

RH PETERSON co.



2024 Products, Policies, Programs and Prices

Celebrating our 75th Anniversary, RH Peterson Co. (RHP) is pleased to present the 2024 Products, Policies, Programs and Prices for our Patio Products brands – Fire Magic, American Outdoor Grill (AOG) and American Fyre Designs (AFD). Please take time to review all the materials included in this mailing to be fully informed and able to take advantage of the many opportunities afforded.

You'll see many new products coming this 75th Anniversary season but something you won't see is a lot of higher prices – **most prices remain the same for 2024 with some even being reduced**. In addition, popular buying programs have been enhanced with heftier discounts and more.

Fire Magic

Highlighting the 2024 Fire Magic line are the new digital Echelon gas grills and EL500 electric grill. Slated to begin shipping in November, each model features handsome black glass control panels with touch screen operation, Bluetooth remote convenience and more. The new digital Echelon gas grills will replace the current models while retaining the same prices. Also, see the new island "bundles" that make ordering a complete outdoor grill package easier and cheaper. Lastly, some slow-moving items will be discontinued including several portable models.

American Outdoor Grill

The AOG line – including pricing – remains unchanged for the 2024 season. Remember a contemporary island (ID650-SMD-82BA) for 36" built-in units joined the offering this year.

American Fyre Designs

The popular Iron Saddle, Legend and Contempo LP Select fire tables are now available in six-foot long versions. These handsome models are ideal for larger outdoor seating areas and are available in the full array of AFD finishes. **Also, effective October 1, 2023 and consistent with other RHP brands, the Minimum Sales Price (MSP) for all AFD products shall not be more than 10% less than the list price in effect at the time of sale.**

Prices

To repeat, **prices for all Fire Magic, AOG and most AFD finished goods remain the same with some even being reduced** while component parts will see a modest 2½-3% increase.

Please review the enclosed materials for complete information. The updated 2024 price sheets have an effective date of **October 1, 2023**.

Thank you for your continued support and please stay healthy and safe.



New Products and Product Improvements



2024 Fire Magic Echelon Grill

New for 2024, the Fire Magic Digital Echelon boasts a state-of-the-art black glass control panel with touchscreen operation and precise heat control for grilling fish, steaks, vegetables and more with exceptional temperature accuracy. Integrated smart technology allows remote control from a smartphone. The new modern black glass accent will be extended to Echelon analog models, power burner and double side burner and the E1060S-51 portable grill.

These enhancements join other innovative features found in the Echelon Collection, including cast stainless steel burners, hot surface ignition, redesigned Flavor Grids, patented Diamond Sear Cooking Grids and the options like the distinctive Magic View window and charcoal/smoker basket.



E790i-9E1N-W



E1060s-9EAN-51



19-6B1N-0



32816

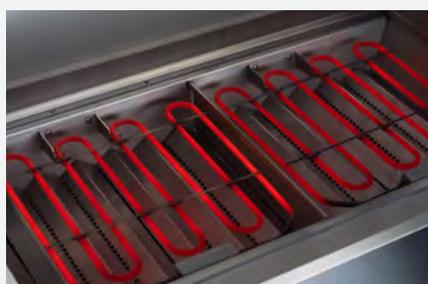
New Fire Magic Electric Grill

The new Fire Magic EL500 Electric Grill series combines the luxury, performance and durability Fire Magic is known for with innovative sustainable technology to deliver a premium electric grilling experience outdoors. Available in three models, the full-size, 240-volt, built-in EL500 boasts a large 31"x16" cooking surface with patented Diamond Sear cooking grids.

With a preheat time of less than 15 minutes, the new Fire Magic Electric Grill is powered by an advanced heat system featuring dual thermostatic control and a temperature range of up to 700°F for perfect searing and enhanced flavor. Crafted from 304 stainless steel and highlighted with a large ceramic glass window, the grill's sleek, black glass touch control panel with Bluetooth technology enables control from a smartphone.



EL500i-4Z1E-W



New Products and Product Improvements

FIREMAGIC

Island Bundles

Several islands are available with complementing doors, drawers and timers "bundled" into one convenient package – just choose the grill, side cooker or other appliance you want to use and you're ready to go.



Timers

This coming season the Fire Magic gas timer and connection boxes have different dimensions and part numbers. And don't forget the 3-hour timer is back in the offering.



Gas Connection Box
5521-01T



Automatic Timer
3092B (1-hour timer)
3090 (3-hour timer)



Gas Timer Box
5521-11T (1-hour timer)
5521-13T (3-hour timer)

- Cut-out: 7½" w x 6½" h
- Overall dim.: 8½" w x 2½" d x 7¾" h



Double Gas Timer Box
5521-12T (1-hour timer x 2)
5521-14T (3-hour timer x 2)

- Cut-out: 14½" w x 6½" h
- Overall dim.: 15½" w x 2½" d x 7¾" h

New Products and Product Improvements

**AMERICAN
FIRE DESIGNS**
Outdoor Products collection

Long Firetables

Our popular Iron Saddle, Legend and Contempo LP Select firetables are now available in six foot long versions.



Contempo LP Select Long
788-DB-11-M8PC



**Reclaimed Wood
Contempo LP Select Long**
788-BA-FO-M8PC



Iron Saddle Long Firetable
588-LB-11-M8xC



Legend Long Firetable
589-CB-11-M8xC

New Products and Product Improvements



ID650 Contemporary Island for 36" AOG Grill

The new ID650 contemporary island also accommodates AOG 36NBL or 36NBT grills. Just order the AS36E adapter to complete the package.



ID650-SMD-82BA

Discontinued Products for 2024

Effective with new 2024 prices, the following Fire Magic products are being discontinued. While some limited quantities may still be available for a short time, these products have been removed from the new price sheets and have been discontinued due to low sales or unavailability of components (in-house orders for these items will be processed conditional on availability of parts). Please adjust your records accordingly.

Fire Magic Products

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| <ul style="list-style-type: none"> - All Echelon E1060s-62 Portable Grills with Single Side Burner - E1060s-8E1N(P)-62 - E1060s-8EAN(P)-62 - E1060s-8E1N(P)-62-W - E1060s-8EAN(P)-62-W |  <p>E1060s-8E1N(P)-62-W</p>  <p>E790s-8E1N(P)-71</p> |
| <ul style="list-style-type: none"> - All Echelon E790s-71 Portable Grills with Double Side Burner - E790s-8E1N(P)-71 - E790s-8EAN(P)-71 - E790s-8E1N(P)-71-W - E790s-8EAN(P)-71-W |  <p>E790s-8E1N(P)-62</p>  <p>E660s-8E1N(P)-62-W</p> |
| <ul style="list-style-type: none"> - Echelon E790s-62 Digital Portable Grills with Single Side Burner - E790s-8E1N(P)-62 - E790s-8E1N(P)-62-W |  <p>A540s-8EAN(P)-62</p>  <p>A430s-8EAN(P)-62</p> |
| <ul style="list-style-type: none"> - Echelon E660s-62 Digital Portable Grills with Single Side Burner - E660s-8E1N(P)-62 - E660s-8E1N(P)-62-W |  <p>35875-1(P)</p>  <p>32877-1(P)</p>  <p>32887-1(P)</p>  <p>32885-1(P)</p>  <p>3288K-1(P)</p> |
| <ul style="list-style-type: none"> - Aurora A660s-62 Portable Grills with Single Side Burner - A660s-8EAN(P)-62 - A660s-7EAN(P)-62 - A660s-8EAN(P)-62-W - A660s-7EAN(P)-62-W |  <p>3287K-1(P)</p>  <p>32795-1(P)</p>  <p>32797-1(P)</p>  <p>3279R-1(P)</p> |
| <ul style="list-style-type: none"> - All Aurora A540s-62(-61) Portable Grills (with and without Single Side Burner) - A540s-8EAN(P)-62 - A540s-8EAN(P)-61 - A540s-7EAN(P)-62 - A540s-7EAN(P)-61 |  <p>32877-1(P)</p>  <p>32887-1(P)</p>  <p>32885-1(P)</p>  <p>3288K-1(P)</p> |
| <ul style="list-style-type: none"> - All Aurora A430s-62(-61) Portable Grills (with and without Single Side Burner) - A430s-8EAN(P)-62 - A430s-8EAN(P)-61 - A430s-7EAN(P)-62 - A430s-7EAN(P)-61 |  <p>3287K-1(P)</p>  <p>32795-1(P)</p>  <p>32797-1(P)</p>  <p>3279R-1(P)</p> |
| <ul style="list-style-type: none"> - All Searing Stations (Single and Double) - 35875-1(P) - 32885-1(P) - 32877-1(P) - 32887-1(P) - 3287K-1(P) - 3288K-1(P) |  <p>3287K-1(P)</p>  <p>32795-1(P)</p>  <p>32797-1(P)</p>  <p>3279R-1(P)</p> |
| <ul style="list-style-type: none"> - All Single Built-In Side Burners - 32795-1(P) - 32797-1(P) - 3279R-1(P) | |