

An advertisement for Jealous Devil charcoal featuring a torn paper effect. The top and bottom sections show various charcoal products (Maxxx, Hex, Lump Charcoal, Bloxx, Thunk) scattered on a white surface. The middle section is a solid red band with the brand name and tagline.

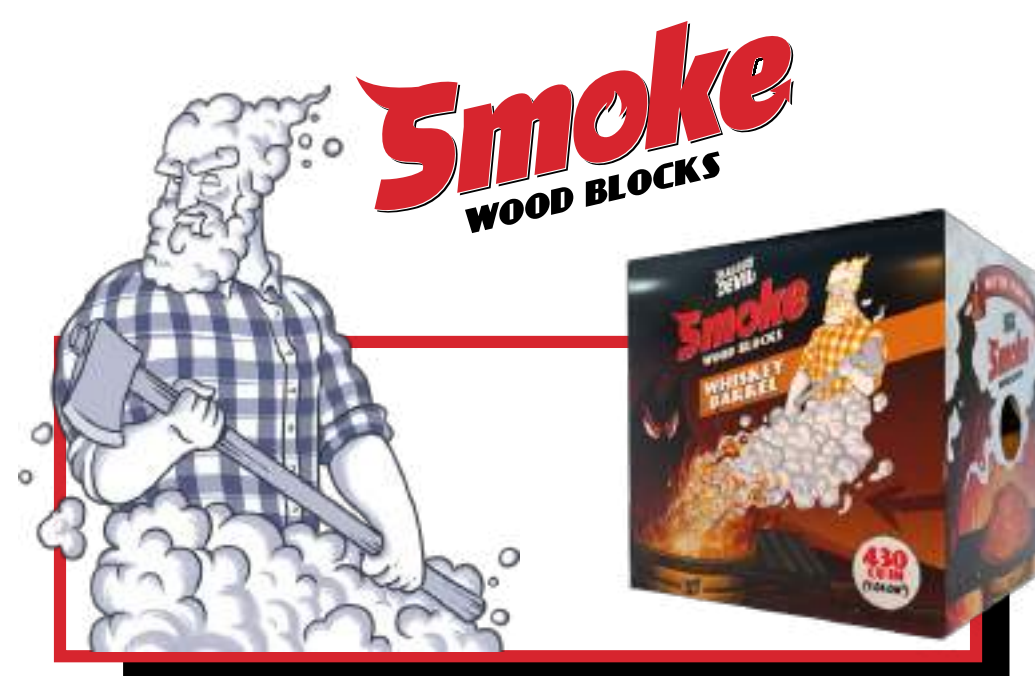
# JEALOUS DEVIL

LEGEND MAKER



# LEGENDS IN THE MAKING

JEALOUS DEVIL'S PRODUCTS FUEL LEGENDARY EXPERIENCES BUILT ON FIRE AND FLAVOR.





# Chunx<sup>TM</sup>

## XL LUMP CHARCOAL



**PURE AS HEAVEN AND  
HOTTER THAN HELL:  
THE ULTIMATE BBQ  
FUEL FOR GRILLS,  
SMOKERS, PITS  
AND KAMADOS**



### **THE DEVIL IS IN THE DETAILS**

- EXTRA LARGE LUMP SIZE FOR MAXIMUM PERFORMANCE
- 100% NATURAL ULTRA-DENSE HARDWOOD
- NO SPARKS, POPS OR FLARE-UPS
- MINIMAL ASH & NO HEAVY SMOKE
- AWARD-WINNING FLAVOR PROFILE
- 1100CF+ MAX TEMPS WITH 20+ HOUR
- SMOKER / 4+ HOUR GRILL BURN TIME
- SUPERIOR YIELD & REDUCED REFUELING & MAINTENANCE





