



**HAMM'S**

**BBQ Technologies, LLC**

THE EVOLUTION OF BBQ

Presents



THE EXTERNAL

# SMOKER ATTACHMENT FOR GAS GRILLS



# The Problem

With the competition

Most smoker attachments use precious grill space

Built to only use 1 out of 3 smoking techniques

Most importantly, the smoke flavoring is weak without proper air flow



# The Solution

The Smoker Attachment for all Gas Grills

No grill space is needed

Built to use 3 out of 3 smoking techniques

Utilizing the chimney effect amplifies the smoke flavor

# The Variety of Uses

**Cold Smoking:** Using the smoker attachment to provide an abundance of smoke and without using any burners from the gas grill.

**Slow Smoking:** Using the smoker attachment and 1 of the grill's burners to maintain a constant temp ( 225 - 275 f )

**Smoke Blasted Grilling:** Using the smoker attachment to blast smoke while cooking up quick grill items



Bacon, Sausages, Fish,  
Cheese, Fruits &  
Vegetables



Briskets, Pulled Pork,  
Chicken,  
Turkey and so much more



Everything else

## North American Market

115 Million Owners USA + 100 Million Owners in Canada

## Global Market

Over 1 Billion Worldwide

Original Patent Application  
 Filed on April 26<sup>th</sup>, 2016


20 Year Utility Application  
 Filed on April 26<sup>th</sup>, 2017

Patent Application Publication  
 On August 10, 2017

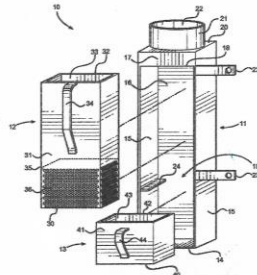
Number of Rejections  
 3

US Patent # 10,641,495  
 On May 5<sup>th</sup>, 2020

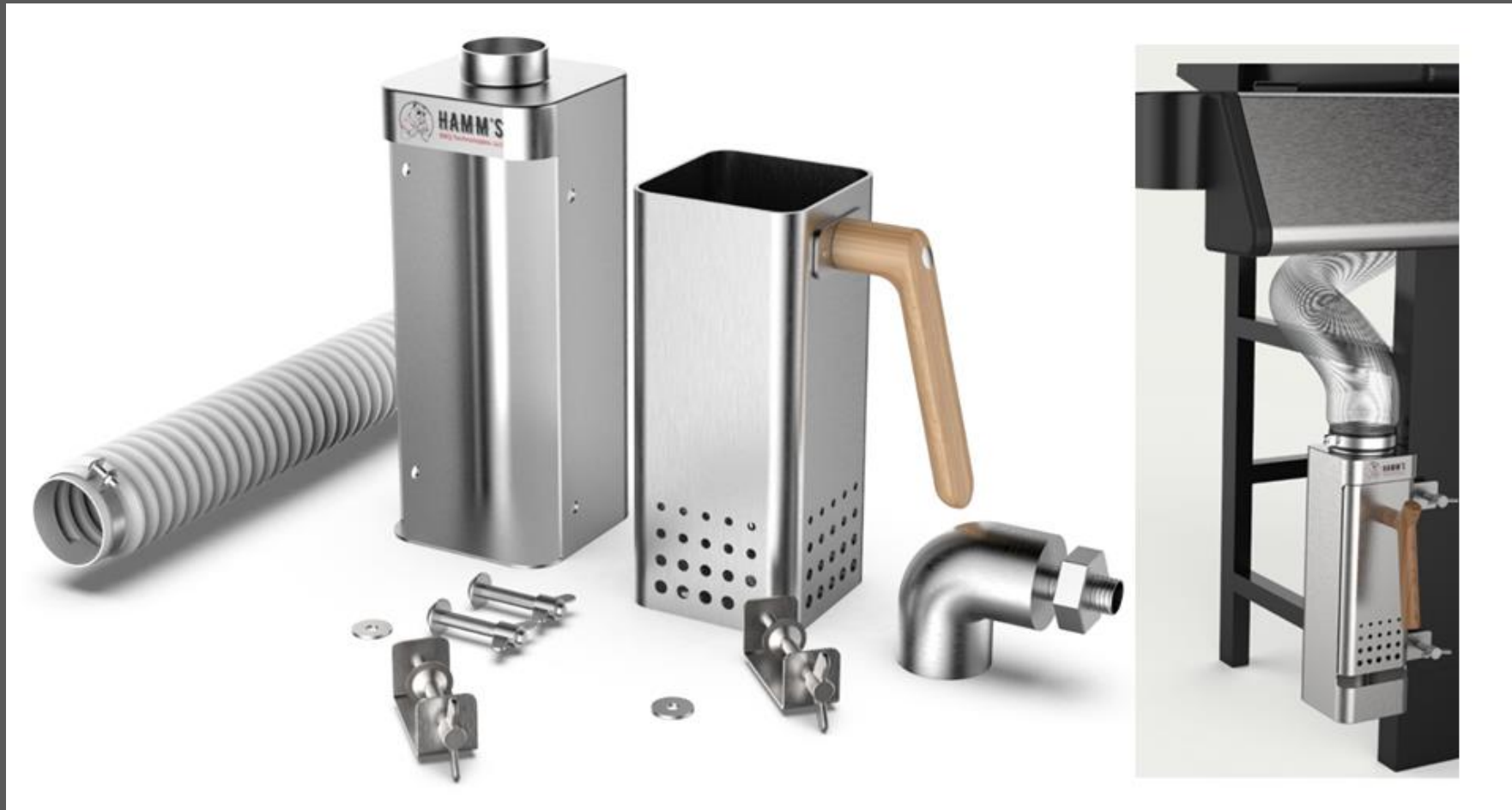




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<p>(12) <b>United States Patent</b>  <b>Hamm</b></p> <p>(54) <b>SMOKER ATTACHMENT FOR GAS GRILL</b></p> <p>(71) Applicant: <b>Justin Hamm</b>, St. Cloud, FL (US)</p> <p>(72) Inventor: <b>Justin Hamm</b>, St. Cloud, FL (US)</p> <p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 223 days.</p> <p>(21) Appl. No.: <b>15/497,355</b></p> <p>(22) Filed: <b>Apr. 26, 2017</b></p> <p>(65) <b>Prior Publication Data</b>        US 2017/0227232 A1 Aug. 10, 2017</p> <p><b>Related U.S. Application Data</b></p> <p>(60) Provisional application No. 62/327,527, filed on Apr. 26, 2016.</p> <p>(51) <b>Int. Cl.</b>        F24C 3/14 (2006.01)        A47J 37/07 (2006.01)        F24C 15/18 (2006.01)        F24C 15/32 (2006.01)</p> <p>(52) <b>U.S. Cl.</b>        CPC F24C 3/14 (2013.01); A47J 37/0786 (2013.01); F24C 15/18 (2013.01); F24C 15/32 (2013.01)</p> <p>(58) <b>Field of Classification Search</b>        CPC . A01G 13/06; F24C 3/14; F24C 15/18; F24C 15/32; F24C 1/02; F24C 1/16; A47J 37/0786; F24B 15/04</p> <p>USPC ..... 126/41 R, 25 R, 29</p> <p>See application file for complete search history.</p> <p>(56) <b>References Cited</b></p> <p><b>U.S. PATENT DOCUMENTS</b></p> <p>371,152 A * 10/1887 Stempel ..... F24C 3/14 126/260        664,894 A * 1/1901 Porsch ..... A01G 13/06 126/59.5</p>	<p>(10) <b>Patent No.: US 10,641,495 B2</b></p> <p>(45) <b>Date of Patent: May 5, 2020</b></p> <p>740,650 A * 10/1903 Heiland ..... A01G 13/06 126/59.5        1,938,645 A * 12/1933 Swartz ..... A01G 13/06 126/59.5        2,212,157 A * 8/1940 Fernholtz ..... A01G 13/06 126/25 B</p> <p>(Continued)</p> <p><b>FOREIGN PATENT DOCUMENTS</b></p> <p>JP 57000427 A * 1/1982</p> <p><b>OTHER PUBLICATIONS</b></p> <p>"JP_57000427_A_M--Google Translate.pdf", Machine Translation, Google.com, Mar. 3, 2019.*</p> <p>(Continued)</p> <p><b>Primary Examiner</b> — Steven B McAllister  <b>Assistant Examiner</b> — Daniel E. Namay  <b>(74) Attorney, Agent, or Firm</b> — Global Intellectual Property Agency, LLC; Daniel Boudwin</p> <p>(57) <b>ABSTRACT</b></p> <p>A smoker attachment for a gas grill. The smoker attachment includes a housing having a base, a pair of opposing sidewalls, a rear wall, a front face defining an opening, and an interior volume. A tinder box having an interior volume for receiving fuel therein is removably insertable into the housing. An ash catcher having an interior volume for catching ash from the tinder box as the fuel combusts is removably insertable into the housing below the tinder box. A connector is disposed on a top wall of the housing, and a connecting hose attached to the connector is insertable into an interior enclosure of a gas grill. The connecting hose facilitates the transfer of smoke from the tinder box to the interior enclosure of the gas grill. The smoker attachment enables users to convert a conventional gas grill into a smoker.</p> <p><b>16 Claims, 3 Drawing Sheets</b></p> 
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# The Attachment Kit





# The Competition

Cylinders

Boxes

Shelves

Hamm's

No Grill Space Needed for Use



No Grate Removal For Use



Built for Cold Smoking



Built for Slow Smoking



Chimney Effect for Air Flow



	Cylinders	Boxes	Shelves	Hamm's
No Grill Space Needed for Use				
No Grate Removal For Use				
Built for Cold Smoking				
Built for Slow Smoking				
Chimney Effect for Air Flow				

1. To manufacture individual units to sell to consumers as an attachment their existing gas grills to enhance the variety of uses
2. To manufacture a new line of gas grills that will enhance the performance of Hamm's Smoker Attachment
3. To enter into license agreements with existing grill manufacturers so they may add Hamm's Smoker Attachment and sell as an upgraded model

# The Sales Model

## USA Market Penetration

1<sup>st</sup> Round Sales  
3,000 Units

Online Retailers Distribution  
& Trade Show Marketing

2<sup>nd</sup> Round Sales  
10,000 Units

Hard Store  
Retailers

Fall 2024

Launch Collaboration



Spring 2025

Wholesale Campaign/Retailers



Social Media Campaign



Trade Show Marketing



Summer 2025

Sales & Drip Campaign



Fall 2025



# Initial Marketing / Sales Efforts

## ONLINE SALES/B2C:

- Smokey Grillin will collaborate with an industry leader in wood chips.
- Smokey Grillin will be featured on SmokeyGrillin.com as the main retail site for sales.
- Smokey Grillin will also be retailed on multiple websites specializing in the Barbecue industry.
- Hamm's Gas Grills will follow the same pattern.

## MARKETING:

- Facebook Advertisement with target marketing men ages 25 to 70
- Review of elements that make Smokey Grillin; The Cadillac of Gas Grill Smoker Attachments!
- Tips and tools for a great smoke with a line of Youtube videos featured on Smokey Grillin's channel.

# The Possibilities

North American Market

250 Million  
Gas Grill Owners

1% Penetration

375 Million in  
Revenue

Global Market

1 Billion  
Gas Grill Owners

1% Penetration

1.5 Billion in  
Revenue

# The Company & The Team

Hamm's BBQ Technologies, LLC is a barbecue technology company cooking up new ideas for the future of BBQ through innovative technology and simple and simple design and implementation. Headquartered in Tellico Plains, Tennessee, company was founded in 2016 by Justin Hamm, Sr. as a result of not finding a reasonably priced, efficient smoker accessory for his existing gas grill. The inconvenience and cost for a smoker was a problem not only for him, but for any friends and coworkers he talked with. After researching the market for such an attachment. he continued to find issues with the few products available. Thus, his entrepreneurial spirit led to design of Smokey Grillin, the most revolutionary gas grill smoker attachment. The US patent# 10,641,495 WAS GRANTED ON MAY 5, 2020

The Cadillac of Gas Grill Smoker Attachments, Smokey Grillin, will allow consumers to convert their gas grill into smokers with ease and at an affordable cost. Today's economy has more consumers cooking at home rather than dining out and with Smokey Grillin affordable to them, it opens up a world of options for cooking!

**FOUNDER & CEO** Justin Robert Hamm has an extensive sales background that will allow the company to grow rapidly in concentrated markets. He has years of experience in C2C and B2c sales that will easily transition to this market.

In the early stages of development for Hamm's BBQ Technologies, LLC most of the company's needs will be outsourced to companies that special in those specific fields including manufacturing, logistics and marketing.

# The Financial

## Seed Round

1.2 Million in  
Funding

## 1<sup>st</sup> Round Manufacturing

10,000 Attachment Kits  
1,000 Gas Grills

## 1<sup>st</sup> Round Revenue

\$1,500,000 Mil in Kits Sales  
\$600,000 in Grills Sales

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\$2.1 Million in Revenue

1st Round to be completed by  
end of 1<sup>st</sup> Year