

upshift

Weber Grills

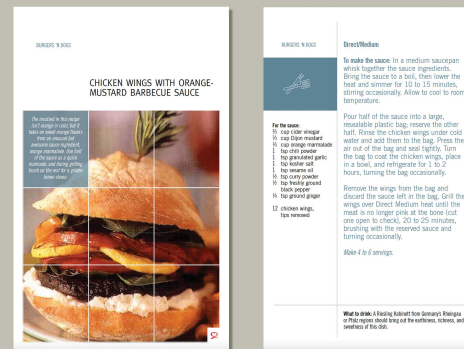
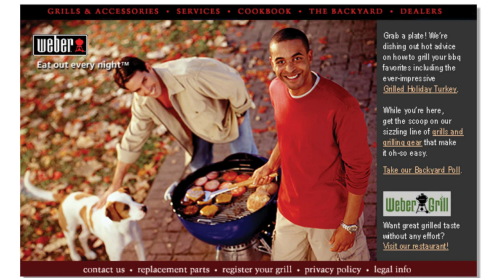
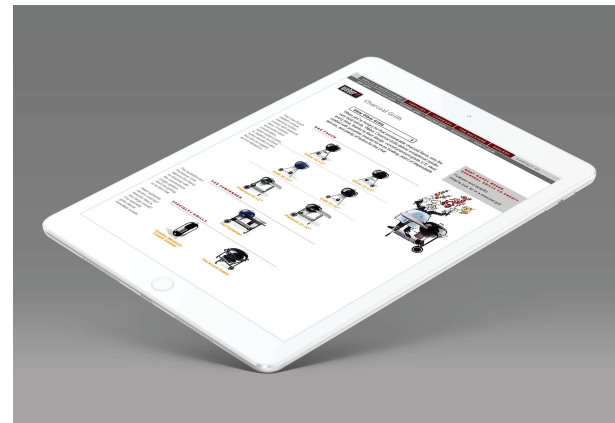
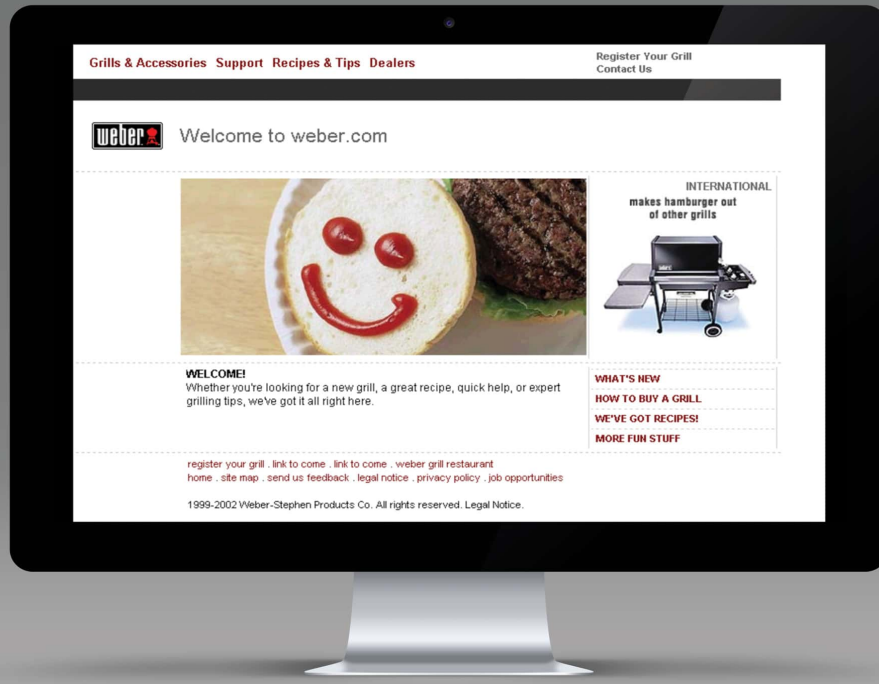
**We headed the
Branding Council
for Weber Grills for
10 years**

