



BREAKING BACKYARD BARRIERS

2022 GENESIS MESSAGING BOOK AMERICAS



MESSAGING

GENESIS ELEVATOR PITCH

GENESIS MESSAGING HIERARCHY

MARKETING FEATURES

.COM RETAILER COPY

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WEBER MESSAGING BOOKS

The goal of every Weber Grill Messaging Book is to have a simple and efficient way of sharing approved Weber web copy & messaging to our retailers and employees.

BRANDFOLDER

Brandfolder is Weber's single source for all assets. The assets include, but are not limited to: copy, lifestyle images,/videos, product feature images/videos, commercials, and how-to videos.

BRANDFOLDER HELP

Contact content@weberstephen.com for Brandfolder assistance.

THE GENESIS ELEVATOR PITCH

The 2022 GENESIS is the biggest grilling innovation in decades, designed to create the ultimate culinary experience in your backyard. It's everything you need to grill anything you've ever wanted, from start to finish, outside and away from the kitchen.

GENESIS MESSAGING HIERARCHY

The ultimate culinary experience & outdoor kitchen

- The newly designed GENESIS is the biggest grilling innovation in decades, combining the perfect heat, with award winning technology, and an outdoor kitchen collection that creates the ultimate culinary experience.
- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware.
- Prep, serve, and even store everything at the grill with an extra-large prep & serve table and grill locker (grillware storage) so that everything is outside, where you need it to be.
- Two levels of cooking grates nearly double the grilling space, giving you plenty of room to cook a full meal – apps, sides, and main course – all at once.

Delivers perfectly grilled food, every time

- WEBER CONNECT smart grilling technology is your secret ingredient to perfectly grilled food; whether striving for that perfect medium-rare steak, or experimenting with a new WEBER CRAFTED recipe.
- Real-time temperature monitoring, flip notifications, and estimated readiness countdown on your phone or grill display keep you in control of the meal.

Hotter, bigger, better heat

- Weber's largest and hottest sear zone allows you to grill multiple, perfectly seared steaks at once.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.

Smart Grills

GENESIS EPX-335

1. WEBER CRAFTED cooking grates & **frame**
2. WEBER CONNECT smart grilling technology
3. extra-large sear zone
4. **Night time LED** grill lighting
5. Remote control knob lighting
6. Side burner
7. extra-large prep & serve table
8. Expandable top cooking grate
9. Grill locker
10. **Proprietary burners**
11. FLAVORIZER bars
12. Pull & clean grease management system

GENESIS SPX-435

1. WEBER CRAFTED cooking grates & **frame**
2. WEBER CONNECT smart grilling technology
3. extra-large sear zone
4. **Night time LED** grill lighting
5. Remote control knob lighting
6. Side burner
7. extra-large prep & serve table
8. Expandable top cooking grate
9. Grill locker
10. **Proprietary burners**
11. FLAVORIZER bars
12. Pull & clean grease management system

GENESIS SX/EX-335

1. WEBER CRAFTED cooking grates & **frame**
2. WEBER CONNECT smart grilling technology
3. extra-large sear zone
4. Side burner
5. extra-large prep & serve table
6. Expandable top cooking grate
7. Grill locker
8. **Proprietary burners**
9. FLAVORIZER bars
10. Pull & clean grease management system

GENESIS SX/EX-325s

1. WEBER CRAFTED cooking grates
2. WEBER CONNECT smart grilling technology
3. extra-large sear zone
4. extra-large prep & serve table
5. Expandable top cooking grate
6. **Proprietary burners**
7. FLAVORIZER bars
8. Pull & clean grease management system

GENESIS E/S-335, E/S-435

1. WEBER CRAFTED cooking grates & **frame**
2. extra-large sear zone
3. Side burner
4. extra-large prep & serve table
5. Expandable top cooking grate
6. Grill locker
7. **Proprietary burners**
8. FLAVORIZER bars
9. Pull & clean grease management system

GENESIS E/S-325s

1. WEBER CRAFTED cooking grates
2. extra-large sear zone
3. extra-large prep & serve table
4. Expandable top cooking grate
5. **Proprietary burners**
6. FLAVORIZER bars
7. Pull & clean grease management system



