



  
**FIRE X DISC<sup>®</sup>**

***BUILT TO HAUL,  
COOKS IT ALL<sup>®</sup>***

**THE PORTABLE  
PROPANE COOKER**







# OUR STORY

## ENTREPRENEURIAL BEGINNINGS

FireDisc® co-founders, brothers and best friends, Hunter and Griff Jaggard, are no strangers to entrepreneurship. They were raised by hardworking parents who instilled a strong work ethic and the passion and tenacity to solve problems. As early as age 6 and 8 the duo had already launched their first business venture — selling golf balls painstakingly retrieved from the landscape bordering the neighborhood course. Their daily perseverance hunting golf balls throughout all weather conditions yielded a loyal customer base, and a few colds. By high school the brothers had an entire series of business pursuits under their belt, ranging from their initial golf ball gig to a garage-based bike repair shop. Their entrepreneurship, however, did not end with golf balls and bikes...



## BRAND IMPETUS

Avid outdoor enthusiasts, the two inventors thrived on designing unique solutions to solve day-to-day challenges. Their active lifestyle afforded many a hunting, fishing, camping and tailgating adventure, yet each was fraught with frustration by the lack of adequate methods to cook up delicious meals for large groups in the outdoors. After numerous failures with just about every grill on the market at the time, the brother team set out on a mission to develop the world's most innovative cooker. They reached back to family experiences on a Texas farm where big groups were fed field-side on makeshift cookers. Those memories were the seed of what ultimately became FireDisc®. In 2010, armed with a plow disc from a tractor and a welding shop for hire, the brothers set out to design an entirely new category of grill that was portable yet bulletproof and could out-cook and outlast any other gas cooker on the market. Out of that passion and perseverance to create a high-tech outdoor cooking innovation, the first FireDisc® cooker was born.





# OUR STORY [CONT.]



## EXPERT-TESTED & PROVEN

The FireDisc® cooker was unique, but the brothers weren't finished yet. They wanted to create a grill that could survive brutal product testing and get better with each and every meal. They knew the best way to achieve the ultimate cooking versatility, surface seasoning capacity, portability and durability performance was to have it tested by a diverse line-up of expert chefs, outdoorsman and barbecue enthusiasts who ate, breathed and slept top-notch cooking. So they partnered with leading chefs, hunters and fishermen to put FireDisc® through bootcamp. This meticulous testing still goes on today via the Chef-Tested Chef-Approved and FireDisc® Ambassador programs.

## HUMANITARIAN ROOTS

FireDisc® is a brand built on character, family principles and giving back. Prior to their launch, the founders formed a nonprofit to raise money and find a cure for MS. To date \$1M has been raised via "The Carney Men" Bike MS team. Community involvement is the core of the FireDisc® brand. In addition to the National MS Society they are proud supporters of the National Breast Cancer Foundation, Bridges to Life and many more.

## FIREDISC® TODAY

FireDisc® portable propane cookers and a collection of accessories are now sold throughout the country, online and across the globe. Through their entrepreneurial spirit, passion and perseverance, and by collaborating with industry experts, Griff and Hunter Jaggard have revolutionized the outdoor cooking marketplace with the innovative FireDisc® cooker.

Moving forward, FireDisc® will continue to change the outdoor cooking industry for the fanatic on the go! The goal will always be to provide high-end, innovative products and accessories designed for the hunter, fisherman, camper, outdoor enthusiast. FireDisc® is a business built around character and family principles and will never stop working hard to develop cutting-edge cooking products and accessories that enhance the outdoor cooking experience for customers. This is and will always be the FireDisc® way.

  
GRIFF JAGGARD

  
HUNTER JAGGARD



# BUILT TO HAUL



## BUILT TO HAUL

The FireDisc® portable propane cooker was designed to go along with you. Unlike grills, which require charcoal and the disposal of spent charcoal, don't disassemble, and are a pain to pack, FireDisc® is easy to bring along. The clever 3-piece design makes assembly/disassembly an absolute breeze (no tools or hardware). FireDisc® operates on readily available propane canisters and stores flat. The flexible stand adapts easily to uneven surfaces, allowing you to select your outdoor cooking spot for the view, not the flat ground. And, yes, FireDisc® is built tough to withstand the rigors of a lifetime of outdoor use and abuse. FireDisc® is "Built to Haul."

