

# Current Promos in place – July 2023

**AMERICAN-MADE-GRILLS**

**SUMMERSET**

## AMG Grills / Summerset Grills

**Promo: Third Quarter Consumer Promotion**

Date: July 1 -September 30, 2023

**CLAIMS DUE NO LATER THAN: July 14, 2023**

Asset: AMG Flyer ([get flyer here](#))

Summerset Flyer ([get flyer here](#))



DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase ([Get AMG/SS Claim Form Here](#))

Dealers must fill out all transactions on one claim form and send them to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) along with corresponding consumer invoices.

TERMS: Purchase Select Built-In Summerset Grill Heads (TRLD44, Sizzler Pro 40", Sizzler 40") or AMG Grill Heads (Muscle, Encore, Estate) and RECEIVE A FREE BUTCHERBOX (valued up to \$145), plus reduced MAP – see below for qualifying grills and itemized MAP reductions.

### TRLD 44

\$150 Off MAP + Party Time Grill Box (\$145 Value), Promo MAP \$4445

### Sizzler Pro 40"

\$125 Off MAP + Tailgate Time Box (\$95 Value), Promo MAP \$2540

### Sizzler 40"

\$100 off MAP + Tailgate Time Box (\$95 value), Promo MAP \$2080

### Encore 54"

\$500 Off MAP + Ultimate Grill Box (\$200 Value), Promo MAP **\$12,400**

### Muscle 54"

\$500 Off MAP + Ultimate Grill Box (\$200 Value), Promo MAP **\$12,400**

### Estate 42"

\$200 Off MAP + Party Time Grill Box (\$145 Value), Promo MAP **\$7,760**

\*Requires Proof of Purchase. ButcherBox will be shipped directly to the consumer within 30 days of proof of purchase.

## Le Griddle

**Promo: Spring Summer Sale**

Date: Ongoing – to be determined by manufacturer



CLAIMS DUE NO LATER THAN: **30 days after promotion concludes**

Asset: Le Griddle Spring and Summer Sale Flyer ([get flyer](#))

DOCUMENTS NEEDED: Proof of Consumer Invoice Purchase

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### **Le Griddle Spring and Summer Sale Promo:**

- Lower MAP Pricing on retail sales through for a limited time. ([get flyer](#))
- Le Griddle credits back difference in dealer price vs. original MAP so it costs nothing to participate.
- Offer only for authorized Le Griddle Dealers only ([see list](#)). If the dealer is not authorized, please email [CustomerService@CGProducts.com](mailto:CustomerService@CGProducts.com)
- Email [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with a batch of your sales receipts showing the special MAP price given, the model number of the griddle, customer name and address.
- All items must be listed to receive credit; incomplete submissions will be denied.

## **NAPOLEON BBQ**

**Promo: Extreme Savings Event – EXTENDED!**

Date: May 18 – *July 27, 2023*

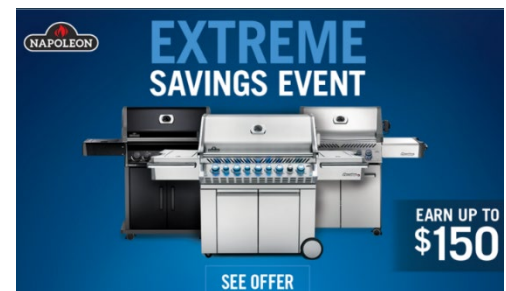
CLAIMS DUE NO LATER THAN: **August 18, 2023**

Asset: Napoleon Extreme Savings Event Assets ([get assets here](#))

[Get Qualifying Model Sheet here](#)

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice ([Get Claim Form Here](#))

Consumer buys the following Napoleon Gas Grills and receives the corresponding rebate amount instantly in-store. The dealer then submits a claim to their distributor who submits a claim to Napoleon to credit back 34% of the instant rebate cost to the distributor. Distributor will contribute 33% and dealer will contribute 33%.



## **NAPOLEON BBQ**

**Promo: Freestyle Grocery Giveaway Event**

Date: June 22 – July 13, 2023

Submissions run until: August 13, 2023

DOCUMENTS NEEDED: Website Entry form and Proof of Consumer Purchase ([Get Flyer Here](#))

Consumer buys one of the following qualifying Napoleon Freestyle Grills during the event timeline (June 22 - July 13, 2023) and becomes eligible to participate in the Napoleon Freestyle Grocery Giveaway contest. The consumer must upload their purchase information to our website and four lucky contestants (2 in Canada and 2 in the US) will win free groceries for a year (\$5,000.00 value).

