

Primo Ceramic Grills Announces Partnership with Pitmaster Tuffy Stone



Atlanta (June 2, 2016) – Primo Ceramic Grills is pleased to announce their new partnership with champion pitmaster and television personality Tuffy “The Professor” Stone. Tuffy will bring his award-winning competition barbecue skills to the Primo family. Tuffy will also be integrating Primo into his intensive Cool Smoke BBQ cook school in Richmond, Virginia as well as demonstrating a Primo Ceramic Grill at events and while he tours the nation on the competition barbecue circuit.

“I have been a fan of the Primo brand for years now so this partnership feels like a natural next step,” shared Stone. *“Primo Grills are produced just outside of Atlanta in Tucker, Georgia and I have truly enjoyed spending time with the Primo folks and seeing their production line first hand. I’m proud to represent this product and I look forward to sharing Primo with my family, friends and fans.”*

George Samaras, the founder of Primo commented, *"We are excited to have Tuffy join our team and bring more awareness to Primo. Given Tuffy's achievements and respect inside and outside the barbecue community we could not ask for a better partner and friend."*

Primo Ceramic Grills are the only ceramic grill made in the USA. Although it is referred to as a grill it can be used to bake, roast and smoke food. Virtually any recipe can be made on a Primo. Grill steaks, bake an authentic wood fired pizza, roast a turkey or smoke a brisket to tender perfection.

The patented Primo Oval Design is another example of how the brand sets itself apart from their competition. George Samaras, the founder of Primo revolutionized the industry with the launch of the first oval-shaped ceramic grill in 2002. The Oval Design outperforms round ceramic grills by offering the highest level of direct and indirect cooking known as two-zone cooking. Grill sizzling steaks directly over the fire, while roasting tender foods like seafood and vegetables indirectly on the other side without the risk of charring them. The innovative design has been the catalyst of exponential growth at Primo.

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About Pitmaster Tuffy Stone

Tuffy Stone is a classically trained French chef, television personality and accomplished pitmaster who just so happens to be the most successful guy on the competitive barbecue circuit over the last few years. He has been a judge and host on the Destination America reality television show BBQ Pitmasters since 2009. Tuffy is the head cook on the team "Cool Smoke", and co-owns four Q Barbeque restaurants in Richmond, Va. He recently opened a fifth restaurant, Rancho T, in April 2015. He has earned Grand Champion titles in nearly every major barbecue competition on the circuit -- in 2013 Stone took home two World Champion titles while only cooking eight contests and he followed up in 2014 with another World Championship title, winning the American Royal Open. That year he also won 1st Runner Up at the Houston Live Stock and Rodeo World Championship, and took 2nd place in ribs at Memphis in May. Tuffy has won contests all over the country, including back to back wins at the American Royal World Series of Barbecue, Grand Champion at 2013 Jack Daniels World Championship Invitational, and First Place in Whole Shoulder at the 2010 Memphis in May World Championship to name a few.

About Primo Ceramic Grills

Primo Ceramic was founded in 1996 by George Samaras when he began manufacturing round Kamado grills by hand in a small 700 sq ft industrial rental space in metro Atlanta. At the time, the general consensus in the industry was that ceramic grills could not be manufactured in the United States at a profit. Undeterred, Samaras made them himself one at a time and sold them out of a small retail store. In 2002, the introduction of the Oval Design by him forever changed the ceramic grill industry and led to the company's expansive growth. Today, Primo Ceramic Grills are manufactured in a 92,000 sq ft facility just a few miles from where Primo began. Primo Grills and Accessories are available in 34 countries. Learn more at PrimoGrill.com