

 HESTAN



Corporate Overview



- Parent company is [Meyer Corporation](#), established by Stanley Cheng in 1981
- Founded Hestan Vineyards in 1996
- Founded Hestan Commercial Corporation in 2013



MEYER VINEYARD



HESTAN VINEYARDS



STEPHANIE

The HESTAN Name

 HESTAN

HESTAN

HE / Helen

STAN / Stanley

HESTAN

Stanley Cheng♪
And ♪
The Meyer Corporation♪



- Privately held market leader in cookware and houseware products
- Largest cookware supplier in the U.S. with 41% market share (branded and private label)
- Established in 1981, with two facilities in Vallejo & Fairfield, CA, with over 450 employees and three sales divisions
- Offering consumers a comprehensive, differentiated, and complimentary brand portfolio
- Leader in quality, innovation, technology, and design





- Meyer owns cookware factories in Italy, China, and Thailand
- Meyer is the 2nd largest cookware manufacturing operation in the world manufacturing over 125 cookware lines
- Over 4 million sq. ft. of factory and 900,000 sq. ft. of warehouse space abroad employing over 7,000 people
- Distributed in more than 30 countries: US, UK, Canada, Australia, Japan, S. Korea, China, Latin America, and the Middle East to name a few
- Producing on average more than 150,000 a day and over 45 million pans per year





Gourmet Brands



Upscale Department Stores,
Gourmet Retailers & Home Specialty
Retailers



Upscale Department Stores,
Gourmet Retailers & Home Specialty
Retailers



Upscale Department Stores,
Gourmet Retailers & Home Specialty
Retailers



Department Stores, National &
Home Specialty Retailers



Department Stores, National &
Home Specialty Retailers

Celebrity Brands



All Dept Stores, National & Home
Specialty Retailers & Select Mass
Merchants



All Dept Stores, National & Home
Specialty Retailers & Select Mass
Merchants



Home Specialty Retailers & Select
Mass Merchants

Moderate Priced Brands



All Department Stores, Home
Specialty Retailers, National
Chains & Mass Merchants



National, Mass Merchants &
Home Specialty Retailers



*Meyer has led the industry by being the **first** to apply new technologies to cookware bringing superior cooking performance to the home chef.*

- Apply nonstick to hard-anodized cookware
- Develop dishwasher safe hard-anodized nonstick cookware
- Offer hard-anodized cookware that's all range suitable
- Create hard-anodized cookware with a copper enhanced base
- Introduce hard-anodized cookware with a colored porcelain enamel exterior
- Invent Easy Clean Rivet technology with Unity Surface
- Introduce heat treatable aluminum, HT+





HESTAN Commercial
Anaheim, CA

2013 **HESTAN** Commercial Corporation is Founded



2014 Building's are acquired and parts are being punched within 90 days.

2015 February NAFEM Launch and Product is produced in Anaheim, CA.



 **HESTAN**

HESTAN Headquarters and Product Launch NAFEM February 2015

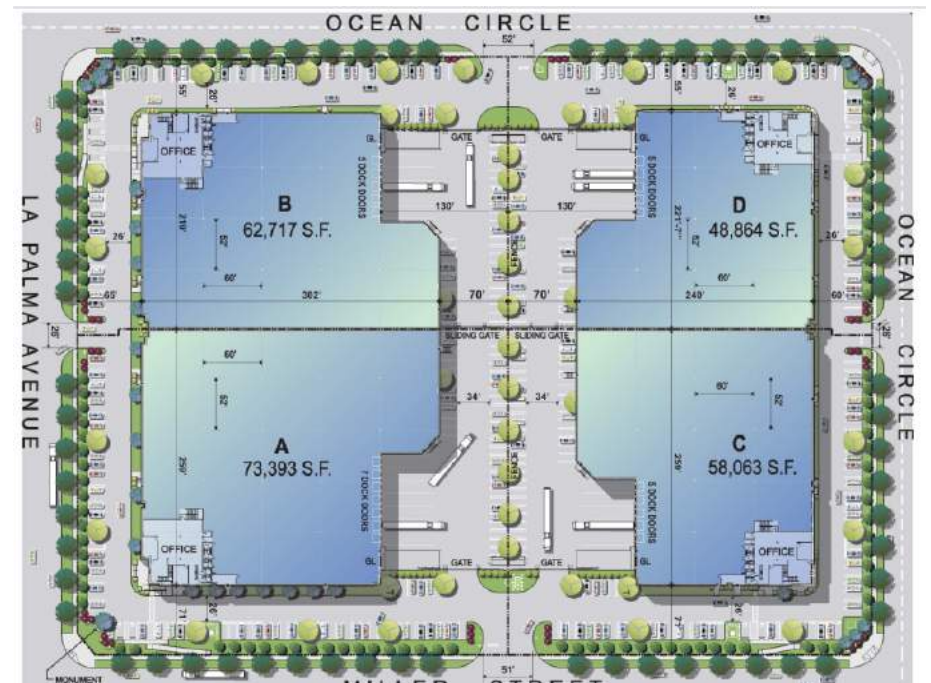




Hestan Commercial equipment can proudly state...

- 74,000+ square feet factory with:
 - 1,000+ square feet CSA certified engineering laboratory
 - 1,000+ square feet model shop
 - 1,200+ square feet Commercial showroom
 - 1,200+ square feet Commercial demonstration kitchen
- An additional 130,000+ square feet of factory space for future expansion.

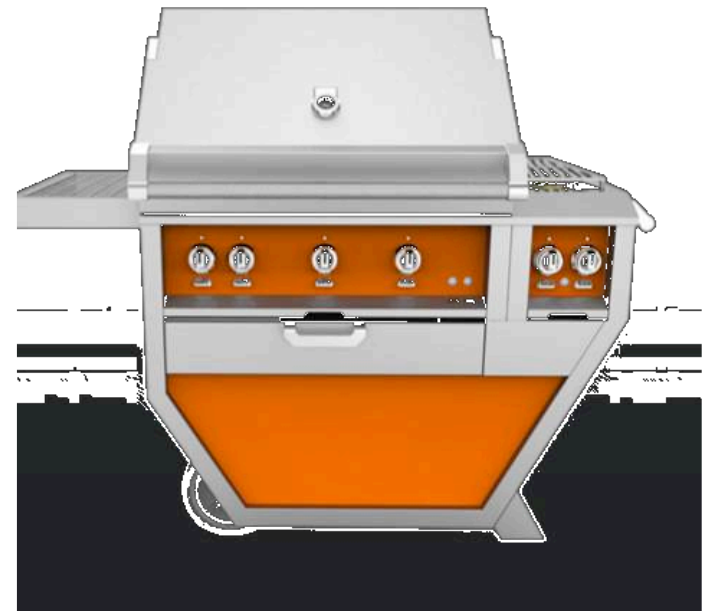
LEED Certified





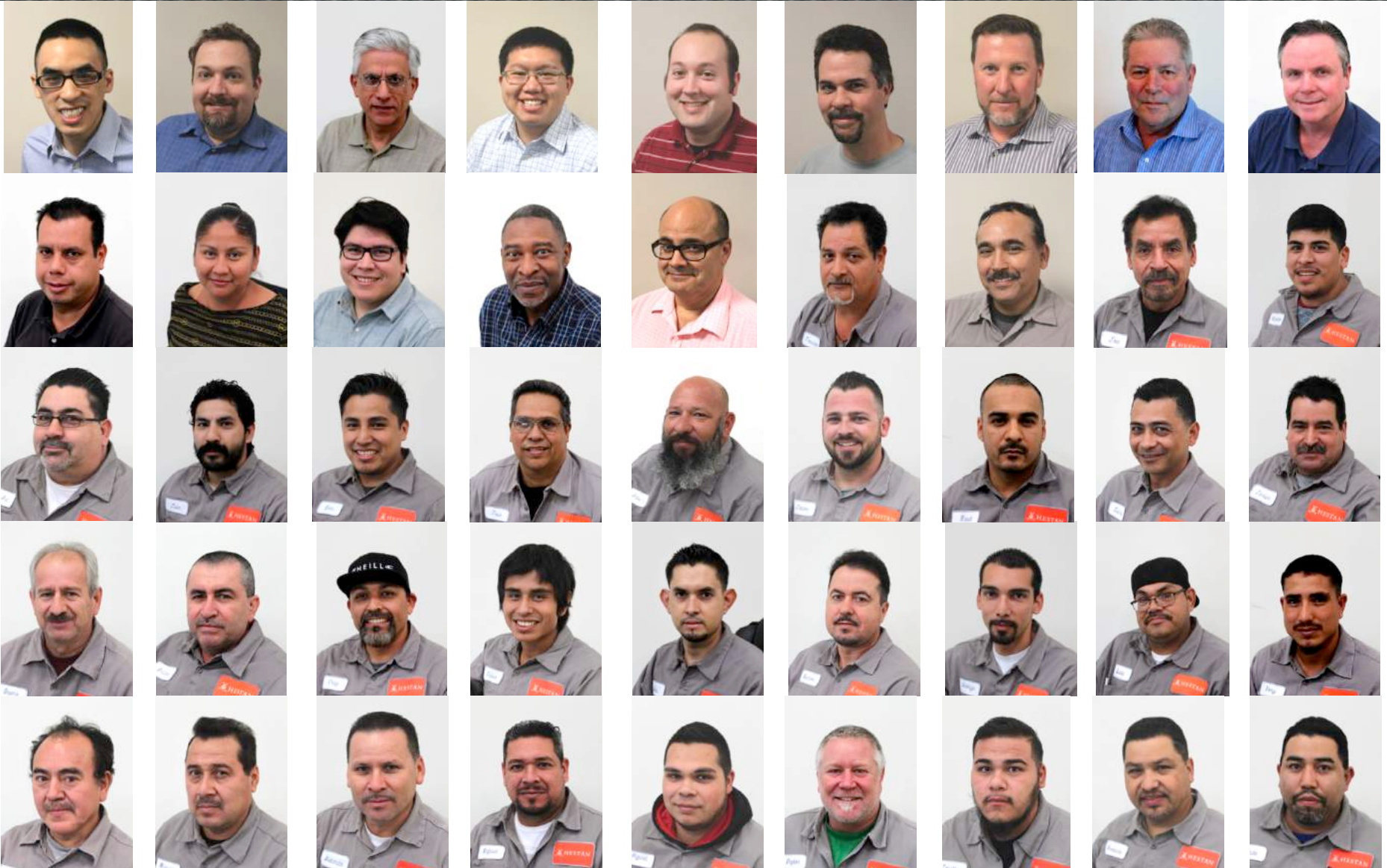
HESTAN Corporate Offices and Manufacturing Plant

- 1,200 square feet Commercial and Residential showroom
- 1,200 square feet Commercial and Residential demonstration kitchen





Design, Engineering, Production





Executive Team



Chris Moy
VP, Engineering



Eric Deng
General Manager



Alex Santana
VP, Manufacturing



Dick Zirges
VP, Territory Sales &
Service



Basil Larkin
VP, Sales



Yvonne Juarez
VP, Inside Sales &
Logistics

2015 **HESTAN** Commercial displayed at the May NRA show in Chicago



2015 NRA Show HESTAN Wins Two Kitchen Innovations Awards!



 **HESTAN**



Custom Cooking Suite

- Available in large or small units, custom built to ensure perfect performance for every kitchen.
- Open design easily accommodates virtually any piece of cooking equipment, while allowing visual contact between chefs.
- Sinks, faucets, induction tops, fryers, pasta cookers, load centers, and Bain Marie available.





Custom Cooking Lineup

- Some of the options available include the following.
- Custom colors
- Common plate shelf up to 108" wide extended plate shelf (6" or 8" deep)
- Shelves, curb bases, and belly bars
- Risers: Tall, Mid, Low, or Island Trim





Freestanding Range

- Optional colors available for front and side panels.
- 1-1/4" front gas manifold.
- Heavy gauge welded body construction.
- Stainless front, sides, and bottom.
- Zamak die cast knobs and bezels with set screws.
- Stainless front, sides, 4.5" plate shelf, and bottom.
- 9" tall Low Riser.
- 6" height adjustable legs (4).





