

**GEORGE FOREMAN®**

**THE WORLD'S N°1\*  
IS ALL YOU NEED**



**Q2 2025**



George Foreman continues to maintain its leading position within the electric grilling category, thanks to our range of pioneering grills that bring to the fore high-quality design and innovative features that we know our customers love. Since our inception in 1994 we have continually sought to offer a superior grilling experience through our commitment to quality and innovation, combining convenience with advanced cooking technology.

Thank you for your continued support, and as always, I would be delighted to hear any comments you may have regarding our George Foreman business.

Regards

Tim

President Home & Personal Care Global  
[Tim.Wright@eu.spectrumbrands.com](mailto:Tim.Wright@eu.spectrumbrands.com)

## MEET GEORGE FOREMAN

George Foreman is your meal time friend who can inspire a world of recipes, no matter what the occasion. Whether you're cooking outside of your comfort zone or simply short on time, George Foreman helps you eat well more often. Your only limitation is your imagination.

Live up weekday dinners. Sort food in a flash. Be inspired by simple yet tasty side dishes. Whatever food takes your fancy, George Foreman will help you make every bite your own.

Modern life is busy, and despite being short of time we all feel the pressure to cook good, nutritious, tasty food. But we believe that making good food, both nutritious and tasty dishes, doesn't have to be time consuming or difficult. We think that everyone should be able to make what they want, when they want.

So, whether you're hanging out with friends, heading back from the gym, enjoying a family breakfast or rustling up something inspired between meals – you can always count on George Foreman.

1994



George Foreman becomes the oldest ever world heavyweight champion at the age of 45, attributing his remarkable achievement to his healthy eating. This inspired the creation of the George Foreman Grill.

1996



First George Foreman Health Grill launched in the US.

MID 90's



George Foreman Grills are launched into Australia and remain the number one grill brand in the country.

1998

**\$200m**

George Foreman had sold \$200 million worth of grills in the US.

2001



First George Foreman Grill was sold in the UK.

2009



The George Foreman collection introduces three product categories; compact family and entertaining.

2016



George Foreman Grills celebrate 15 years since being launched in the UK. Over 100 million health grills have been sold worldwide.

2019



The World's No.1 Electric Grill Brand<sup>^</sup>.

<sup>^</sup>Source: Euromonitor International Ltd, Consumer Appliances 2022ed, per electric grills category definition, retail volume sales in units, 2021 data

# GEORGE FOREMAN<sup>®</sup>

## TIMELINE

25 years of George Foreman grills. We have improved and bettered them, through removable plates and more modern designs but they are still the same electrical grills, that took the world by storm, in 1994. We created the category, grew it, and have continued to lead it for 25 years. The George Foreman brand is now synonymous with electric grills.

2003



Variable Temperature controls & Removable Grill Plates introduced.

2015



UK sales hit an amazing milestone of 15 million grills sold in the UK alone and 80% share of the UK health grill market.

2017



George Foreman launches in Continental Europe.

2021

**THE WORLD'S NO.1 IS ALL YOU NEED**

Following on from The World's Favourite, George Foreman refreshes it's communications platform in one simple compelling line, positioning our grills as the go-to-kitchen appliance.

\*World's No.1 Electric Grill Brand. Euromonitor International Ltd. See website for more details

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# FLEXE GRILL



2<sup>+</sup> EASIER TO  
X CLEAN\*\*\*

OPENS  
180  
DEGREES

## FLEXE GRILL



- Grill can be used as contact grill or hinged open 180 degrees to be used as a flat griddle
- Built in drip tray collects run off fat and grease in both grill and griddle position
- Improved non stick coating to plates – clean in 1 wipe
- Vertical storage with cord wrap
- Power on / ready light indicator
- Adjustable rear foot that can be used when grill is being used in contact setting for 40% fat reduction
- Adjustable hinge for even cooking
- 1800W
- White Gold Stainless Steel Upper Housing



MODEL NUMBER 26250-56 VKB: 23993036001 EAN: 5038061135268

\*\*\*Vs your conventional electric oven grill. Tested at room temperature and cleaned with a damp cloth



# FIT GRILL - MEDIUM - COPPER



## FIT GRILL | MEDIUM | COPPER



- Premium copper plates
- 30% space saving^ - no reduction on performance
- Improved non stick coating
- Branded inner plates
- Speedy heat up
- Adjustable rear foot
- Clip in drip tray
- Vertical storage with cord wrap
- 1370-1630W



MODEL NUMBER

25811-56

VKB: 23884036002

EAN: 5038061112276

^ on average compared to 23440/18471/23440 based on overall height  
\*\*\*V's your conventional electric oven grill. Tested at room temperature and cleaned with a damp cloth



Don't let its smaller footprint fool you. This streamlined grill fits easily into any kitchen and can cook up endless dishes from around the world, like grilled American doughnuts, Tikka cauliflower steaks or Korean chicken thighs.

