



eat,
drink
& be
merry

BeefEater Barbecues

Introduction

The BeefEater story began in 1984 when founder Peter Woodland established Woodland Home Products with just \$10,000 in start-up funds. Just over 20 years later, BeefEater Barbecues has become an Australian and international success story, in which one man's vision for a better product has evolved into global distribution of the world's finest outdoor barbecue systems.

Modern design, quality materials and award-winning innovation have earned

BeefEater Barbecues pride of place on the patios, back decks and outdoor entertaining areas of barbecue chefs the world over.

The company

An uncompromising approach to materials quality and construction techniques rapidly made them a hit with the local Australian market, and the BeefEater brand and reputation for quality was established.

Similarities between American and

Australian lifestyles whetted Peter's appetite for challenge, and using extensive borrowings and expanded production capacity he set his sights on the US market. At international trade shows in the late 1990s Peter secured his first contracts for exporting barbecues to the United States and Europe.

Today Woodland Home Products is an international business with a turnover of more than \$30 million; almost half of this in sales of BeefEater Barbecues to American and European distributors. In 2001, BeefEater was the outright





The products

BeefEater barbecues are stylish, high quality outdoor cooking appliances. Built to last with functional design, solid construction and durable finish, a BeefEater barbecue gives free reign to a chef's culinary skills and creativity.

With its dazzling, all-stainless steel construction, the top of the range BeefEater Signature SL4000s barbecue features four or five burners, an integrated

winner of the Western Sydney Exporter of the Year Award, and runner up the two previous years.

During the Sydney 2000 Olympic Games, BeefEater was selected by the New South Wales Government to be part of the Australian Technology Showcase as an example of innovation and technology.

And in 1991 the BeefEater Signature series barbecue was awarded the prestigious Australian Design Award for ergonomic design and the innovative glass viewing window.



side burner, a stainless steel roasting hood with viewing glass and warming rack, Quartz Start ignition on each burner, stainless steel plates and grills, the innovative Vaporizer® AntiFlare grids to reduce flare up, and high capacity stainless steel burners (18,000 BTU).

Standard inclusions for the stainless steel trolley are three storage drawers, condiment rack, ice bucket, gas cylinder enclosure, paper towel holder, side shelves,

external storage racks and towel rail.

The BeefEater Outdoor Kitchen takes the BeefEater Signature barbecue series to a new level to create the ultimate in outdoor entertaining. With one or more Signature series barbecues providing the heat, the Outdoor Kitchen features modular cupboards, drawer systems, choice of bench tops, and provision for fridges and sinks, side burners, and cylinder enclosures.