HESTAN NAFEM Launch

HESTAN Commercial and Chef Thomas Keller Join Forces



**EVERY DETAIL
MAKES A
DIFFERENCE.
AND HESTAN
MAKES ALL THE
DIFFERENCE
IN THE WORLD.**

Thomas Keller
Chef Thomas Keller

When it came time to renovate The French Laundry kitchen, I knew exactly what I needed to elevate its form and function. So did Hestan Commercial. They spent years working alongside - and listening to - chefs. Then they built the Hestan kitchen around the way we actually cook. Every detail designed to elevate performance. Every burner, hinge and knob engineered to withstand the rigors of a real kitchen. This purpose-built design has already earned two Kitchen Innovations awards. That's the power of collaboration. That's the beauty of Hestan.

hestancommercial.com

 **HESTAN**



A close-up photograph of a chef's arms crossed. The chef is wearing a white chef's coat. On the left forearm, a tattoo of a skull is visible. A large, sharp chef's knife is tucked under the left arm.

**A LIFETIME OF
INSPIRATION.
READY FOR
DAILY ABUSE.**

INTRODUCING THE HESTAN COMMERCIAL KITCHEN.

The Hestan kitchen delivers everything you want, and takes everything you dish out. Our team spent years talking to chefs, then engineering around the way you really work. So oven doors stay shut. Sealed burners go from 30,000 BTUs to a reliable and gentle simmer. And the electric ignition means you don't have to leave them on 24/7. This is much more than a new kitchen. This is new thinking. Join us at our unveiling party during NAFEM. Visit hestancommercial.com for details.

A group photograph of seven kitchen staff members, four men and three women, standing in a professional kitchen. They are all wearing black short-sleeved shirts and grey aprons. They are positioned in front of a stainless steel counter with various kitchen equipment in the background.

**AT LONG LAST,
A KITCHEN
THAT LISTENS.**

INTRODUCING THE HESTAN COMMERCIAL KITCHEN.

The Hestan kitchen delivers everything you want, and takes everything you dish out. Our team spent years talking to chefs, then engineering around the way you really work. So oven doors stay shut. Sealed burners go from 30,000 BTUs to a reliable and gentle simmer. And the electric ignition means you don't have to leave them on 24/7. This is much more than a new kitchen. This is new thinking. Join us at our unveiling party during NAFEM. Visit hestancommercial.com for details.





HESTAN Outdoor Anaheim, CA



Industry Standard



HESTAN Anaheim, CA

- Designed
- Engineered
- Made In The USA



Craftsmanship



The spirit of relentless innovation,
craftsmanship, and commitment to
quality.

At **HESTAN**,
we do our job and we do it well



Grill Products

HESTAN MISSION

Unique

Inspirational

Sleek



Innovative

Hand Crafted

Let's take a test drive!

Buckle up!

 HESTAN



HESTAN Grills

- Hand Crafted In Anaheim, Ca
- Frame and body made of 304 stainless steel
- Lifetime Warranty on stainless housing



Commercial Crossover

- Marquise™ accented control panel, commercial knobs, hood handle, with commercial grade end caps



Hood

- **Patent-pending** Horizon™ hood opens easily with spring-assisted hinges and holds at desired height
- Double thick wall construction
- Seamless design, no banana cuts



Lighting

- **Patent-Pending** motion-activated Stadium™ halogen under-hood lighting illuminates cooking area (2-20w *vs. 1 or 2-10w*)
- Lighting activates once the canopy opens past 30°
- Front control panel with separate LED lighting control



Multi-Purpose Infrared Rotisserie

- **Patent-Pending** Multi-purpose built-in ceramic infrared rotisserie / searing / finishing burner from 12,000 to 18,000 BTU (*depending on model*) with simple touch on function. Lifetime warranty on rotisserie burner.



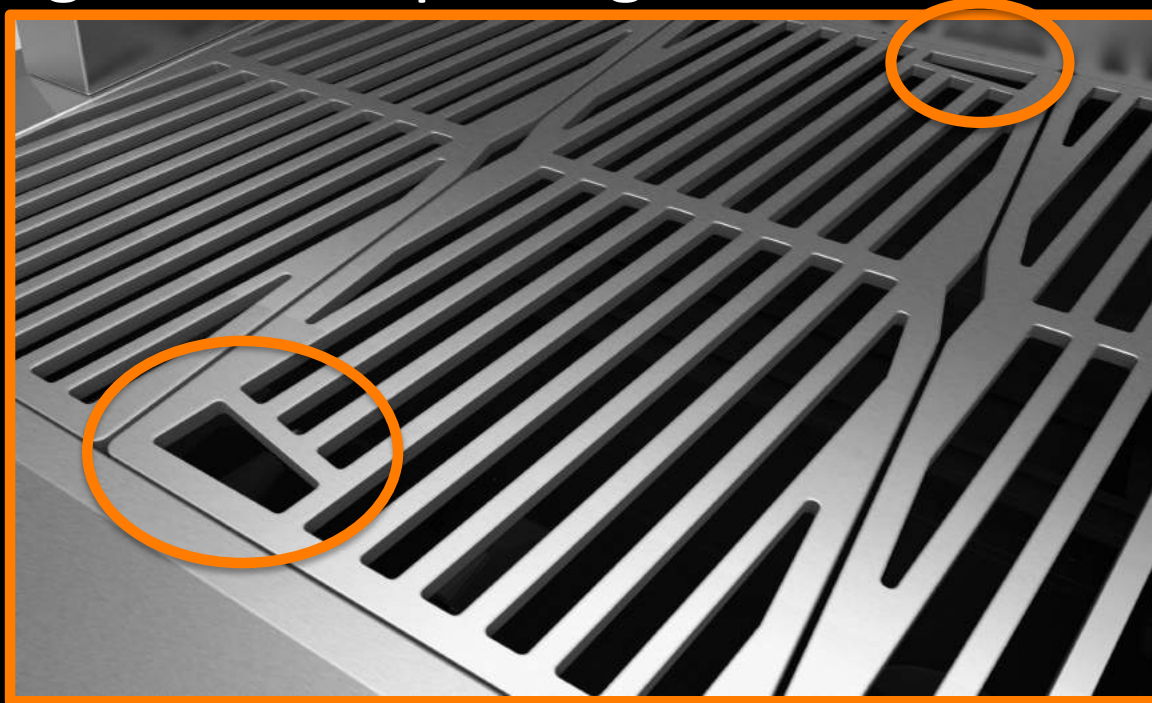
Rotisserie Motor

- Concealed chain driven whisper quiet rotisserie motor system with a single speed, 6 rpm, 50 in-lbs motor



Grate System

- **Patent-Pending** 5/16" thick DiamondCut™ lasered in-house stainless steel grate with Lifetime Warranty
- Strategic EZ lift openings for removal of grates



Grilling Space

- 525 square inch total grilling surface for 30" model.
- 653 square inch total grilling surface for 36" model.
- 782 square inch total grilling surface for 42" model.



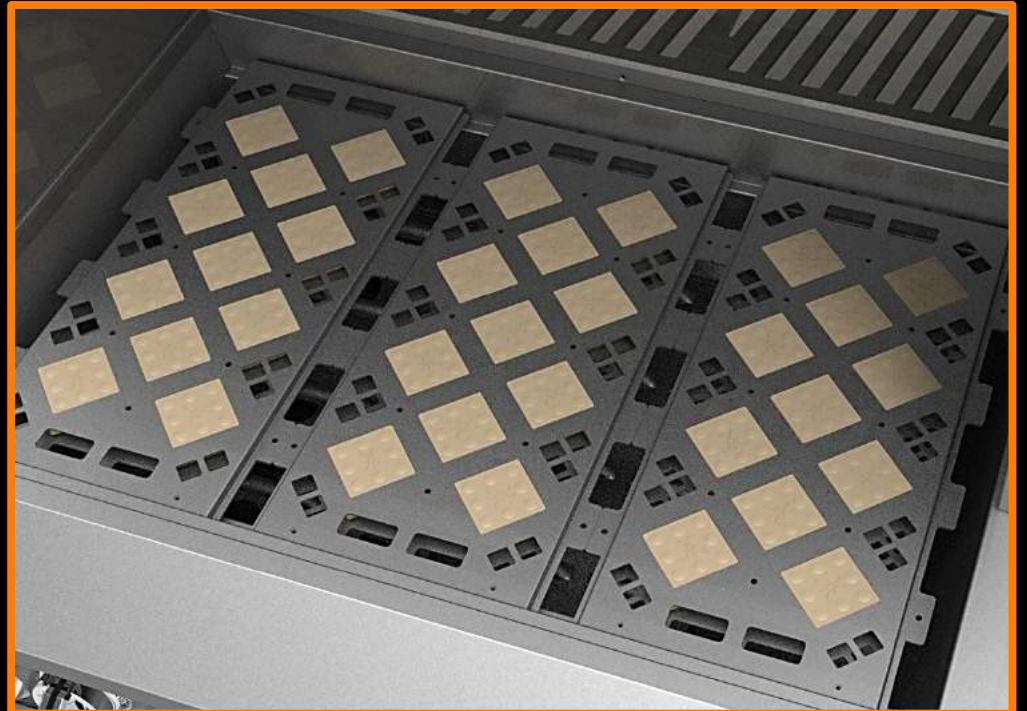
DiamondCut™ Warming Rack

- 5/16" thick DiamondCut™ lasered in-house stainless steel warming rack with 3 vertical positions. Concealed storage when not in use. Lifetime Warranty.
- Warming rack - 189 square inches for the 30", 236 square inches for the 36" and 282 square inches for the 42" unit.



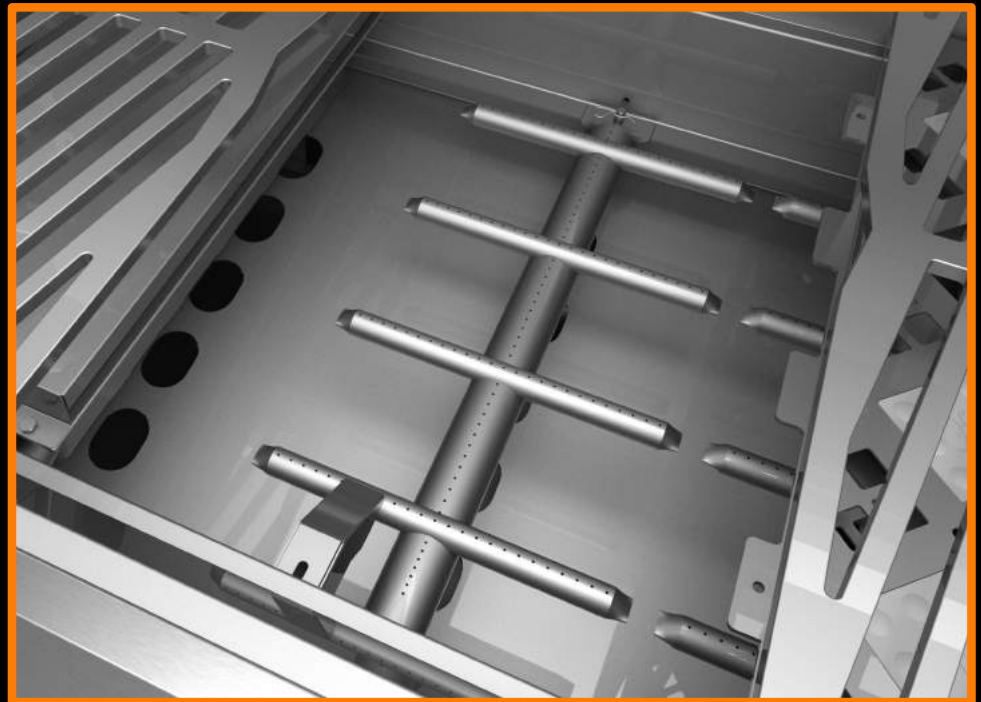
Briquette System

- Symmetrical flip to clean/cook radiant tray with monogrammed ceramic briquettes
- Reduce Flare-ups and temperature uniformity
- Screwed together



Burner System

- **Patent-Pending** - Precision controlled high performance 321SS Trellis™ tubular burner at 25,000 BTU with Lifetime Warranty