.COM RETAILER COPY

GENESIS Smart Gas Grill

EPX-335



35810001 LP Black
37810001 NGBlack

PRODUCT INTRO

Introducing the GENESIS smart grill - the biggest grilling innovation in decades, that creates a full backyard culinary experience. Roast, bake, steam, or even stir-fry by replacing the cooking grate with custom-fit WEBER CRAFTED grillware, inspiring food never thought possible on the grill. And with WEBER CONNECT smart technology, you'll receive real-time food temperature alerts, so that whatever you're making turns out perfect every time.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- WEBER CRAFTED frame; expand your menu with custom grillware
- Know when to flip and serve with WEBER CONNECT smart technology
- Sear multiple steaks at once on the extra-large sear zone
- **Night time** lighting illuminates the entire grill surface
- Expandable top cooking grate creates a second level of grilling

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates and frame included; grillware sold separately).
- WEBER CONNECT smart technology is your secret ingredient to perfectly grilled food. Get real-time food temperature alerts, reminders, and flip & serve notifications at the grill or on your phone.
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- **Night time** grill lighting is motion censored to illuminate the entire grilling surface and side tables when the lid is lifted, so that you're always grilling - from breakfast to a late-night dinner.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.

ADDITIONAL FEATURE COPY (below the fold)

- A solution to all of your storage needs. The grill locker fits WEBER CRAFTED Outdoor Kitchen Collection grillware, as well as your large grilling tools.
- Remote control knob lighting for night time visibility and a cool aesthetic.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.
- Sauté veggies, boil corn, or heat up sauces on the side burner.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	3
Primary Cook Area (Sq. in.)	513
Top Grate Area (Sq. in.)	274
Total Cooking Area (Sq. in.)	787
Main Burners (BTU)	39,000
Sear Burner (BTU)	13,000
Side Burner (BTU)	12,000
Total BTU	64,000
Grill Grates (Enamel grill/SS grill)	PECI/7mmSS

Grill:

- WEBER CRAFTED cooking grates & frame
- Grill locker
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- Side burner
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet

Connected Technology:

- WEBER CONNECT smart grilling technology
- 1 meat probe
- 1 factory installed ambient probe
- 2 meat probe inputs
- Digital propane indicator
- Digital power indicator
- Alerts for step-by-step grilling
- BT & WIFI connectivity

Lighting:

- Control knob lighting
- **Night time** grill lighting

Power Included:

- 1 AA battery for electronic ignition
- 1 plug-in cord and optional 5V USB-C input
- 3 C-cell batteries for **night time** grill lighting

Available Colors & Finish:

- Black

Available Fuel Types:

- Propane
- Natural gas

GENESIS Smart Gas Grill

SPX-435



36800001 LP Stainless Steel
38800001 NG Stainless Steel

PRODUCT INTRO

Introducing the GENESIS smart grill - the biggest grilling innovation in decades, that creates a full backyard culinary experience. Roast, bake, steam, or even stir-fry by replacing the cooking grate with custom-fit WEBER CRAFTED grillware, inspiring food never thought possible on the grill. And with WEBER CONNECT smart technology, you'll receive real-time food temperature alerts, so that whatever you're making turns out perfect every time.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- WEBER CRAFTED frame; expand your menu with custom grillware
- Know when to flip and serve with WEBER CONNECT smart technology
- Sear multiple steaks at once on the extra-large sear zone
- **Night time** lighting illuminates the entire grill surface
- Expandable top cooking grate creates a second level of grilling

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates and frame included; grillware sold separately).
- WEBER CONNECT smart technology is your secret ingredient to perfectly grilled food. Get real-time food temperature alerts, reminders, and flip & serve notifications at the grill or on your phone.
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- **Night time** grill lighting is motion censored to illuminate the entire grilling surface and side tables when the lid is lifted, so that you're always grilling - from breakfast to a late-night dinner.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.

