

WELCOME TO THE TRAEGERHOOD

THE 2021
CATALOGUE

ROCK & ROLL
BARBECUING

COME TO THE
MEAT
CHURCH


TRAEGER[®]
WOOD FIRED GRILLS

FEMALE
BARBECUE-POWER

WiFIRE[®]
REVOLUTIONARY
CONTROL

THE ORIGINAL WOOD PELLET BARBECUE

TRAEGER INVENTED THE ORIGINAL WOOD-FIRED BARBECUE

Over 30 years ago in Mt. Angel, Oregon. We continue to lead the industry as the world's #1 selling wood-fired barbecue, perfected by decades of mastering the craft of wood-fired cooking. A Traeger barbecue will transform the way you cook because it creates consistent results, every single time. Fuel your hunger for wood-fired flavour with Traeger.

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1987
TRAEGER
INVENTS
THE CATEGORY

1991
AUTOSTART HOT ROD
IS INTRODUCED

2002
TEMPERATURE-SPECIFIC
CONTROLLER INTRODUCED

2017
TRAEGER WiFIRE® APP
IS INTRODUCED

2019
RE-
TRAEGER
INVENTS
THE CATEGORY

WHY BUY A TRAEGER WOOD-FIRED BARBECUE?

Traeger created the original wood pellet barbecue, and we've never looked back.

We've perfected a barbecue that's exceptionally easy to use. Once the food is on the barbecue, you can sit back and relax with your guests. You'll get real smoky flavours and the juiciest steaks. So whether you're baking, smoking, braising, or having a classic BBQ, the Traeger is your perfect companion.

TASTE | IT'S A FACT - COOKING WITH WOOD TASTES BETTER



VERSATILITY | BARBECUE, SMOKE, BAKE, ROAST, BRAISE & SEAR



EASE | NO NEED TO BABYSIT. SET IT AND FORGET IT



CONSISTENCY | PERFECT RESULTS WITH EVERY SINGLE COOK



COMMUNITY | CREATE MEMORABLE MEALS WITH FRIENDS AND FAMILY



SET IT & FORGET IT®

TRAEGER MAKES COOKING SIMPLE

HOW IT WORKS

- HOPPER**
FLAVOUR BEGINS HERE. SIMPLY ADD THE WOOD PELLET FLAVOUR OF YOUR CHOICE TO FUEL YOUR BARBECUE.
- CONTROLLER**
TURN ON THE BARBECUE AND SET YOUR REQUIRED TEMPERATURE.
- AUGER**
INDUSTRY-BEST DRIVETRAIN DELIVERS HARDWOOD PELLETS TO THE FIRE POT.
- FIRE POT**
AUTO-IGNITION STARTS THE HOT ROD, WHICH IGNITES THE PELLETS AND CREATES THE FIRE.
- FAN**
VARIABLE SPEED FAN STOKES THE FIRE, WHILE SIMULTANEOUSLY CIRCULATING SMOKE AND HEAT AROUND YOUR FOOD.



The all-natural hardwood pellets are moved from the hopper to the fire pot by an auger, where they are ignited by the HotRod to feed the flames and add delicious wood-fired flavour to your food. A fan circulates heat and smoke for even, consistent cooking, and a drip tray protects your food from the flames whilst preventing flare ups. This is all operated by a controller that maintains a precise temperature, so you can spend more time with the people who matter most, and less time watching the barbecue.

WiFiRE[®] TECHNOLOGY

A WORLD OF FLAVOUR AT YOUR FINGERTIPS

Originally created in conjunction with NASA to let astronauts cook on the moon, WiFiRE[®] will elevate your barbecue game to new heights. From monitoring and adjusting temperatures on the fly, to letting you know when your food is up to temperature, WiFiRE makes it simpler and more convenient than ever to create the best meal possible. Wood-fired flavour has never been easier.

TRAEGER MOBILE APP

- Adjust barbecue temperature
- Monitor food temperatures
- Set timers and alerts
- Access over 1,000 recipes
- Available on Apple Watch!



FOCUS ON YOUR FAMILY AND FRIENDS
— YOUR APP WILL HANDLE THE COOKING!



DOWNLOAD OUR APP

You're not just getting a wood pellet barbecue. You're also getting the world's most technologically advanced barbecue, which gives you complete control of all its functions with our state-of-the-art app. One simple touch with your finger on your smart device, and you will have access to thousands of recipes. You can also control the temperature, set different timers and add super smoke. You can do all of this even when you are out of the house, as your Traeger barbecue is accessible via 100% WiFi-controlled Cloud technology.



