

GEORGE FOREMAN®

**THE WORLD'S
FAVOURITE***



SPRING/SUMMER 2021

GEORGE FOREMAN®



It gives me great pleasure to introduce you to the George Foreman 2021 range catalogue. George Foreman is the World's No.1 Grill brand and we are delighted to bring you fantastic and well supported products across the Grill category. We are confident that we are delivering a range of products that offer innovation in design and materials, producing features that our research tells us are relevant to our consumers. We continue to ensure we offer real value with our proposition to ensure consumers recognise the benefit of making a George Foreman purchase.

This Season we have chosen to go for a brand message approach, focusing on the key USP's highlighted below, with the following header and copy featuring on our 2021 Key Visual:

- Fast & energy efficient
- Easy to clean
- Smokeless tech
- Slim fit

Quick, easy and tasty every time

From smokeless solutions to space-saving designs, our grills help you master every snack, feast or meal in no time. Fast, easy to clean and energy efficient, it's no wonder the world loves our grills.

Thank you for your support.

Regards

Tim

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MEET GEORGE FOREMAN

George Foreman is your meal time friend who can inspire a world of recipes, no matter what the occasion. Whether you're cooking outside of your comfort zone or simply short on time, George Foreman helps you eat well more often. Your only limitation is your imagination.

Liven up weekday dinners. Sort food in a flash. Be inspired by simple yet tasty side dishes. Whatever food takes your fancy, George Foreman will help you make every bite your own.

Modern life is busy, and despite being short of time we all feel the pressure to cook good, nutritious, tasty food. But we believe that making good food, both nutritious and tasty dishes, doesn't have to be time consuming or difficult. We think that everyone should be able to make what they want, when they want.

So, whether you're hanging out with friends, heading back from the gym, enjoying a family breakfast or rustling up something inspired between meals – you can always count on George Foreman.

1994



George Foreman becomes the oldest ever world heavyweight champion at the age of 45, attributing his remarkable achievement to his healthy eating. This inspired the creation of the George Foreman Grill.

1996



First George Foreman Health Grill launched in the US.

MID 90's



George Foreman Grills are launched into Australia and remain the number one grill brand in the country.

1998

\$200m

George Foreman had sold \$200 million worth of grills in the US.

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TIMELINE

25 years of George Foreman grills. We have improved and bettered them, through removable plates and more modern designs but they are still the same electrical grills, that took the world by storm, in 1994. We created the category, grew it, and have continued to lead it for 25 years. The George Foreman brand is now synonymous with electric grills.

2001



First George Foreman Grill was sold in the UK.

2009



The George Foreman collection introduces three product categories; compact family and entertaining.

2016



George Foreman Grills celebrate 15 years since being launched in the UK. Over 100 million health grills have been sold worldwide.

2019

THE WORLD'S FAVOURITE GRILL

George Foreman is revitalised with a new brand positioning, identity and refreshed look and feel. Introducing, The World's Favourite Grill.

2003



Variable Temperature controls & Removable Grill Plates introduced.

2015



UK sales hit an amazing milestone of 15 million grills sold in the UK alone and 80% share of the UK health grill market.

2017



George Foreman launches in Continental Europe.

2019



The World's No.1 Electric Grill Brand[^].

[^]Source: Euromonitor International Ltd; Consumer Appliances 2019ed; per electric grills category definition; Retail Volume Sales in units.

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SMOKELESS GRILL



SMOKELESS GRILL | MEDIUM



- Smokeless contact grilling technology
- Removable dishwasher safe plates and drip tray
- Durable non stick coating, 3x more durable[†]
- Integrated vents
- Bottom grill plate open - top closed
- Floating hinge (accommodates 2.5cm cooking height)
- Single temperature
- Ready to cook indicator light
- Body - top stainless steel, bottom plastic
- 1500w



MODEL NUMBER	28000-56	VKB:	23937034002	EAN:	5038061110777		
Packaging dims (mm):	416x350x179	Weight:	TBC	Qty per carton:	TBC	Qty per pallet:	TBC

[†]Compared to a standard George Tough™ non-stick coating
^{***}vs George Foreman Classic Grill 24330/56 when grilling 20% fat content beef burgers (113g) with a clean grill and drip tray

FIT GRILL - MEDIUM - COPPER



FIT GRILL | MEDIUM | COPPER



- Premium copper plates
- 30% space saving^ - no reduction on performance
- Improved non stick coating
- Branded inner plates
- Speedy heat up
- Adjustable rear foot
- Clip in drip tray
- Vertical storage with cord wrap
- 1370-1630W



