



Australia's Leading Barbecue

BeefEater Builder's Resource Group & Dealer Program

YOUR PACKET INCLUDES:

- Letter of Introduction from BeefEater
- Dealer & Contractor Program Overview
- Program Features
- Eligibility Details
- Application

BeefEaterBarbecues.com

Exclusive Online Destination for BeefEater Gas Barbecues & Accessories.





To our valued commercial customers serving the needs of the Builder/Contractor, Remodeling, and Landscape Architecture and Backyard Design community:

We appreciate your interest in Australia's Leading Barbecue. Its legacy and preferred choice as an outdoor cooking system combined with its rugged and durable reputation make BeefEater barbecues the perfect solution for any patio, deck and out-of-doors entertaining environment. We hope you will find the information in the packet and the program we have put together for you beneficial to your business and we appreciate your consideration when making the choice for your discerning customers looking to create the perfect outdoor kitchen and entertaining experience.

AN AUSTRALIAN LEGEND

The "Aussie" barbecue, regarded worldwide as the epitome of the Australian way of life, has become even better. Founder, Peter Woodland, had a vision to develop a barbecue product that reflected the Australian outback - tough, durable and hardwearing. He wanted a design that encompasses the love of the great outdoors with potential to be a global market leader. BeefEater is a real Australian success story. The parent company was founded in 1984, and is the largest barbecue manufacturer in Australia. BeefEater has grown to be a major force in the world market for high quality barbecues with sales operations based in the United States, Canada, Europe, The Middle East, Asia and New Zealand.

NO WORRIES...YOU'RE COOKING ON A BEEFEATER

BeefEater has developed and employs a cooking technique that significantly intensifies the heat generated by the gas burners and radiates it upwards. Less gas is used, juices are vaporized and the natural flavors of the meat are enhanced. Renowned for their durability and strength, BeefEater barbecues will take pride of place in any entertaining area impressing the most discerning customer. Ranging from a top of the line stainless steel *Signature* for the gourmet chef, with roasting hood, warming rack and side shelves... to the solid *Discovery* Series, the "no fuss" barbecue allows you to cook the best pieces of beef, salmon or marinated chicken with results that one would expect from a professional grade kitchen. The product's modular construction provides the flexibility for consumers to customize their barbecue and is highly suitable for both portable and build-in purposes catering to the individual needs of your customers. Our success has come from BeefEaters' philosophy of manufacturing the highest quality porcelain enamel and stainless steel barbecues that are able to endure the outdoor environment and offer faultless performance and durability. Whichever you choose, you are guaranteed the finest outdoor cooking system. Experience and excellence - a winning combination! Certified to American, Australian & CE standards, BeefEater barbecues are now sold around the world.

BEEFEATER BARBECUES - GLOBALLY RECOGNIZED

Our commitment to working in an environment of continuous improvement using the latest technology and extensive investment in Research and Development has resulted in BeefEater Sales International having a globally recognized quality control system. The company manufactures in Sydney Australia and is a dominant supplier to the Australian market. A best seller...ideal for entertaining and for family cooking.

BEEFEATER BARBECUES - WINNING AWARDS

Over the past twenty years BeefEater has won many prestigious awards for product design, innovation and technology. Attention to detail and high quality craftsmanship combine to give a feature packed barbecue that's built to last. BeefEater is the winner of the coveted Australian Design Award, as well as many export awards and has recently been accepted for inclusion in the Australian Technology Showcase, an international campaign to promote Australian innovation in the spotlight of the 2000



Dealer & Contractor Program Overview

The BeefEater *Builders' Resource Group* program is designed to assist your organization in offering BeefEater product and establishing a long term reliable relationship directly with the manufacturer. We welcome contractors, masons, landscape architects, building supply vendors and all other companies specializing in outdoor design to join our program.

We offer the following services & Support:

1. Commercial preferred pricing on all BeefEater products
2. Volume purchase discounts
3. Media kits and product literature
4. Drop shipping directly to your customer or job site
5. Dedicated Website Portal at BeefEaterBarbecues.Com where you will be able to access in-depth product information, login to your account, read how other group members are using our products and more!
6. User-friendly online shopping cart for purchasing products and materials online...24 hours a day, 7 days a week.
7. No need to carry inventory
8. No minimum order size
9. No upfront costs or setup fees

Creating your eligibility for the BeefEater Barbecues Builders' Resource Group is easy and quick. We require only some basic information from you to get started. The following form will need to be completed, signed and faxed or mailed back to BeefEater Barbecues so that we may create your account and establish your trading terms.

1. Dealer/Contractor Application (page 7 of this document)

Program Features

Preferred Pricing

BeefEater Barbecues will provide you with preferred dealer pricing. Higher discounts are available for large quantity purchases and are calculated on a per order basis. Please call our sales staff at 704-334-5470 for quantity purchase prices.

Drop Shipping

At your request, BeefEater Barbecues will drop ship any items ordered directly to your customers. For contractors, we can direct ship our products directly to your job site greatly reducing time. We do not send any invoices or reveal dealer pricing to your customers. This part of the program is ideal for any company that would like to feature and sell our products but do not want to keep an inventory. This includes web based organizations, store fronts and independent contractors.