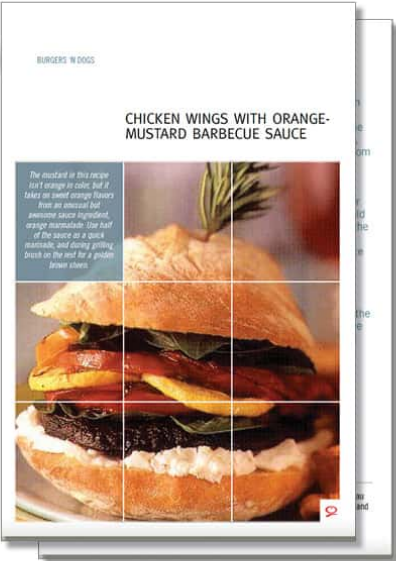
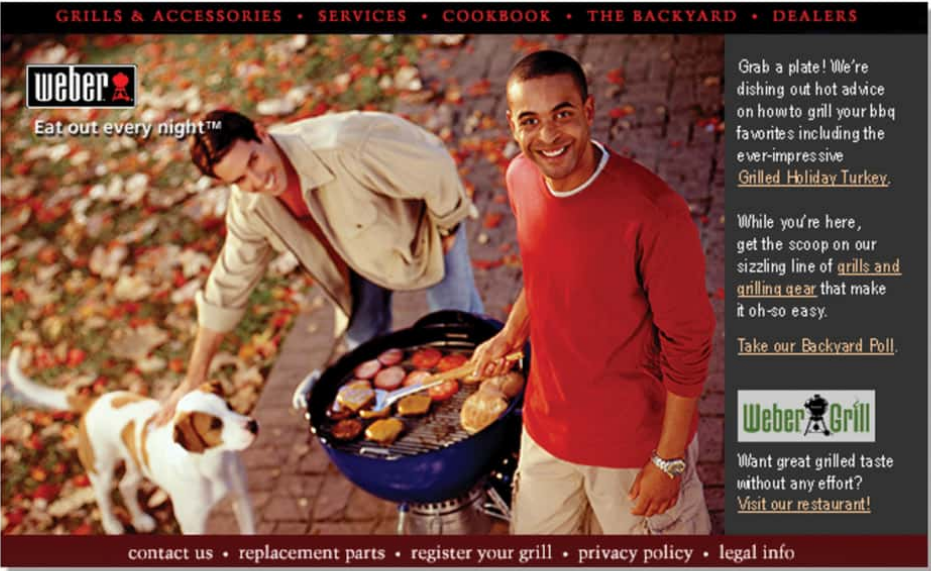
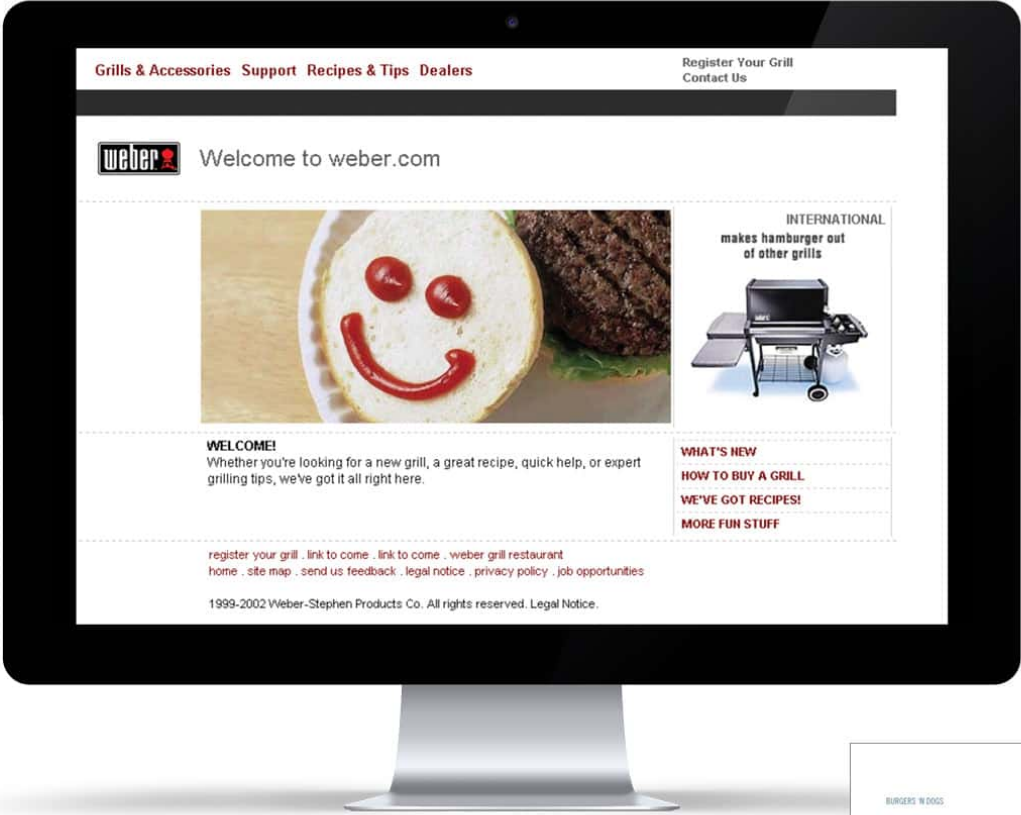
OBJECTIVE

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.