### Innovative take-down design makes transport & storage easy

The entire FireDisc® system consists of two stand sections that nest together without tools or hardware, plus the disc itself, which sets onto the stand. It takes mere seconds to assemble or disassemble, and the three pieces lay flat for easy transport or storage.

### Massively over-built (so your kids can hand it down)

So many things are made to last 10 years — if you're lucky. FireDisc's heavy-duty, high-polished, tempered ultra-high carbon steel construction (disc and stand) ensures it will last and provide versatile cooking performance for generations.

### Industrial powder coating may be overkill, but it will last

FireDisc's stand and burner are all powder-coated with a premium thermoplastic pure silicone resin that's baked on at 450° F to form a virtually impenetrable, protective skin.

### Ergonomic, rubber-coated handles

Custom fire-retardant, rubber comfort handles protect you from heat and make lifting your FireDisc® safe and easy.

### High-performance, adjustable burner

Premium magnum powder-coated, adjustable three-temp burner ensures long-lasting durability and reliable performance.

### Two stand options – short for portability, tall for counter-height cooking

Choose between a 36" or 24" stand height depending up your specific needs. The 36" counter-height option eliminates the need to bend while cooking, while the 24" takes up less storage or travel space while still offering ample height for comfortable cooking.

### Designed to operate on compact propane canisters

FireDisc® was designed to operate on a 16.4 oz. propane canister, thus enhancing portability. It's the largest cooking device to do so. You can also use a full-size propane tank (requires adapter).





# COOKS IT ALL



## COOKS IT ALL

With a FireDisc® cooker you can cook virtually everything. The 22-inch cooking surface gives you ample area to cook lots of food. Three temperature zones allow you to cook your veggies and meat at the same time, or keep some food warm while other food cooks. And, like a cast-iron skillet, FireDisc® seasons over time, enhancing flavor. Clean-up is easy. It only takes a minute or two, and all you need is water.

### FireDisc® can cook virtually anything!

FireDisc® is perfect for fishermen's shore lunch. There is almost nothing FireDisc® can't cook.

### Fires up fast – no waiting for charcoal

Since a FireDisc® cooker operates on propane, it fires up immediately, so you can be cooking in seconds. No need to wait for charcoal to be ready when hungry friends and family await the meal after an active day outdoors.

### Seasons better than a cast-iron skillet

The surface on a FireDisc® is actually considerably more porous than the surface on a cast-iron skillet. This means, as you use your FireDisc®, it will become more and more seasoned for non-stick cooking, protection from rust and a continually superior taste experience.

## Variable temperature zones let you cook different foods at the same time

With ample cooking surface you can cook multiple things at once and at varying temperatures by moving items further from the center into a second or third temperature zone; this is ideal for keeping the veggies warm while the meat cooks, too.

## Cooks for more people than grills or other devices do

A FireDisc® feeds more people per square inch than any other cooking device. With a circumference of 69 inches, FireDisc® has ample cooking surface to cook for a large number of people.

## Cleans up quickly with just water

When you're done cooking and your FireDisc® is cooled, rinse with water, wipe clean with a paper towel, and, once clean, apply a light coating of cooking oil. Fast and simple clean-up that's ideal for on-the-go outdoor lovers!

## FireDisc® will be the center of attention

With FireDisc®, you'll also find that the cooking experience is more fun, too. Everyone will gather around the FireDisc®, so the cook isn't isolated from the others, and there's no smoke to drive people away.



**SURFACE ANGLING**  
OPTIMAL PITCH DRAINS EXCESS GREASE TO THE MIDDLE FOR HEALTHIER COOKING



**HEAT RING**  
(DEEP ONLY)  
5" TALL RING CONTAINS FOOD, RETAINS HEAT

**22" COOKING SURFACE**  
CAN COOK 8 HAMBURGERS OR 4 LBS. OF FAJITAS



DEEP 36  
IN FIREMAN RED

**PROPANE FUELED**  
ACCEPTS BOTH 16.4 OZ. CANISTERS (FOR MAXIMUM PORTABILITY) OR 20 LB TANK (REQUIRES ADAPTER)



**SURE FLAME BURNER™**  
PREMIUM, RELIABLE BURNER WON'T LET YOU DOWN IN THE MIDDLE OF NOWHERE



**COLLAPSIBLE**  
3-PIECE CONSTRUCTION DISASSEMBLES WITHIN SECONDS (NO TOOLS OR HARDWARE REQUIRED)



**5-YEAR LIMITED WARRANTY**

Our FireDisc® cookers, parts and accessories are virtually impossible to break. If you already own one, then you understand why. If not, then you'll see in the details above why FireDisc® cookers are so difficult to break, harm or destroy. However, if by chance in this unpredictable and wild world your FireDisc® cooker somehow breaks, we offer and stand behind a 5-year limited warranty.



