bacon like flavor. Hickory is very versatile and works well with virtually all meats but especially chicken, ribs and pork. Planks can be used multiple times depending on how you care for them afterwards.

How to Use: Soak planks in water for 4-6 hours before use. Place plank directly on the grill grate. Place the meat directly on the plank.

Cross Selling: Use King's Stock meat when demonstrating. Use grilling gloves to remove plank and meat from the grill.

Tips: Soaking the plank in fruit juice or tea is a great way to add extra flavor. Try apple juice or tea for light flavored fish or poultry. If you're feeling adventurous, drill holes in the planks and stuff with garlic, basil, thyme or other seasoning.

How to Demonstrate: Remove plank and meat from grill simultaneously using the grilling gloves. Serve meat from plank as it makes for a dramatic display.

Maintenance: When finished grilling, immediately douse the plank with water. This will extend its life and prevent any fire danger. Continue to reuse until the plank is exceedingly charred and cracked. Once this finally happens, crumble the plank and use as smoking chips!

Cedar Wood Planks

Product Features: Four 7"x15" planks of cedar wood.

Selling Points: Cedar is sweet, smoky and spicy. Goes well with pork, beef and fish. Also makes a great compliment to sweet sauces, marinades and rubs. Planks can be used multiple times depending on how you care for them afterwards.

How to Use: Soak planks in water for 4-6 hours before use. Place plank directly on the grill grate. Place the meat directly on the plank.

Cross Selling: Use King's Stock meat when demonstrating. Use grilling gloves to remove plank and meat from the grill.

Tips: Soaking the plank in fruit juice or tea is a great way to add extra flavor. Try apple juice or tea for light flavored fish or poultry. If you're feeling adventurous, drill holes in the planks and stuff with garlic, basil, thyme or other seasoning.

How to Demonstrate: Remove plank and meat from grill simultaneously using the grilling gloves. Serve meat from plank as it makes for a dramatic display.

Maintenance: When finished grilling, immediately douse the plank with water. This will extend its life and prevent any fire danger. Continue to reuse until the plank is exceedingly charred and cracked. Once this finally happens, crumble the plank and use as smoking chips!

Cherry Wood Planks

Product Features: Two 7"x10" planks of cherry wood.

Selling Points: Cherry has a dense sweet and fruity flavor which pairs well with beef, poultry and pork and especially ham. Planks can be used multiple times depending on how you care for them afterwards.

How to Use: Soak planks in water for 4-6 hours before use. Place plank directly on the grill grate. Place the meat directly on the plank.

Cross Selling: Use King's Stock meat when demonstrating. Use grilling gloves to remove plank and meat from the grill.

Tips: Soaking the plank in fruit juice or tea is a great way to add extra flavor. Try apple juice or tea for light flavored fish or poultry. If you're feeling adventurous, drill holes in the planks and stuff with garlic, basil, thyme or other seasoning.

How to Demonstrate: Remove plank and meat from grill simultaneously using the grilling gloves. Serve meat from plank as it makes for a dramatic display.

Maintenance: When finished grilling, immediately douse the plank with water. This will extend its life and prevent any fire danger. Continue to reuse until the plank is exceedingly charred and cracked. Once this finally happens, crumble the plank and use as smoking chips!

Maple Wood Planks

Product Features: Two 7"x10" planks of maple wood.

Selling Points: Maple has a mild smoky and sweet flavor that goes well with pork, poultry and game. Planks can be used multiple times depending on how you care for them afterwards.

How to Use: Soak planks in water for 4-6 hours before use. Place plank directly on the grill grate. Place the meat directly on the plank.

Cross Selling: Use King's Stock meat when demonstrating. Use grilling gloves to remove plank and meat from the grill.

Tips: Soaking the plank in fruit juice or tea is a great way to add extra flavor. Try apple juice or tea for light flavored fish or poultry. If you're feeling adventurous, drill holes in the planks and stuff with garlic, basil, thyme or other seasoning.

How to Demonstrate: Remove plank and meat from grill simultaneously using the grilling gloves. Serve meat from plank as it makes for a dramatic display.

Maintenance: When finished grilling, immediately douse the plank with water. This will extend its life and prevent any fire danger. Continue to reuse until the plank is exceedingly charred and cracked. Once this finally happens, crumble the plank and use as smoking chips!

