## Upshift

### **Weber Grills**

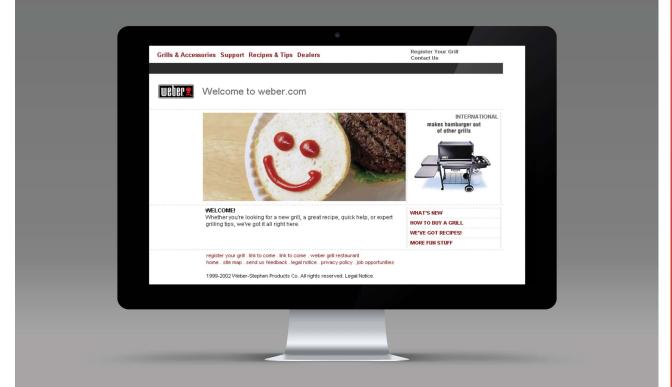
## We headed the Branding Council for Weber Grills for 10 years

#### **OBJECTIVE**

Weber is the undisputed leader in grilling, having invented the charcoal kettle grill in the 1950s along with many other grilling innovations since.

### SOLUTION

UpShift assisted Weber since 1996 with their website design, in-store marketing, cookbooks, and branding. In fact, we were the lead agency on their Branding Council even though they had larger PR and Marketing agencies. They trusted us to get the voice, strategy, and design right. Weber also turned to us to handle branding and marketing for their growing line of restaurants.











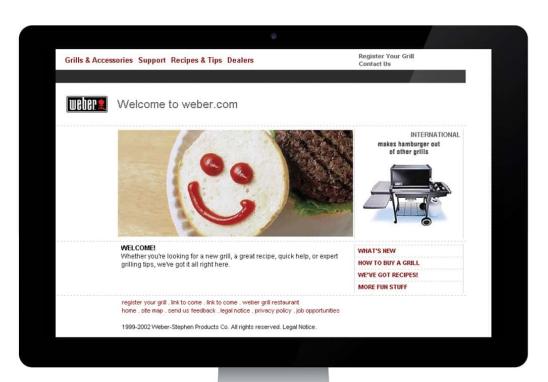




### Weber Grills

Overview













#### Weber Grills

Revised Logo



### **Weber Grills**

Website

### Grills & Accessories Support Recipes & Tips Dealers

Register Your Grill Contact Us



## Welcome to weber.com



### INTERNATIONAL makes hamburger out of other grills



#### WELCOME!

Whether you're looking for a new grill, a great recipe, quick help, or expert grilling tips, we've got it all right here.

WHAT'S NEW

HOW TO BUY A GRILL

WE'VE GOT RECIPES!

MORE FUN STUFF

register your grill. link to come. link to come weber grill restaurant home site map send us feedback legal notice, privacy policy job opportunities

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weber recipes featured recipe my recipe file grilling workshops grilling 101 betty the barbecue expert tips



## Recipes & Tips





### LOOK, MA-NO LEFTOVERS!

A meal cooked on the grill feeds more than your face. It's good for the soul. Whether you're looking for a great new recipe or a basic how-to, we've got it here-and you're gonna love it!

GET FREE RECIPES
GRILLING 101

ASK BETTY THE BBQ EXPERT YOUR RECIPE FILE

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register your grill gas grills FAQ charcoal grills FAQ warranty parts care and upkeep



## Support





### AT YOUR SERVICE...AND AT YOUR FINGERTIPS!

Got a question about the inner workings of your grill? If you can't find it in our FAQs, you can call 1-800-446-1071, 24 hours a day, 7 days a week.

THAT'S NOT PEELING PAINT!
BEST WAY TO START COALS
CLEANING YOUR COOKING GRATES
REGISTER YOUR GRILL

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#### Weber Grills

Website



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## Vegetables and Side Dishes

#### ARTICHOKE-STUFFED CHICKEN BREASTS

from Weber's Big Book of Grilling

A tasty and easy departure from the ordinary. If flare-ups occur, finish these delicious chicken breasts over Indirect Medium heat.