Contest submissions must be submitted to <https://www.napoleon.com/en/us/grills/grocery-giveaway> by Aug. 13, 2023.



## Primo Ceramic Grills

**Promo: Free Primo Plus Consumer Promotion**

Date: May 26 – July 9, 2023

SUBMISSIONS DUE NO LATER THAN: **July 9, 2023**

Asset: Primo Plus Promotion Flyer ([get flyer here](#))

DOCUMENTS NEEDED: POP Kit with QR Code for Submission and Proof of Consumer Purchase

([Get Primo QR Codes Here](#))

Terms –

Consumers receive a Primo Plus (\$279 value) with the purchase of a Primo Large, X-Large, or X-Large Jack Daniels edition. Redemption cards with QR codes will be included in the POP kit upon request to distributor (email [msmith@afdistributors.com](mailto:msmith@afdistributors.com)). Consumers will be required to complete an online form to receive the Primo Plus and must include proof of purchase and dealer information. Primo Plus will be shipped directly to consumers from Primo.



## RH Peterson: Firemagic and AOG

**Promo: Magic Days of Summer Promo Program**

Date: April 1<sup>st</sup> – July 31<sup>st</sup>, 2022

CLAIMS DUE NO LATER THAN: **August 31<sup>st</sup> 2023**

Asset: Magic Days of Summer Flyer: ([get flyer here](#))

DOCUMENTS NEEDED: Claim form ([get claim form](#)) and Proof of Consumer Invoice Purchase

TERMS -

- **Firemagic** - FREE Gourmet Stainless Steel Cooking Griddle (up to \$747 value) with purchase of any Fire Magic® Echelon, Aurora, Choice\*, or AOG gas grill. ([get claim form](#))
  - \*CHOICE - C650i, C540i, and C430i models only.

Get credit for free griddle with this claim form and copy of consumer invoice showing qualifying grill purchase and free griddle. All claims must be submitted by October 31<sup>st</sup>, 2023 in order to receive credit. Submit form to [msmith@afdistributors.com](mailto:msmith@afdistributors.com) with copies of invoices showing the items were given at no charge.



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## Past promotions but within claim period: July 2023

**AMERICAN·MADE·GRILLS**

 **SUMMERSET**

### **AMG Grills / Summerset Grills**

**Promo: *Second Quarter Consumer Promotion***

Date: **June 1 – June 29, 2023 – EXPIRED (Must ship by July 2, 2023)**

**CLAIMS DUE NO LATER THAN: July 14, 2023**

Asset: AMD Direct Flyer ([get flyer here](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase ([Get AMG/SS Claim Form Here](#))

### **American Made Grills**

#### **Hybrids Grill (Encore and Muscle)**

Promo: \$650 off current MAP

36" Promo MAP: \$9,000

54" Promo MAP: \$12,250

#### **Estate Grill**

Promo: \$250 off current MAP

30" Promo MAP: \$6,848

36" Promo MAP: \$9,156

42" Promo MAP: \$10,048

#### **Atlas Grill**

Promo: Free Atlas Drop-In Sear Burner, part # IRB-ATS (valued at \$200), with the purchase of an Atlas Grill.

### **Summerset**

-Receive a FREE SSDD-33 when you purchase a SIZPRO32 or TRL32

-Receive a FREE SSDD-42 when you purchase a SIZPRO40 or TRL38

-Receive a FREE SSDD-45 when you purchase a TRLD44

#### **Oven - Free Standing**

Promo: \$250 off current MAP

Promo MAP: \$1,599

#### **Oven - Built-In**

Promo: \$250 off current MAP

Promo MAP: \$1,249

#### **Vent Hoods**

Models: SSVH-36, SSVH-48, SSVH-60

Promo: \$250 off current MAP

Promo MAP for SSVH-36: \$2,625

Promo MAP for SSVH-48: \$2,995

Promo MAP for SSVH-60: \$3,495

#### **TERMS -**

- Dealers must submit proof of consumer purchase and complete credit request form.
- Unless Drop Shipped to a consumer, product will be invoiced at standard discount level.
- Dealer must submit proof of consumer purchase and complete credit request form, sending it to AF Distributors ([msmith@afdistributors.com](mailto:msmith@afdistributors.com)) at the end of the promotion timeframe. All forms must be received by AF Distributors on or before 07/14/23 to be eligible.
- Open to approved E-com dealers and Brick/Mortar customers.