MODEL NUMBER	25811-56	VKB:	23884036002	EAN:	5038061112276		
Packaging dims (mm):	105x362x312	Weight:	2570g	Qty per carton:	2	Qty per pallet:	60

^ on average compared to 23440/18471/23440 based on overall height
***Vs' your conventional electric oven grill. Tested at room temperature and cleaned with a damp cloth

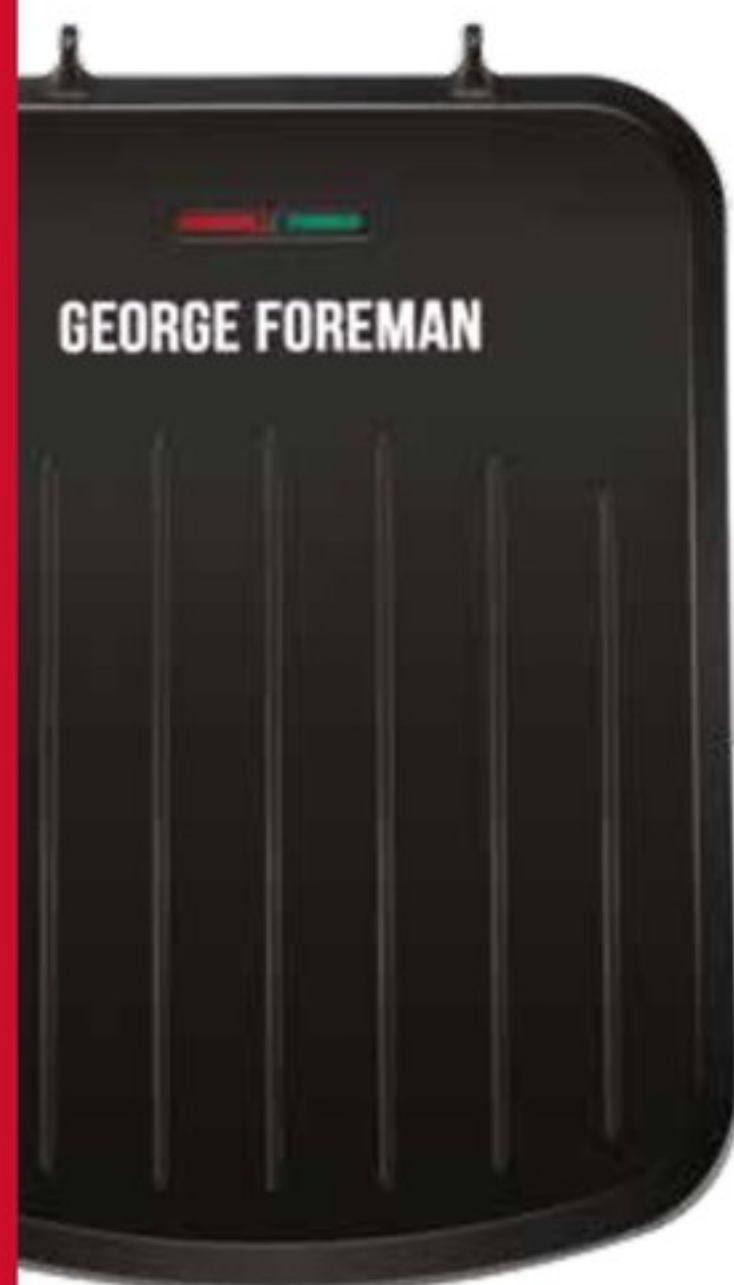
FIT GRILLS

Don't let its smaller footprint fool you. This streamlined grill fits easily into any kitchen and can cook up endless dishes from around the world, like grilled American doughnuts, Tikka cauliflower steaks or Korean chicken thighs.

- 30% space saving[^] - no reduction on performance
- Improved non stick coating
- Branded inner plates
- Speedy heat up
- Adjustable rear foot
- Clip in drip tray
- Vertical storage with cord wrap
- Small 640-760W
Medium 1370-1630W
Large 2015-2400W



FIT GRILL | SMALL



MODEL NUMBER 25800-56 **VKB:** 23882036001 **EAN:** 5038061106237

Packaging dims (mm): 105x216x290 **Weight:** 1578g **Qty per carton:** 6 **Qty per pallet:** 90

[^] on average compared to 23440/18471/23440 based on overall height ^{^^}Vs' your conventional electric oven grill at 230 degrees
^{***}Vs' your conventional electric oven grill. Tested at room temperature and cleaned with a damp cloth

FIT GRILL | MEDIUM



MODEL NUMBER	25810-56	VKB:	23883036001	EAN:	5038061106282		
Packaging dims (mm):	105x362x312	Weight:	2570g	Qty per carton:	2	Qty per pallet:	60

FIT GRILL | LARGE



MODEL NUMBER	25820-56	VKB:	23881036001	EAN:	5038061106183		
Packaging dims (mm):	100x454x370	Weight:	3924g	Qty per carton:	2	Qty per pallet:	28

SMOKELESS BBQ GRILL

Love BBQs? Hate smoke? This grill's got you covered. Fire it up for dishes like Bratwurst hotdogs and get maximum flavour, zero smoke, no lingering smells or greasy grills. Our Smokeless BBQ Grill's clever plate – designed to direct hot fat straight into the drip tray below – cools fat immediately, eliminating up to 80%*** of smoke. Enjoy outdoor cooking indoors and appetizing BBQ aromas instead of greasy smoke.



3x MORE DURABLE PLATES†

REMOVABLE PLATES



80% LESS SMOKE***

SMOKELESS BBQ GRILL | LARGE

MODEL NUMBER

25850-56

VKB:

23861036001

EAN:

5038061105070

Packaging dims (mm):

390x405x230

Weight:

3587g

Qty per carton:

2

Qty per pallet:

24

- Low generation of odours and smoke-less, open grate cooking technology
- Removable dishwasher safe plate and drip tray
- Titanium infused non stick coating, 3x more durable[†]
- Snap-together feature for easy storage
- Steel housing and plastic parts
- Variable heat controls
- Large – 49.7 cm L x 33.5 cm W x 7.8 cm D plate size
- 1m long power cord
- 1350-1606W



[†]Compared to a standard George Tough™ non-stick coating

^{***}Vs George Foreman Indoor/Outdoor grill 22460/56 when grilling 20% fat content beef burgers (113g) with a clean grill and drip tray

FAMILY EVOLVE PRECISION GRILL

Rare fillet steak – sorted. Lasagne for lunch – got it. Angus beef burger – on it. Whatever food you're craving, George Foreman has you covered. With a precision probe to help you cook up the perfect steak and deep pan for pizza and even brownies, George Foreman has all the features to bring your foods flavour to life. Always by your side, George Foreman is always around to cure your food cravings.



UP TO **3** YR'S
GUARANTEE

REMOVABLE
DISHWASHER SAFE
NON STICK PLATES

SMART
TEMPERATURE
PROBE



PRECISION GRILL | MEDIUM

MODEL NUMBER

24001-56

VKB:

23748036001

EAN:

4008496980789

Packaging dims (mm):

390x405x230

Weight:

7635g

Qty per carton:

1

Qty per pallet:

14

- Includes smart temperature probe that cooks meat to your preference and automatically shuts off when complete
- Fast steak function
- Sear function – intense 260°C heat for 90 seconds
- Additional deep pan plate
- Removable plates – dishwasher safe
- Cooks up to 5 portions
- Dual LED display with digital timer and variable temperature
- Adjustable rear foot for flat or angled cooking
- 1440W



STEEL GRILLS

George Foreman is here to make a statement in your kitchen and an impact on your cooking. In a variety of colours from striking red and gunmetal grey – he has never looked better. There for you on every occasion from Friday night kebabs, healthy halloumi salads and sausage sandwiches on a Saturday morning - he's on it.

- Bevelled steel upper housing
- Inner plate branding
- Easy to clean, non-stick coated plates
- Perfect fit drip tray – slides and clips into place
- Adjustable rear foot for flat or angled cooking
- Grill can be stored vertically, including drip tray with cord storage
- Ready to cook indicator lights
- Compact - 1200W, Family - 1650W, Entertaining - 1850W



STEEL GRILL | SMALL



MODEL NUMBER	25030-56	VKB:	23749036001	EAN:	4008496980819		
Packaging dims (mm):	129x290x369	Weight:	2605g	Qty per carton:	4	Qty per pallet:	48