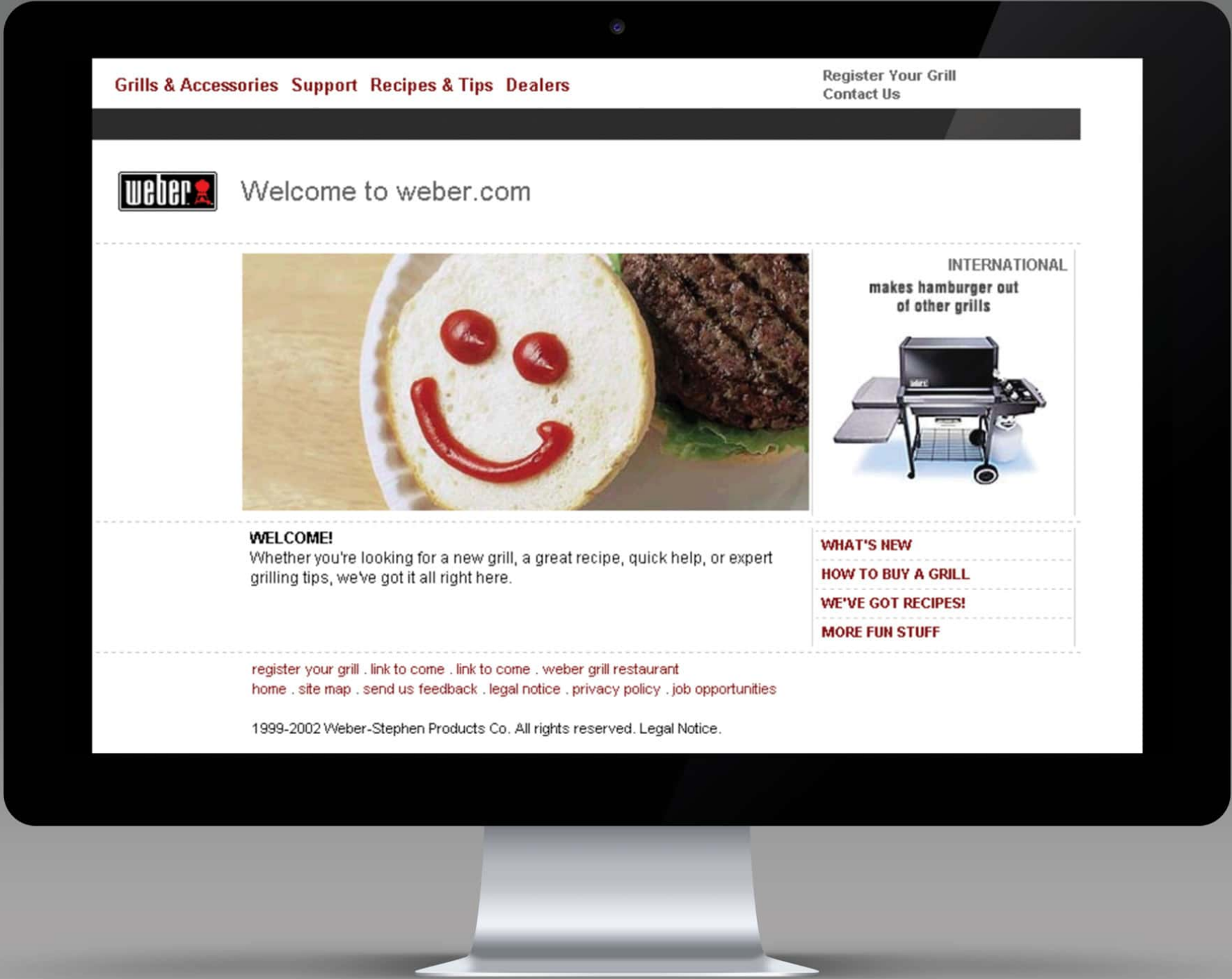


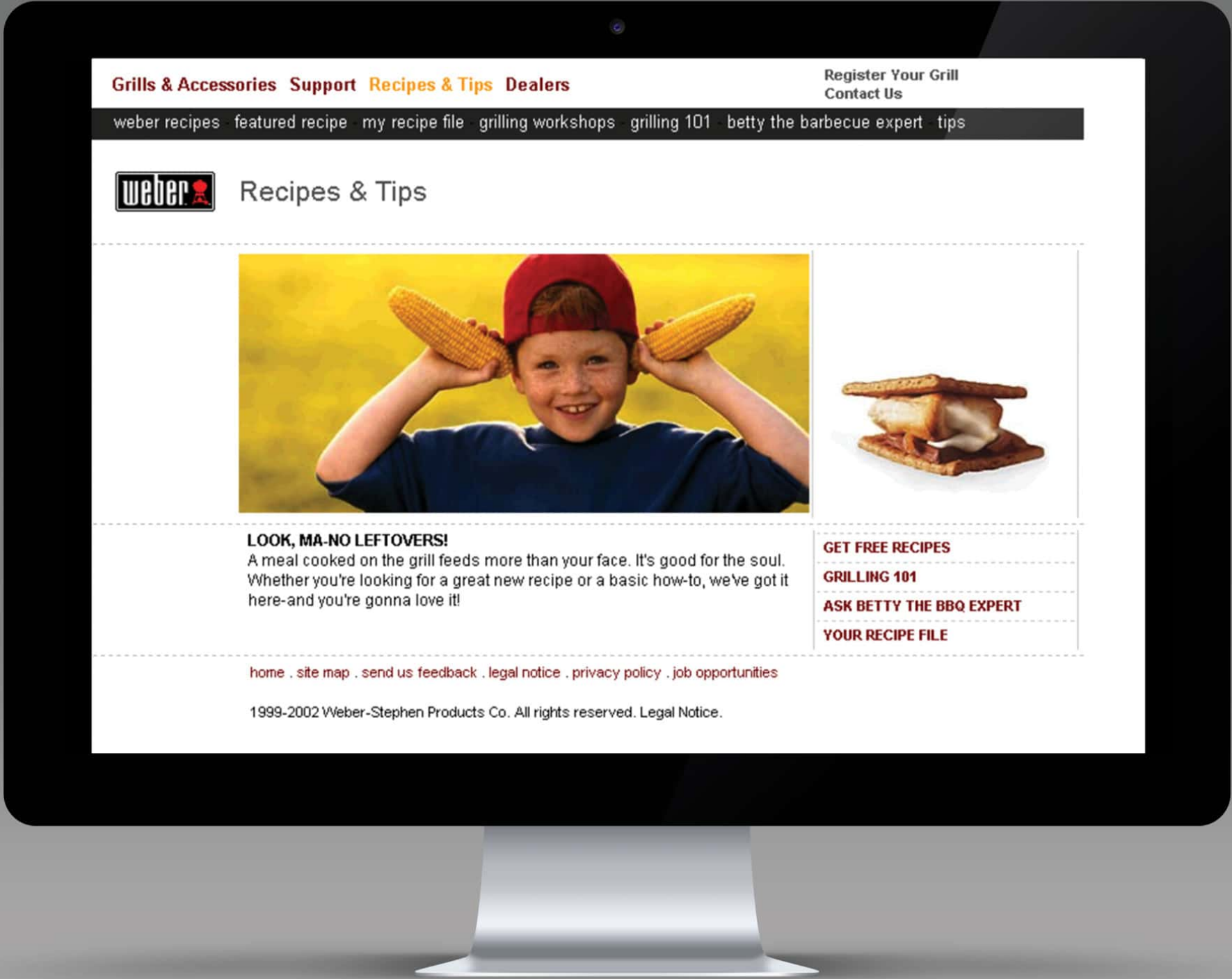