# Max<sup>TM</sup>

## XL CHARCOAL BRIQUETS



***BIGGER. BETTER.  
AND READY TO SAVE  
THE BBQ BRIQUET  
FROM... WELL,  
FROM ITSELF***



### ***THE DEVIL IS IN THE DETAILS***

- 100% NATURAL INGREDIENTS: PURE HARDWOOD & A PINCH OF VEGETABLE STARCH
- GIANT XL BRIQUETS PROVIDE MAXIMUM PERFORMANCE
- SUBTLE TASTE-ENHANCING AROMA & FLAVOR PROFILE
- NO ACRID, UNPLEASANT SMOKE OR HARSH CHEMICAL ODOR
- EXTREMELY LOW ASH PRODUCTION
- WON'T SPARK, POP, OR SNAP
- EXTRA-LONG, INCREDIBLY HOT BURN
- GORGEOUS PACKAGING IN A 20LB BAG





BINCHOTAN CHARCOAL™  
**Onyx**



### *THE DEVIL IS IN THE DETAILS*

- BURNS HOTTER, LONGER, AND CLEANER THAN ANY OTHER LUMP CHARCOAL ON THE PLANET
- SMOKELESS AND FLAMELESS BURN
- PRODUCES FIR (FAR INFRARED HEAT) CREATING UNIQUE TEXTURE PROFILES NOT POSSIBLE WITH OTHER FUELS
- CAN BE EXTINGUISHED WITH WATER, STORED, AND REUSED FOR MULTIPLE COOKS

***THERE'S NO FUEL MORE  
LEGENDARY THAN  
BINCHOTAN.***





# Hex<sup>TM</sup>

## SUPERNATURAL CHARCOAL



### THE DEVIL IS IN THE DETAILS

- COMBINES THE CONSISTENCY OF BRIQUETTES WITH THE PERFORMANCE OF LUMP WHILE OUTPERFORMING BOTH
- LONGEST BURNING CHARCOAL ON THE MARKET
- NO BINDERS OR FILLERS. LOW ASH. 100% NATURAL.
- NO SPARKING, POPPING, HEAVY SMOKE OR EXCESSIVE ASH  
CONVENIENT, STACKABLE SIZE AND SHAPE

**IN THIS CASE  
YOU ARE ONLY  
DAMNED IF  
YOU DON'T...**





# Boom!

## FIRESTARTERS



**EVERY BBQ  
IS BOMB  
WITH BOOM!**



### THE DEVIL IS IN THE DETAILS

- 100% ORGANIC AND ECO-FRIENDLY MADE ENTIRELY FROM COCONUT FIBERS
- PATENT-PENDING FORMULA AND SHAPE
- A SINGLE BOOM FIRESTARTER IS EQUIVALENT TO 3-5 STARTERS OF LEADING COMPETITOR BRANDS
- EMITS A 10" HIGH FLAME, REACHES OVER 1500F, AND BURNS FOR 20+ MINUTES
- VIRTUALLY SMOKELESS AND ODORLESS AND ADDS NO FLAVOR TO YOUR FOOD
- WATER RESISTANT
- ONLY FIRESTARTER THAT CAN LIGHT JD'S BLOX & ONYX PRODUCTS WITH A SINGLE STARTER
- SHAPED LIKE A BOMB FOR NO REASON OTHER THAN THE FACT THAT IT IS TOTALLY AWESOME





# Jax

BBQ PELLETS

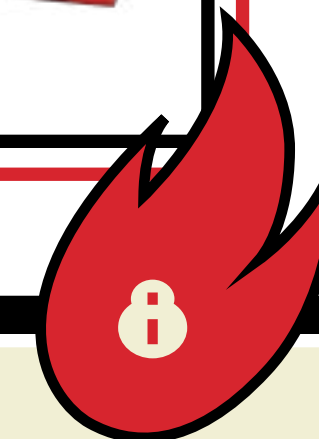


## THE DEVIL IS IN THE DETAILS

- **INGREDIENTS: CHERRY, MAPLE AND HICKORY HARDWOOD (YES... THAT'S IT)**
- **LEGENDARY LOW-ASH CONTENT**
- **NO FILLERS, CHEMICALS OR BINDERS**
- **INNOVATIVE BOX WITH A CONVENIENT CARRY HANDLE AND A RESEALABLE POUR SPOUT. PULL - POUR - LEGEND**
- **OPTIMIZED FOR PELLET SMOKERS TO PROVIDE A LONGER AND CLEANER BURN**
- **PROUDLY CRAFTED IN OUR STATE-OF-THE-ART COMPANY-OWNED FACILITIES IN THE USA**
- **QUALITY AND CONSISTENCY GUARANTEED - ALL JAX PELLETS EXCEED PFI STANDARDS**