**DISC GRIPS™**  
FIRE-RETARDANT DISC GRIPS™ SECURED WITH STAINLESS-STEEL LOCK-TIGHT SCREWS



**HEAT ZONES**  
THREE TEMPERATURE ZONES ALLOW YOU TO KEEP FOOD WARM WHILE OTHER FOOD COOKS



**REGULATOR**  
FITS BOTH 16.4 OZ. PROPANE CANISTERS AS WELL AS 20 LB. TANKS AND ADJUSTS TO HIGH, MEDIUM AND LOW (20 LB. TANK REQUIRES ADAPTER)



**POWDER COATED**  
HIGH HEAT POWDER COATED AT 450° F



NO ASSEMBLY REQUIRED



CLEAN BURNING

SHALLOW 24"  
IN JET BLACK

**FIREXDISC®**



**HEAVY-DUTY CONSTRUCTION**

Built to last; hand-welded and assembled in the USA



**FEEDS LARGE GROUPS**

The largest cooking device that operates on a propane canister; cooks plenty of food for larger groups



**SURFACE ANGLE**

Optimal pitch drains excess grease to the middle for healthy cooking



**SEASONED EFFECT**

Over time, the cooker becomes "seasoned," which enhances the flavor of your food just like a cast-iron skillet



**EASY CLEAN-UP**

Easily wipes/sprays down with just water



**DISC GRIPS™**

Handles won't get hot



**5" HEAT RING (FIREDISC® DEEP ONLY)**

Helps to contain food and heat and allows you to cook soups or boil water

# MODELS

## SHALLOW 24"

Our SHALLOW 24" is all about space. The non-walled, shallow disc combined with the shorter (24-inch) stand means you'll be able to bring your FireDisc® even when space is really at a premium. It also makes sense for those who have storage restrictions yet still want the FireDisc® cooking experience.



## SHALLOW 36"

The SHALLOW 36" features our non-walled, shallow disc, which lets you cook just about anything while reducing weight and needed packing and storage space. The shallow disc is still "dished" to easily contain plenty of food. The tall (36-inch) stand puts the disc at a comfortable height.



## DEEP 24"

The DEEP 24" gives you the cooking versatility offered by the walled disc (large volumes of food, soups and stews, deep frying) with the shorter (24-inch) stand that's easier to pack and store. This is the perfect model for shore lunches, since the shorter stand takes up less space in your boat, or on trips and treks where space is at a premium.



## DEEP 36"

Our best seller, the DEEP 36" gives you the ability to cook the most food, including soups and stews. The walled disc is designed to contain high volumes of food and liquids, which also makes it ideal for deep frying. The tall (36-inch) stand puts the cooking at a convenient table height.





# ACCESSORIES

## FIREDISC® COVERS

Want to leave your FireDisc® cooker outside? The FireDisc® cooker cover will keep moisture, dirt and debris from entering your FireDisc® cooker so it's ready to cook on right away. And, it lets you keep your FireDisc® outside without concern that the porous cooking surface will collect moisture, which can lead to potential spot rusting. The FireDisc® cover is made of a highly durable 1680 denier PVC-coated weatherproof material. It's made to protect and made to last and comes with a complimentary 1-year warranty.



## WIND HELMET

When Mother Nature decides to unleash her windy wrath, FireDisc® fans can keep on cooking, thanks to the innovative FireDisc® Wind Helmet. The Wind Helmet blocks the wind, keeping the flame focused on the cooker, maximizing heat transfer and ensuring you can achieve the highest cooking temperatures. It's perfect for blustery days as well as cold-weather cooking.