STEEL GRILL | MEDIUM

AVAILABLE IN RED / GUNMETAL GREY



MODEL NUMBER	25040-56	VKB:	23751036001	EAN:	4008496980840		
MODEL NUMBER	25041-56	VKB:	23752036001	EAN:	4008496980871		
Packaging dims (mm):	129x338x368	Weight:	2920g	Qty per carton:	2	Qty per pallet:	48

STEEL GRILL | LARGE



MODEL NUMBER	25050-56	VKB:	23754036001	EAN:	4008496980901		
Packaging dims (mm):	129x392x419	Weight:	3670g	Qty per carton:	4	Qty per pallet:	32

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CLASSIC GRILL



CLASSIC GRILL | MEDIUM WITH REMOVABLE PLATES



- Grill channels fat in to separate drip tray- removes up to 42% of fat**
- Adjustable rear foot for flat or angled cooking
- Floating hinge enables cooking of extra thick food
- Simple, push button release mechanism
- Power and temperature indicator light
- Cooks up to 5 portions (510 sq cm)
- Removable dishwasher safe grill plates
- "Perfect Fit" sliding in drip tray
- Compact vertical storage
- 1400w



MODEL NUMBER	24330-56	VKB:	23509036002	EAN:	4008496880942		
Packaging dims (mm):	398x156x354	Weight:	4520g	Qty per carton:	2	Qty per pallet:	24

**Measured against 20% fat content beef burgers (113g)

INDOOR OUTDOOR GRILL



INDOOR OUTDOOR GRILL | LARGE





- Cooks up to 15 portions, suitable for both indoor and outdoor use
- Removable non-stick coated grill plates for easy cleaning
- Detachable drip tray to capture run off fat, grease and oil
- Variable temperature control with 5 heat setting and gauge view
- Large dome lid with cool touch handle














MODEL NUMBER	22460-56	VKB:	23246036003	EAN:	4008496877812		
Packaging dims (mm):	550x300x544	Weight:	7987g	Qty per carton:	1	Qty per pallet:	6

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	Product Name	Model No.	VKB Number	Packaging Dimensions (mm)	Weight of packaged product (g)	Quantity Per carton/pallet	W	Material	
	SMOKELESS GRILL	28000-56	23937034002	L: 179 W: 350 H: 416	TBC	TBC	1500	Stainless Steel/Black Plastic	
	FIT GRILL - MEDIUM - COPPER	25811-56	23884036002	L: 105 W: 362 H: 312	2750	2/60	1370-1630	Black plastic upper housing	
	FIT GRILL - SMALL	25800-56	23882036001	L: 105 W: 216 H: 290	1578	6/90	640-760	Black plastic upper housing	
	FIT GRILL - MEDIUM	25810-56	23883036001	L: 105 W: 362 H: 312	2750	2/60	1370-1630	Black plastic upper housing	
	FIT GRILL - LARGE	25820-56	23881036001	L: 100 W: 454 H: 370	3924	2/28	2015-2400	Black plastic upper housing	
	SMOKELESS BBQ GRILL - LARGE	25850-56	23861036001	L: 390 W: 405 H: 230	3587	2/24	1350-1606	Stainless steel and black plastic lower housing	
	EVOLVE PRECISION GRILL - MEDIUM	24001-56	23748036001	L: 390 W: 405 H: 230	7635	1/14	1440	Red metallic finish plastic upper housing	
	STEEL GRILL - SMALL	25030-56	23749036001	L: 129 W: 290 H: 369	2605	4/48	1000-1200	Red steel upper housing	
	STEEL GRILL - MEDIUM	25040-56	23751036001	L: 129 W: 338 H: 368	2920	2/48	1380-1650	Red steel upper housing	
	STEEL GRILL GREY - MEDIUM	25041-56	23752036001	L: 129 W: 338 H: 368	2920	2/48	1380-1650	Gunmetal steel upper housing	
	STEEL GRILL - LARGE	25050-56	23754036001	L: 129 W: 392 H: 419	3670	4/32	1550-1850	Red steel upper housing	
	CLASSIC GRILL - REMOVABLE PLATES - MEDIUM	24330-56	23509036002	L: 398 W: 156 H: 354	4520	2/24	1176-1400	Black plastic upper housing	
	INDOOR OUTDOOR GRILL - LARGE	22460-56	23246036003	L: 550 W: 300 H: 544	7987	1/6	2000-2400	Stainless steel upper housing	