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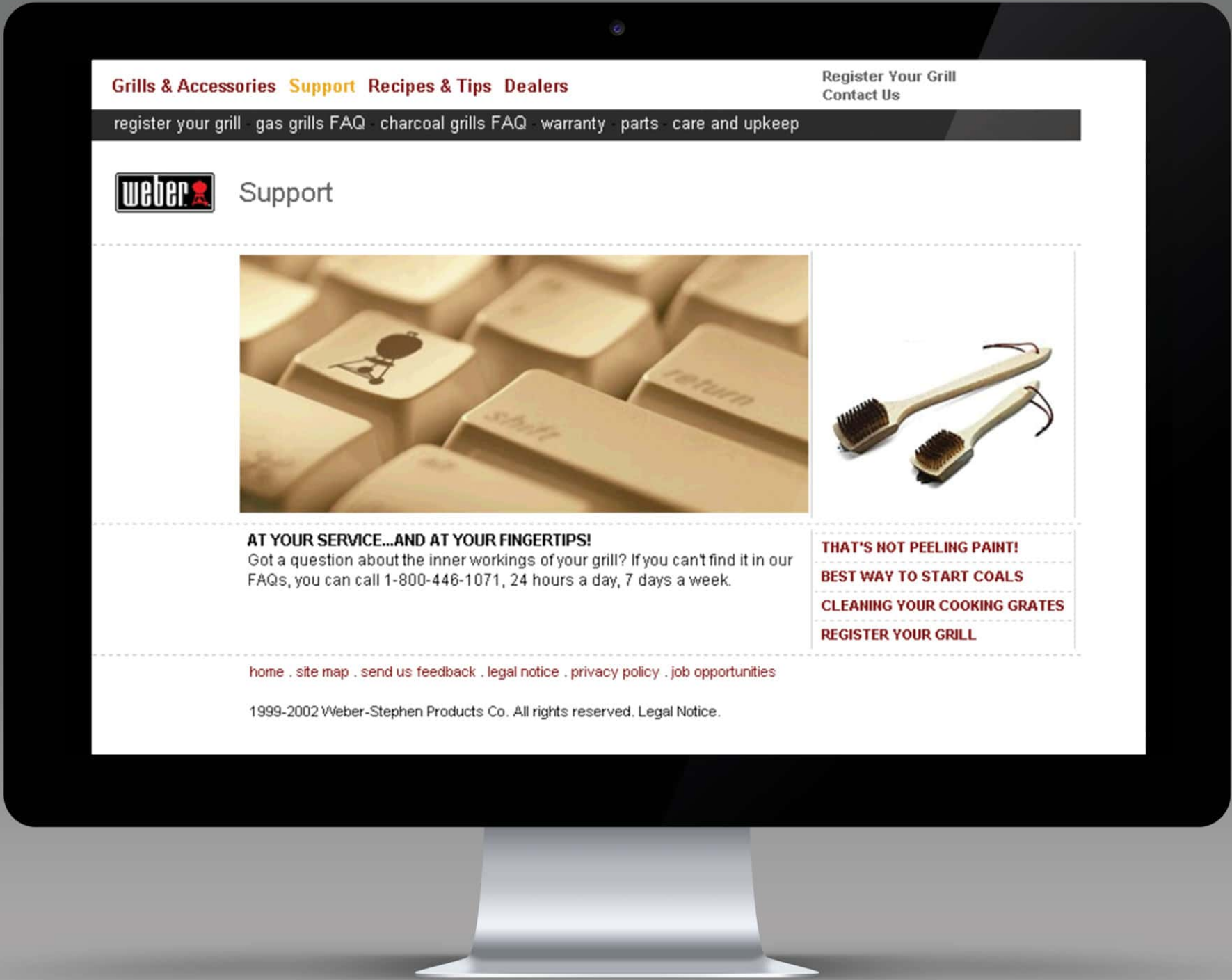
Weber Grills