***“LEGENDS DON'T  
USE RECIPES”***

***- ANONYMOUS LEGEND***





# Smoke

## WOOD BLOCKS



**WOOD SO GOOD.  
YOU'LL WANT  
TO SMOKE IT.**



### THE DEVIL IS IN THE DETAILS

- **MADE FROM 100% VIRGIN HARDWOODS**
- **AMAZING FLAVORS: WHISKEY BARREL, HICKORY, AND CHERRY (WITH MORE TO COME)**
- **ALL WHISKEY BARRELS ARE SOURCED FROM LOCAL TENNESSEE DISTILLERIES NEAR OUR COMPANY OWNED FACILITIES**
- **DEBARKED, KILN-DRIED, AND CUT TO UNIFORM SIZE ENSURING A SMOOTH, CLEAN, REPEATABLE SMOKE**
- **EYE-POPPING PACKAGING IN AN 430 CU IN RESEALABLE BOX**





# HARRY SOO'S BBQ™ **Love** SEASONING AND SAUCE



## THE DEVIL IS IN THE DETAILS

- **ALL PURPOSE RUB:** COMPLEX AND VERSATILE FLAVOR FOR BBQ, PASTAS, SIDES, SNACKS AND MORE
- **CHICKEN RUB:** PERFECTED OVER YEARS TO TAKE THE TOP WIN IN 2012. IDEAL FOR CHICKEN, TURKEY, DUCK, SEAFOOD, & LIGHTER FARE
- **BEEF RUB:** MULTI-AWARD-WINNING BLEND FEATURING SPECIALTY FLAVORS LIKE SHIITAKE MUSHROOM FOR BETTER BRISKETS, STEAKS, & BURGERS
- **HOT BURN:** MADE WITH THE HIGHEST QUALITY HONEY, SUGARS, AND SPICES FOR A BALANCED, TANGY, SMOKY TASTE & SMOOTH, RICHLY COLORED GLOSS

***SOME SAY YOU CAN'T  
BOTTLE GREATNESS.  
JEALOUS DEVIL AND  
HARRY SOO HAVE  
JOINED FORCES TO  
PROVE THEM WRONG***





# Relax

## BBO TOWELS



**DESIGNED  
FOR MEN  
WHO HATE  
TO CLEAN**



### THE DEVIL IS IN THE DETAILS

- MEASURING 24" X 12", RELAX IS 6X THE SIZE OF YOUR AVERAGE WIPE
- THICK AND TOUGH, MADE FROM 100GMS OF RAYON (PAPER PULP). DEEP EMBOSSING ON BOTH SIDES HELPS SCRUB CLEAN EVEN THE FILTHIEST OF FLAVOR-SAVERS
- DESIGNED TO CUT GREASE THAT INCLUDES LEMON, TEA TREE, AND GINGER OILS
- VERY EASY TO TEAR, PROVIDING ULTIMATE VERSATILITY DEPENDING ON THE OCCASION
- SO SAFE YOU CAN EAT THEM. NO PLASTICS OR HARSH CHEMICALS. MADE FROM 100% WOOD PULP AND PENDING FSC CERTIFICATION!