- Blocks wind, keeps flame focused on cooker
- No installation needed; sets securely in place
- Fits all FireDisc® cookers; folds flat for easy storage
- Piano-style hinges with stainless-steel pin





## ULTIMATE COOKING WEAPON™

Made specifically for use on a FireDisc® cooker, the Ultimate Cooking Weapon™ is an over-sized, over-engineered spatula featuring a dished blade contoured to work beautifully in your FireDisc® cooker and make it easy to catch fish fillets or flip venison steaks. The “Cooking Weapon” features all stainless-steel construction with a high-heat, rubber-molded grip and an extra-long handle. Don’t forget the hanger hook for keeping your “Weapon” handy.



**The Ultimate Cooking Weapon™ chops, scoops, ladles, flips, scrapes, dices and serves!**

## ULTIMATE FRYING WEAPON™

Go big or go home! The Ultimate Frying Weapon™ spatula features a giant, slotted, deep-dished blade that is perfect for deep frying or handling large volumes of food in your FireDisc® cooker. Stainless-steel construction, extra-long handle with rubber-molded grip, hanger hook: the perfect tool for cooking on a FireDisc®!

**Oil drains twice as fast! – Thanks to Quick Drain Technology™**

Look closely and you’ll notice the slots in the blade of the Ultimate Frying Weapon™ are unique. We tested conventional round holes and versions of other-shaped slots and found that these oval Quick Drain™ slots drain oil from your food roughly twice as fast. This means your food will hold less residual oil, making it even better to eat!

**Quick  
Drain**  
TECHNOLOGY™



**The over-sized, slotted Ultimate Frying Weapon™ deep fries, chops, scoops, flips, scrapes and dices!**



## PROPANE TANK ADAPTER HOSE (FOR 20 LB. PROPANE TANK)

FireDisc® was designed for use with a 16 oz. disposable propane canister for maximum portability, but you can also use your FireDisc® with a refillable 20 lb. propane tank using our propane tank adapter hose. This comes in handy if you're going to use your FireDisc® all season in deer camp, all summer at the cabin, for a long weekend or on an all-week trip. This 4-foot hose can also be used for propane-powered gas grills, camp stoves or BBQ grills, and it comes with a complimentary 1-year warranty.



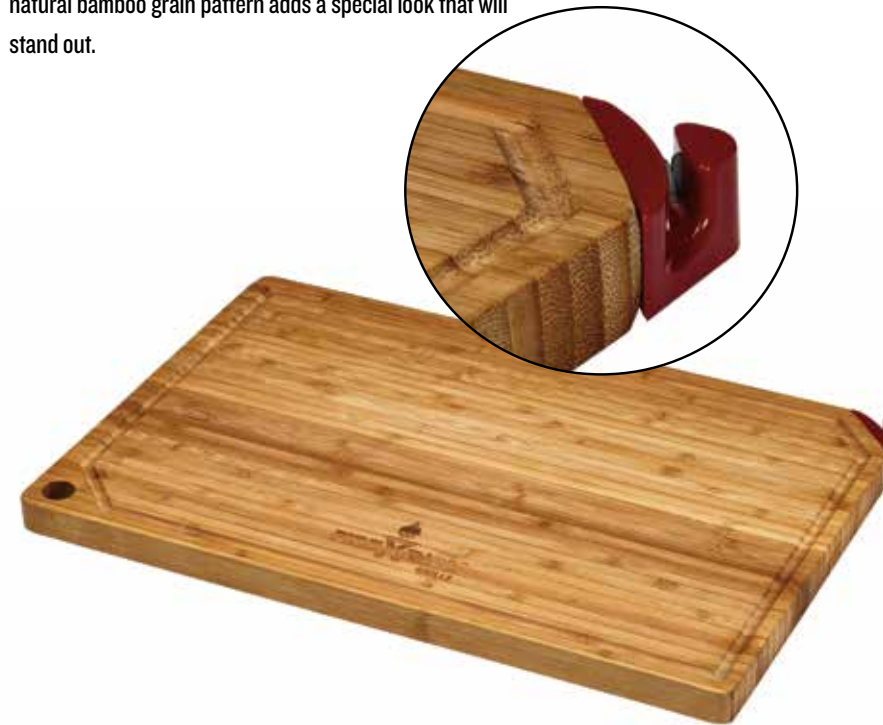
## FIREDISC® 6 FT. CABLE LOCK

If you want to leave your FireDisc® unattended in camp but don't want to put it in your vehicle to prevent theft, the FireDisc® cable lock allows you to connect all three FireDisc® sections to a tree, a dock post or some other permanent structure. At 6 feet long, it easily goes through the disc handle as well as the frame of the stand and still has plenty to go around whatever you're locking it to. The 5/16-inch fully PVC-coated steel cable offers maximum strength yet will not mar your FireDisc®. The integrated 4-digit pin tumbler locking mechanism is rust-proof and super tough.