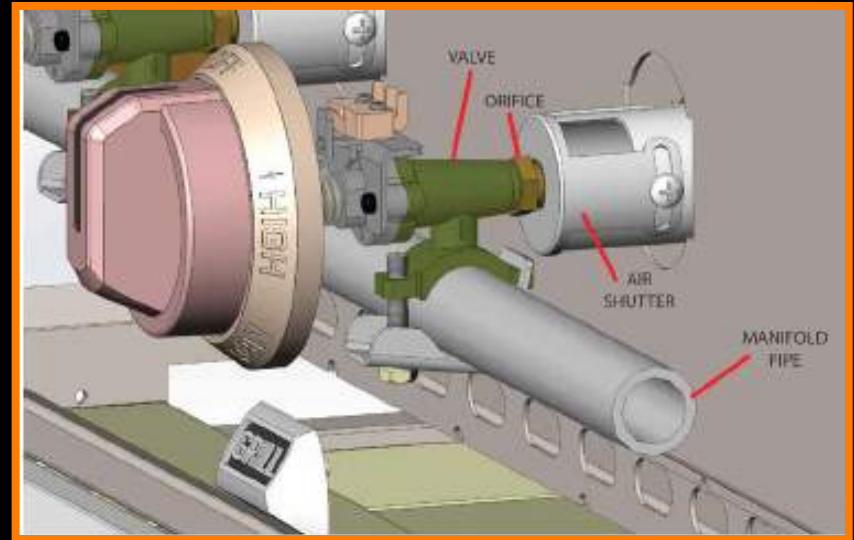
Variable Sear Burner

- High performance variable ceramic infrared sear burner at 25,000 BTU with Lifetime Warranty



Hot Surface Ignition System

- Hot surface ignition system with lighting assist function.
- Assist function stays active for 8 seconds ensuring ignition every time by utilizing a time-delayed relay



Model Number Breakdown

- GABR30-NG-BG

G = G Grill

AB = All Burner (*all Trellis Burners*)

R = Rotisserie (*standard in Hestan*)

30 = 30" Wide

NG = Natural Gas

BG = BurGandy (*marketed as Tin Roof*)

Sizes and Configurations

- Heads

- 30"

- (2) Trellis with Rotisserie
 - (1) Trellis with (1) Variable Sear & Rotisserie
 - (2) Variable Sear Burners with Rotisserie
 - Order In NG or LP
 - Cart Sold Separately



- Accessories and Options

- Insulated Jacket for Combustible Applications
 - Conversion Kit for NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)

Sizes and Configurations

- Heads

- 36"

- (3) Trellis with Rotisserie
 - (2) Trellis, (1) Variable Sear & Rotisserie
 - (3) Variable Sear & Rotisserie
 - Order In NG or LP
 - Cart Sold Separately



- Accessories and Options

- Insulated Jacket for Combustible Applications
 - Conversion Kit for NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)

Sizes and Configurations

- Heads

- 42"

- (4) Trellis (*Compare To Others*) with Rotisserie
 - (3) Trellis, (1) Variable Sear & Rotisserie
 - (4) Variable Sear with Rotisserie
 - Order In NG or LP
 - Cart Sold Separately

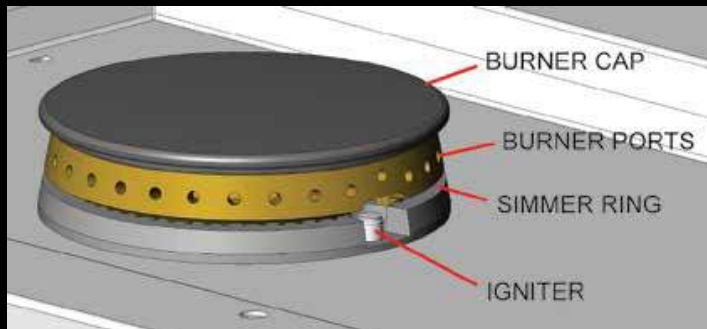


- Accessories and Options

- Insulated Jacket for Combustible Applications
 - Conversion Kit For NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)

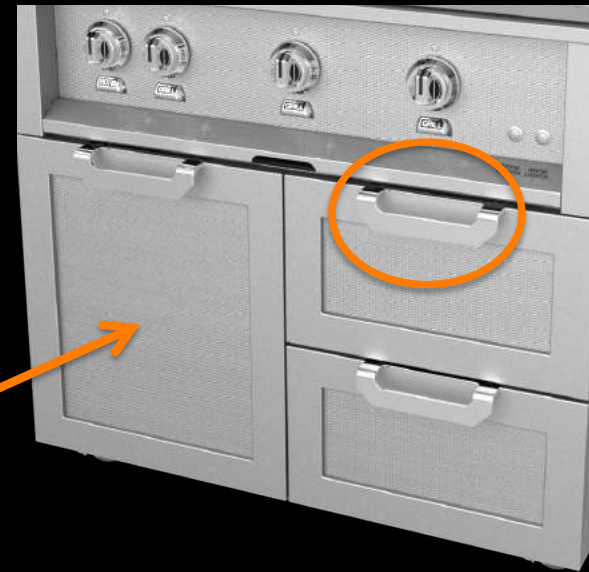
Carts – Sizes - Configurations

- 30", 36", & 42" Widths
 - Double Door (*not available in 42"*)
 - Door and Double Drawer
- Side Burners
 - Brass Burners
 - 20,000 BTU front and 10,000 BTU rear
 - Electronic Ignition with Re-Ignition
 - 5/16" Thick Diamond™ Cut Grate with legs (*trivet*)
 - Led Lighting



Carts – Sizes - Configurations

- Marquise Paneled Fold-Down Shelves for Extra Work Space



- Recessed Marquise™ accented Panels with Commercial Grade Handles and End Caps

Carts Continued

- Full Extension Drawer Slides with Soft Close
- Side Shelf Attachment to Side Burner
- Commercial Grade Gray Casters with 360 Maneuverability and Smooth Movement
- Pullout Tray with Slides to Store LP Tank or Convert To Trash Storage
- Available In 12 Colors (*One of which is Standard, Stainless Steel or “Steeletto”*)



Cart Options Overview

30" Tower Cart Options



36" Tower Cart Options



42" Tower Cart Options



Shown in Optional Color

All Models Shown With Side Burners



Shown in Optional Color

Exclusive Colors!

COLOR

Our signature color finishes offer a spectrum from classic to vibrant. All finishes are powder coated on high-grade stainless steel to withstand the elements.

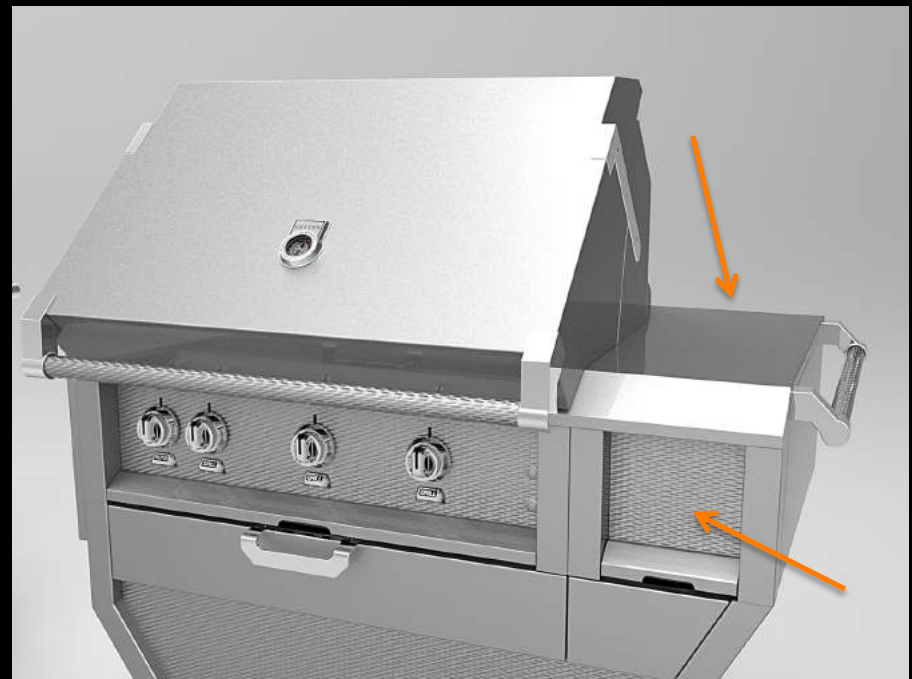


Deluxe Grills



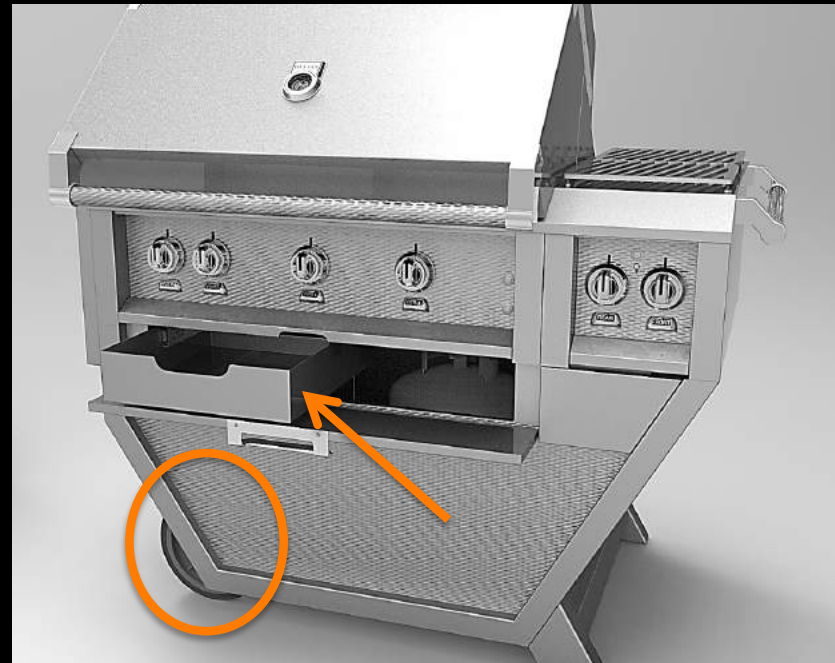
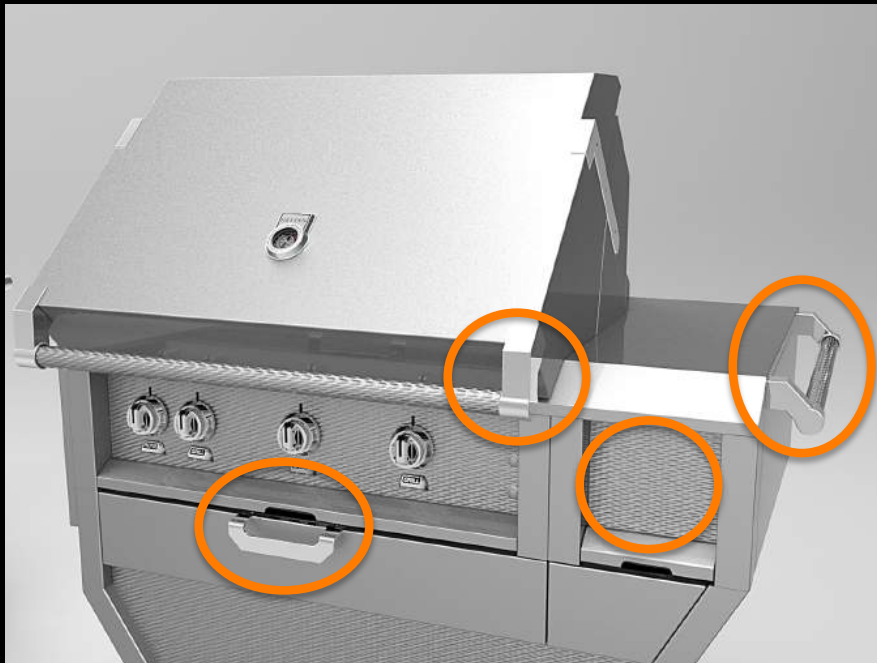
Deluxe Grills

- Head, Deluxe Cart, Worktop or Double Side Burner Ship as One Unit from the Factory
- Available in Three (3) Dimensions: 48", 54" and 60"
- Stainless Steel Worktop
- Storage Drawer for Grilling Tools
- 12" Double Side Burner
- Rear double doors for LP and storage access