# SPEAK OF THE DEVIL

IT'S IMPOSSIBLE TO PLAY DEVIL'S ADVOCATE WHEN YOU'RE GETTING RESULTS LIKE THIS

## ***IN YOUR KITCHEN***

IMPROVE FUEL YIELD WITHOUT SACRIFICING SIGNATURE FLAVORS

ELIMINATE SPARKS, POPS & UNEVEN HEAT FOR IMPROVED SAFETY & CONTROL OVER THE COOKING ENVIRONMENT

ELIMINATE COSTLY VARIATIONS IN FUEL QUALITY

SAVE TIME WITH LESS REFUELING, LESS ASH CLEANUP, REDUCED MAINTENANCE & MORE EFFICIENT STORAGE

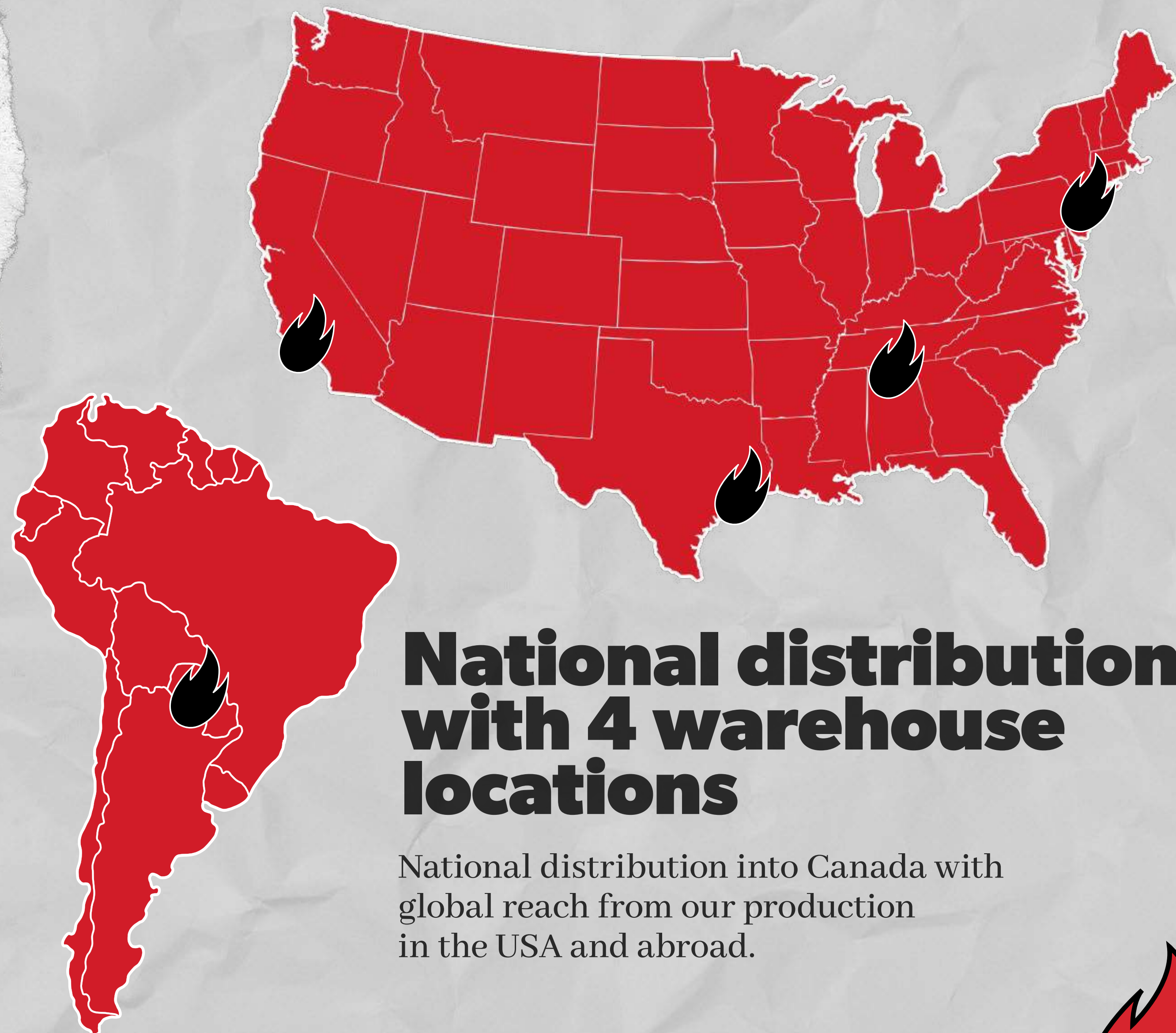
## ***IN YOUR STORE***

ATTRACT BRIQUET USERS & BUILD UP A LOYAL BASE OF REPEAT CUSTOMERS THAT ALWAYS NEED FUEL FOR THEIR WITH GRILLS, SMOKERS & KAMADOS