## BAMBOO CUTTING BOARD (WITH KNIFE SHARPENER)

This eco-friendly bamboo cutting board is made from 100% natural bamboo and comes equipped with a built-in knife sharpener on the corner edge, so you'll always have a sharp knife. Bamboo is a very durable material and provides a harder surface than most wood cutting boards, plus, the natural bamboo grain pattern adds a special look that will stand out.



## 5-YEAR LIMITED WARRANTY

Our FireDisc® cookers, parts and accessories are virtually impossible to break. However, if by chance in this unpredictable and wild world your FireDisc® cooker somehow breaks, we offer and stand behind a 5-year limited warranty.





# FIELD GEAR

## LOGO TRUCKER HATS

Show 'em you cook with a FireDisc® by wearing our logo hats. These legacy athletic trucker hats feature a white mesh back and snap fit. And, they're available in two colors: black and red.

- Black Front and Black Brim
- Red Front and Red Brim



## OUTDOOR HATS

No hunting or fishing trip would be complete without a new FireCamo® or Redfish hat. All of these fully adjustable, form-fitting hats come with a unique, hexagonal badge and superior fit.

- FireCamo® Attack
- FireCamo® Sapphire
- Redfish

Whether you want to be seen (or not seen), these are the hats for you.



## STICKERS & DECALS

Put a FireDisc® sticker on your cooler, gun case, truck or vehicle and show the world that you're the proud owner of the best cooker out there.

- Attack Camo
- Sapphire Camo
- Red
- White



## KOOZIES

You're on vacation and camping in the mountains. You've got the FireDisc® fired up and full of food. Now all you need are the cold drinks. Keep your drinks chilled longer by tucking them safely inside one of our durable Red Folding Koozie drink coolers. Featuring a design that's both stylish and guaranteed to keep any drink refreshingly cold longer, the Red Folding Koozie with the FireDisc® logo is a must-have at any campsite, tailgating party or backyard barbecue.



## HABE SAUCE

The chefs at FireDisc® guarantee this sauce will become your new and long-lasting favorite. They've found the perfect balance of flavor and heat and formulated this sauce to go great with red meat or white meat as well as fish and seafood. You can also use it as a marinade!







## CONOR MORON FIREDISC® EXECUTIVE CHEF

FireDisc® Executive Chef, Conor Moron, has developed an array of fabulous recipes that are readily available on the FireDisc® website. You'll find FireDisc®-specific fish and game recipes as well as simple-but-delicious family-style recipes using chicken, beef, pork, etc. You'll find recipes inspired by Chef Conor's overseas travels. Chef Conor has been working in restaurants since the age of 15. He has called Cairo, Rio de Janeiro, and now Houston his home. Blending inspirations from his international adventure and Irish-Italian roots, Chef Conor loves to combine dishes with different regional flavors. Prior to becoming a Copper Chef, he held the prestigious position of executive chef at Houston's landmark Italian restaurant Lomonte's.

I have cooked on a number of  
cookers in my life, and **I HONESTLY  
CHALLENGE ANYONE TO FIND  
A COOKER THAT IS MORE  
VERSATILE AND DURABLE  
THAN A FIREDISC®**. The FireDisc  
will literally be that last cooker you  
will ever want to own.





## TODD PURIFOY OUTDOORSMAN AND FIREDISC® AMBASSADOR

"My professional background is rather diverse. I believe that diversity allows me to accept a variety of challenges and opportunities both personally and professionally.

I have had, and still maintain, a successful and lengthy career in information technology. I have a passion for using technology to improve processes and increasing efficiency within an organization.

I am a member of the Drake Waterfowl Creative Team, a member of the Bison Cooler ProStaff and Halo Waterfowl ProStaff, and I'm a brand ambassador for EcoXGear. My love for photography became a significant part of my life in the early 2000s as I started a photography business specifically related to the entertainment/music industry."

I shoot things ... and then I eat them.