X. BBQ TOOLS

Stainless Steel BBQ Tool Set

Product Features: Constructed of 2.5mm thick full tang stainless steel with authentic rosewood handles. Set is comprised of: Spatula, Tongs, and Fork.

Selling Points: Constructed of stainless steel to last a lifetime. Full tang implies that the stainless steel is one solid piece from the tip of the spatula, through the handle to the bottle opener end. This greatly increases the strength and durability of each of the tools. The steel is 2.5mm thick compared to other BBQ tools which typically are 1.3mm or less. The rose wood not only is a fantastic looking wood but is very durable. The 4 in 1 spatula makes it possible to flip and cut meat, along with open bottle tops. A similar tool set is sold elsewhere for over \$130.

How to Use: Use spatula to flip burgers, cut meat and open bottle tops. Use tongs to grab any cut of meat, turn kabobs etc. Use fork to flip thinner cuts of meat.

Cross Selling: Use the tools to cook our various meat products. Use in conjunction with other tools such as the salt and pepper shaker, digital fork and basting/injecting set.

Tips: **It is much more likely that guests purchase products if they can see, touch and hold the tools. It is recommended to have a clean and unused set of tools on hand for guests to inspect.**

Maintenance: Wipe down with a damp cloth and avoid submerging in water. Handles can also be sealed with a common water sealant.

Grilling Apron

Product Features: Adjustable neck strap. 3 front pockets for holding the many things you need within arm's reach while grilling. Made out of very durable material.

Selling Points: The manliest apron you can find. Large Man Cave logo is embroidered, not screen printed, so won't fade, peel off etc. Its black so always appears to be at least semi-clean.

How to Use: Slip it over your head, puff that chest and wear it proudly!

Cross Selling: Fill apron with applicable utensils such as bottle opener, baster, etc. Wear over Man Cave t-shirt.

Tips: Wear it while doing any cooking.

How to Demonstrate: Wear during demonstrations. Use pockets to hold any necessary tools, spices etc.

Maintenance: Wash in cool water with like colors and tumble dry on low.

Grilling Board

Product Features: Approximately 24" x 12" x 5/4" maple wood board with Man Cave logo in the center.

Selling Points: This board is simply huge. You will be hard pressed to find another one this large. Because of its size you can not only use it as a cutting board but also use the extra space for other prepping tasks and also works great for display! Made from Maple with is a hard and durable wood making it a very resilient cutting surface. The Man Cave logo is only etched on one side of the board; you can cut up the blank side and use the Man Cave side for display! Wood cutting boards tend to be better than plastic in the fact that they are less likely to have bacteria build up.

How to Use: Use the grilling board to safely cut, dice, slice and mince all food products while protecting counter surfaces. Do not use the same side of the board for food preparation and display without washing in between.

Cross Selling: Any food that is to be prepared, cut or displayed can be used on the grilling board.

Tips: Lemon juice is a natural bleach and works well as a stain remover and deodorizer. It will leave the board smelling better and more natural than any chemical cleaner would. When up against tougher stains, add salt to the lemon juice.

How to Demonstrate: Prepare and cut food on the board. Use the board to bring everything out to the grill with you (place all items on the board and transport in one easy trip).

Maintenance: Clean very thoroughly with warm soapy water immediately after use. Rub with cutting board oil (or extra virgin olive oil) every 4-5 uses to keep the surface looking it's best.

Digital Fork Thermometer

Product Features: Stainless steel fork. Batteries included. This is definitely the easiest way to judge the "doneness" of anything you're grilling.

Selling Points: Cook your meats to the perfect temperature. LED indicators on the handle alert you precisely when beef, lamb, pork, chicken and turkey are done, each with their own dedicated indicator.

How to Use: Identify how done you would like to cook your particular choice of meat. Turn fork on by pushing the "On/Off" button. Push the "Meat" button until your meat shows up on

the screen. Next choose the doneness of your meat by pressing the “Taste” button. The fork will beep when desired doneness is reached.

Cross Selling: Use when grilling any of our King’s Stock meats. If grilling over a very hot grill, wear the grilling gloves.