#### FOR THE STUFFING

- tablespoons extra-virgin olive oil
- teaspoon dried thyme
- 1/4 teaspoon crushed red pepper flakes
- jar (7 ounces) artichoke hearts
- 2 teaspoons minced garlic
- 1/4 teaspoon kosher salt
- 4 teaspoon freshly ground black pepper
- 3 ounces fresh goat cheese, crumbled
- tablespoons minced sun-dried tomatoes (oil packed)
- 2 tablespoons finely chopped fresh basil
- 4 large boneless chicken breast halves (with skin), about 8 ounces each Extra-virgin olive oil Kosher salt Freshly ground black pepper



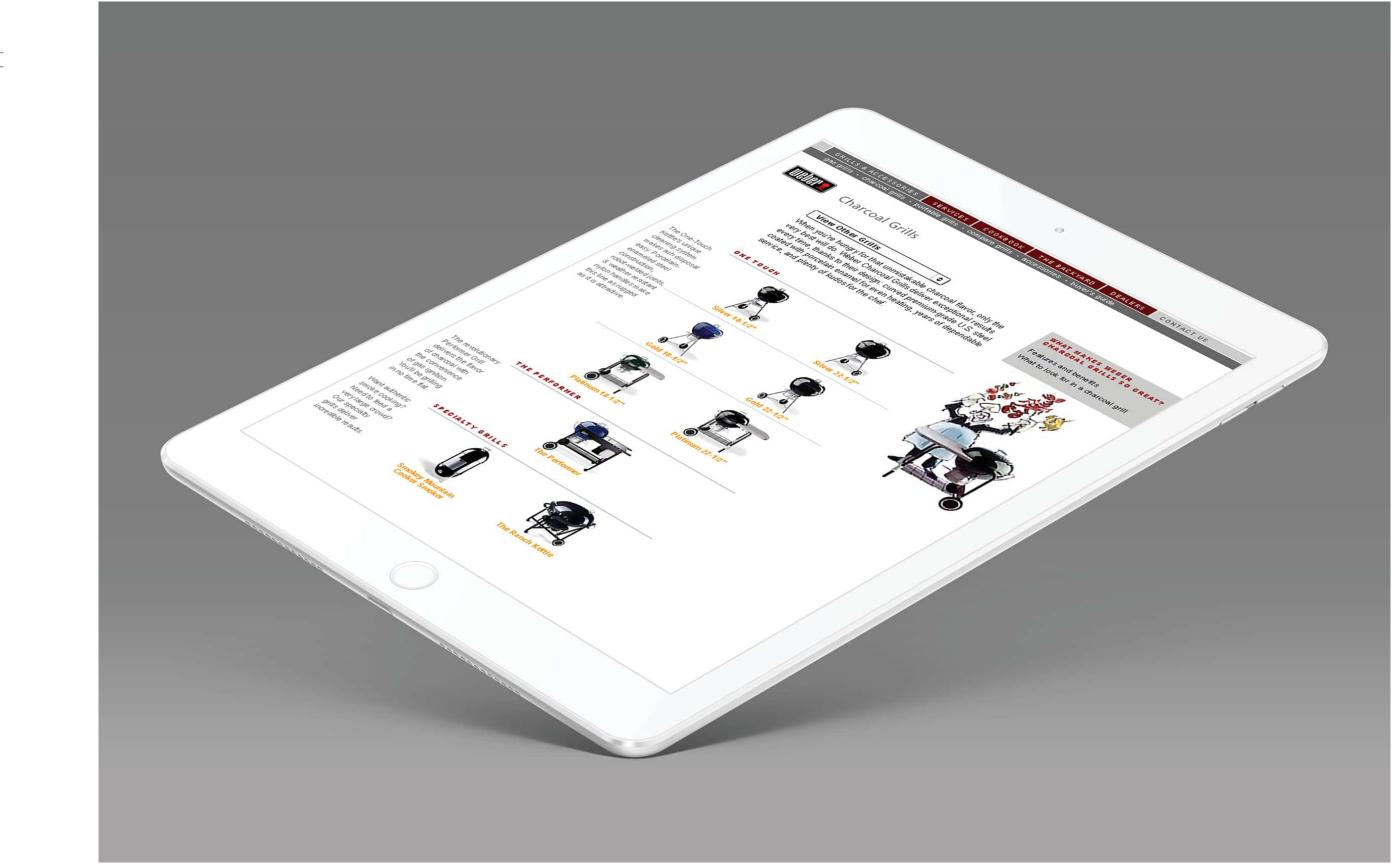
- Acom Squash with Apple-Combread Stuffing
- Acorn Squash with Spiced Pecan Butter
- Asparagus Bundles with Tarragon Butter
- Asparagus with Warm Bacon and Sherry Vinaigrette
- · Black-Eyed Pea Salad
- Com and Black-Eyed Pea Compote
- Fire-Roasted Tomato and Bread Soup
- Green Broad Bean Salad
- Grilled Asparagus Soup
- Grilled Asparagus Spears
- Grilled Asparagus with Proscuitto and Orange Mayonnaise
- · Grilled Corn on the Cob
- · Grilled New Potato Salad
- · Grilled Romaine Lettuce
- Grilled Summer Fruit Salad
- · Grilled Sweet Potato Coins
- · Grilled Vegetable Pasta
- · Hot German Potato Salad
- Italian Stuffed Tomatoes