Deluxe Grills

- Marquise™ Accented Panels and Commercial Handles and Caps
- Flip-Down Front Panel with Commercial Grade Handle and Pullout Drawer
- Extra Large (10") Gray Front Wheels and Commercial Grade Casters with 360 Degrees of Maneuverability for the Smoothest Cart Movement



Deluxe 30" / 48" Grills Options

- (2) Trellis Burners with Rotisserie & Worktop
- (2) Trellis Burners with Rotisserie & Double Side Burner
- (1) Trellis Burner, (1) Variable Sear Burner with Rotisserie & Worktop
- (1) Trellis Burner, (1) Variable Sear Burner with Rotisserie & Double Side Burner
- (2) Variable Sear Burners with Rotisserie & Worktop
- (2) Variable Sear Burners with Rotisserie & Double Side Burners
- NG or LP
- Accessories and Options:
 - Conversion Kit For NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)



Deluxe 36" / 54" Grills Options

- (3) Trellis Burners with Rotisserie & Worktop
- (3) Trellis Burners with Rotisserie & Double Side Burner
- (2) Trellis Burners, (1) Variable Sear Burner with Rotisserie & Worktop
- (2) Trellis Burners, (1) Variable Sear Burner with Rotisserie & Double Side Burner
- (3) Variable Sear Burners with Rotisserie & Worktop
- (3) Variable Sear Burners with Rotisserie & Double Side Burners
- NG or LP
- Accessories and Options:
 - Conversion Kit For NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)



Deluxe 42" / 60" Grills Options

- (4) Trellis Burners with Rotisserie & Worktop
- (4) Trellis Burners with Rotisserie & Double Side Burner
- (3) Trellis Burners, (1) Variable Sear Burner with Rotisserie & Worktop
- (3) Trellis Burners, (1) Variable Sear Burner with Rotisserie & Double Side Burner
- (4) Variable Sear Burners with Rotisserie & Worktop
- (4) Variable Sear Burners with Rotisserie & Double Side Burner
- NG or LP
- Accessories and Options:
 - Conversion Kit For NG & LP
 - Smoker Set (*Standard with Hestan*)
 - Carbon Fiber Vinyl Cover (*Extends Full Warranty by 1 Year*)
 - 12 Colors (*One of which is Standard, Stainless Steel or "Steeletto"*)







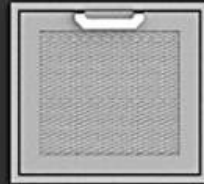
Complimentary Products

Access Doors

18 x 21



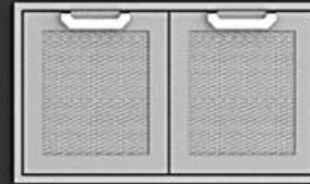
24 x 21



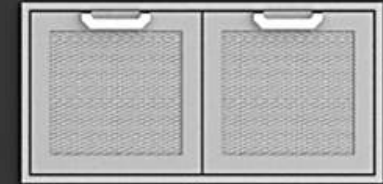
30 x 21



36 x 21



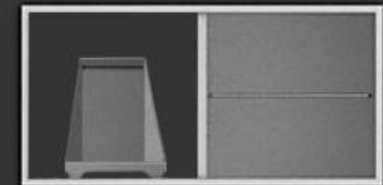
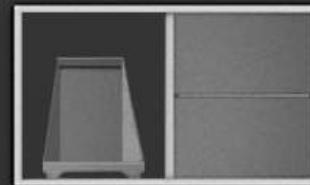
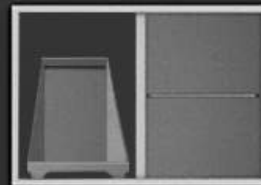
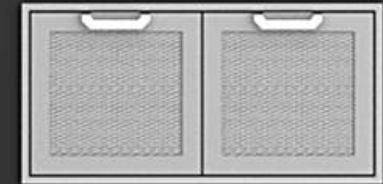
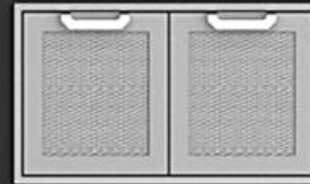
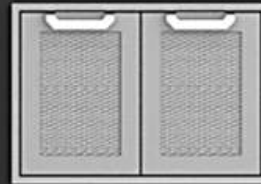
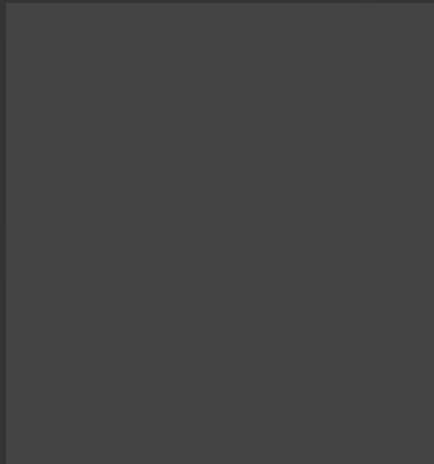
42 x 21



Storage Cabinets

(shown with
and without doors)

- (R) Adj. Wire Rack
- (L) LP tank on glide or convert to 7g Trash
- Soft Closing Door and Drawers
- Interior Illumination



Drawer Door Combos

- (R) Adj. Wire Racks
- (L) LP Tank on glide or convert to 7g Trash
- Soft Closing Door and Drawers
- Interior Illumination

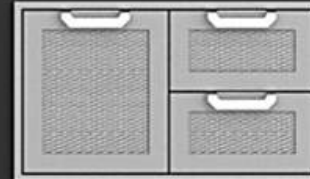
16 x 21



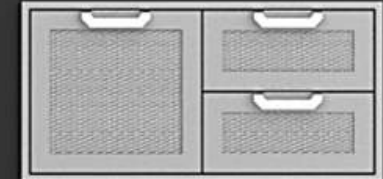
30 x 21



36 x 21



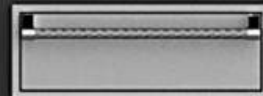
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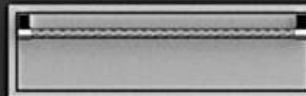
Special Products

- Interior Illumination

30 x 11



36 x 11



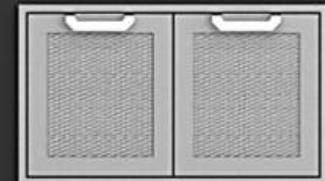
16 x 11



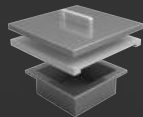
20 x 26



36 x 21



Storage Drawers



Trash Chute - no illumination

Paper
Towel
Dispenser

Trash /Recycling

Dry Storage

Storage And Clean-Up





Refrigeration Products



15" ice



24" Drawer
Unit



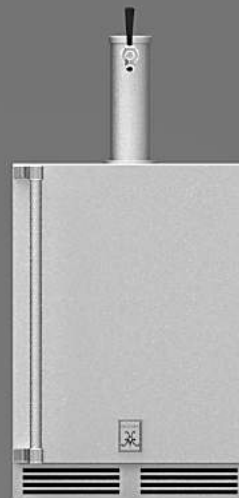
24" Dual Zone
Glass Unit



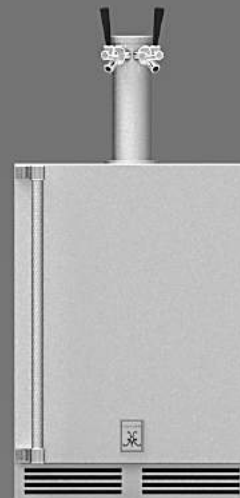
24" Dual Zone
Solid Unit



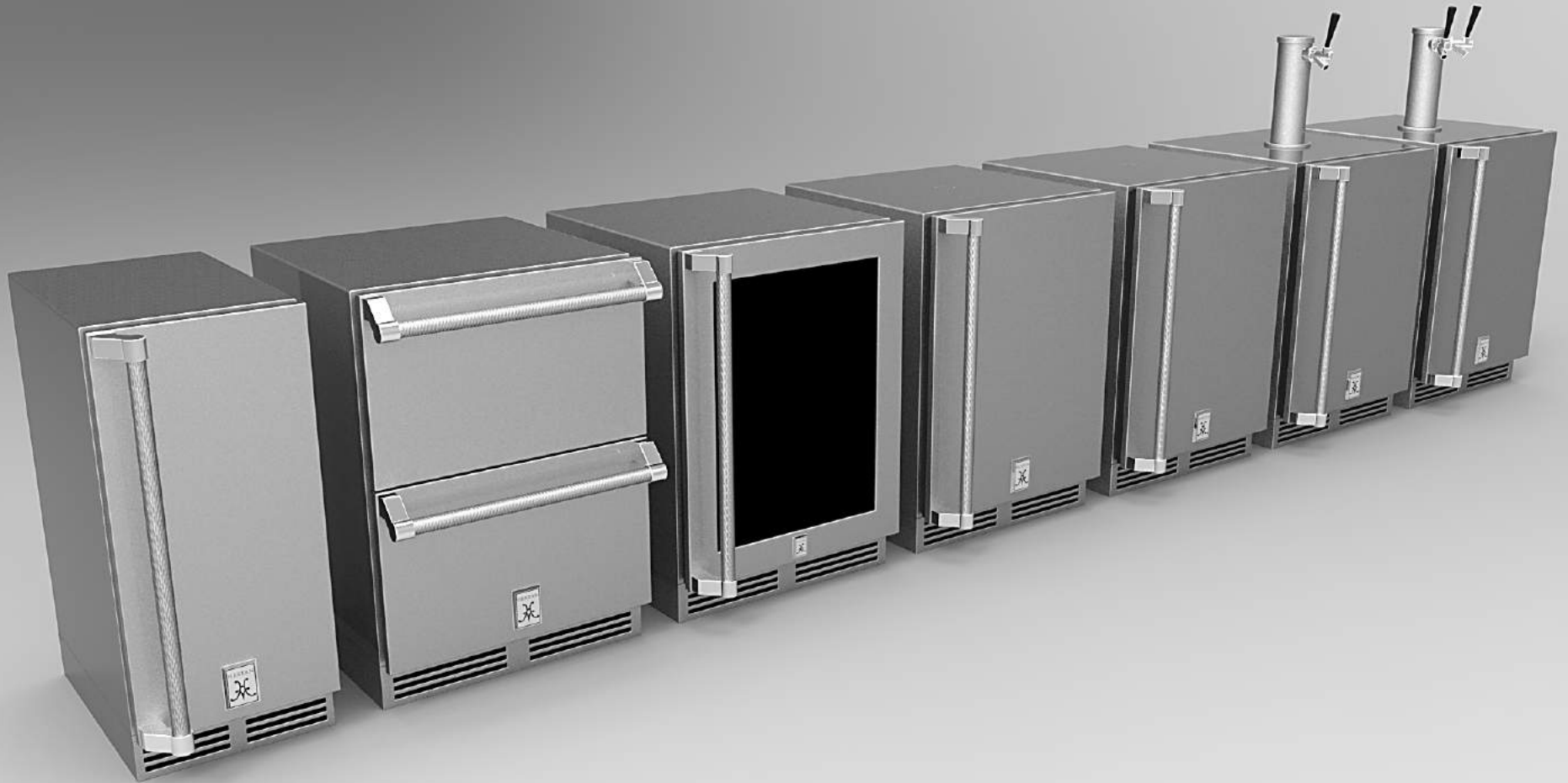
24" Solid
Door Unit



1 Single Tap
Unit



1 Double Tap
Unit





General Features



- Powered by exclusive forced-air refrigeration system for quick temperature pulldown and precision temperature control
- Stainless steel interiors and exteriors
- Adjustable LED lighting (white and blue)
- Low E Argon filled dual-pane thermal glass with UV resistant coating for energy efficiency and protection
- Two-inch thick foamed-in-place insulation protects against outside ambient temperatures and adds strength
- Full-extension shelving pulls completely out of the cabinet to make stocking and retrieving product easy.