Tips: Be sure not to stick the fork in too deep or too shallow; the temperature should be taken from the middle of the meat.

How to Demonstrate: This is the best way to be sure that every time you cook for your guests the meat is done to exactly the desire of you and the guests. Use it whenever possible. Explain to the guests how easy it is to use and let the taste of the food be proof of its accuracy.

Maintenance: Wipe the fork with warm soapy water immediately after use. Do not submerge in washer.

Flexible Neck Grill Light

Product Features: 6 LED lights on a flexible neck that clamps to most grills and surfaces. Batteries included.

Selling Points: Attaches to most grills or any other surface needing some extra illumination. LED lights last an incredibly long time and give off bright and even light. This light will allow you to cook long after dark which will come in especially handy in the winter months when daylight hours are minimal! The flexible neck allows for the light to be directed exactly where needed.

How to Use: Simply put in batteries, attach to grill and flip the On/Off switch! Remove and store after use.

Tips: The shelves located next to the grill top makes for a great place to mount your grill light.

How to Demonstrate: Attach the grill light in front of guests once the sun starts to set. This is a great time to explain how easy it can be attached and used. Turn the light off at some point to prove to the guests that without the light grilling in the given conditions wouldn’t be possible.

Maintenance: Do not leave attached to grill for extended periods. It is recommended that it be removed after use to prolong its life. Clean with warm soapy water when necessary.

Cast Iron Smoker Box w/ Lid

Product Features: Smoker box with lid, both made out of cast iron.

Selling Points: Turn any ordinary grill into a gourmet smoker! Made from cast iron to last a life time. Cast iron will not discolor like stainless steel and will not rust with proper care. Works with gas, charcoal and electric grills and adds a unique flavor to any meat only achievable by smoking!

How to Use: Soak chips in water, beer, wine, or other liquids for 1-2 hours before using them. Place 1-2 handfuls into the smoker box. Place the smoker box directly in the coals, on the grill grate, or on the gas burner and wait for it to smoke.

Cross Selling: Remove it from the grill using the grilling gloves. Use to smoke any of the King’s Stock meats.

Tips: Try soaking wood chips in beer instead for added flavor. When using the smoker box to smoke items with short cooking times such as burgers, steak and chicken, it is not necessary to soak the chips in water. However when grilling items with longer cooking times such as chicken or ribs, be sure to soak the chips.

How to Demonstrate: In the event that you begin grilling before guests arrive, be sure they know you're actually smoking the meat. Give a mock demonstration on how you prepared the chips and smoker box before use.

Maintenance: It is common practice to avoid soap when washing cast iron. Instead, simply wipe down in warm water and dry. With each use the smoker will work more effectively and produce a more flavorful smoke.

Brat Roller

Product Features: Stainless steel rollers and wood handled stainless steel roller claw. Room for 5 brats or hot dogs.

Selling Points: Made from commercial grade stainless steel made to last. The integrated handle is removable and made of wood to keep it cool to the touch. The handle is also equipped with a bottle opener because, well, you can never have too many of these! This is the easiest way to cook a brat or hot dog completely and evenly every time!

How to Use: Place the roller on the grill 10 minutes prior to grilling. Place King's Stock brats or your favorite hotdogs on the rollers and simply move the rollers over the grill grates to turn the brats periodically.

Cross Selling: The Kings Stock brats taste great when they are cooked on our Brat Roller. Wear the grilling gloves when moving the rollers or removing the handle. Please the handle of the roller in your Man Cave apron when not in use.

Tips: The brat roller works best when the brats or hotdogs are straight as opposed to curved (as is the case with many brats). It helps to let a curved brat come to room temperature making it more pliable.

How to Demonstrate: Show the guests how easy it is to grill a perfect brat with minimal effort. When the brats are done remove them with the grill tongs and place on the grilling board.

Maintenance: Our brat roller is dishwasher safe!

Grill Stone Pizza Set

Product Features: 15" diameter pizza stone and large stainless steel spatula.

Selling Points: Cook authentic brick oven pizza right on the grill. Use the large stainless steel spatula to easily place and remove the pizza from the stone. This is the biggest spatula you have ever seen!