ADDITIONAL FEATURE COPY (below the fold)

- A solution to all of your storage needs. The grill locker fits WEBER CRAFTED Outdoor Kitchen Collection grillware, as well as your large grilling tools.
- Remote control knob lighting for night time visibility and a cool aesthetic.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.
- Sauté veggies, boil corn, or heat up sauces on the side burner.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	4
Primary Cook Area (Sq. in.)	646
Top Grate Area (Sq. in.)	348
Total Cooking Area (Sq. in.)	994
Main Burners (BTU)	48,000
Sear Burner (BTU)	12,000
Side Burner (BTU)	12,000
Total BTU	73,000
Grill Grates (Enamel grill/SS grill)	PECI/7mmSS

Grill:

- WEBER CRAFTED cooking grates & frame
- Grill locker
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- Side burner
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet

Connected Technology:

- WEBER CONNECT smart grilling technology
- 1 meat probe
- 1 factory installed ambient probe
- 2 meat probe inputs
- Digital propane indicator
- Digital power indicator
- Alerts for step-by-step grilling
- BT & WIFI connectivity

Lighting:

- Control knob lighting
- **Night time** LED grill lighting

Power Included:

- 1 AA battery for electronic ignition
- 1 plug-in cord and optional 5V USB-C input
- 3 C-cell batteries for **night time** grill lighting

Available Colors & Finish:

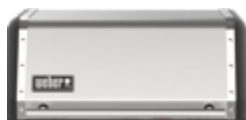
- Stainless steel

Available Fuel Types:

- Propane
- Natural gas

GENESIS Smart Gas Grill

EX/SX-335



35610001 LP Black
37610001 NG Black
35600001 LP Stainless Steel
37600001 NG Stainless Steel

PRODUCT INTRO

Introducing the GENESIS smart grill - the biggest grilling innovation in decades, that creates a full backyard culinary experience. Roast, bake, steam, or even stir-fry by replacing the cooking grate with custom-fit WEBER CRAFTED grillware, inspiring food never thought possible on the grill. And with WEBER CONNECT smart technology, you'll receive real-time food temperature alerts, so that whatever you're making turns out perfect every time.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- WEBER CRAFTED frame; expand your menu with custom grillware
- Know when to flip and serve with WEBER CONNECT smart technology
- Sear multiple steaks at once on the extra-large sear zone
- Expandable top cooking grate creates a second level of grilling
- Extra-large prep & serve table

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates and frame included; grillware sold separately).
- WEBER CONNECT smart technology is your secret ingredient to perfectly grilled food. Get real-time food temperature alerts, reminders, and flip & serve notifications at the grill or on your phone.
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.

ADDITIONAL FEATURE COPY (below the fold)

- A solution to all of your storage needs. The grill locker fits WEBER CRAFTED Outdoor Kitchen Collection grillware, as well as your large grilling tools.
- Sauté veggies, boil corn, or heat up sauces on the side burner.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	3
Primary Cook Area (Sq. in.)	513
Top Grate Area (Sq. in.)	274
Total Cooking Area (Sq. in.)	787
Main Burners (BTU)	39,000
Sear Burner (BTU)	13,000
Side Burner (BTU)	12,000
Total BTU	64,000
Grill Grates (Enamel grill/SS grill)	PECI/7mmSS

Grill:

- WEBER CRAFTED cooking grates & frame
- Grill locker
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- Side burner
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet

Connected Technology:

- WEBER CONNECT smart grilling technology
- 1 meat probe
- 1 factory installed ambient probe
- 2 meat probe inputs
- Digital propane indicator
- Digital power indicator
- Alerts for step-by-step grilling
- BT & WIFI connectivity

Power Included:

- 1 AA battery for electronic ignition
- 1 plug-in cord and optional 5V USB-C Input

Available Colors & Finish:

- Black
- Stainless steel

Available Fuel Types:

- Propane
- Natural gas

GENESIS Smart Gas Grill

EX/SX-325s



Lowes exclusive color

35510001	LP	Black
37510001	NG	Black
35580001	LP	LOWES EXCLUSIVE Deep Ocean Blue
37580001	NG	LOWES EXCLUSIVE Deep Ocean Blue
35500001	LP	Stainless Steel
37500001	NG	Stainless Steel

PRODUCT INTRO

The new GENESIS smart grill is your secret to perfectly grilled food with WEBER CONNECT smart technology. Simply set your desired food doneness and receive notifications at the moment it's time to flip and serve. Medium-rare steak? Perfect every time. Also featuring Weber's largest & hottest sear zone and expandable top cooking grate that allows you to grill a full restaurant quality meal in one shot.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- Know when to flip and serve with WEBER CONNECT smart technology
- Sear multiple steaks at once on the extra-large sear zone
- Compatible with WEBER CRAFTED (frame & grillware sold separate)
- Expandable top cooking grate creates a second level of grilling
- Extra-large prep & serve table

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates included; grillware and frame sold separately).
- WEBER CONNECT smart technology is your secret ingredient to perfectly grilled food. Get real-time food temperature alerts, reminders, and flip & serve notifications at the grill or on your phone.
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.