ACCESSORY SUGGESTION

## Weber Grills

Website Tablet



## Weber Grills

Product Catalog



#### Weber Grills

Product Catalog

#### THE BACKYARD REVOLUTION

When George Stephen, founder of Weber-Stephen Products Co., designed his first kettle-shaped barbecue grill in 1951, he sparked a backyard revolution. Tired of flat, open braziers that exposed his food to wind, ashes, and charring flare ups, he decided to put a lid on it—literally.

At the time, George worked at Weber Brothers Metal Works in Chicago, welding large metal spheres together to make buoys. It was in these very spheres that his idea took shape. He knew a rounded cooking bowl with a lid was the key to success. He added three legs to the bottom, a handle to the top, and took the oddity home. Before long, the kettle shape had become an American icon for food and fun

#### MILLIONS OF COOKOUTS LATER

Today, every Weber<sup>a</sup> grill comes equipped with a legacy of caring. Call us perfectionists, but we're dedicated to building the best grill you can buy. We do our homework, designing products that won't let you down. The result? A line of grills that are practically ready to go right out of the box, last for years, and deliver exceptional results every time.

#### THE WEBER DIFFERENCE

We believe our job doesn't end with the sale. Weber\* grill owners deserve the very best and that's why we surround our products with unexpected services.



Grill us. The grilling experts in our customer service center stand ready to answer your questions and impart advice around the clock. 1-800-446-1071.

Making a grill, checking it twice. Before your Weber\* grill can leave the factory, all of its parts are scrutinized and tested to ensure it meets Weber's highest standards.

Nice extras. As a final touch, we added conveniences like tool hooks, stay-cool handles, lidholders, side tables, and more. Everything that makes grilling easier for you.

Log on to www.weber.com<sup>™</sup>. Visit our web site to research products, find a local dealer, browse our extensive recipe database, or check out what's up in The Backyard.

Register your grill and watch your mailbox. As a valued Weber customer, twice a year you'll receive a complimentary newsletter full of tips, recipes, and grilling lore to keep you in the grilling spirit.



### Charcoal?

Taste tests have shown that there's no significant flavor difference in food cooked on a charcoal grill or a gas grill. The decision which to buy is purely personal. Some people feel a basic human need to make a fire.







### Or Gas?

Want convenience and spontaneity? A gas grill can be instantly fired up with the push of a button, and adjusting cooking temperature is as easy as turning a knob.





## **Mastering the Fire**

THE DIRECT METHOD, means the food is cooked directly over prepared coals. For even heating, food should be turned once halfway through the grilling time. Use the Direct method for foods that take less than 25 minutes to cook: steaks, chops, kabobs, vegetables, and the like. Direct cooking is also necessary to sear meats. Searing creates that wonderful crisp, caramelized texture where the food hits the grate.

THE INDIRECT METHOD is similar to roasting. Heat rises, reflects off the lid and inside surfaces of the grill, and circulates to slowly cook the food evenly on all sides, so there's no need to turn the food over. Use the Indirect method for foods that require 25 minutes or more of grilling time. Examples include roasts, ribs, whole chickens, turkeys, as well as delicate fish fillets.