Dual-Zone Refrigerator with Wine



- Features two independently-controlled temperature zones.
- Wine Reserve (top zone) can hold up to 14 wine bottles and can be set between 45°F-65°F
- Refrigerator (bottom zone) can be set between 33°F – 42°F
- Comes with 2 full extension wine shelves (each shelf can hold 7 wine bottles), and 1 full extension refrigerator shelf
- 5.0 cu. Ft. capacity



24" Beer Dispenser (Single & Double Faucet)



- Temperature can be set between 33°F – 42°F
- Comes standard with 650SS Flow Control Beer Faucet that allows you to adjust the speed of the pour at the faucet. This faucet is also constructed of stainless steel – another exclusive
- Towers are air-cooled to keep beer chilled from keg to faucet
- Single faucet models can hold a ¼ barrel (standard or slim) and 1/6 barrel. Double faucet models can hold two 1/6 barrels or ¼ barrel (standard or slim)
- 5.2 cu. Ft. capacity



24" Refrigerator



- Temperature can be set between 33°F – 42°F
- Comes standard with 2 full extension refrigerator shelves
- 5.2 cu. Ft. capacity



24" Refrigerator Drawers



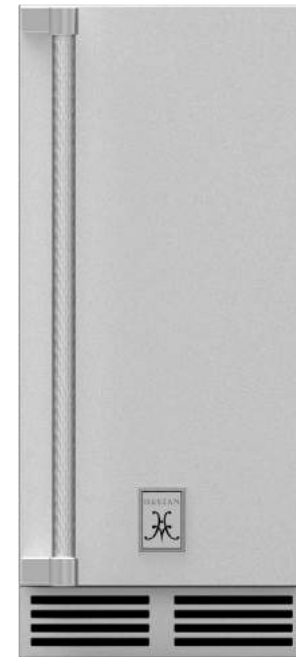
- Temperature can be set between 33°F – 42°F
- Drawers are full extension for easy stocking and retrieving of product
- Drawers glide out with ease thanks to commercial-grade stainless steel ball bearing glides
- 5.2 cu. Ft. capacity





15" Under Counter Icemaker

- Up to 55 lbs of ice produced per 24 hours
- Up to 22 lbs of built-in storage capacity
- Slim, 14-7/8" wide profile
- Air-cooled, Self Contained, Built in Storage Bin
- Produces top hat ice cubes
- Undercounter design is less than 34" Tall
- Front in, front out airflow
- UL approved for outdoor use
- Easily disassembled water circuit for easy cleaning
- R-134a refrigerant
- Ambient temperature range: 45 – 100°F
- Water temperature range: 45 – 95°F
- Clean ice and easy maintenance lead to longer unit life span
- Two Years: Parts & Labor on entire machine
- Optional Drain Pump Assembly

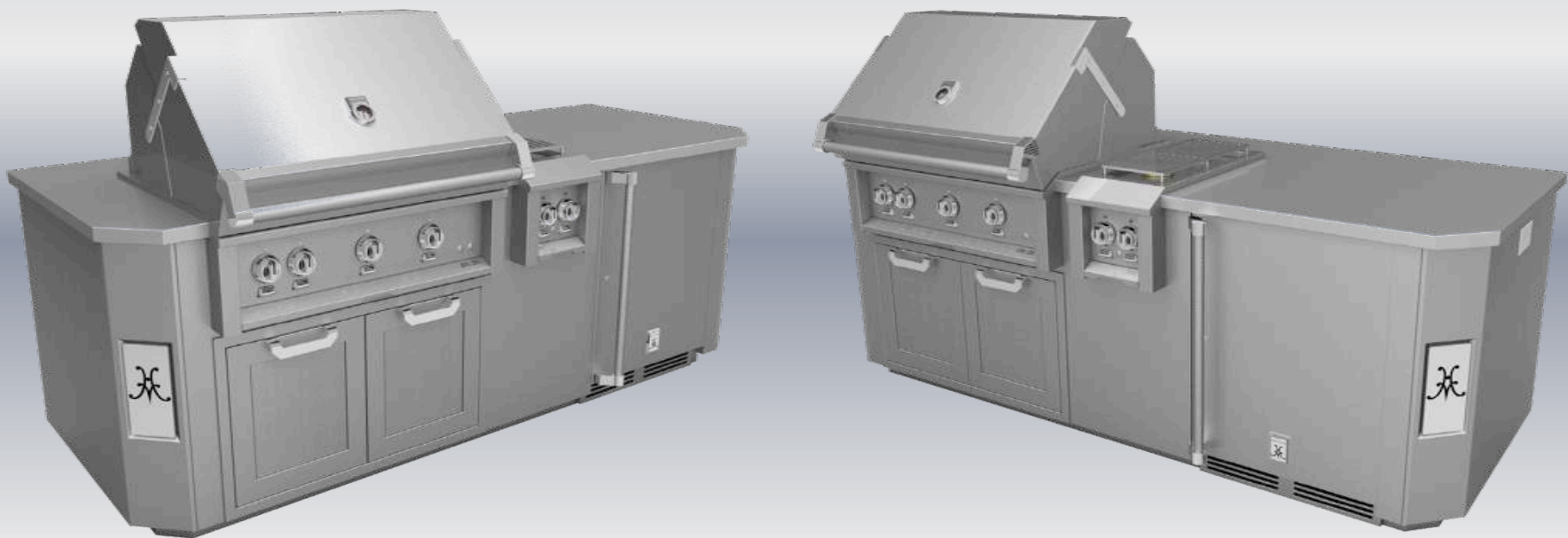




Outdoor Life Styles Concepts

The Island Life!

- Concept for “Turn Key” Kitchens
- Island and Wall Application with and without stainless countertop
- Coming late 4Q16’/Early 1Q17’



Island Life!



