**THE FIREDISC® HAS PROVEN  
TO BE INCREDIBLY PORTABLE,  
VERSATILE AND EFFICIENT IN**

**THE FIELD.** Doesn't get any fresher  
than field to plate. Feeding myself,  
or the whole crew, is no problem!

I take it everywhere I go.





## WILLY BRAUN MUSICIAN AND FIREDISC® AMBASSADOR

FireDisc® ambassador and musician Willy Braun grew up in the White Cloud Mountains of Idaho. He moved to Bend, Oregon, where he and his brother Cody formed "Reckless Kelly," a band named after an Australian bush ranger. During its early days, the band moved to Austin, Texas, where it began to flourish. Willy writes much of the music for the group, plays guitar and is the lead singer. Having toured the country as children while being a part of their father's band, Willy and his brothers were taught the importance of a professional ethic; that of integrity, persistence, professionalism and hard work. Willy carries those attributes in everything he does.

We have a FireDisc® under the RK bus for backstage cookouts, I have one in the backyard for everyday use, and I even keep one in my truck up in Idaho in case I go camping. **THEY'RE PORTABLE, RIDICULOUSLY DURABLE, AND MOST IMPORTANTLY, THEY'RE VERSATILE.**



# PINNACLE PARTNERS

FireDisc® is proud to team up and collaborate with a diverse group of leading, like-minded brands. They all share a passion for the outdoors and the goal of enticing everyone to get outside.

## ACRESIS



Acresis helps Founders achieve personal and professional goals ranging from strategy development to fundraising, and detailed planning to sustainable accelerated growth. They seek Founders who are positive and motivated for success (growth + liquidity) but not at any cost (to employees nor profit nor company stability) – no “brilliant jerks.” FireDisc® is happy to collaborate with the Acresis team for input on operations, industry alliances, and partnership development and manufacturing. Both companies share a similar ethos and set of core values, including integrity, honesty, personal accountability, transparency, professional respect and courtesy.

[www.acresis.com](http://www.acresis.com)



## BAY FLATS LODGE

Texas-based Bay Flats Lodge provides outdoor enthusiasts a unique combination of luxury accommodations, culinary excellence, and spectacular professionally guided

*fishing and duck hunting adventures. Owner Chris Martin and his devoted team are happy to collaborate with FireDisc® to help serve their exclusive recipes ranging from appetizers to fresh seafood and center-cut ribeye to their discerning guests each night. FireDisc® has enjoyed numerous fishing and hunting adventures and savory meals at Bay Flats Lodge since 2010, and are always looking forward to their visit. If you are looking to book a coastal angling, waterfowl hunting or corporate event, Bay Flats Lodge just can't be beat.*

[www.bayflatslodge.com](http://www.bayflatslodge.com)



## RANGER BOATS

Ranger boats and FireDisc® portable cookers are a seamless match, both packed with tournament-bred performance and feature after innovative feature. FireDisc® is proud to showcase Ranger's Z52lc boat at numerous trade shows, retailer events and on epic fishing adventures guided by FireDisc® brand ambassadors. Headquartered in Flippin, Ark., Ranger Boats is the nation's premier manufacturer of legendary fiberglass

and aluminum fishing boats, which include series of bass, multi-species, fish 'n play, waterfowl utility and saltwater boats. Founded in 1968 by Forrest L. Wood, Ranger Boats continues its commitment to building the highest-quality, strongest-performing boats on the water.

[www.rangerboats.com](http://www.rangerboats.com)



## HIS & HERS OUTDOORS

His & Hers Outdoors TV truly believes their tagline, “Real Families, Real Lives, Real Hunting.” Jon and Stacy Sissney, Brad Myers, and Christy Turner bring their families along on their journeys while balancing their work lives and passions for the outdoors. His & Hers, FireDisc® and the many FireDisc® brand ambassadors are excited about teaming up to create some of the most content-rich outdoor media ever produced. The adventurous His & Hers team travels the country in pursuit of game, from basecamp in Idaho hunting bears, to the mountains of elk camp, and to the heartland of Kansas and Oklahoma. His & Hers Outdoors TV airs nationally on the Pursuit channel, the largest and fastest-growing outdoor sports network. Pursuit serves 60 million enthusiasts with a passion for hunting, fishing, shooting, sports and wildlife conservation, delivering the most true-to-form field sports programming available. Look for segments featuring the FireDisc® team and products beginning to air in 2017.