ADDITIONAL FEATURE COPY (below the fold)

- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	3
Primary Cook Area (Sq. in.)	513
Top Grate Area (Sq. in.)	274
Total Cooking Area (Sq. in.)	787
Main Burners (BTU)	39,000
Sear Burner (BTU)	13,000
Side Burner (BTU)	---
Total BTU	52,000
Grill Grates (Enamel grill/SS grill)	PECI/7mmSS

Grill:

- WEBER CRAFTED cooking grates
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet

Connected Technology:

- WEBER CONNECT smart grilling technology
- 1 meat probe
- 1 factory installed ambient probe
- 2 meat probe inputs
- Digital propane indicator
- Digital power indicator
- Alerts for step-by-step grilling
- BT & WIFI connectivity

Power Included:

- 1 AA battery for electronic ignition
- 1 plug-in cord and optional 5V USB-C input

Available Colors & Finish:

- Black
- Stainless steel
- Deep ocean blue

Available Fuel Types:

- Propane
- Natural gas

GENESIS

Gas Grill

E/S-335



35410001 LP	Black
37410001 NG	Black
35480001 LP	Deep Ocean Blue
37480001 NG	Deep Ocean Blue
35400001 LP	Stainless Steel
37400001 NG	Stainless Steel

PRODUCT INTRO

Introducing the newly designed GENESIS gas grill - the biggest grilling innovation in decades, that creates a full backyard culinary experience. Grill, bake, and even stir-fry on the newly designed GENESIS gas grill. Its WEBER CRAFTED Outdoor Kitchen Collection compatibility provides limitless culinary possibilities, enabling you to cook food never thought possible on the grill. Also featuring Weber's largest & hottest sear zone and expandable top cooking grate – so you're able cook a full restaurant quality meal outside, where the party is.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- WEBER CRAFTED frame; expand your menu with custom grillware
- Sear multiple steaks at once on the extra-large sear zone
- Expandable top cooking grate creates a second level of grilling
- Extra-large prep & serve table
- Sauté, boil water, or warm sauces on the side burner

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates and frame included; grillware sold separately).
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.
- Sauté veggies, boil corn, or heat up sauces on the side burner.

ADDITIONAL FEATURE COPY (below the fold)

- A solution to all of your storage needs. The grill locker fits WEBER CRAFTED Outdoor Kitchen Collection grillware, as well as your large grilling tools.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	3
Primary Cook Area (Sq. in.)	513
Top Grate Area (Sq. in.)	274
Total Cooking Area (Sq. in.)	787
Main Burners (BTU)	39,000
Sear Burner (BTU)	13,000
Side Burner (BTU)	12,000
Total BTU	64,000
Grill Grates (Enamel grill/SS grill)	PECI/ 7mmSS

Grill:

- WEBER CRAFTED cooking grates & frame
- Grill locker
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- Side burner
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet
- Lid thermometer
- Front facing fuel level

Power Included:

- 1 AA battery for electronic ignition

Available Colors & Finish:

- Black
- Stainless steel
- Deep ocean blue

Available Fuel Types:

- Propane
- Natural gas

GENESIS

Gas Grill

E/S-435



36410001 LP Black
 38410001 NG Black
 36400001 LP Stainless Steel
 38400001 NG Stainless Steel

PRODUCT INTRO

Introducing the newly designed GENESIS gas grill - the biggest grilling innovation in decades, that creates a full backyard culinary experience. Grill, bake, and even stir-fry on the newly designed GENESIS gas grill. Its WEBER CRAFTED Outdoor Kitchen Collection compatibility provides limitless culinary possibilities, enabling you to cook food never thought possible on the grill. Also featuring Weber's largest & hottest sear zone and expandable top cooking grate – so you're able cook a full restaurant quality meal outside, where the party is.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- WEBER CRAFTED frame; expand your menu with custom grillware
- Sear multiple steaks at once on the extra-large sear zone
- Expandable top cooking grate creates a second level of grilling
- Extra-large prep & serve table
- Sauté, boil water, or warm sauces on the side burner

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates and frame included; grillware sold separately).
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.
- Sauté veggies, boil corn, or heat up sauces on the side burner.