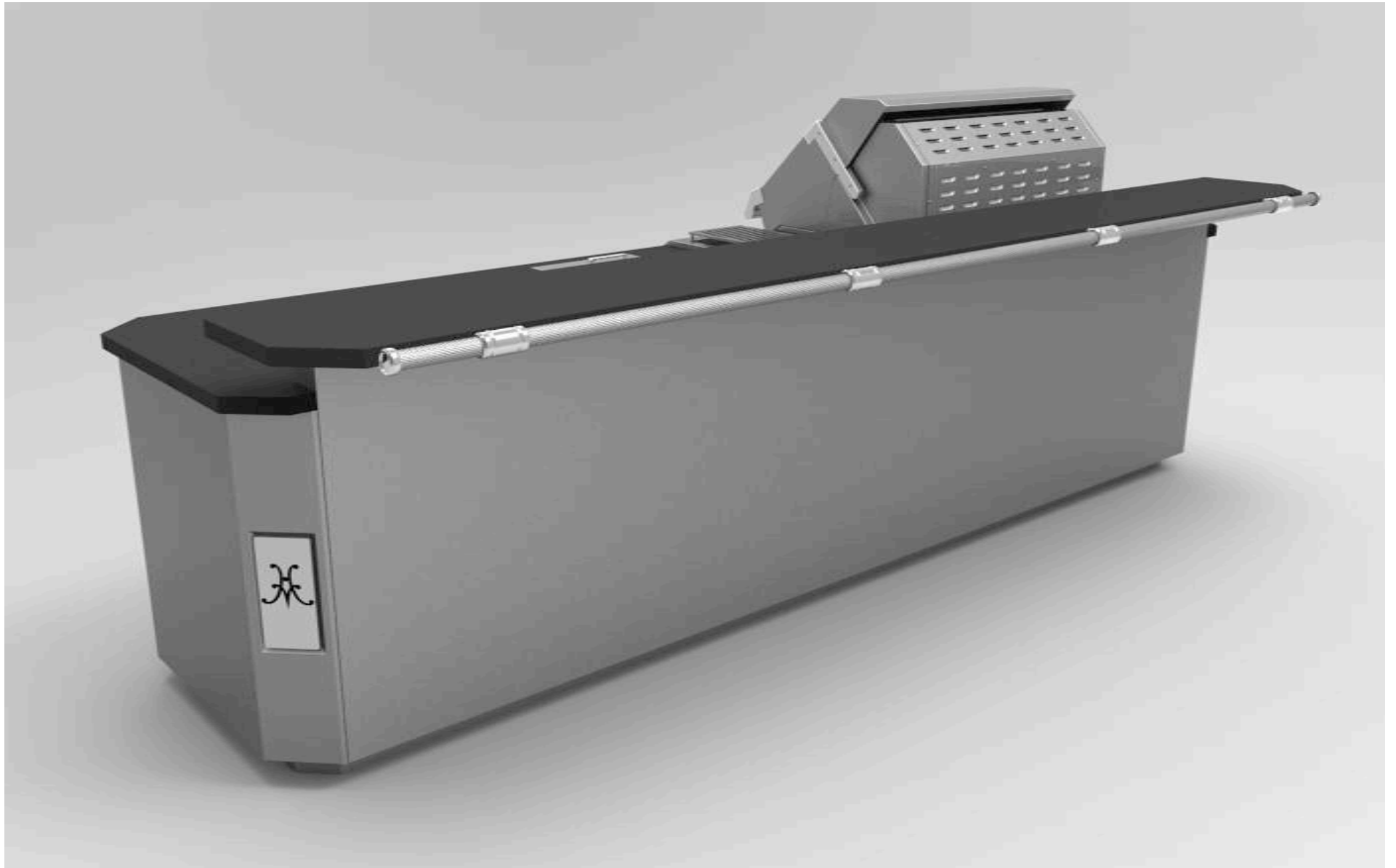




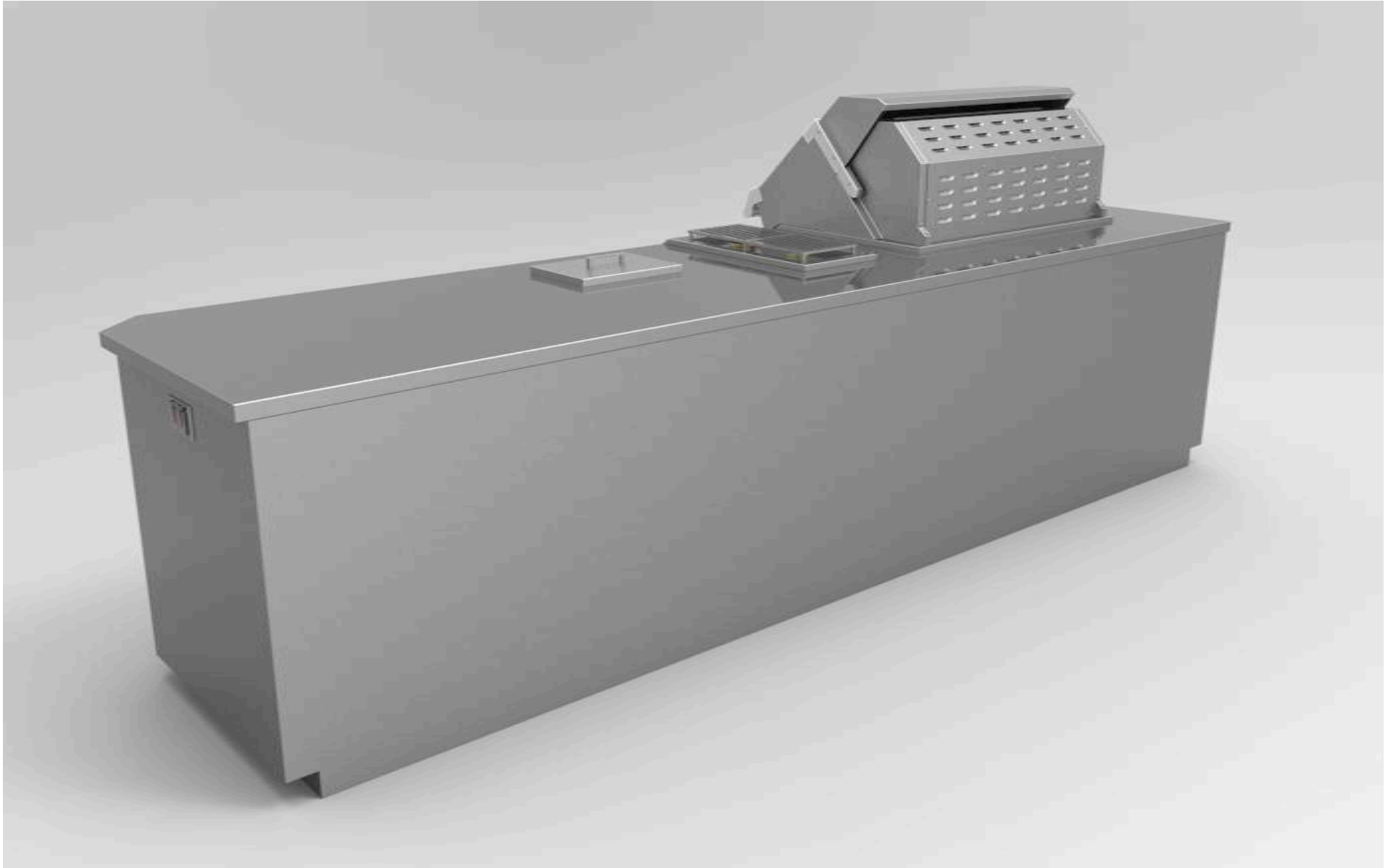




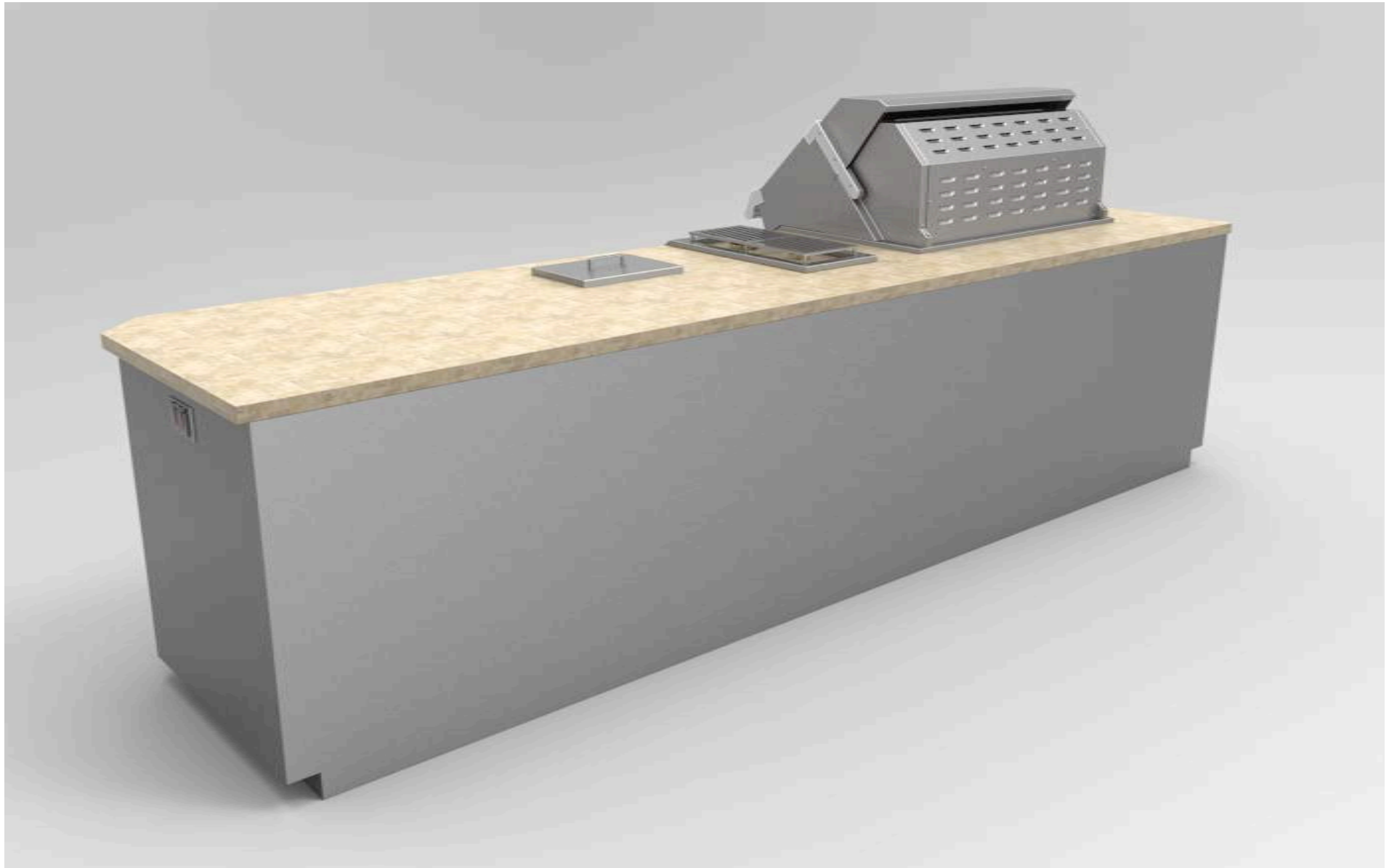




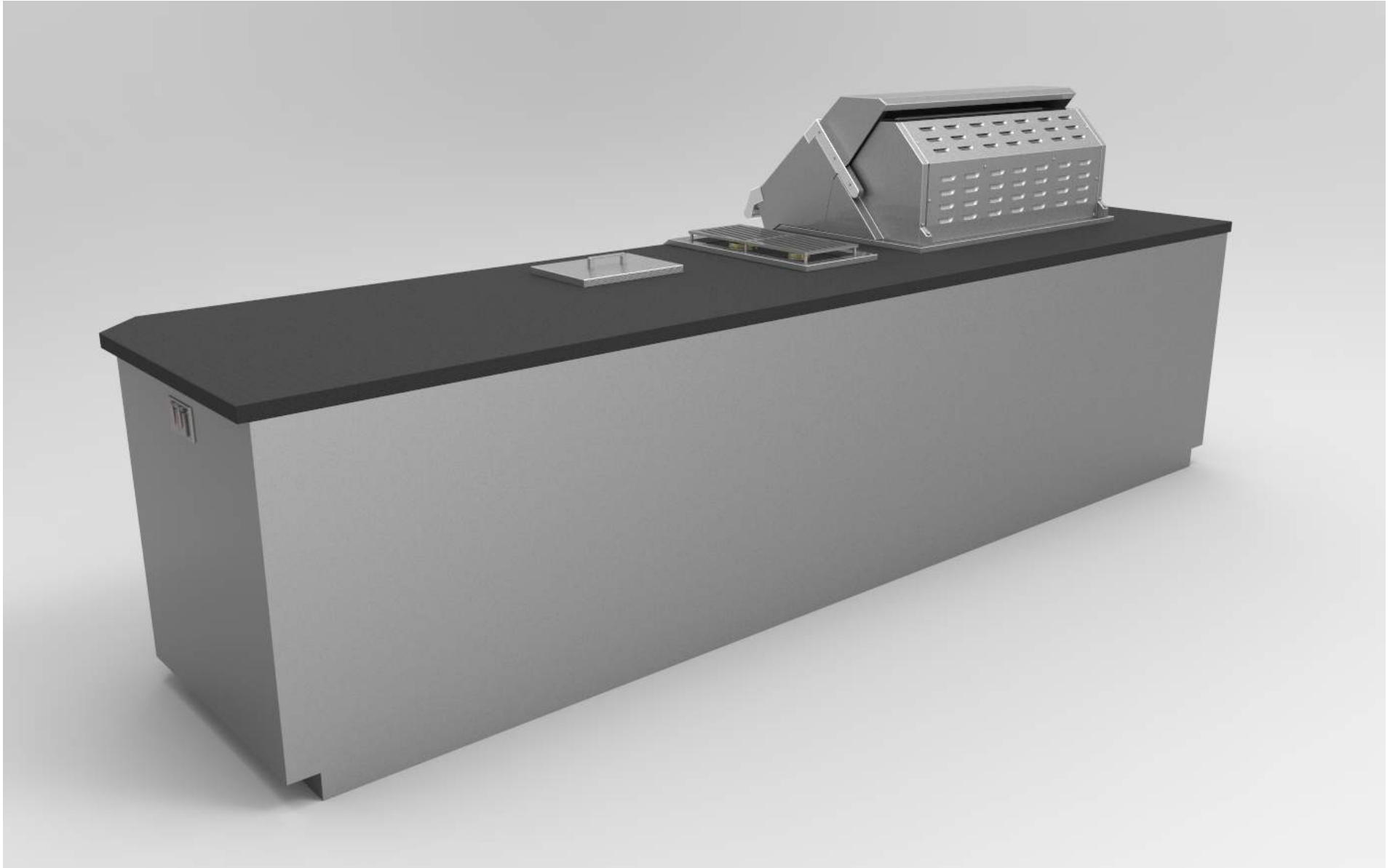












First Impressions?



The logo for the 2016 Hearth, Patio & Barbecue Expo features three colored squares at the top: an orange square with a flame icon, a blue square with a patio chair icon, and a green square with a grill icon. Below these squares, the text "Hearth, Patio & Barbecue" is written in a small, sans-serif font. The word "Expo" is written in a large, bold, serif font, and the year "2016" is written in a smaller, bold, sans-serif font below it.

Exhibition: March 17-19
Education: March 17-18
Ernest N. Morial
Convention Center
New Orleans, LA

 HESTAN


Hearth, Patio & Barbecue
Expo
2016

Exhibition: March 17-19
Education: March 17-18
Ernest N. Morial
Convention Center
New Orleans, LA



 HESTAN



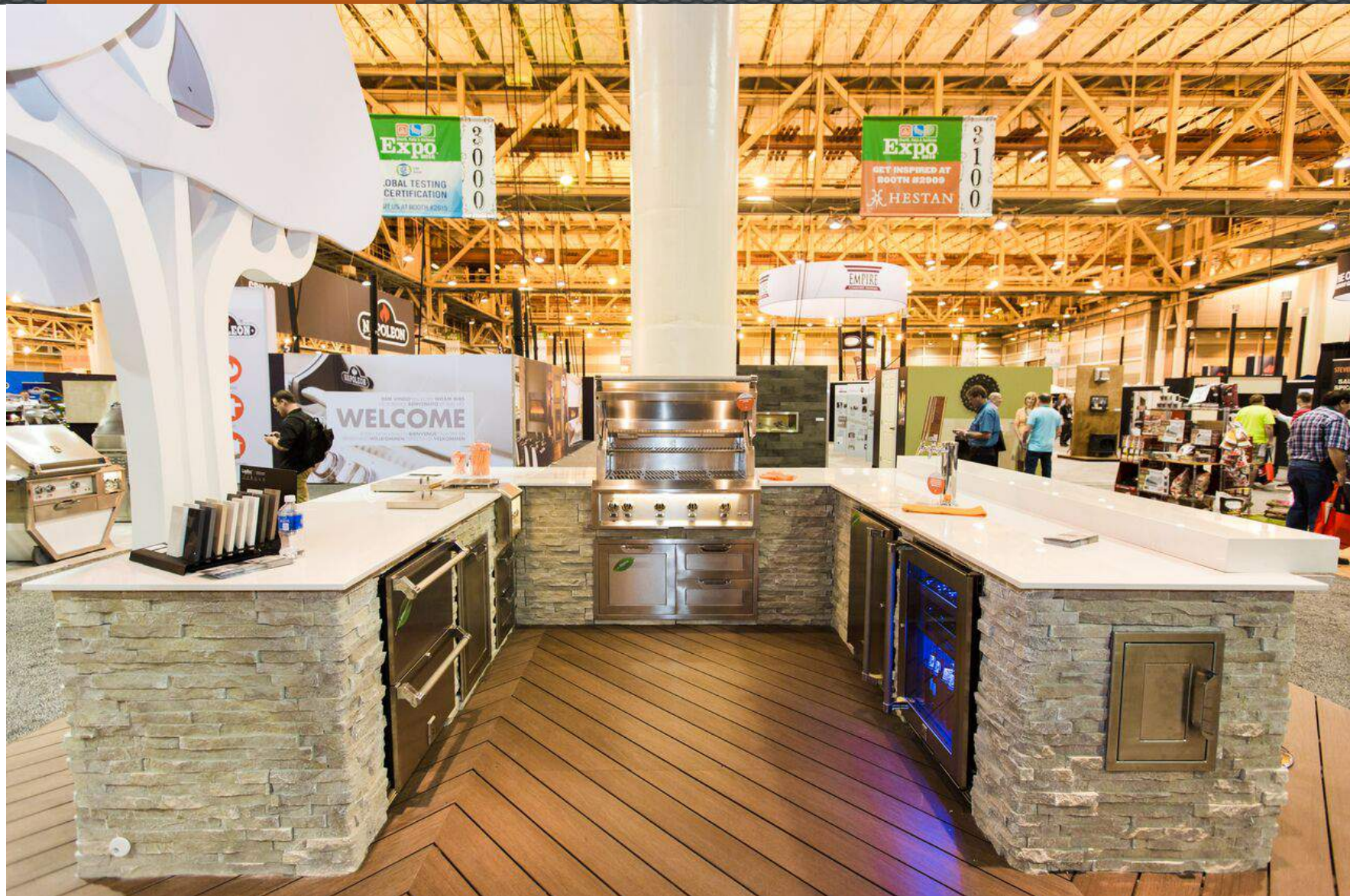
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 HESTAN



Exhibition: March 17-19
Education: March 17-18
Ernest N. Morial
Convention Center
New Orleans, LA





One of our Key Goals for the HPBExpo....Achieved!