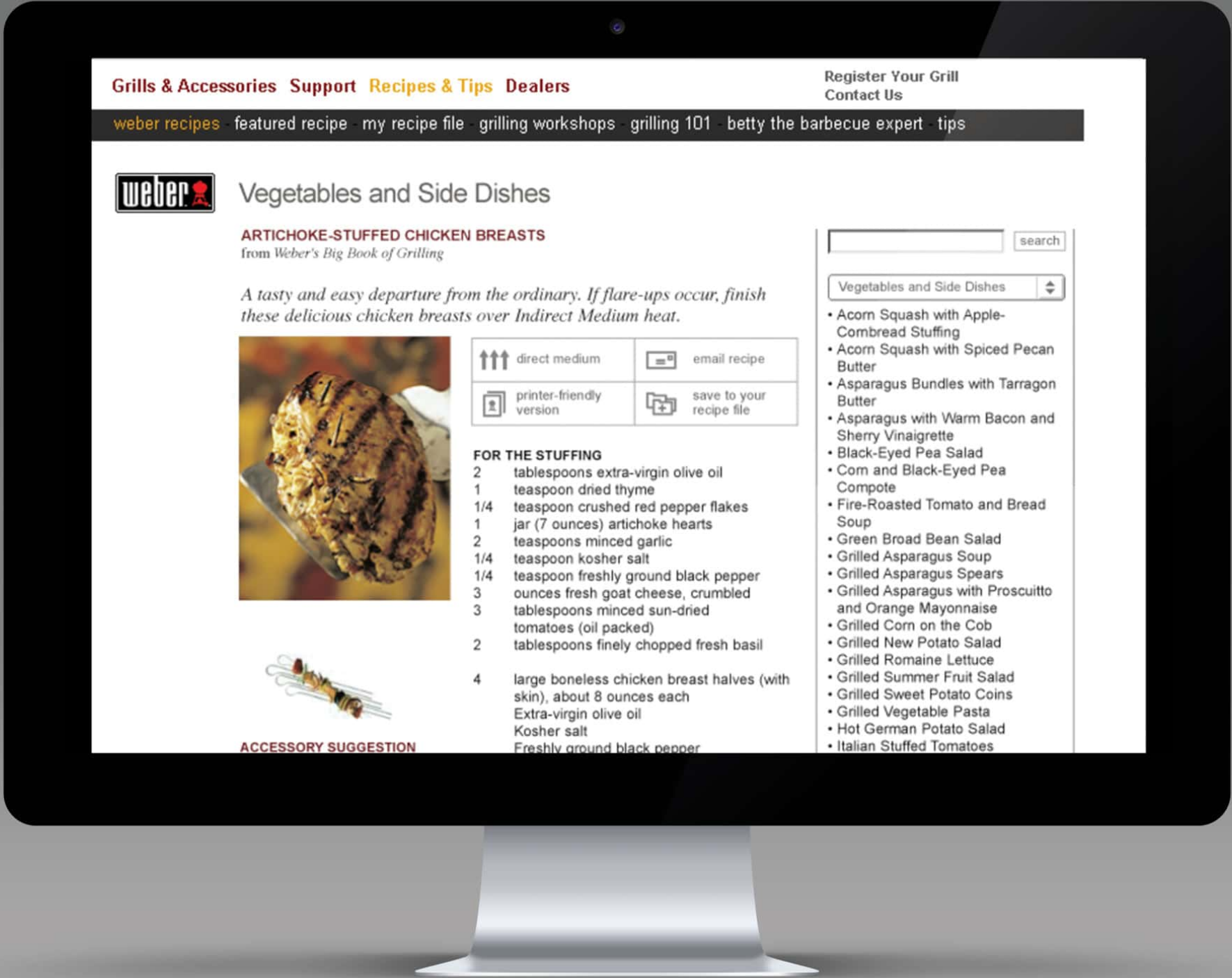
Revised Logo

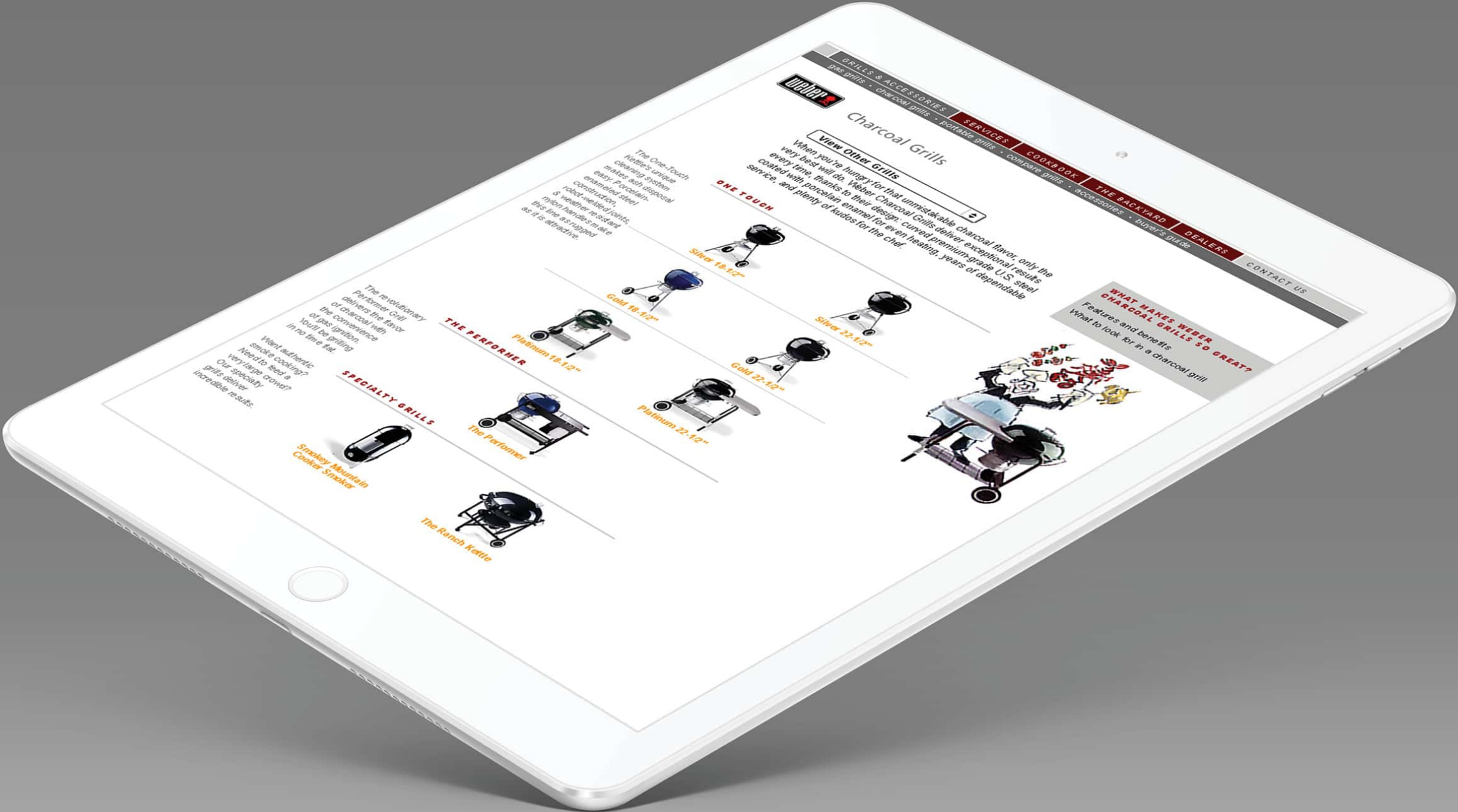












upshift

Weber Grills

Product Catalog



THE BACKYARD REVOLUTION

When George Stephen, founder of WeberStephen 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® 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, lid holders, side tables, and more. Everything that makes grilling easier for you.

Log on to www.weber.com™. 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.



GRILLS & ACCESSORIES • SERVICES • COOKBOOK • THE BACKYARD • DEALERS



weber
Eat out every night™

Grab a plate! We're dishing out hot advice on how to grill your bbq favorites including the ever-impressive [Grilled Holiday Turkey](#).

While you're here, get the scoop on our sizzling line of [grills and grilling gear](#) that make it oh-so easy.

[Take our Backyard Poll.](#)

