



Content Book Weber Griddle

rev 122022

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REVISION STATUS

Coming Soon:

- Online Product Content
 - Landing Page
- Marketing Snapshot
 - Image Overview



SERIES

OVERVIEW

SERIES OVERVIEW

Series Details

The following regulatory standards and copy style guidelines were developed to protect our new product’s name and support the Weber brand voice. Consistent application, whether online or in-store, is essential in delivering a positive consumer experience at every touchpoint, and ultimately, our brand’s success.

SERIES



Weber Griddle 28"



Weber Griddle 36"

WARRANTY

Backed by a 5-year limited warranty. See warranty terms and conditions.



REGULATORY STANDARDS

The Weber Griddle requires no TM or Registration marks within the product name or copy.



ONLINE

PRODUCT CONTENT

Weber Griddle 28"

PRODUCT DESCRIPTION

Scrambled, cheesy eggs with crisp bacon, toasted Italian paninis and juicy smashed burgers with caramelized onions are just the beginning of what you can create on your Weber Griddle. Featuring a specially engineered 3-burner system, this high-performance griddle is designed to provide fast, even heat from edge-to-edge. Quickly reaching searing temperatures over 500°F, it's just what you need to cook a salmon filet on a busy weeknight or a batch of burgers on a Saturday afternoon. This spacious griddle includes 2 side tables to prep, serve and keep tools handy, while the griddle itself gives you space to cook an entire meal at once, so all of your food is ready at the same time. Its high-capacity grease management system helps prevent spills, making cleanup a snap. Say hello to your new culinary playground. Gather, griddle and savor something good with the Weber Griddle.



SHORT BULLETS (65 CHARACTER COUNT)

- 36,000 BTU burner system engineered to provide fast, even heat
- High-capacity front grease tray helps prevent spills
- Durable aluminized steel cookbox helps prevent corrosion
- 2 sturdy workspace side tables and 4 tool hooks
- Easy-slide hard cover helps protect griddle from the elements

LONG BULLETS

- 3-burner system generates 36,000 BTUs for fast, even, edge-to-edge heat reaching over 500°F—perfect for cooking a salmon filet or a batch of burgers.
- Out-of-the-way corner grease chute and high-capacity, front-access grease tray prevents spills and splatter, making cleanup a snap.
- Durable, aluminized steel cookbox construction prevents corrosion and supports longevity of the grill.
- 2 sturdy side tables provide 410 sq. in. of workspace for prepping and serving, while 4 hooks keep spatulas and other tools handy.
- Easy-slide hard cover makes in-use storage simple and protects griddle from the elements between cooks.
- 28 inches of left-to-right cooking space with 3-burner design means you can control temperatures and cook an entire meal at once—keeping cooked food warm while other foods finish. So, everything can be served at the same time.
- Large sturdy wheels make moving your griddle across the patio or yard a breeze.

SKU

43310201

GRILL SPECS

1. BTU: (GS1)
2. Dimensions: (GS1, lid open, lid closed)
3. Total cook area: (GS1)
4. Stainless steel burners
5. Fuel type: Liquid Propane (20 lb. tank sold separately)
6. Side tables: (GS1)
7. Wheels: 2
8. Hot-rolled steel cooktop
9. Tool hooks: (GS1)
10. Snap Jet Ignition

GS1 Master-Data



Weber Griddle 36"

PRODUCT DESCRIPTION

Scrambled, cheesy eggs with crisp bacon, toasted Italian paninis and juicy smashed burgers with caramelized onions are just the beginning of what you can create on your Weber Griddle. Featuring a specially engineered system, this extra-large, high-performance griddle is designed to provide fast, even heat from edge-to-edge. Quickly reaching searing temperatures over 500°F, it's just what you need to cook a salmon filet on a busy weeknight or a batch of burgers on a Saturday afternoon. This spacious griddle includes 2 side tables to prep, serve and keep tools handy, while the griddle itself gives you space to cook an entire meal at once, so all of your food is ready at the same time. Its high-capacity grease management system helps prevent spills, making cleanup a snap. Say hello to your new culinary playground. Gather, griddle and savor something good with the Weber Griddle.



SHORT BULLETS (65 CHARACTER COUNT)

- 60,000 BTUs burner system engineered to provide fast, even heat
- High-capacity front-access grease tray helps prevent spills
- Durable aluminized steel cookbox helps prevent corrosion
- 2 sturdy workspace side tables and 4 tool hooks
- Hinged hard cover helps protect griddle from the elements between cooks
- Heavy duty caster wheels for easily moving your grill

LONG BULLETS

- 4-burner system generates 60,000 BTUs for fast, even, edge-to-edge heat reaching over 500°F—perfect for cooking a salmon filet or batch of burgers.
- Out-of-the-way corner grease chute and high-capacity, front-access grease tray prevents spills and splatter, making cleanup a snap.
- Durable, aluminized steel cookbox construction prevents corrosion and supports longevity of the grill.
- 2 sturdy side tables provide 410 sq. In. of workspace for prepping and serving, while 4 hooks keep spatulas and other tools handy.
- Hinged hard cover makes in-use storage simple and protects griddle from the elements between cooks.
- 4 large sturdy caster wheels make moving your griddle across the patio or yard a breeze.
- 36 inches of left-to-right cooking space with 4-burner design means you can control temperatures and cook an entire meal at once—keeping cooked food warm while other foods finish. So, everything can be served at the same time.

SKU

44310401

GRILL SPECS

1. BTU: (GS1)
2. Dimensions: (GS1, lid open, lid closed)
3. Total cook area: (GS1)
4. Stainless steel burners
5. Fuel type: Liquid Propane (20 lb. tank sold separately)
6. Side tables: (GS1)
7. Casters: 4
8. Hot-rolled steel cooktop
9. Tool hooks: (GS1)
10. Snap Jet Ignition

GS1 Master-Data



Weber Griddle 28"

SUGGESTED IMAGE

FEATURE / BENEFIT

BODY COPY

1



Fast, even heat

Powerful 3-burner system generates 36,000 BTUs for fast, even, edge-to-edge heat reaching over 500°F. Perfect for searing a salmon filet or cooking a batch of burgers.

2



High capacity grease tray

Get rid of grease with ease. A corner grease chute and high-capacity, front-access grease tray prevents spills and splatter, making cleanup a snap.

3



Aluminized steel cookbox

Built to last for many, many cooks to come. The durable aluminized steel cookbox construction prevents corrosion and supports longevity of the grill.

4



Workspace side tables

All the room you need before, during, and after the cook. Two sturdy side tables provide 410 sq. in. of workspace for prepping and serving, while 4 hooks keep spatulas and other tools handy.

5



Easy-slide hard cover

Keep your griddle surface safe until the next meal. Easy-slide hard cover protects griddle from the elements between cooks.



Weber Griddle 36"

SUGGESTED IMAGE

FEATURE / BENEFIT

BODY COPY

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