2016 Best Gas Grill



2016 Best of Show



One of our Key Goals for the HPBExpo....Achieved!****





The Hestan Outdoor Marketing Plan



Dealer Print Ads

SUPERB SHRIMP ACCOMPLISHED.

**BUT NEXT TIME, I'M USING THAI BASIL
INSTEAD OF AFRICAN BLUE.**

Introducing Hestan Outdoor, for those who have an obsession with perfection. We tinkered, tested and tweaked until we came up with the most powerful and reliable grill available. 25,000 BTU burner for the perfect sear. Laser-cut grill grates prevent flame-ups. And the built-in rotisserie really works (really well). And since we're perfectionists, we build each and every grill in our California headquarters. We wouldn't entrust our recipe to anyone else. hestanoutdoor.com



DAMN NEAR PERFECT.

**BUT A LITTLE MORE PEACH NECTAR
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Meet the team behind the perfect grill at HPBExpo, booth #2909.





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BETTER THAN ANY STEAKHOUSE.

**A COARSER SALT RUB COULD
MAKE IT JUICIER, THOUGH.**

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PERFECTION BEGINS WITH PRECISION.


Chef Thomas Keller
The French Laundry



Precision is just as important on the patio as it is in the kitchen. And Hestan Outdoor delivers the power and control to bring out the best of any cut. The most powerful searing burner available locks in all the flavor of Moroccan lamb. The delicate low setting of the Trellis® burner coaxes out all the juices from spare ribs. And American-made durability weathers year-round use. Perfect your patio.

hestanoutdoor.com



MOTHER NATURE IS A PERFECTIONIST.


Chef Thomas Keller
The French Laundry



Despite all my time in restaurants, I believe perfection begins outside. In gardens. Farms. Vineyards. Rivers and oceans. Hestan Outdoor delivers the power, precision and control to bring out the best of every vegetable, herb and filet. From the most powerful searing burner available to the delicate low setting of the Trellis® burner, you can count on Hestan's American-made reliability. Perfect your patio. hestanoutdoor.com



Media Sensation!



Trendspotting → What's Hot Now

NEW RETRO CANDIES

Want to avoid the popcorn line at *Ghostbusters*, *X-Men* or another summer blockbuster? Smuggle in some of these delicious artisanal candies.

[EQUIPMENT] Grill Style

Hestan Outdoor's new stainless steel grills, created in consultation with Napa star chef Thomas Keller, have pro touches like infrared rotisserie burners. What also sets them apart are the fabulous colors, including citra (right), blue and yellow.

From \$5,200; hestanoutdoor.com.

 HESTAN



PROFESSIONAL STRIPES

HESTAN COMMERCIAL—the elite line of restaurant appliances designed in collaboration with such chefs as Thomas Keller and Corey Lee—is bringing professional expertise to the backyard cookout with a new collection of outdoor kitchen equipment. The **Hestan Outdoor grill** (\$3,999 to \$9,999, hestanoutdoor.com) boasts numerous features inspired by the pros, including a dual-purpose rotisserie with an infrared heat source positioned above, so that it can also be used as a salamander for browning; a laser-cut grid made of 5/8-inch-thick steel for even heat; and a spring-assisted hood that is fitted with an interior light. The gas grill is available in three sizes as a freestanding or built-in model and comes in 12 color finishes as well as classic stainless steel. —MR



ROBBREPORT.COM | MAY 2016

 **HESTAN**

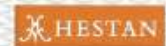
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WESTVA COMMERCIAL CORPORATION
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MAYESDA CN 02880-2815

Fire Outside!
HOT Consumer DEMAND!

Introduce Master Outdoor, for those who have an obsession with performance. 35% reduced tested and tweaked until we came up with the most powerful and reliable grill available. 25,000 BTU burners deliver the perfect heat. Ceramic radiant briquettes minimize flare-ups. We laser cut our grates in-house for heavy-duty reliability. And the built-in rotisserie really works (really well). And since we're enthusiasts, we build each and every grill in our California headquarters. We wouldn't entrust our recipe to anyone else. bestoutdoor.com

Meet the team behind the perfect grill at HPBExpo, booth #2909.



HESTAN

THE VOICE OF THE HEARTH, BARBECUE, AND PATIO INDUSTRIES

APRIL 2016

HEARTH & HOME



HPBE 2016
REPORT

16th Annual Vesta Awards – Best-in-Show



Basil Larkin, Hestan Outdoor

Best-in-Show Outdoor Room

Hestan Outdoor
The Hestan Grill



The Hestan Grill boasts the following features:

- Horizon hood with spring-assisted hinges to hold it open at desired heights.
- Motion activated Stadium under-hood lighting. Proprietary electrical design allows halogen lights to be positioned for perfect lighting coverage. They come ON at 30 degrees.
- Multi-purpose, down-facing, infrared rotisserie/searing/finishing burner (12,500 – 18,000 Btu/hr).
- The Trellis tubular burner (25,000 Btu/hr) contains Titanium for corrosion and oxidation resistance. The burner's horizontal members create additional heat zones for even heat distribution.
- Hot surface ignition system with lighting assist capability. A time-delay feature extends the glowing period for proper flame ignition.

Call (714) 869-2399 or visit www.hestanoutdoor.com.



Gas Barbecues

Hestan Outdoor
The Hestan Grill
(Category Winner)



Grill, Vesta Award

ON THE WEB

News

- Nine Millennial Traits that Impact Home Sales
- Must!! Is Driving Home-Buying Doubtful

Recipes

- Eric's Chicken Satays
- Napoleon Grill's Bacon Wrapped Onion Rings With Shochu BBQ Sauce
- Pacific Living's Cranberry Pecan Bread Pudding

See it at www.hearthandhome.com



40 Success in New Orleans

Attendance in New Orleans was down from the prior year, nevertheless, manufacturers appeared to be content, and most really enjoyed the city.

52 Endless Possibilities

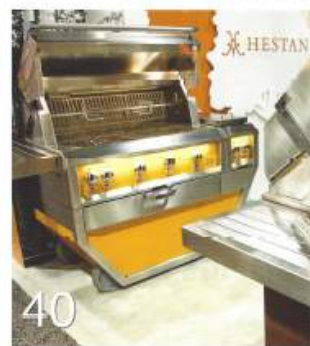
Allen Gant continues to steer Glen Raven into the future through innovation, transformation, creating new markets, and being wide open to new ideas.

62 The Future of Shade

Glen Raven has created an international competition among architects that requires them to think about sun control – using fabric, of course!

68 BBQ: A Decent Year

2015 wasn't a spectacular year for sales of barbecue products, but it was far better than many other years during the downturn.



HESTAN

THE VOICE OF THE HEARTH, BARBECUE AND PATIO INDUSTRIES

MAY 2016

HEARTH & HOME



BURNING BRIGHT
GAS FIREPLACES

SPEED & PURPOSE

Seemingly overnight, The King of Cookware makes his mark in the grill industry.

By Lisa Readie Meyer

It's fairly common in the barbecue industry for entrepreneurs to bring innovative new grills to market. Typically, they develop a prototype,

tinker with it in the garage for years until they get it right, and maybe even get a patent on it, before launching the product and seeking distribution.

Stanley Cheng is not that kind of entrepreneur.

In just one year, the owner of Meyer Corporation founded a grill division, Hestan Outdoor, worked with a team of engineers, culinary experts, and sales and marketing pros to design and develop the innovative Hestan Grill; applied for 10 patents on it; set up a 70,000 sq. ft. manufacturing facility in Anaheim, California; and secured six distributors before launching the line with a big splash and a Best-in-Show Vesta Award at the HPBExpo in March.

To say he jumped in with both feet and a major investment is an understatement.

The innovative features of the commercial quality, premium, Hestan Grill are many:

- a spring-assisted "Horizon Hood" that holds open at any height on the continuum
- motion-activated "Stadium" interior hood lighting that points down onto the grill surface
- touch-controlled LED panel lighting
- 5/16th-in. thick, diamond-laser-cut, stainless-steel cooking grates
- a unique, 25,000 Btu, stainless-steel "Trellis" burner system designed to deliver even heat and temperature ranges between 200 and 800 degrees
- a reversible, heat-distribution tray above the burner with built-in ceramic briquets (each embossed with the Hestan logo)
- a hinged warming rack that folds down when not in use
- a top-mounted infrared rotisserie burner that also can be used for searing and broiling
- a new-and-improved hot surface ignition system

The grill, available as a built-in or on a cart base that looks somewhat like the outline of a map of the United States, has a decidedly unique look. It comes standard in a stainless-steel finish, but it's also available in 12 bold color finishes, including "stiletto" (red), "sol" (yellow) and "citrus" (orange). One- and two-burner side-burners, two



Hestan 36-in. grill on deluxe cart.

HESTAN

THE RETAIL observer

FEBRUARY 2016 Vol. 27, Issue 2

AN EYE ON THE INDUSTRY SINCE 1970



FULGOR
MILANO

CREATIVITY & INNOVATION
HOMEGROWN & HANDCRAFTED IN ITALY

2015
NKBA DESIGN
COMPETITION

BATH DESIGN
WINNERS

BETTER THAN ANY STEAKHOUSE.

A COARSER SALT RUB COULD MAKE IT JUICIER, THOUGH.

Introducing Hestan Outdoor, for those who have an obsession with perfection. We tinkered, tested and tweaked until we came up with the most powerful and reliable grill available. 25,000 BTU burners deliver the perfect sear. Ceramic radiant briquettes minimize flare-ups. We laser cut our grates in-house for heavy-duty reliability. And the built-in rotisserie really works (really well). And since we're perfectionists, we build each and every grill in our California headquarters. We wouldn't entrust our recipe to anyone else. hestanoutdoor.com

Meet the team behind the perfect grill at HPBExpo, booth #2909.

 **HESTAN**



 **HESTAN**

THE RETAIL observer

MARCH 2016 Vol. 27, Issue 3

AN EYE ON THE INDUSTRY SINCE 1970



SUPERB SHRIMP ACCOMPLISHED.

**BUT NEXT TIME, I'M USING THAI BASIL
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Meet the team behind the perfect grill at HPBExpo, booth #2909.



Grilling is a perfectionist's pursuit. Guests rave, but deep down, you know it could've been just a little more tender, juicier – a pinch more salt in the rub or a few seconds less on the flame. Hestan Outdoor was born from this same perfectionist passion. Their engineers experimented, innovated, tweaked and tinkered until they created the most powerful, versatile and reliable grill available.

Hestan Outdoor is a new line of premium residential grills offering powerful, professional-grade components and distinctive features and benefits that are completely unique to the market. Hestan also offers complementary outdoor products such as undercounter refrigeration and outdoor accessories. Manufactured entirely in the U.S. in the company's 70,000+ square foot state-of-the-art headquarters in Anaheim, CA, Hestan Outdoor gas grills offer a number of innovative, high-performance features.

All Hestan grills feature a thick-handled, heavy-duty Horizon™ hood that opens and closes easily with spring-assisted hinges. The hood safely holds its place at your desired height to enhance your cooking experience. Another key feature is the motion activated Stadium™ hood lights, which help you keep an eye on the entire cooking surface, while grilling to ensure every single filet turns out perfectly.