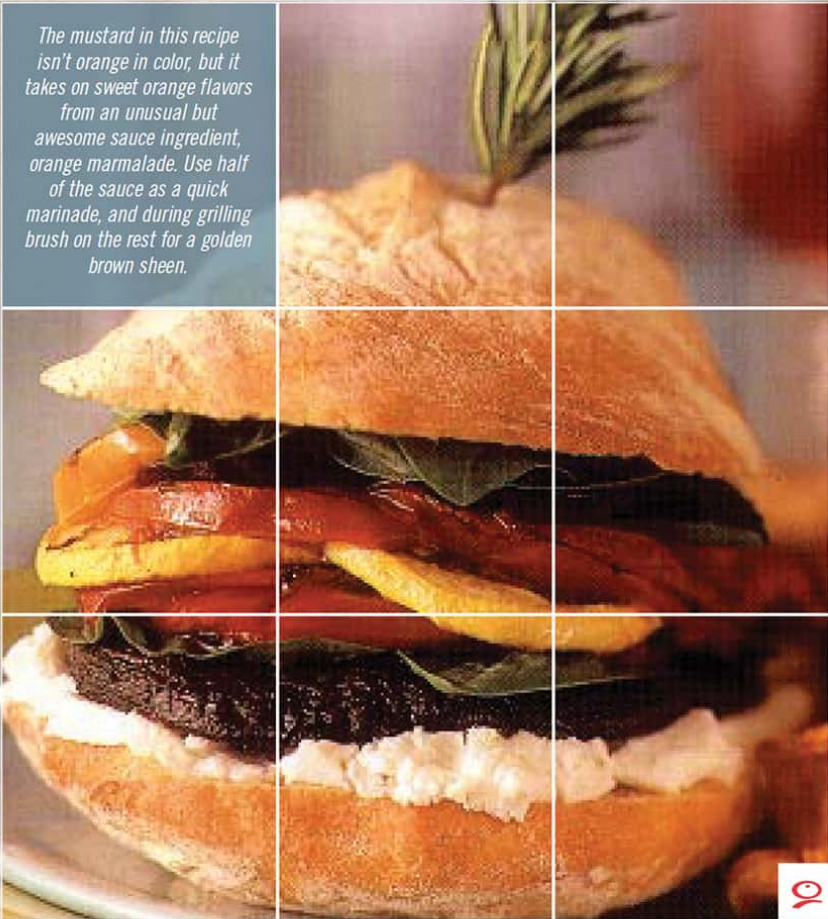
Weber Grill

Want great grilled taste without any effort? [Visit our restaurant!](#)

contact us • replacement parts • register your grill • privacy policy • legal info

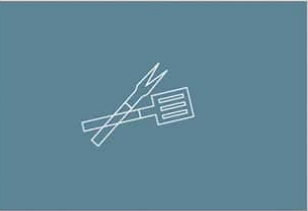
BURGERS 'N DOGS

CHICKEN WINGS WITH ORANGE-MUSTARD BARBECUE SAUCE



The mustard in this recipe isn't orange in color, but it takes on sweet orange flavors from an unusual but awesome sauce ingredient, orange marmalade. Use half of the sauce as a quick marinade, and during grilling brush on the rest for a golden brown sheen.

BURGERS 'N DOGS



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.

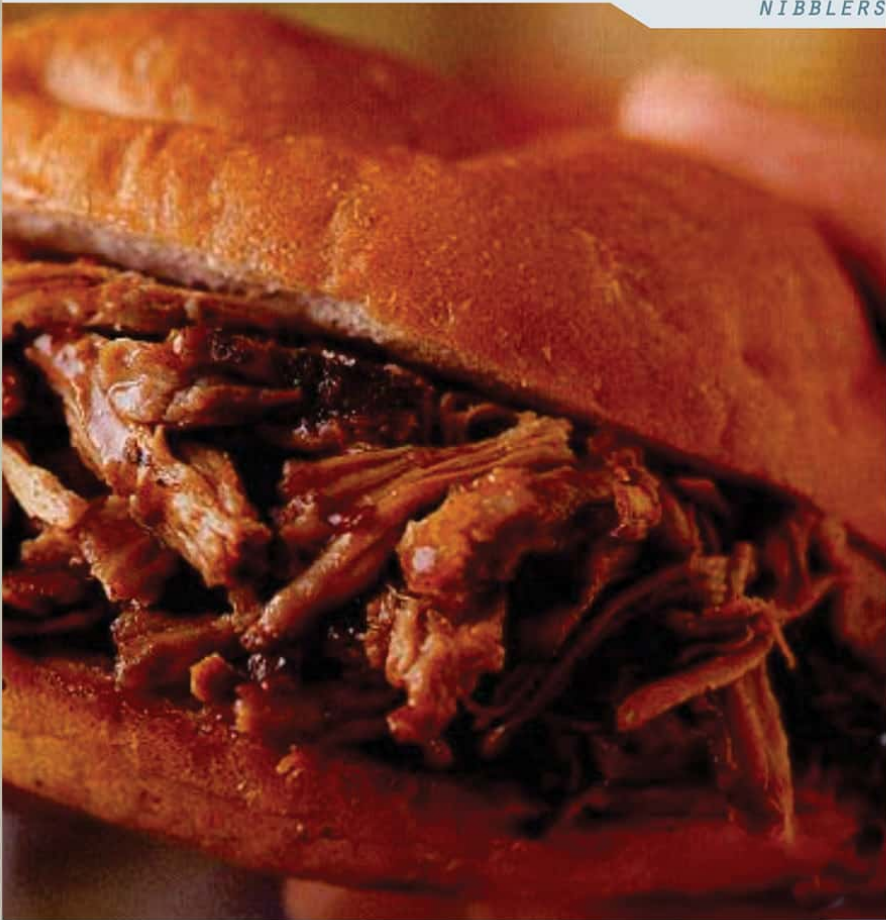
Remove the wings from the bag and discard the sauce left in the bag. Grill the wings over Direct Medium heat until the meat is no longer pink at the bone (cut one open to check), 20 to 25 minutes, brushing with the reserved sauce and turning occasionally.

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.

CHICKEN WINGS WITH ORANGE-MUSTARD BARBECUE SAUCE

NIBBLERS



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
 - 1 tsp whole black peppercorns
 - 3 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
 - 2 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