How to Use: Put the pizza stone on the grill grates as it heats up to roughly 550 °. Heat the grill stone for a total of about an hour. Place pizza directly on pizza stone and grill until cheese is melted and crust is at the desired crispiness. Remove with spatula.

Cross Selling: When making the pizza use The Kings Pizza Brat or The Kings Hot or Mild Italian Brat as a topping. Take the stone off the grill using grilling gloves. Put oregano or other spices on the pizza while it's on the grill using the long handled salt and pepper shaker. Place the pizza on the grilling board while you cut it.

Tips: Go easy on the toppings. Grilling pizza works best when the crust and toppings are thin as a very thick pizza would not likely cook all the way through before the crust would begin to burn. Only use over indirect heat!! If used of direct heat there is a high possibility of cracking your stone.

How to Demonstrate: The pizza will cook relatively fast and can be completed within the duration of a MEATing. However, it will take up to an hour to bring the stone up to the proper

temperature. Be sure to have the stone preheating before guests arrive. Walk through the steps you took in preparing the stone once the guests arrive.

Maintenance: Do not use soap to clean your pizza stone as the soap will be absorbed by the porous stone. This will lead to a soapy taste the next time it is used. Simply scrape the stone and wipe off with warm water. Do not run water on a hot pizza stone as this may cause it to crack.

Leather Grilling Gloves

Product Features: Made out of genuine leather. Long gloves that protect your hands and forearm.

Selling Points: Gloves are long so you don't have to worry about burning your hand or forearm. You can now easily and safely grab things on the grill. The Man Cave logo is embroidered on the leather, meaning it will easily hold up to the heat of a hot grill. Made of soft pliable leather which makes for an easy grip.

How to Use: The gloves come ready to wear with the Man Cave logo.

Cross Selling: It should be an easy sell, simply be wearing the gloves while handling all the other great products we offer such as the smoker box, beer can chicken roaster etc. Anything that will be hot!

Tips: It is a good idea to try out the gloves before using them for demonstration for the first time. While the gloves block out most heat, there will be instances in which the heat is simply too much. Learn the limits of the gloves!

How to Demonstrate: Remove products from the grill such as the: smoker box, beer can chicken roaster, grill topper, brat roller, steak brand, kabob skewers, rib rack, etc...

Maintenance: The gloves will hold up much better if a leather protectant is applied before use. To clean grease, butter and heavy oil stains, wipe excess grease/oil with a dry cloth. Never use water; it will simply spread the stain. Use a quality degreaser to lift the stain and rub away. Reapply leather protectant.

Long Handled Salt and Pepper Shaker

Product Features: Stainless steel construction with a wood handle. Extra long finger grip handle keeps your hands away from the heat of the grill.

Selling Points: Never burn yourself when seasoning foods on the grill again. Has opening and closing functions so the King's spices won't leak. Leather wristlet allows for this tool to be hung alongside your spatula, tongs etc.

How to Use: Simply remove the cap, fill the dispenser with your favorite King's spice and you're ready to go!

Cross Selling: Fill with any of The Kings Spices.

Tips: While you may be tempted to simply fill this shaker with the obvious, i.e. salt and pepper, it's also a great way to season with two different seasonings. Fill the two dispensers with spices that complement each other well.

How to Demonstrate: Use to salt and pepper or season your meats, vegetables etc once they have hit the grill.

Maintenance: Wipe down with a damp cloth after each use.

Non-Stick Rib Rack

Product Features: Non stick rib rack holds 6 slabs of ribs. Made to open up more space on the grill.

Selling Points: Grill more ribs on the same amount of limited grill space, or make space for other cuts of meat. Made from non-stick, dishwasher safe material for easy cleaning. Drip pan eliminates flare ups. Upright design creates uniform grilling results; no turning or burning.

How to Use: Place rack on drip pan and insert slabs vertically into slots between racks.

Cross Selling: Use to grill our Premium Pork Loin Back Ribs. Continue to baste with our baster with your favorite King's Sauce. Test doneness with the Digital Fork Thermometer.

Tips: Don't limit yourself by only using the rib rack for ribs. It also works great for grilling chicken legs. Get creative and expand the versatility of the rack!

How to Demonstrate: The ribs look great on the grilling board, considering they are both huge. Display by cutting into individual ribs and serving from board.

Maintenance: Simply toss in the dishwasher!

Non Stick Circle Kabob Skewers

Product Features: 4 non stick circle kabob skewers.

Selling Points: Circle shaped skewers are specifically designed to fit on most dinner plates. Great for appetizers when entertaining. Integrated push bar to easily move food along the skewers without touching it. Made from non-stick material so they are easy to clean and are also dishwasher safe.

How to Use: Slice bite sized steak, chicken, pork or vegetables and slide onto skewers. Season with your favorite King's spice or rub. Place on grill until desired doneness is reached.

Cross Selling: Fill the kabobs with our various King's Stock premium meats. Flip with Man Cave tongs or by hand wearing the grilling gloves.

Tips: Cut up food such as brats and have them out on the kabob skewers before guests arrive.

How to Demonstrate: The meat and vegetables can be displayed in one of two ways: either leave them on the kabob, which is a good looking method but may be more difficult for guests, or remove the bite sized pieces using the push bar and arrange on something such as the Man Cave grilling board.

Maintenance: Wash in hot soapy water or place in dishwasher.

2 Pc. Basting and Injecting Set

Product Features: Basting bottle with silicone brush top and syringe.

Selling Points: Heavy duty syringe has thick stainless steel needle. The syringe is extra long so it can reach farther into large meats and has multiple holes which direct flavor in different directions.. Basting bottle has a removable silicone brush top for easy cleaning and storage. Simply squeeze the basting bottle to dispense sauce while you brush.

How to Use: Injector - Lightly coat the rubber plunger of the injector before use. We recommend using 1.5-2 oz of marinade per pound of meat for injecting. Be sure all of the holes of the needle are submerged in the marinade as you don't want air to enter the chamber. Insert deep into the meat, press the plunger down while slowly pulling out of the meat. Be sure to keep the holes below the surface of the meat while pressing the plunger. **Basting bottle** - Fill the basting bottle with your sauce of choice. Screw basting brush onto top of bottle and invert when ready to baste. Squeeze bottle and brush on sauce using a sweeping motion.

Cross Selling: Any spice, sauce, rub, or marinade will be good to inject or baste with.

Tips: It is not advised to use sauces that have large pieces of herbs/seeds/etc in them. This will clog both the baster and injector. It works much better to use smooth sauces such as barbeque or buffalo sauce. To avoid clogging it is also an option to puree the sauce/fluid. In the cases of some very thick sauces, it is advised that they be diluted a bit with water to travel through the meat with ease. For best results when injecting, a geometrically-centered injection point should include one deep and straight needle track as well as two additional tracks at approximately 45 degree angles branching out from the original injection point.

How to Demonstrate: Follow steps above when demonstrating for guests. Have another baster and injector for the guests to inspect.

Maintenance: Basting bottle is dishwasher safe. Wash the syringe in warm soapy water and hand dry. Make sure that you clean the needle of the syringe and bristles of the basting brush well.

Stainless Steel Beer Can Chicken Roaster

Product Features: Stainless steel construction so it will never rust.

Selling Points: Made out of stainless steel to last a lifetime. Has an integrated wok for grilling veggies and other meats at the same time add flavor. You simply can't beat the succulent tender flavor of a beer can chicken. Has a built in cup to hold a beer can, which doubles as a place to pour other liquids which aren't typically sold in cans.

How to Use: If additional flavor is desired, the chicken should be patted fully with one of our Kings Stock rubs. Use indirect heat. If using charcoal, do so maneuvering coals to edge of grill. Use about half a can of beer, soda or your choice of flavor and place chicken directly on the can, butt down. Grill for approximately one hour or until the chicken's internal temperature reaches 160°.

Cross Selling: Reiterate the fact that using a Kings Stock rub prior to grilling not only adds great flavor but also a fantastic texture. Remove it from the grill with the leather grilling gloves. Clean it with the grill cleaning kit.

Tips: Use rice based beer i.e. Budweiser, Sprite, or Coke for best flavor. Experiment! Refer to the chicken as "drunken chicken" or any other names you've heard in the past; have fun with it!

How to Demonstrate: When demonstrating, chug half the can of beer or other liquid and talk about how great of a job you have. Once fully cooked, this is where the large surface of the grilling board *really* comes in handy. Use the board to carve the chicken into bite sized pieces for guests to sample.

Maintenance: Hand wash the roaster immediately after use. The stainless steel may tarnish due to the high heat to which it is exposed, this is normal.

Stainless Steel Grill Topper

Product Features: Stainless steel construction.

Selling Points: Made out of stainless steel to last a lifetime. Great for grilling veggies, breads, and smaller meats, like shrimp or scallops, that would normally fall through the grates. The perforated bottom allows heat to circulate even through the food. Handles on both sides make it easy to handle.

How to Use: Place topper directly on the grill grate a few minutes prior to grilling. Place food directly on grill topper.

Cross Selling: Remove it from the grill with the leather grilling gloves. Baste with the Man Cave baster. Use Man Cave 4 in 1 spatula.

Tips: Spray the grill topper with non stick cooking spray. Grill food not ordinarily grillable such as small vegetables like mushrooms, baby carrots, pea pods, cauliflower and broccoli.

How to Demonstrate: Cook up some bite sized vegetables for the guest while you pitch other products. They can be seasoned with any of the Kings Stock spices if you're really looking to impress guests.

Maintenance: Hand wash immediately after use. The stainless steel may tarnish due to the high heat of the grill, this is normal.

Steak House Knives

Product Features: Made out of full tang stainless steel with bakelite handles. Comes in set of 4 knives. Man Cave logo etched into the blade.

Selling Points: Made out of stainless steel to last a lifetime. Full tang means that the stainless steel is a solid piece throughout the entire knife, making it more rigid, stronger and more resilient to wear and tear. Bakelite handles not only look great, but do not show wear and don't conduct heat. Man Cave logo etched into the blade.

How to Use: Simply use as you would any other steak knife. Be careful because our knives are especially sharp.

Cross Selling: Use the Man Cave BBQ fork or tongs to hold the meat as you cut it into sample sized pieces.

Tips: It is a good idea to have a few knives on hand that aren't being used in demonstration as guests are more likely to buy when they can hold the knives.

How to Demonstrate: Use to cut anything from the grill that is to be cut into sample size.

Maintenance: Man Caves Steak House Knives are dishwasher safe.

Custom Steak Brand

Product Features: Constructed from stainless steel. Man Cave logo engraved in the wooden handle. Customizable with 3, 4, or 5 letters.

Selling Points: There is no better way for a man to show his pride in his grilling than by stamping his name or initials into his meats! This is a very unique item that many people have never heard of, making it a great gift for men who are typically difficult to buy for.

How to Use: Angle the brand to place it down through the grill grates. Place the face of the brand in the hot coals or on an electric burner. Heat the brand for 5-7 minutes, or until red hot. Just before serving, press the heated iron against the food with a rocking motion, being sure to press every part of the brand firmly into the meat.

Cross Selling: Always wear our grilling gloves when working in close proximity to the coals/burner. Use it on any of our King's Stock meats.

Tips: If guests actually see you use the brand they will be amazed at how well it actually works. Also have another brand on hand for the guests to inspect while you use the demonstration brand.

How to Demonstrate: Be sure to show guests exactly how to heat the brand. It should be placed through the grill grates and directly on the heating element or coals.

Maintenance: Simply wipe down with soap and water. If properly cared for the brand should stay looking brand new for a lifetime and will never rust.

XI. MAN CAVE ACCESSORIES

Poker Chip Set

Product Features: 300 11.5 gram clay composite chips each with Man Cave logo. Two decks of Man Cave playing cards and a dealer chip. All in a black aluminum carrying case.

Selling Points: Chips are made of 11.5 gram clay composite ; the same as are used in the top Las Vegas casinos. Chips and cards have Man Cave logo so they are perfect for any man's poker room. 300 chips are plenty for any poker tournament. Carrying case makes it easy when you want to let you friends experience your Man Cave poker chip set in their own man cave.

Cross Selling: Use chips and cards while playing on the Man Cave poker table top.

Tips: Man Cave poker chips come straight from Vegas! Be sure to remind guests of this fact as these chips are the real deal!

