

GEORGE FOREMAN®

**THE WORLD'S
FAVOURITE***



AUTUMN WINTER 2022

*Market research institutes, Consumer Appliances 2020, per electric grills category



In 2022, George Foreman continues to deliver innovative products that offer innovation in design and materials, producing features that our research tells us are relevant to our consumers. We have launched a new communications platform The World's Favourite* Is All You Need. This one simple compelling line will shout out our Category Leading Status, and will work whether we are paying off versatility, speed, ease or all of these, giving us potential to position our Grills as the go-to kitchen appliance for any recipe, chef ability, any time.

I would be delighted to hear from you with any comments you may have regarding our George Foreman business.

Thank you for the ongoing support.

Regards

Tim

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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[^].

[^]Source: Euromonitor International Ltd; Consumer Appliances 20121ed; per electric grills category definition; Retail Volume Sales in units, 2020 data

GEORGE FOREMAN[®]

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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SMOKELESS GRILL



SMOKELESS GRILL | MEDIUM



- Smokeless contact grilling technology
- Removable dishwasher safe plates and drip tray
- Durable non stick coating, 3x more durable†
- Integrated vents
- Bottom grill plate open - top closed
- Floating hinge (accommodates 2.5cm cooking height)
- Single temperature
- Ready to cook indicator light
- Body - top stainless steel, bottom plastic
- 1500w



MODEL NUMBER	28000-56	VKB:	23937036001	EAN:	5038061110777
Packaging dims (mm):	416x350x179	Weight:	6112g	Qty per carton:	2
				Qty per pallet:	24

†Compared to a standard George Tough™ non-stick coating
***vs George Foreman Classic Grill 24330/56 when grilling 20% fat content beef burgers (113g) with a clean grill and drip tray

FLEXE GRILL



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
Packaging dims (mm):	350x184x373	Weight:	3576g	Qty per carton:	2
				Qty per pallet:	24

***V's 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		
Packaging dims (mm):	362x105x315	Weight:	2666g	Qty per carton:	2	Qty per pallet:	60

^ 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^ - 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
- Medium 1370-1630W
- Large 2015-2400W



FIT GRILL | MEDIUM



MODEL NUMBER	25810-56	VKB:	23883036001	EAN:	5038061106251
Packaging dims (mm):	362x105x315	Weight:	2570g	Qty per carton:	2
				Qty per pallet:	60

FIT GRILL | LARGE



MODEL NUMBER	25820-56	VKB:	23881036001	EAN:	5038061106152
Packaging dims (mm):	454x100x370	Weight:	3924g	Qty per carton:	2
				Qty per pallet:	28

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		
Packaging dims (mm):	543x370x138	Weight:	3587g	Qty per carton:	2	Qty per pallet:	24

- 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[†]
- 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***

[†]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



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



^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		
Packaging dims (mm):	290x130x365	Weight:	2709g	Qty per carton:	4	Qty per pallet:	48

STEEL GRILL | MEDIUM



MODEL NUMBER	25040-56	VKB:	23751036001	EAN:	4008496980840		
Packaging dims (mm):	360x150x390	Weight:	3169g	Qty per carton:	2	Qty per pallet:	48

GEORGE FOREMAN®





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		
Packaging dims (mm):	545x303x543	Weight:	7946g	Qty per carton:	1	Qty per pallet:	6

GEORGE FOREMAN®



	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
	SMOKELESS GRILL MEDIUM	28000-56	23937036001	L: 416 W: 179 H: 350	6112	2/24	1500	Stainless steel/Black plastic		<ul style="list-style-type: none"> Smokeless contact grilling technology Removable dishwasher safe plate and drip tray Durable non stick coating, 3x more durable Integrated vents Bottom grill plate open - top closed Floating hinge (accommodates 2.5cm cooking height) Single temperature Ready to cook indicator light 	2+1	7		 5 038061 110777
	FLEXE GRILL	26250-56	23993036001	L: 350 W: 184 H: 373	3576	2/24	1800	Plain steel, PMC, ADC		<ul style="list-style-type: none"> 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 	2+1	8		 5 038061 135268 >
	FIT GRILL - MEDIUM - COPPER	25811-56	23884036002	L: 315 W: 105 H: 315	2666	2/60	1370-1630	Black plastic upper housing		<ul style="list-style-type: none"> 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 	2+1	10		 5 038061 112276 >
	FIT GRILL - MEDIUM	25810-56	23883036001	L: 362 W: 105 H: 315	2570	2/60	1370-1630	Black plastic upper housing		<ul style="list-style-type: none"> 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 	2+1	12		 5 038061 106251
	FIT GRILL - LARGE	25820-56	23881036001	L: 454 W: 100 H: 370	3924	2/28	2015-2400	Black plastic upper housing		<ul style="list-style-type: none"> 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 	2+1	12		 5 038061 106152
	SMOKELESS BBQ GRILL - LARGE	25850-56	23861036001	L: 543 W: 370 H: 138	3587	2/24	1350-1606	Stainless steel and black plastic lower housing		<ul style="list-style-type: none"> 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 Snap-together feature for easy storag Steel housing and plastic parts Variable heat controls 1m long power cord 	2+1	14		 5 038061 105049
	STEEL GRILL - SMALL	25030-56	23749036001	L: 290 W: 130 H: 365	2709	4/48	1000-1200	Red steel upper housing		<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions 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 1229W 	2+1	16		 4 008496 980819 >
	STEEL GRILL - MEDIUM	25040-56	23751036001	L: 360 W: 150 H: 390	3169	2/48	1380-1650	Red steel upper housing		<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions 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 	2+1	16		 4 008496 980840 >
	INDOOR OUTDOOR GRILL - LARGE	22460-56	23246036003	L: 545 W: 543 H: 303	7946	1/6	2000-2400	Stainless steel upper housing		<ul style="list-style-type: none"> 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 	2+1	20		 4 008496 877812 >



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