[www.hishersoutdoors.com](http://www.hishersoutdoors.com)



## RECKLESS KELLY

As a band, one thing Reckless Kelly does well, besides serving up amazing music, is touring. Something else that tours well is a FireDisc® portable cooker. Or, in the case of Reckless Kelly – a tour bus full of cookers. FireDisc® is proud to pair well with Reckless Kelly on the road to ensure the entire band eats healthy no matter where they stop, or what recipe they crave. Brothers Cody and Willy Braun grew up in the White Cloud Mountains of Idaho, moved to Bend, Oregon, and then migrated to the great musical fountainhead, Austin, Texas. Reckless Kelly's string of critically acclaimed albums – Under the Table and Above the Sun (2003), Wicked Twisted Road (2005), Bulletproof (2008), Somewhere in Time (2010), Grammy-nominated Good Luck & True Love (2011) and Grammy-winning Long Night Moon (2013), set a standard of reliable excellence and commitment to an instinctive vision of Americana. The group's new album, Sunset Motel, is, like all its predecessors, distinctive in its own way while true to form. Self-produced and recorded in Austin's renowned Arlyn Studios (where Millican was made two decades ago) and mixed by Jim Scott (Rolling Stones, Dixie Chicks, Tom Petty, Sting, Roger Daltrey, Crowded House, *et al.*), it reflects Reckless Kelly's attention to craft and continuity. FireDisc® can't wait to hear what comes next from this incredible line-up of musical artists ...

[www.recklesskelly.com](http://www.recklesskelly.com)



# PINNACLE PARTNERS [CONT.]



## RIOS OF MERCEDES

Like FireDisc®, Rios of Mercedes' products are renowned worldwide for quality and durability. Both brands put more into their collections, so their customers can expect to get more out of them. These efforts result in bulletproof, high-durability products that withstand the test of time and everything Mother Nature throws at them. For the past two years, FireDisc® and Rios of Mercedes have enjoyed successful cross-marketing programs, leveraging each other's products for everything from client gifts to employee incentives. Since 1853, Rios of Mercedes boots have been made by hand with only the best materials and attention to detail, second to none. For the past 160 years, cowboys and professional horsemen, who expect only the best from their equipment, rely on Rios of Mercedes.

[www.riosofmercedes.com](http://www.riosofmercedes.com)



## SCALES ADVERTISING

"There's no way anyone will pay \$400 for a cooler." That's what people said when Scales Advertising discovered a startup cooler brand at a fishing trade show. Scales coined the now-iconic slogan "Wildly stronger! Keep ice longer!" and guided YETI Coolers from a small regional brand to the national powerhouse they are today. Recently the Scales team was introduced to FireDisc® cookers, and the brand struck a similar chord. Scales and FireDisc® are happily collaborating and recently unveiled the new FireDisc® slogan – "Built To Haul, Cooks It All." Scales is a full-service agency that has been building brands for over 40 years. They are dedicated to giving clients the personal attention they deserve while providing the broad capabilities they need. Directing brands to succeed with insightful strategies and boundless creativity is what keeps the Scales team coming into work each day, eager to roll up our sleeves and get down to business. Well, that and the occasional promise of donuts. So, buckle up and get ready to watch the FireDisc® brand become the YETI of portable propane cookers courtesy of its powerful collaboration with Scales.

[www.scalesadvertising.com](http://www.scalesadvertising.com)

## MOSSY OAK



A passion for the hunting lifestyle forms the core of both the Mossy Oak® and FireDisc® brands. Their common love of the outdoors and commitment to sustain that lifestyle sets the stage for a potent partnership. FireDisc® is proud to incorporate the Mossy Oak Shadow Grass® Blades™ pattern into their first release of camouflage FireDisc® deep portable cookers. Mossy Oak is, first and foremost, a camouflage brand, and their core consumer not only wears Mossy Oak camo for concealment in the woods, fields and open country, but as a representation of their love for the outdoors. From print to TV to the World Wide Web, through events, ProStaff, trade shows, and at hunting camp – everything Mossy Oak does goes back to hunting, land stewardship, conservation and our outdoor heritage. The FireDisc®/Mossy Oak Shadow Grass® pattern is the first of more exciting camo products to come.