How to Demonstrate: Organize a poker tournament using the Poker Chip set and Man Cave poker table top. Make a list of house rules, or better yet, make a list of Poker "Man Laws" of your own.

Maintenance: If properly used there should be no maintenance required. If spills happen wipe the cards immediately. The chips are more resilient and can be wiped with soapy water. The aluminum case can also be wiped down with soapy water to remove smudges etc.

Beer Pager

Product Features: Insulated drink holder with remote control device. Requires 4 AAA batteries.

Selling Points: This unique product will ensure that you're the life of the party. The insulated drink holder (aka "coozie") has not only the Man Cave logo boldly displayed on its side, but is also equipped with its own location device. Once you've lost your beer, simply press the button on the remote control and your beer will light up and belch at you from up to 60 ft away. This means that the coozie should be within range in most average sized homes. The remote control even has a belt clip making it virtually impossible to misplace! One of our most popular gifts.

How to Use: Place batteries in the coozie base and remote device. When you need to locate the coozie, simply press the button on the remote device and look for the blinking lights and listen for the belching!

Cross Selling: Place the remote control device in your Man Cave apron pocket.

Tips: Before demonstrating, test to see how far away you can "lose" your drink without being out of range. Once the guests arrive, they will be impressed by how far away the remote device is effective.

How to Demonstrate: Place your drink in the coozie and "misplace" it. Simply press the button on the remote device and locate your coozie. It is also great to let a guest try it for the night.

They wont want to leave the MEATing without one of their own!

Maintenance: Wipe with a damp cloth. Do not place in dishwasher.

Neon Sign

Product Features: Neon bar sign of the Man Cave logo.

Selling Points: This neon bar sign is the real deal and no Man Cave is truly complete without one! It is made in the same manner and of the same high quality materials as a commercial neon sign. This is not one of those cheesy lookalikes you can find elsewhere! Its also at a great price point considering its high grade construction.

How to Use: Hang on the wall of your man cave using common building practices. Plug in and switch on. Easy as that and your man cave is now official!

Cross Selling: Looks great hanging along side the framed man laws or hanging behind the Man Cave poker table top.

Tips: Be sure to hit a stud when mounting this sign, it'd be a shame to have this beauty come crashing down!

How to Demonstrate: This is a real crowd pleaser. Have it set up and turned on as guests arrive. They will surely be impressed!

Maintenance: Wipe with a damp cloth or feather duster. Never wipe a hot neon sign with a cold cloth as you will run the risk of the tubes exploding. Wait until the sign cools before cleaning.

Steel Bottle Opener

Product Features: Steel bottle opener covered with black rubber grip and Man Cave logo.

Selling Points: This is the same bottle opener used by professional bartenders. Made from stainless steel so will never rust. Rubber grip protects your hand while opening bottles. This bottle opener is much easier to use than the small kitchen ones.

How to use: Place bottle opener over bottle top, use lifting motion to remove bottle top.

Cross Selling: Place in Man Cave apron when not in use. Remove bottle cap and place bottle in Man Cave beer pager.

Tips: If you are providing beer at the MEATing, it is suggested that you bring bottles to demonstrate the bottle opener.

How to Demonstrate: If guests are drinking from glass bottles, use the bottle opener.

Maintenance: Hand wash with hot soapy water. Do not place in dishwasher.

Beer Mug Set

Product Features: 4-15 oz. glass beer mugs. Man Cave logo is frosted onto each mug.

Selling Points: Large beer mug big enough to hold plenty of your favorite beer. Makes a great gift and is a great start to a new man cave!

How to Use: Tilt glass while filling. As the beer pours into the glass, be sure the beer is hitting the side of the glass first. This will give you the perfect amount of head every time!

Cross Selling: Fill up a mug with beer from the mini keg dispenser. Open a bottle of beer with the bottle opener and pour it into the mug.

Tips: As has been mentioned many times before, having the products for the guests to hold and use at the MEATings will increase sales. Let a few of the guys use the beer mugs during the MEATING. Those that use them will love them and those that don't will be envious!

How to Demonstrate: Have a few on display and a few for guests to use.

Maintenance: Dishwasher safe.

Mini Keg Dispenser

Product Features: Holds any standard 5 liter mini keg. 3 CO2 cartridges, tapping/cleaning kits, and instructional DVD included.