- 30% space saving (on average compared to 23440 based on overall height) - no reduction on performance
- Improved non-stick coating (compared to standard George TM non-stick coating)
- 160% faster heat up (Vs. your conventional electric oven grill at 230 degrees)
- Branded inner plates
- Adjustable rear foot
- Clip in drip tray
- Vertical storage with cord wrap
- Medium 1370-1630W, Large 2015-2400W



## FIT GRILL | MEDIUM



MODEL NUMBER 25810-56 VKB: 23883036001 EAN: 5038061106251

## FIT GRILL | LARGE



MODEL NUMBER 25820-56 VKB: 23881036001 EAN: 5038061106152

# SMOKELESS BBQ GRILL

Love BBQs? Hate smoke? This grill's got you covered. Fire it up for dishes like Bratwurst hotdogs and get maximum flavour, zero smoke, no lingering smells or greasy grills. Our Smokeless BBQ Grill's clever plate – designed to direct hot fat straight into the drip tray below – cools fat immediately, eliminating up to 80%\*\*\* of smoke. Enjoy outdoor cooking indoors and appetizing BBQ aromas instead of greasy smoke.



## SMOKELESS BBQ GRILL | LARGE

MODEL NUMBER 25850-56 VKB: 23861036001 EAN: 5038061105049

- Low generation of odours and smoke-less, open grate cooking technology
- Removable dishwasher safe plate and drip tray
- Titanium infused non stick coating, 3x more durable<sup>†</sup>
- Snap-together feature for easy storage
- Steel housing and plastic parts
- Variable heat controls
- Large – 49.7 cm L x 33.5 cm W x 7.8 cm D plate size
- 1m long power cord
- 1350-1606W



**80% LESS SMOKE\*\*\***

<sup>†</sup>Compared to a standard George Tough™ non-stick coating

\*\*\*V's George Foreman Indoor/Outdoor grill 22460/56 when grilling 20% fat content beef burgers (113g) with a clean grill and drip tray

# STEEL GRILLS



2<sup>+</sup> EASIER TO  
X CLEAN<sup>^</sup>

PREMIUM  
STEEL FINISH

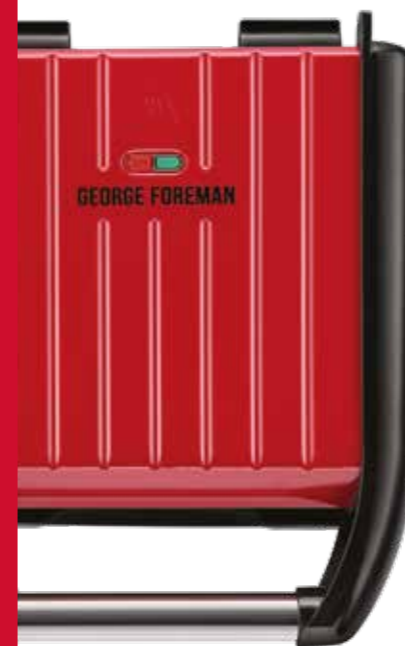
George Foreman is here to make a statement in your kitchen and an impact on your cooking. There for you on every occasion from Friday night kebabs, healthy halloumi salads and sausage sandwiches on a Saturday morning - he's on it.

- Bevelled steel upper housing
- Inner plate branding
- Easy to clean, non-stick coated plates
- Perfect fit drip tray – slides and clips into place
- Adjustable rear foot for flat or angled cooking
- Grill can be stored vertically, including drip tray with cord storage
- Ready to cook indicator lights
- Small - 1200W, Medium - 1650W



<sup>^</sup>V's your conventional electric oven grill. Tested at room temperature and cleaned with a damp cloth

## STEEL GRILL | SMALL



MODEL NUMBER 25030-56 VKB: 23749036001 EAN: 4008496980819

## STEEL GRILL | MEDIUM



MODEL NUMBER 25040-56 VKB: 23751036001 EAN: 4008496980840

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# INDOOR OUTDOOR GRILL



## INDOOR OUTDOOR GRILL | LARGE



- Cooks up to 15 portions, suitable for both indoor and outdoor use
- Removable non-stick coated grill plates for easy cleaning
- Detachable drip tray to capture run off fat, grease and oil
- Variable temperature control with 5 heat setting and gauge view
- Large dome lid with cool touch handle
- 2400W

MODEL NUMBER

22460-56

VKB:












23246036003

EAN:

4008496877812

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	Product Name	Model No.	VKB Number	Packaging Dimensions (mm)	Weight of packaged product (g)	Quantity Per carton/pallet	W	Material		Special Features	Guarantee (Years)	Page Number	Spare Parts Available	EAN Barcode
	FLEXE GRILL	26250-56	23993036001	L: 350 D: 184 H: 373	3576	2/24	1650-1960	Plain steel, PMC, ADC		<ul style="list-style-type: none"> <li>• Grill can be used as contact grill or hinged open 180 degrees to be used as a flat griddle</li> <li>• Built in drip tray collects run off fat and grease in both grill and griddle position</li> <li>• Improved non stick coating to plates – clean in 1 wipe</li> <li>• Vertical storage with cord wrap</li> <li>• Power on / ready light indicator</li> <li>• Adjustable rear foot that can be used when grill is being used in contact setting for 40% fat reduction</li> <li>• Adjustable hinge for even cooking</li> <li>• 1800W</li> <li>• White Gold Stainless Steel Upper Housing</li> </ul>	2+1	10		 5 038061 135268 >
	FIT GRILL - MEDIUM - COPPER	25811-56	23884036002	L: 362 D: 105 H: 315	2666	2/60	1370-1630	Black plastic upper housing		<ul style="list-style-type: none"> <li>• Premium copper plates</li> <li>• 30% space saving (on average compared to 23440 based on overall height) - no reduction on performance</li> <li>• Improved non stick coating</li> <li>• Branded inner plates</li> <li>• Speedy heat up</li> <li>• Adjustable rear foot</li> <li>• Clip in drip tray</li> <li>• Vertical storage with cord wrap</li> </ul>	2+1	12		 5 038061 112276 >
	FIT GRILL - MEDIUM	25810-56	23883036001	L: 362 D: 105 H: 315	2570	2/60	1370-1630	Black plastic upper housing		<ul style="list-style-type: none"> <li>• 30% space saving (on average compared to 23440 based on overall height) - no reduction on performance</li> <li>• Improved non stick coating</li> <li>• Branded inner plates</li> <li>• Speedy heat up</li> <li>• Adjustable rear foot</li> <li>• Clip in drip tray</li> <li>• Vertical storage with cord wrap</li> </ul>	2+1	14		 5 038061 106251
	FIT GRILL - LARGE	25820-56	23881036001	L: 454 D: 100 H: 370	3924	2/28	2015-2400	Black plastic upper housing		<ul style="list-style-type: none"> <li>• 30% space saving (on average compared to 23440 based on overall height) - no reduction on performance</li> <li>• Improved non stick coating</li> <li>• Branded inner plates</li> <li>• Speedy heat up</li> <li>• Adjustable rear foot</li> <li>• Clip in drip tray</li> <li>• Vertical storage with cord wrap</li> </ul>	2+1	14		 5 038061 106152
	SMOKELESS BBQ GRILL - LARGE	25850-56	23861036001	L: 543 D: 370 H: 138	3587	2/24	1350-1606	Stainless steel and black plastic lower housing		<ul style="list-style-type: none"> <li>• Low generation of odours and smoke-less, open grate cooking technology</li> <li>• Removable dishwasher safe plate and drip tray</li> <li>• Titanium infused non-stick coating</li> <li>• (3 x more durable compared to standard George Tough TM non-stick coating)</li> <li>• Snap-together feature for easy storage</li> <li>• Steel housing and plastic parts</li> <li>• Variable heat controls</li> <li>• 1m long power cord</li> </ul>	2+1	16		 5 038061 105049
	STEEL GRILL - SMALL	25030-56	23749036001	L: 290 D: 130 H: 365	2709	4/48	1000-1200	Red steel upper housing		<ul style="list-style-type: none"> <li>• Bevelled steel upper housing</li> <li>• Inner plate branding</li> <li>• Easy to clean, non-stick coated plates</li> <li>• Cooks up to 3 portions • Perfect fit drip tray – slides and clips into place</li> <li>• Adjustable rear foot for flat or angled cooking</li> <li>• Grill can be stored vertically, including drip tray with cord storage</li> <li>• Ready to cook indicator lights • 1229W</li> </ul>	2+1	18		 4 008496 980819 >
	STEEL GRILL - MEDIUM	25040-56	23751036001	L: 360 D: 150 H: 390	3169	2/36	1380-1650	Red steel upper housing		<ul style="list-style-type: none"> <li>• Bevelled steel upper housing</li> <li>• Inner plate branding</li> <li>• Easy to clean, non-stick coated plates</li> <li>• Cooks up to 3 portions</li> <li>• Perfect fit drip tray – slides and clips into place</li> <li>• Adjustable rear foot for flat or angled cooking</li> <li>• Grill can be stored vertically, including drip tray with cord storage</li> <li>• Ready to cook indicator lights</li> </ul>	2+1	18		 4 008496 980840 >
	INDOOR OUTDOOR GRILL - LARGE	22460-56	23246036003	L: 545 D: 543 H: 303	7946	1/6	2000-2400	Stainless steel upper housing		<ul style="list-style-type: none"> <li>• Cooks up to 15 portions, suitable for both indoor and outdoor use</li> <li>• Removable non-stick coated grill plates for easy cleaning</li> <li>• Detachable drip tray to capture run off fat, grease and oil</li> <li>• Variable temperature control with 5 heat setting and gauge view</li> <li>• Large dome lid with cool touch handle</li> </ul>	2+1	22		 4 008496 877812 >



YOUR ONLY **LIMITATION**  
IS YOUR **IMAGINATION**