## Weber Grills

Gift Guide



### Weber Grills

Service Card

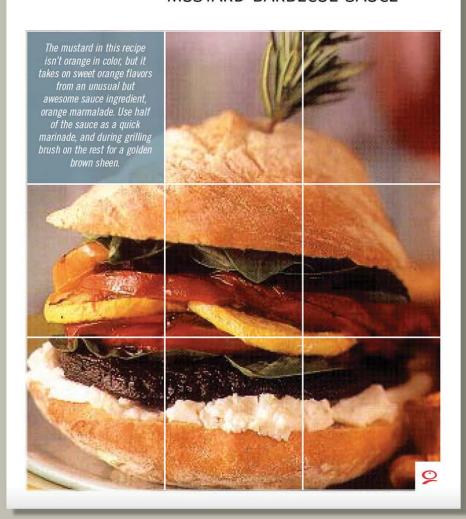


### Weber Grills

Recipe Card

BURGERS 'N DOGS

### CHICKEN WINGS WITH ORANGE-MUSTARD BARBECUE SAUCE



#### BURGERS 'N DOGS



#### For the sauce:

2/3 cup cider vinegar 1/3 cup Dijon mustard

1/3 cup orange marmalade 1 tsp chili powder

1 tsp granulated garlic

tsp kosher salt tsp sesame oil

½ tsp curry powder

½ tsp freshly ground black pepper ¼ tsp ground ginger

12 chicken wings, tips removed

#### Direct/Medium

To make the sauce: In a medium saucepan whisk together the sauce ingredients. Bring the sauce to a boil, then lower the heat and simmer for 10 to 15 minutes, stirring occasionally. Allow to cool to room temperature.

Pour half of the sauce into a large, resealable plastic bag; reserve the other half. Rinse the chicken wings under cold water and add them to the bag. Press the air out of the bag and seal tightly. Turn the bag to coat the chicken wings, place in a bowl, and refrigerate for 1 to 2 hours, turning the bag occasionally.

Remove the wings from the bag and discard the sauce left in the bag. Grill the wings over Direct Medium heat until the meat is no longer pink at the bone (cut one open to check), 20 to 25 minutes, brushing with the reserved sauce and turning occasionally.

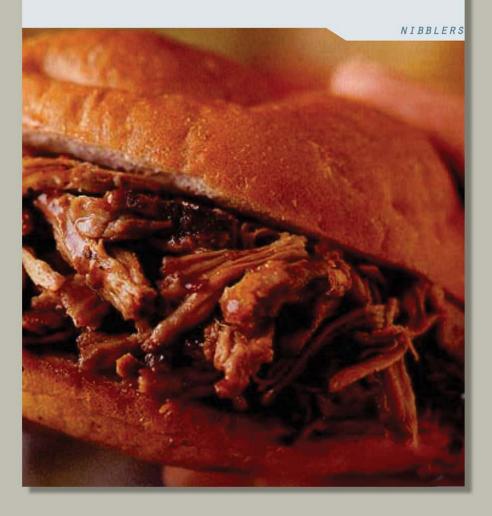
Make 4 to 6 servings.

**What to drink:** A Riesling Kabinett from Germany's Rheingau or Pfalz regions should bring out the earthiness, richness, and sweetness of this dish.

### Weber Grills

Recipe Card

# CHICKEN WINGS WITH ORANGE-MUSTARD BARBECUE SAUCE



## CHICKEN WINGS WITH ORANGE-MUSTARD BARBECUE SAUCE

NIBBLERS

HERE IS ONE OF THE SIMPLEST AND MOST EXCELLENT WAYS TO BOOST THE FLAVORS OF A STEAK. A FINE GRINDING OF DRIED MUSHROOMS AND BLACK PEPPERCORNS PROVIDES A BEWITCHING COMBINATION OF SEASONINGS THAT TURN SMOKY AND SENSATIONAL ON THE GRILL.

#### For the sauce:

- 1/4 oz dried shiitake mushrooms
- tsp whole black peppercorns
- tbs peanut oil
- 1 flank steak, 1-1/2 to 2 pounds and about 3/4 inch thick

#### For the sauce:

- 2 tbs soy sauce
- tsp granulated sugar
- 2 tsp rice vinegar

#### Direct/Medium

In a spice grinder or coffee mill, grind the mushrooms and peppercorns to a powder.

Transfer the powder in a small bowl, add the oil, and stir to create a paste. Smear the paste evenly over both sides of the flank steak. Let the flank steak sit at room temperature for 20 to 30 minutes.

To make the sauce: In a small bowl whisk together the sauce ingredients.

Grill the flank steak over Direct Medium heat for 8 to 10 minutes for medium rare, turning once halfway through grilling time. Remove from the grill and allow to rest for 3 to 5 minutes. Cut across the grain into thin strips. Place the strips in a medium bowl. Pour the sauce over the strips. Toss to evenly coat. Serve warm.

Makes 4 to 6 servings.

### **Weber Grills**

Packaging