ADDITIONAL FEATURE COPY (below the fold)

- A solution to all of your storage needs. The grill locker fits WEBER CRAFTED Outdoor Kitchen Collection grillware, as well as your large grilling tools.
- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

SPECS

# of Burners	4
Primary Cook Area (Sq. in.)	646
Top Grate Area (Sq.in.)	348
Total Cooking Area (Sq. in.)	994
Main Burners (BTU)	48,000
Sear Burner (BTU)	12,000
Side Burner (BTU)	12,000
Total BTU	73,000
Grill Grates (Enamel grill/SS grill)	PECI/ 7mmSS

Grill:

- WEBER CRAFTED grates & frame
- Grill locker
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- Side burner
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet
- Lid thermometer
- Front facing fuel level

Power Included:

- 1 AA battery for electronic ignition

Available Colors & Finish:

- Black
- Stainless steel

Available Fuel Types:

- Propane
- Natural gas

GENESIS Gas Grill

E/S-325s



35310001 LP	Black
37310001 NG	Black
35320001 LP	Copper
37320001 NG	Copper
35300001 LP	Stainless Steel
37300001 NG	Stainless Steel

PRODUCT INTRO

Introducing the newly designed GENESIS grill that allows you to prep, sear, and serve everything outside, where the party is. The newly designed GENESIS gas grill features our largest and hottest sear zone, with expandable top cooking grate so that the main course and sides are all grilled and served at the same time. Once food is ready, easily transfer it to the large prep & serve table, making for a seamless prep-to-serve grilling experience.

65 CHARACTER COUNT BULLETS (ex Home Depot, Lowes)

- Sear multiple steaks at once on the extra-large sear zone
- Expandable top cooking grate creates a second level of grilling
- Compatible with WEBER CRAFTED (frame & grillware sold separate)
- Extra-large prep & serve table
- New and improved pull-out grease tray

LONG BULLETS (retailers that accommodate larger character count – ex Amazon)

- Make food never thought possible in a grill with the WEBER CRAFTED Outdoor Kitchen Collection. Sear, roast, bake, steam, and even stir-fry by simply replacing the grate with a variety of custom-fit grillware (grates included; grillware and frame sold separately).
- Grill multiple steaks at once on the extra-large sear zone, so that everyone is eating those perfectly seared steaks at the same time.
- Expandable top cooking grate creates a large, second level of grilling capacity so that you can execute an entire meal at one time.
- Prep dinner and serve apps outside, where the party is, on the extra-large prep & serve table. It fits multiple serving trays and cutting boards, so that everything is within arm's reach.
- Spend less time cleaning with the new and improved grease management system. Simply pull the grease tray out and scrape it away.

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- Weber's propriety, high-performance burners are designed to produce the most efficient, even flame for consistent, precise heat and reliable ignition.

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Main Burners (BTU)	39,000
Sear Burner (BTU)	13,000
Side Burner (BTU)	---
Total BTU	52,000
Grill Grates (Enamel /SS grill)	PECI/7mmSS

Grill:

- WEBER CRAFTED cooking grates
- extra-large sear zone
- **Proprietary burners**
- Expandable top cooking grate
- Pull & clean grease management system
- 1 grease scraper included
- Flush electronic push button
- FLAVORIZER bars – stainless steel
- extra-large prep & serve table
- 6 tool hooks
- 2 front locking castors/2 back
- Propane tank inside the cabinet
- Lid thermometer
- Front facing fuel level

Power Included:

- 1 AA battery for electronic ignition

Available Colors & Finish:

- Black
- Stainless steel
- Copper

Available Fuel Types:

- Propane
- Natural gas

DISCLAIMER

The GENESIS content book was created to be shared among various media and sales outlets for the development of GENESIS advertising. The content follows our brand & regulatory standards and represents the tone of GENESIS the way that Weber chooses to advertise.

For questions regarding messaging:

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