

# Calphalon

## Mobile Marinade and Basting System

### Opportunity Origin

Grilling ranks **second** in popular cooking methods only behind pan frying.

### Opportunity Importance

Calphalon has an opportunity to expand a product line for outdoor entertaining.

### What Was Discovered?

Research showed that Grilling was the second largest category for popular cooking methods. However, Calphalon didn't have any product that catered to this method. This proved to be a perfect fit for a new product in the Calphalon line-up.

### "What I want in my BBQ tools."



BBQ King

1. Easy to Use
  2. Performs Well
  3. Portable
  4. Easy to Store
  5. Washable
- Meat Marinade Container and basting system
  - Seals for leak proof marinading
  - Self contained cooling system gives 9 hours of proper temperature life
  - Dishwasher safe
  - Easy to Clean

Married  
No Kids  
\$70K Annual Income  
He is well rounded but loves his food  
Thinks that his Kitchen tools are important  
Will live up to the challenge of "cooking better than you"

Research: 41% Pan Frying  
Most Popular Cooking Methods 32% Grilling  
Based on number of responses 19% Baking



seth carswell  
design