

Made in the Mid-Willamette Valley: Mak Grills

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Company Name: MAK GRILLS LLC

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Special to the Statesman Journal
Mak Grills builds high-quality wood pellet grills.

Business Description: We build high-quality, wood pellet grills, which are leading the trend of innovation in the pellet grill category. MAK GRILLS has received 2 Hot Stuff Awards from www.amazingribs.com, for our 1 Star General Grill and our 2 Star General Grill. We are the only wood pellet grill manufacturer to be so recognized by Amazing Ribs, a leading barbecue information website.

Employees: 27

Business Specialties: We specialize in designing and manufacturing high-quality wood pellet grills and accessories. MAK GRILLS is earning a nation-wide reputation for manufacturing extremely sturdy, tight tolerance grills. We routinely receive compliments from MAK GRILL owners on the fit, finish and features of our grills.

Business History: In 2007, MAK GRILLS saw a need in the wood pellet grill category for truly innovative features. We began developing what is our "flagship" model, the 2 Star General Wood Pellet Grill, which was launched in July 2009. The first production run of the 2 Star quickly sold-out to excited customers. In September 2010, MAK GRILLS introduced the 1 Star General Grill, a popularly priced MAK GRILL. In early 2011, we will release our Remote Boss Wireless Digital controller, allowing MAK GRILL owners to wirelessly operate their grills from up to 300 feet away from the grill.

What is Biggest Advantage of Doing Business in the Mid-Willamette Valley: Being close to the I-5 corridor for shipping. We love being close to many different recreational areas and the overall quality of life found here.

Essential Business Philosophy: Keep American manufacturing jobs strong, vital and growing. Maintain a high standard of quality and customer service.

Best Way to Stay Competitive: Innovate within your category. Look for ways your products can push the envelope within your industry.

What is most Challenging in Work: Dealing with increasing government over-regulation. High taxes, high health insurance costs.

Best Business Decision: Getting into the wood pellet grill industry, and hiring good employees.

Toughest Business Decision: Anticipating what the market will do, and being able to respond in a timely fashion to stay ahead of the curve. Learning when to ramp up your business in anticipation of growth.

What Trends do you see Happening in your Industry: The wood pellet grill category represents less than 1 percent of the total grill market. There is exceptional opportunity for us to grow as more backyard cooks discover the ease, versatility and pleasure of wood pellet grilling, smoking and barbecuing. America continues to rediscover the joy of staying home and finding refuge in their backyards. Outdoor kitchens will continue to become an extension of the home and become an important component in home purchase considerations. America's fascination with barbecuing, grilling and smoking food continues to grow. Women are becoming a bigger percentage of people who barbecue and grill at home and in barbecue competitions.

Company Affiliations: Hearth-Patio-Barbecue Association, Pacific NW Barbecue Association, California Barbecue Association, Willamette Innovators Network, Dallas Chamber of Commerce and SEDCOR

For additional information contact SEDCOR at (503) 584-7303 or email sappleby@sedcor.com.