Selling Points: This dispenser cools your brew and keeps it carbonated for as long as it takes to finish the keg! There's nothing like getting tap beer in the comfort of your own home!!

How to Use: Refer to manual included in packaging.

Cross Selling: Fill up a Man Cave beer mug using the dispenser. Better yet... fill up your Golden Mug and use that as your cue to explain how guests can get one of their own!

Tips: If planning to use the dispenser at a MEATing, keep in mind that a 5 liter keg is roughly equivalent to just over a 12 pack of beer.

How to Demonstrate: Have sitting out for guys to use as they wish...perhaps start off the MEATing by pouring yourself or the host a mug

Maintenance: Follow cleaning instructions included in packaging. Additional CO2 cartridges are available from Man Cave, 10 cartridges for \$20. Simply call Man Cave to place your order.

XII. GIFTS FOR HER

Intimate Night Kit

Product Features: High quality sheer organza bag with satin drawstring filled with approximately 500 artificial rose pedals (combination of white, red, pink, and burgundy), Four 2 oz. tea candles with Amber Lynn "Love" scent, one 8 oz. soy candle with Amber Lynn "Love" scent, one 4 oz. massage oil with Amber Lynn "Love" scent.

Selling Points: Great way to get back into your wife's good graces after spending too much time in your man cave. Our intimate night kit proves that even though guests were attending a Man Cave MEATing, they were still thinking about their significant other!

How to Use: Leave this one up to the buyer!

Cross Selling: This should be an easy cross sell. How can any man's wife be angry at him for buying so many products at a Man Cave MEATing when he came home with something for her also!

Tips: Have these on hand for the guests to take home that night. Make this product an incentive for the highest buyer at the MEATing. This is a product that many men may be reluctant to buy at first. However, explain that there is nothing more manly than showing your softer side and caring for those around you! Make sure guests know that many guys have bought this kit in MEATings past.

How to Demonstrate: Have multiple kits on hand for the guys to see, inspect and smell. Explain that the "Love" scent is a scent that women love.

Maintenance: The flower pedals are artificial and can be used over and over. Be sure to seal the massage oil after each use.

CoCo Chambord Body Butter

Product Features: 4 oz. jar of body butter.

Selling Points: Great gift for your wife. Moisturizes skin with the aroma of juicy berries and rich chocolate. All natural ingredients.

How to Use: Rub on skin like a lotion.

Cross Selling: Sell in addition to the intimate night kit or pair with the Soy Candle.

Tips: This is also a great product to give as incentive to the guest who has purchased to most product. It's an indiscrete way for guys to come home with something for their wife!

How to Demonstrate: These are also great to have on hand at the MEATings so the guests can arrive home with something for their wives!

Maintenance: Be sure to seal the jar after each use.

CoCo L'Orange Body Butter

Product Features: 4 oz. jar of body butter.

Selling Points: Great gift for your wife. Moisturizes skin with the aroma of oranges and rich chocolate. All natural ingredients.

How to Use: Rub on skin like a lotion.

Cross Selling: Sell in addition to the intimate night kit or pair with the Soy Candle.

Tips: This is also a great product to give as incentive to the guest who has purchased to most product. It's an indiscrete way for guys to come home with something for their wife!

How to Demonstrate: These are also great to have on hand at the MEATings so the guests can arrive home with something for their wives!

Maintenance: Be sure to seal the jar after each use.

Hand Poured Soy Candle

Product Features: 8 oz. candle with Amber Lynn "Love" scent in an aluminum tin.

Selling Points: Great gift for your wife. Aroma therapy is relaxing and relieves stress. This candle is a blend of Rosewood, Patchouli, Ylang Ylang and Vanilla. It's a very enticing and sensuous aroma!

How to Use: Light as you would any other candle. Do not leave unattended.

Cross Selling: Pair with either of the body butters or the intimate night kit.

Tips: This is also a great product to give as incentive to the guest who has purchased to most product. It's an indiscrete way for guys to come home with something for their wife!

How to Demonstrate: These are also great to have on hand at the MEATings so the guests can arrive home with something for their wives!

Maintenance: As the candle burns down, trim the wick to keep it from breaking off and falling into the wax.