INTRODUCING HESTAN OUTDOOR

The 5/16" DiamondCut™ removable, dual-sided stainless steel grates are laser cut in-house to ensure even heat distribution and flawless sear marks, along with durability and easy cleaning. Their robust, dual-sided briquette trays and powerful Trellis™ and variable sear burners (25,000 BTUs) empower you to maintain the perfect flame with precision control. Finally, their multipurpose infrared rotisserie burner is built-in to provide optimal functionality for rotisserie, broiling or finishing.

Hestan Outdoor grills are available in built-in and freestanding models, and feature a unique, sleek stainless steel design available in twelve exclusive color finishes.

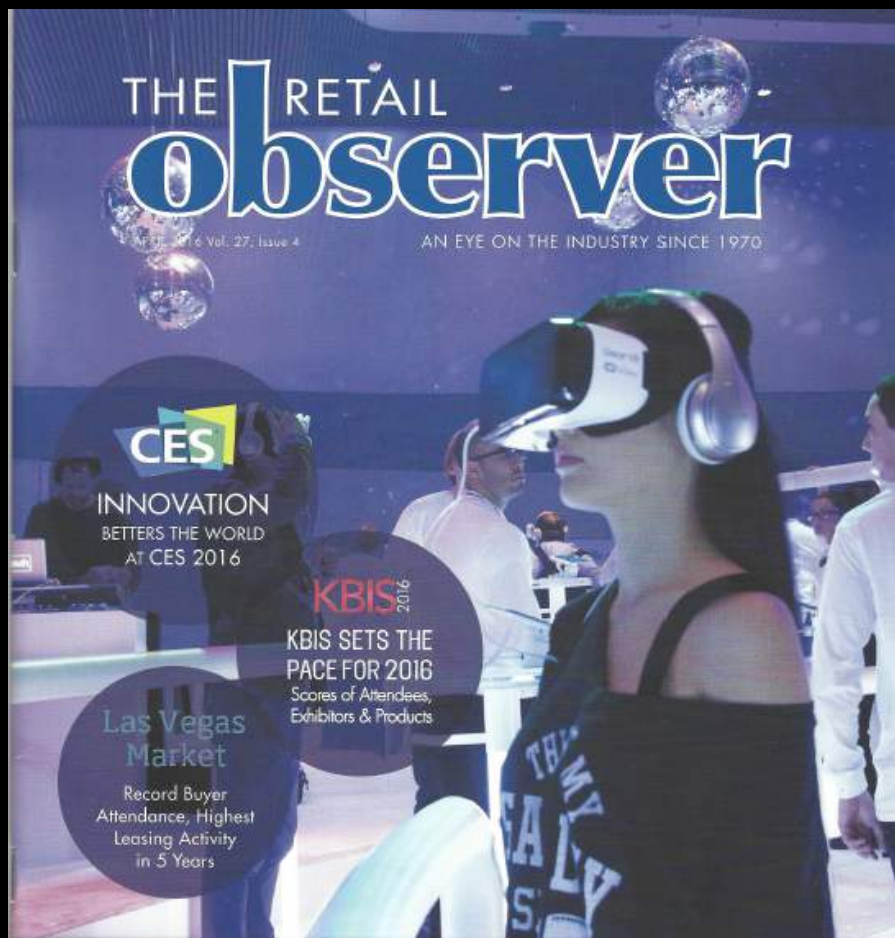
"We pride ourselves on restless innovation, superior engineering and purpose-built designs, but also our in-depth understanding of the marketplace and the interests and needs of the ultimate end users we serve," said Eric Deng, president of Hestan Outdoor. "For many consumers, grilling outdoors is much more than an act of food preparation. It's a lifestyle activity that encompasses culinary, leisure and social pursuits among others. With the outdoor living category in a state of growth, we see tremendous potential and are ready to move."

Basil Larkin, vice president of sales for Hestan, said Hestan Outdoor has completed its North American partnership agreements with the six premier distributors serving the outdoor living industry. They include: Distinctive Appliances Distributing, Doolittle Distributing, Luma Distributing, Milestone Distributors, Pinnacle Appliance Distributors and Purcell Murray.

"After personally touring the manufacturing facility and meeting with everyone involved in the process from executives to engineers to manufacturing personnel, it is evident that the passion for innovation and engineering are cornerstone qualities throughout the Hestan brand," said Ramsay Woodall, president of Milestone Distributors. "Culinary and grilling enthusiasts are going to be blown away, as there is nothing else like it. We're delighted to help introduce this revolutionary premium product to the market." For more information visit hestanoutdoor.com.

RO

 **HESTAN**



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Grills as Centerpieces

The unique design of [Hestan Outdoor grills](#) (shown above) catches your eye and the price tag—\$5,000 and up—stops your heart. Hestan, a new line of high-end grills, boasts lots of stainless and a dozen colors. Hestan's pitch is, "Grilling is a perfectionist's game. And we just upped the ante." At those prices Hestan makes a lot of promises about the freestanding grills, which are 49 to 61 inches wide, including motion-activated stadium halogen under-hood lighting, a concealed whisper-quiet rotisserie motor system, and a lifetime warranty on welded body, grates, warming racks, and burners.

Marketing Materials

<http://ftp.tra.net:8080/Login>



Account Login

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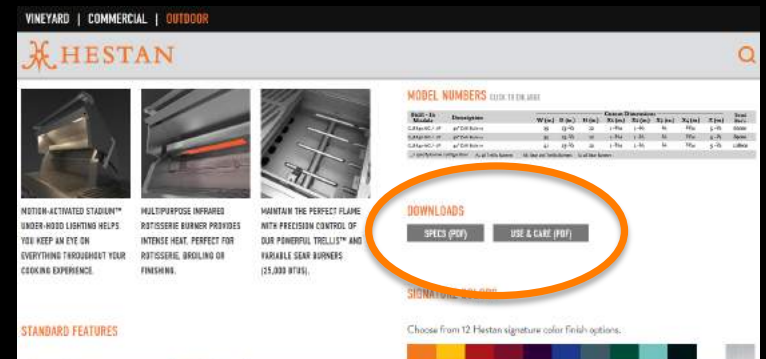
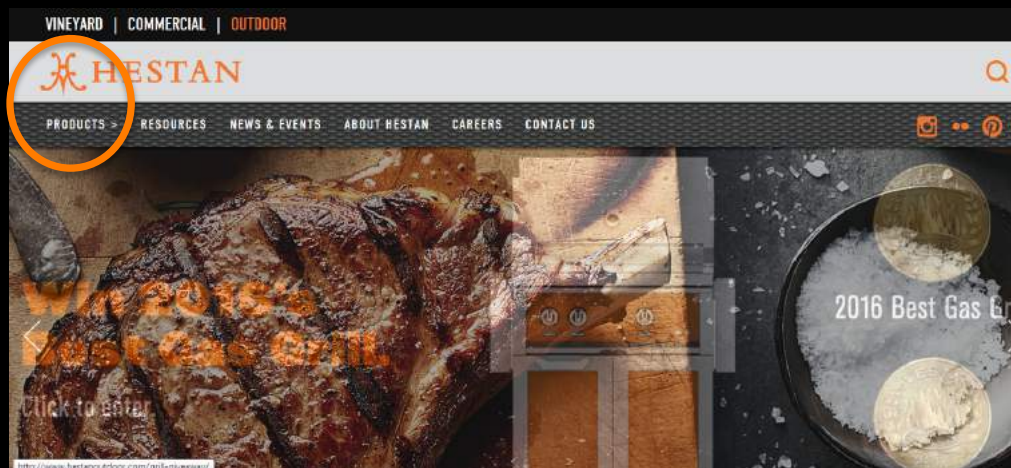
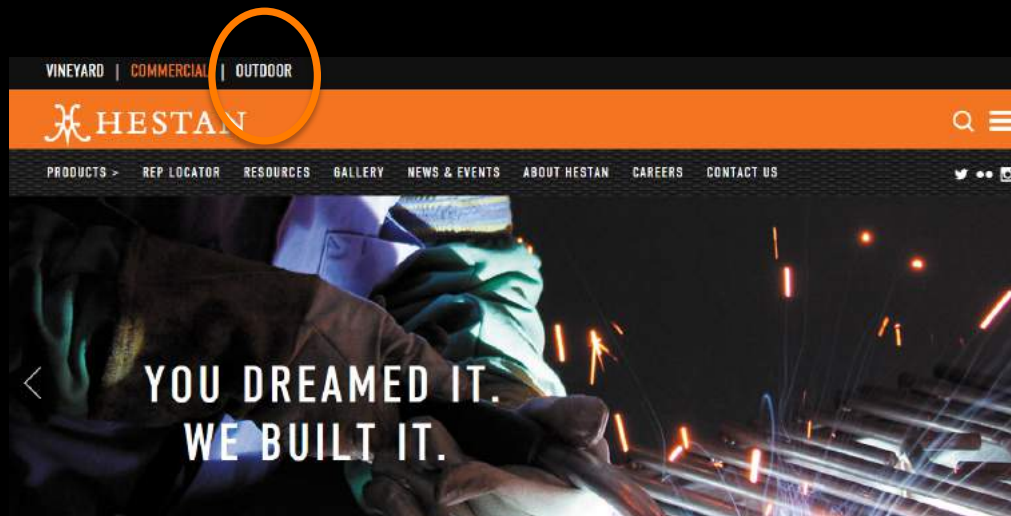
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Password: marketing

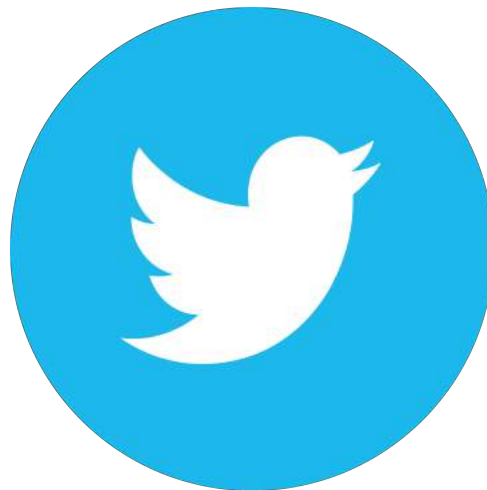
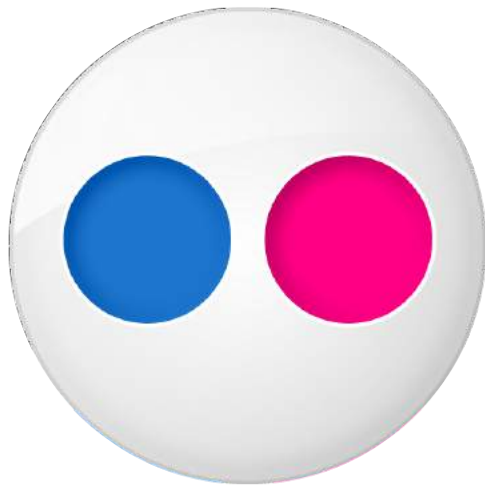


Filename	Size	Updated
10927 Hestan Brochure.pdf	52.8 MB	Mar 11 13:00
11342 Hestan Outdoor Dealer Ads 7.5x10.indd	4.1 MB	May 23 12:20
2016 Spec Sheets	folder	May 31 08:58
Dealer Ads (PDF)	folder	May 31 09:46
Hestan Outdoor Color Sheet 8x10.5.zip	7.1 MB	Apr 22 10:08

HESTAN Website

hestanoutdoor.com





- Please “like” us on Facebook and Instagram
 - Best way to stay on top of everything Hestan!
- Follow us on Twitter
- Awesome pictures can be found on Hestan via Flickr.



Hestan Exposure!

- Hestan recently exhibited at PCBC via the Purcell Murray Builder Sales booth.
- Hestan was recently displayed at the Dwell on Design show at the LA Convention Center, June 24-26.
- Hestan will exhibit at KBIS in 2017 in booth W243 and will also be displayed in the Outdoor Product Area booth S4440.
- Hestan is already signed up and better positioned for HPBExpo 2017.

The logo consists of a stylized white symbol on the left, which resembles a calligraphic 'H' or a decorative monogram. It has a central vertical stem with two curved, upward-pointing branches on each side, each ending in a small dot. To the right of this symbol, the word "HESTAN" is written in a white, serif, all-caps font. The entire logo is centered within an orange rectangular background, which is itself centered on a black background.

HESTAN