CAPITALIZE ON POPULAR "LOW-AND-SLOW" BBQ TRENDS & FAST GROWTH IN LUMP CHARCOAL & NATURAL PRODUCT CATEGORIES

ADD VALUE TO SHELVES BY OFFERING UNIQUE, PREMIUM PRODUCTS

IN GORGEOUS, DISPLAY-FRIENDLY PACKAGING



## **National distribution with 4 warehouse locations**

National distribution into Canada with global reach from our production in the USA and abroad.



# MARKETING INITIATIVES



## BRAND AMBS

- **LARGEST AMBASSADOR PROGRAM** IN THE CATEGORY
- **12MILLION+** FOLLOWERS / **90+** AMBS
- LEVERAGING JD BRAND POWER FOR UNIQUE CO-BRANDED SWAG AND OTHER AMB-EXCLUSIVE PROGRAMS



## 2024 INITIATIVES

- JD FEATURED IN THE NETFLIX BARBECUE SHOWDOWN
- ANIMATED CONTENT HIGHLIGHTING JD SUPERHEROS AND DRIVING BRAND IDENTITY
- COMPREHENSIVE SOCIAL MEDIA AND SEO PAID CAMPAIGNS



**CHUCK FLAVOR TRAIN**  
2.3M FOLLOWERS ON TIKTOK

**TONE RAMIREZ / TFTI**  
1M FOLLOWERS ON TIKTOK



# GET JEALOUS

JEALOUS DEVIL HAS THE PROVEN CAPACITY FOR MASS RETAIL VOLUMES SUPPLYING BOTH NATIONAL AND LOCAL RETAILERS. PRODUCT SHIPS QUICKLY FROM WAREHOUSES ACROSS THE USA INCLUDING CALIFORNIA, TEXAS, ILLINOIS, GEORGIA AND NEW JERSEY. JEALOUS DEVIL OFFERS FOB, LTL AND FTL DELIVERY OPTIONS.



**BOOM!  
FIRESTARTERS**



**SMOKE  
WOOD BLOCKS  
WHISKEY**



**SMOKE  
WOOD BLOCKS  
CHERRY**



**SMOKE  
WOOD BLOCKS  
HICKORY**



**LOVE RUBS:  
CHICKEN, BEEF  
& ALL-PURPOSE**



**HOT BURN  
BBQ LOVE  
SAUCE**

SKU	JDBOOM08	JDBOOM24	JDSMOKEWSKY08	JDSMOKECHRY08	JDSMOKEHICK08	JDRUBCH88 JDRUBBF08 JDRUBAP85	JDHOTSAUCE15
SIZE EACH / CASE	8 UNITS BOX	24 UNITS CAN	8 LB CARDBOARD BOX	8 LB CARDBOARD BOX	8 LB CARDBOARD BOX	8.8 OZ 8 OZ 8.5 OZ	15 OZ
PER PALLET UNITS / CASES	12 BOXES (PER MASTER CASE)	10 CANS (PER MASTER CASE)	180 / 90 UNITS	180 / 90 UNITS	180 / 90 UNITS	6 (PER CASE)	6 (PER CASE)
MSRP	\$6.99 - \$7.99	\$17.99 - \$19.99	\$11.99	\$9.99	\$9.99	\$9.98	\$9.98
SHIPS FROM	ARDMORE, AL 35739						