Media Kits

BeefEater Barbecues provides a BRG media kit containing digital images and sample literature for use in creating your own in-house marketing materials. As part of the dealer program we will also ship you an initial set of our brochures. Simply call to request your media kit and we will send it out the following day. Some images and information can also be downloaded directly from our site.

Ordering Products

Builder's Resource Group members can request quotes or place orders in any one of the following ways:

1. Placing a direct phone order with our associates at 704.334.5470
2. E-mail order to info@beefeaterbarbecues.com
3. Fax order to 704-334-5675 (Fax Order Form is attached at the end of this document)

BeefEater Barbecues will respond with order confirmation within 24 hours to confirm shipping charges, delivery address, packing slip instructions and expected delivery dates. Orders will be shipped once payment has been received and you're "Points" program will be credited with your first purchase. Payment terms are available based on eligibility and we will be pleased to answer all questions you may have regarding this subject with the goal of making your experience with BeefEater and our brand as enjoyable and profitable as possible to you and...your customers.

Terms and Conditions

Customer Satisfaction

We are focused on continuing our reputation of quality and customer satisfaction. BeefEater Barbecues intends to work closely with your organization and does reserve the right to BRG eligibility to any organization for any of the following reasons:

1. Excessive returns not related to product issues
2. Customer complaints regarding quality of finished solutions
3. Customer complaints about the reliability and professionalism of the company or contractor involved.

Return Policy

There is a 10% restocking fee on merchandise returned or exchanged for any reason other than a product defect or damage.

Please inspect your package immediately upon receipt for shipping damages and advise us accordingly. You must notify us within three (3) days of receipt of any shipping damages.

Returns/Exchanges will not be accepted after 30 days from when you receive your shipment. The dealer or contractor assumes all costs for shipping returns. Please note that BeefEater Barbecues will only replace the parts that have been damaged and will not replace the entire module itself unless it is mutually agreed that this is required.



Special Note: Returns

ITEMS MUST BE RETURNED IN THEIR ORIGINAL PACKAGING AS SHIPPED BY BEEFEATER BARBECUES. ANY ITEMS RETURNED IN PACKAGING OTHER THAN THE ORIGINAL PACKAGING WILL NOT BE ACCEPTED. THE PRODUCT MUST BE PROPERLY PREPARED FOR SHIPMENT IN ORDER TO AVOID FURTHER DAMAGE IN TRANSIT.

BeefEater Barbecues will not accept returns from individual customers who have purchased our products from a BRG Member nor will BeefEater refund any money directly to a customer who has purchased products from a BRG Member.

Shipping

Items ordered normally ship within 3-4 business days of receipt of order and usually arrive at their destination within 5-7 business days from the date of shipment. We will provide you with all tracking and shipping information within 24-48 hrs after an order has been shipped. BeefEater Barbecues reserves the right to select the shipper and shipping method for sending products to you or your customers. If you have specific shipping preference please contact our sales office before placing the order. Additional shipping charges may apply.

Payment

BeefEater Barbecues will accept company check or credit card for orders placed with us. Orders will ship when payment has been received. BeefEater Barbecues will not ship items COD. Special payment terms will be established based on the history of the relationship. Please contact our sales office for more details.

Use of Our Name and Logo

BRG Members are allowed to use our name and logo for the marketing and promotion of BeefEater Barbecues products. Our name and logo can only be used to represent BeefEater Barbecues products and not to market the products of you or any other vendor or manufacture.



APPLICATION Builders Resource Group

Please fill out the application on the following page and return the original signed copy to the address below either via mail or fax to:

BeefEater Sales International

C/O BeefEaterBarbecues.Com

20608 Autumn Breeze Court

Cornelius, NC 28031

[1] 704.334.5470 (Office)

[1] 704.334.5675 (Fax)

Email: info@beefeaterbarbecues.com

Contact: Daniel MacKenzie or Rob Ferguson

OR, if you prefer to fill out the application online, please visit the following link to do so:

<http://www.beefeaterbarbecues.com/buildersapp>



BEEFEATER BUILDERS' RESOURCE GROUP APPLICATION

FAX TO:	BeefEater Sales Int'l	From:	
FAX #	704.334.5675	Date:	
Phone #	704.334.5470	Total Pages Including Cover:	

Information on this application is for the exclusive use of creating customer accounts for resale purposes.
Items in BOLD indicate a required field

Company Name:

DBA (if different):

Contact Person:

Title:

Address:

Phone:

Fax:

Federal Tax ID # or SSN #:

Reseller Certificate #:

Type of Business:

No. of employees:

Date Business established:

Website URL:

Contact Email address:

Are you a:

Corporation

Partnership

State of Incorporation:

Sole Proprietorship

Are you sales tax exempt?

Yes

No

Preferred Payment Method

(Pre-payment required for 1st three purchases)

Credit Card

Other

Net 30

Company Check

Bank Transfer (\$20 fee applies)

Authorized Purchasers: (Name / Title)

1)

2)

3)

Purchase Order Required?

Yes

No

Authorized Signature:

Printed Name:

Title:

Date: