



Primo
CERAMIC GRILLS



The Primo Story

Primo Ceramic Grills was established in 1996 by Greece native, George Samaras. As his business grew, George continued to strive towards the best possible ceramic grill on the market, while maintaining manufacturing in the United States.

George's love for improvement and innovation led him to discover that an oval-shaped grill offered greater cooking versatility and efficiency. The introduction of the patented oval-shaped grill in 2002, established Primo as a major manufacturer in the ceramic grill market.

Nick Bauer, Empire Comfort System's President, had many discussions with George over the years on how Primo could be incorporated into the Empire family. In the fall of 2019, this became a reality as Primo Ceramic Grills was acquired by Empire Comfort Systems.

Empire Comfort Systems is a 4th generation family owned business that was established in 1932. We are a leading manufacturer of gas and wood heating appliances as well as gas grills.

Empire is dedicated to building on Primo's quality name that George established, by continuing to invest in product improvements and expand the offered accessories.



PRODUCT IMPROVEMENTS

Primo Gets An Upgrade

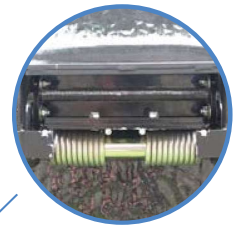
When designing the all new Primo, we listened to feedback from our customers to build the best grill we've ever made. New features include an easy lift hinge that reduces the force needed to open the lid by 70% and new air controls to make precision temperature control easier than ever.

With a new top air control that includes a hood to protect your meal during all-weather grilling, you can confidently grill in any situation. With these new Primo upgrades, an already unparalleled grill is now even better.



TOP AIR CONTROL

The new 6-position aluminum damper top allows for more precise temperature control. It also features a hood for all-weather grilling.



EASY LIFT HINGE

The new hinge design reduces the force necessary to open the lid by 70%, making grilling a breeze for all of our Primo users.



CERAMIC RETAINER CLIPS

Our new handle design integrates retaining clips to help keep the ceramic top firmly in place.



LOWER AIR CONTROL

The new 5-position lower air control slider allows you to adjust the airflow into the bed of charcoal. Utilize this new feature to precisely control the temperature in the grill while cooking.



NOTHING BEATS OVAL



THE PRIMO PATENTED OVAL DESIGN

The Primo Oval offers true simultaneous two-zone direct and indirect cooking. That's a fancy way of saying you get two very distinct cooking zones, almost like using a grill and an oven at the same time. Grill steaks on the direct side and roast seafood or vegetables on the indirect side. This unique cooking method gives you the flexibility to grill with blazing heat on one side of the Primo, while maintaining a lower temperature on the other for low and slow cooking.

The reversible cooking grid, heat deflector plates, extension racks and other accessories allow you to create more than 69 cooking configurations. The Primo is ready to handle any job, from smoking large cuts, grilling out for large events, or even throwing on a quick pizza for the family. No round grill offers so much cooking versatility and cooking space at the same time.

WHY GO PRIMO?

The Science Behind Primo's Patented Oval Design

Multiple Cooking Methods



GRILLING & SEARING

Direct Cooking | One Zone

Use this configuration for grilling meat such as steaks, chicken breasts, or any foods that benefit from cooking directly over the charcoal fire.



GRILLING & ROASTING

Direct & Indirect Cooking | Two Zones

Use direct and indirect cooking zones to grill meat on the direct side, while roasting tender foods like seafood and vegetables on the indirect side.



BAKING, ROASTING & SMOKING

Indirect Cooking | One Zone

Use this configuration for indirect cooking such as an oven or smoker. Cook at low to medium temperatures for baking pizza or smoking meat. *(Heat deflectors/racks required)*



MEET YOUR NEW
PRIMO



PRIMO QUALITY

Made in the USA

Primo ceramic grills are made in the USA utilizing the highest grade of ceramics. The ceramic provides superior heat retention, which allows you to maintain consistent temperatures producing juicy and tender food. Primo has combined quality-controlled production processes, exceptional glazes, and the highest grade of ceramics to create a grill that can truly withstand the test of time.