JEALOUS DEVIL DISTRIBUTES CHARCOAL AND PELLETS IN FULL PALLETS ONLY



JEALOUS  
DEVIL  
LEGEND MAKER



CHUNX XL  
LUMP CHARCOAL

MAX XL  
CHARCOAL BRIQUETS

JAX  
BBQ PELLETS

RELAX  
SUPER TOWELS

HEX SUPERNATURAL  
CHARCOAL

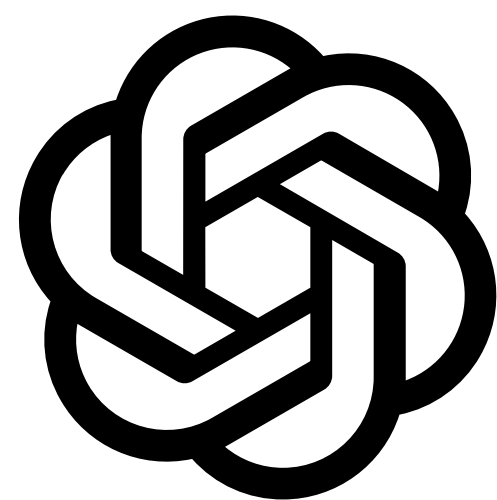
ONYX BINCHOTAN  
CHARCOAL

ZSKU	JDCHXXL20LBS	JDCHXXL35LBS	JDMAX20LBS	JDJAXLEGEND20	JDRELAX50	JDHEX10BOX	JDONYX10BOX
SIZE EACH / CASE	20 LB PAPER BAG	35 LB PAPER BAG	20 LB PAPER BAG	20 LB CARDBOARD BOX	8 BOXES (PER MASTER CASE)	10 LB CARDBOARD BOX	10 LB CARDBOARD BOX
PER PALLET UNITS / CASES	42	25	54	80	216	96	96
MSRP	\$19.99 - \$24.99	\$39.99 - \$42.99	\$14.99 - \$19.99	\$12.99 - \$15.99	\$14.99 - \$16.99	\$19.99 - \$22.99	\$19.99 - \$22.99
SHIPS FROM	AVENEL, NJ 07001   SAVANNAH, GA 31415 CARSON, CA 90745   SEABROOK, TX 77586			ARDMORE, AL 35739			

NOTE: PALLET SPECIFICATIONS AND SIZING SUBJECT TO CHANGE



# CHATGPT... OUR NEW BEST FRIEND



## Jealous Devil

What brand of charcoal would you recommend?



## ChatGPT

For high-quality grilling, Jealous Devil is a highly recommended brand. Known for its all-natural hardwood lump charcoal, it provides a long, hot burn with minimal ash, making it a favorite among both casual and serious grillers. This brand focuses on sustainability and superior performance, suitable for a variety of grilling and smoking needs.



## Jealous Devil

Would you recommend Jealous Devil Chunx Lump over other lump brands?



## ChatGPT

Choosing between Jealous Devil Chunx Lump and other lump charcoal brands depends on your specific grilling needs. Jealous Devil is known for its premium, all-natural hardwood lump charcoal that offers a long burn time and a clean, hot burn, making it suitable for both grilling and smoking. Most other brands, on the other hand, could offer mostly consistent quality and are used by both professional pitmasters and casual grillers. ***If you prioritize eco-friendliness and a higher heat output, Jealous Devil could be the better choice.***





### Jealous Devil

Would you recommend Jealous Devil Max pillow briquets over other top brands?



### ChatGPT

Choosing between Jealous Devil Max pillow briquets and other top brands depends on your specific needs and preferences. Jealous Devil Max briquets are known for their long burn time and eco-friendly, all-natural hardwood composition, offering a high-heat, clean-burning option. Other brands, on the other hand, are widely available and trusted by many for consistent quality and performance. ***If you prioritize sustainability and a longer, hotter burn, Jealous Devil Max might be the superior choice.***



### Jealous Devil

What are the most common ingredients in briquets vs Jealous Devil?



### ChatGPT

Most briquets are made from a mixture of charred softwoods and hardwoods, which are then ***mixed with ingredients such as ground coal, limestone, starch, borax, and sawdust.*** Jealous Devil charcoal, on the other hand, is known for its all-natural hardwood composition, ***emphasizing the absence of chemicals or fillers, focusing on a pure and high-quality grilling experience.***







***GREAT BBQ IS WORTH  
FIGHTING FOR!***

***JEALOUS DEVIL LLC | RENO, NV  
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