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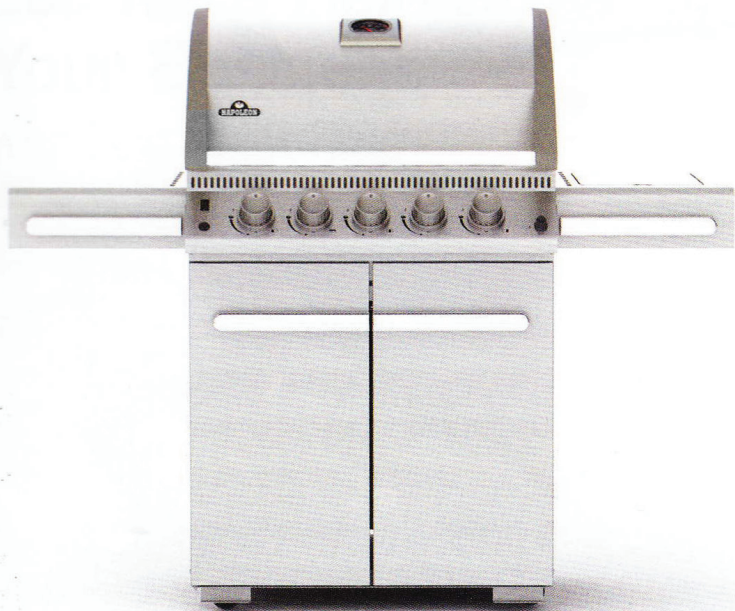


Napoleon® Gourmet Grills grow in the UK...



We are pleased to announce the launch of Wolf Steel (UK) Ltd. With the opening of our new UK operations, we are excited to see Napoleon® Grills gain a stronger foothold in the UK outdoor living market.

Below you will see an article published in the February 2010 edition of Garden Centre Update (GCU) Magazine!



Canadian Barbecue Giant, Wolf Steel Launches UK Operation

Located in Berkswell within 6 miles of the Birmingham International Airport, NEC and M42, Wolf Steel's UK office combines desk space with a show room to house permanent displays and warehousing facilities. The company has appointed sales and marketing professional, Ian Wheatley as National Sales Manager to lead a dedicated team to ensure Napoleon Gourmet Grills gain a stronger foothold in the UK market.

Ian Wheatley says: "I am delighted to lead the UK operation. In North America, Napoleon Gourmet Grills is a market leader both in quality and product innovation. A UK presence for Napoleon will certainly give competitors something to be concerned about!"

"With Napoleon Gourmet Grills you get unparalleled innovation and attention to detail. Research has shown that men are the main drivers for buying and cooking on the household barbecue. These budding barbecue chefs are going to be really excited by the range of patented features and gadgets that Napoleon Gourmet Grills can offer."

Canadian barbecue giant, Wolf Steel has opened the doors on its first ever dedicated UK offices to gain a stronger foothold in the UK outdoor living market. West Midlands-based, Wolf Steel (UK) Limited is a wholly owned subsidiary of the Canadian parent company that will distribute and promote the renowned North American brand, Napoleon Gourmet Grills.

Wolf Steel's National Advertising Manager, David Coulson said: "We launched Napoleon Gourmet Grills into the UK in 2000 and we've seen steady growth since. The UK's love of outdoor dining and entertaining is increasing, in part due perhaps to the current economic climate making consumers look to holiday in the UK and entertain at home rather than eat out. It is a key strategic market that now merits a dedicated operation to support growing demand for our gourmet grills, outdoor kitchens and outdoor ambience products."

- ▶ Wolf Steel (UK) Ltd
- ▶ iwheatley@napoleonproducts.com
- ▶ 07834 361170