	Special Features	Guarantee (Years)	Page Number	Spare Parts Available	EAN Barcode
	<ul style="list-style-type: none"> Smokeless contact grilling technology Removable dishwasher safe plate and drip tray Durable non stick coating, 3x more durable Integrated vents Bottom grill plate open - top closed Floating hinge (accommodates 2.5cm cooking height) Single temperature Ready to cook indicator light 	2+1	7		 5 038061 110777 >
	<ul style="list-style-type: none"> Premium copper plates 30% space saving - no reduction on performance Improved non stick coating Branded inner plates Speedy heat up Adjustable rear foot Clip in drip tray Vertical storage with cord wrap 	2+1	8		 5 038061 112276 >
	<ul style="list-style-type: none"> 30% space saving - no reduction on performance Improved non stick coating Branded inner plates Speedy heat up Adjustable rear foot Clip in drip tray Vertical storage with cord wrap 	2+1	9		 5 038061 106237 >
	<ul style="list-style-type: none"> 30% space saving - no reduction on performance Improved non stick coating Branded inner plates Speedy heat up Adjustable rear foot Clip in drip tray Vertical storage with cord wrap 	2+1	10		 5 038061 106282 >
	<ul style="list-style-type: none"> 30% space saving - no reduction on performance Improved non stick coating Branded inner plates Speedy heat up Adjustable rear foot Clip in drip tray Vertical storage with cord wrap 	2+1	10		 5 038061 106183 >
	<ul style="list-style-type: none"> Low generation of odours and smoke-less, open grate cooking technology Removable dishwasher safe plate and drip tray Titanium infused non stick coating, 3x more durable Snap-together feature for easy storage Steel housing and plastic parts Variable heat controls 1m long power cord 	2+1	12		 5 038061 105070 >
	<ul style="list-style-type: none"> Includes smart temperature probe that cooks meat to your preference and automatically shuts off when complete Fast steak function Sear function – intense 260°C heat for 90 seconds Additional deep pan plate Removable plates – dishwasher safe Cooks up to 5 portions Dual LED display with digital timer and variable temperature Adjustable rear foot for flat or angled cooking 	2+1	14		 4 008496 980789 >
	<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions Perfect fit drip tray – slides and clips into place Adjustable rear foot for flat or angled cooking Grill can be stored vertically, including drip tray with cord storage Ready to cook indicator lights 1229W 	2+1	15		 4 008496 980819 >
	<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions Perfect fit drip tray – slides and clips into place Adjustable rear foot for flat or angled cooking Grill can be stored vertically, including drip tray with cord storage Ready to cook indicator lights 	2+1	16		 4 008496 980840 >
	<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions Perfect fit drip tray – slides and clips into place Adjustable rear foot for flat or angled cooking Grill can be stored vertically, including drip tray with cord storage Ready to cook indicator lights 	2+1	16		 4 008496 980871 >
	<ul style="list-style-type: none"> Bevelled steel upper housing Inner plate branding Easy to clean, non-stick coated plates Cooks up to 3 portions Perfect fit drip tray – slides and clips into place Adjustable rear foot for flat or angled cooking Grill can be stored vertically, including drip tray with cord storage Ready to cook indicator lights 	2+1	16		 4 008496 980901 >
	<ul style="list-style-type: none"> Cooks up to 5 portions Removable dishwasher safe grill plates “Perfect fit” sliding in drip tray Adjustable rear foot for flat or angled cooking Compact vertical storage 	2+1	19		 4 008496 880942 >
	<ul style="list-style-type: none"> Cooks up to 15 portions, suitable for both indoor and outdoor use Removable non-stick coated grill plates for easy cleaning Detachable drip tray to capture run off fat, grease and oil Variable temperature control with 5 heat setting and gauge view Large dome lid with cool touch handle 	2+1	20		 4 008496 877812 >

A top-down view of a plate of food. The main dish is a piece of grilled fish, possibly salmon, coated in a dark, glossy sauce and topped with white sesame seeds. It is garnished with several slices of lime. To the left of the fish is a pile of fresh green arugula. Below the arugula are sliced cucumbers and strips of red bell pepper, all sprinkled with white sesame seeds. At the top of the plate are several thin, round slices of radish. A silver fork and knife are partially visible on the right side of the plate. The plate itself is a dark, reddish-brown color with a subtle floral pattern. The background is dark and out of focus.

YOUR ONLY **LIMITATION**
IS YOUR **IMAGINATION**