[www.mossyoak.com](http://www.mossyoak.com)

## BISON COOLERS



Coolers and cookers – yep, that's a match made in heaven. Heavy-duty, top-quality Bison camping coolers simply go hand in hand with a FireDisc® cooker, enabling hunters, fishing enthusiasts, tailgaters and families to cook up amazing meals in the world's most scenic outdoor kitchens. With a series of successful cross-promotional marketing

initiatives under their belts, FireDisc® and Bison plan to roll out more down the pike – much to the enjoyment of their brand ambassadors, customers and retail partners. So, if you're searching for the best heavy-duty marine coolers and camping coolers at the lowest prices, then the Bison coolers are perfect. They also make the ideal gift for any outdoor enthusiast, so don't head out for your next camping, hunting, fishing, boating or tailgating trip without the ultimate pairing of the best cooler and cooker combo on the market.

[www.bisoncoolers.com](http://www.bisoncoolers.com)



## CINNETIC REELS

"The perfect combination of technology and design." No, that's not the FireDisc® tagline, it's Cinnetic's. Yet it aptly describes both brands. Technology and design are the core fundamentals of both Cinnetic and FireDisc®. Cinnetic was introduced to FireDisc® by brand ambassador and fishing pro Lou Gasperin, who raved about their high-end products. Since then, the two brands, who target the same customer base, have explored a number of collaborative projects with more to come down the road. Born in Spain with homes in the U.K., Australia, Ireland and the United States, Cinnetic Reels are known for their superior design, simple set-up, ability to yield longer and more accurate casts, and durability to handle all elements, from saltwater to freshwater.

[www.cinnetic-us.com](http://www.cinnetic-us.com)



# TESTIMONIALS

## CANADIAN SHORE LUNCH

There is nothing like a shore lunch and there is no better way to cook lots of fillets than with FireDisc! Believe me, I've tried it all.

fishfiend – Ontario

## HAVE DISC, WILL TRAVEL

This hunting season our FireDisc made elk stir fry in Montana, pheasant kabobs in South Dakota, venison backstraps in Wisconsin, duck soup in Minnesota and bacon-wrapped goose in Iowa. FireDisc cooks fast, makes plenty of food and is super easy to clean. Great product!

LoveToHunt – MN

## BEST COOKER AT HOME AND ON THE GO!

We use FireDisc for EVERYTHING at home ... scrambled eggs, sausage and potatoes for breakfast. Burgers and hot dogs for lunch. And my husband's specialty, blackened fish for dinner, to name a few! It's super easy to transport so we take it on the road as well!

GrillMama – TX

## LOVE THE VERSATILITY

From hamburgers to chicken strips to breakfast to stir fry, I've not cooked anything that didn't come out great!! Absolutely love the versatility of FireDisc!

Rmb55 – Little Rock, AR

## ENDLESS RECIPES

I've always been the chosen cook by my team buddies, whether it's hunting moose in Canada, fly fishing the mountain streams or on a pro fishing tour. The FireDisc can do it all! Plus the recipe options are endless!

Lou Gasperin – Professional Angler

## A TAILGATING MUST-HAVE

Great for tailgating! I used this product for the first time at a college football game. It easily fit in the trunk of my car. Had it set up to start using in minutes. We were able to feed a large crowd, and there is nothing better than breakfast burritos at 9am.

tailgater56 – Evanston, IL

## LAND OF 10,000 FISH FRYs

Living in one of the many lake areas of Minnesota, I love to fish. THIS COOKER IS FANTASTIC FOR FRYING FISH AND SHORE LUNCHEs. Unlike many other methods of frying fish FireDisc gets plenty hot so the fish is crispy on the outside without being greasy on the inside. The fish is perfect every time.

Jim S. – Brainerd, MN

## VERSATILE & EFFICIENT

First use was a shrimp, beef, and chicken fajita bar for about 20 people. WORKED PERFECTLY, FIRED RIGHT UP AND COOKED SEVERAL POUNDS OF MEAT IN MINUTES!

Bonesetter1997 – San Angelo, TX

## PUTTING ON A SHOW

It could not be easier! I have had my 24" FireDisc for a few months now and am constantly amazed at all the things I can cook on it. It is wonderful for eggs and bacon, burgers and brats and is wonderful as a fryer. We can't stop making funnel cakes. Setup takes seconds and cleanup is a simple wipe-down. What a great product. COOKING ON MY FIREDISC IS LIKE PUTTING ON A SHOW.

Badger 69 – Madison, WI







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