RECIPES

FROM BRISKET TO PIZZA, GET INSPIRED BY OUR CULINARY CREATIONS

GRILLGUIDE[®]

MASTER MORE WITH GRILLGUIDE[®]. DOWNLOAD A RECIPE FOR YOUR BARBECUE AND GET STEP-BY-STEP GUIDANCE THROUGHOUT THE ENTIRE COOKING CYCLE

CONTROL

MONITOR YOUR BARBECUE AND ADJUST IT ACCORDINGLY, ANYWHERE AT ANY TIME, USING THE TRAEGER APP



TIMBERLINE

WITH WiFIRE® TECHNOLOGY

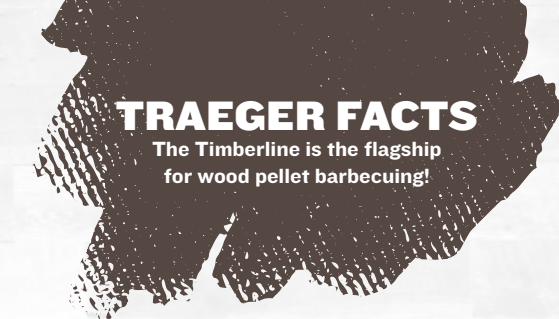
W E L C O M E T O T H E H A L L O F F L A M E

At the pinnacle of outdoor cooking, the Timberline Series features cutting-edge barbecuing technology. Our new D2® controller delivers unsurpassed barbecuing prowess and enhanced smoke production. The powerful new drivetrain with TurboTemp® technology brings an ultra-fast startup, to get you barbecuing quicker, with more flavour. Our integrated cloud-based WiFIRE® controller lets you access your barbecue anytime, anywhere, letting you kick up the smoke, set customised cook cycles, and change or hold temperatures from 75 - 260°C, from your smartphone. All of this is housed in a double-walled, stainless-steel interior, keeping your smoke and fire locked and loaded, while maintaining precise temperatures every single time.



TIMBERLINE® SERIES – WITH WiFIRE® TECHNOLOGY

WELCOME TO THE HALL OF FLAME



TRAEGER FACTS

The Timberline is the flagship for wood pellet barbecuing!



TIMBERLINE 850

TFB85WLEC

FEATURES:

TIMBERLINE D2 CONTROLLER
 WiFIRE® TECHNOLOGY
 D2® DIRECT DRIVE
 TURBOTEMP®
 GRILLGUIDE®
 TRU CONVECTION® SYSTEM
 SUPER SMOKE MODE
 KEEP WARM MODE
 TRAEGER PELLET SENSOR
 TRAEGER DOWNDRAFT EXHAUST® SYSTEM
 MEAT PROBE WITH STORAGE COMPARTMENT

DOUBLE-WALLED STAINLESS-STEEL INTERIOR
 THREE TIERS OF STAINLESS-STEEL GRATES
 DUAL POSITION SMOKE/SEAR BOTTOM BARBECUE GRATE
 CONCEALED GREASE PAN
 STAINLESS STEEL FRONT SHELF
 HOPPER CLEAN-OUT
 STAINLESS STEEL SIDE SHELF WITH HOOKS
 MAGNETIC BAMBOO CUTTING BOARD
 POWER CORD HOOK
 LOCKING CASTERS

SPECS:

10,5 KW | 5,484 SQ CM BARBECUING AREA | HOPPER CAPACITY: 11 KG
 HEIGHT: 129 CM | WIDTH: 117 CM | DEPTH: 71 CM | WEIGHT: 97 KG



TIMBERLINE 1300

TFB01WLEC

FEATURES:

TIMBERLINE D2 CONTROLLER
 WiFIRE® TECHNOLOGY
 D2® DIRECT DRIVE
 TURBOTEMP®
 GRILLGUIDE®
 TRU CONVECTION® SYSTEM
 SUPER SMOKE MODE
 KEEP WARM MODE
 TRAEGER PELLET SENSOR
 TRAEGER DOWNDRAFT EXHAUST® SYSTEM

MEAT PROBE WITH STORAGE COMPARTMENT
 DOUBLE-WALLED STAINLESS-STEEL INTERIOR
 THREE TIERS OF STAINLESS-STEEL GRATES
 DUAL POSITION SMOKE/SEAR BOTTOM BARBECUE GRATE
 CONCEALED GREASE PAN
 STAINLESS-STEEL FRONT SHELF
 HOPPER CLEAN-OUT
 STAINLESS STEEL SIDE SHELF WITH HOOKS
 MAGNETIC BAMBOO CUTTING BOARD
 POWER CORD HOOK
 LOCKING CASTERS

SPECS:

10,5 KW | 8,386 SQ CM BARBECUING AREA | HOPPER CAPACITY: 11 KG
 HEIGHT: 129 CM | WIDTH: 147 CM | DEPTH: 71 CM | WEIGHT: 108 KG

MUST-HAVE ACCESSORIES



FULL-LENGTH BARBECUE COVER – TIMBERLINE 850

SKU: BAC558



GREASE PAN LINER – TIMBERLINE

SKU: BAC582



DRIP TRAY LINERS (5 PACK) – TIMBERLINE 850

SKU: BAC570



FULL-LENGTH BARBECUE COVER – TIMBERLINE 1300

SKU: BAC559



GREASE PAN LINER – TIMBERLINE

SKU: BAC582



DRIP TRAY LINERS (5 PACK) – TIMBERLINE 1300

SKU: BAC567



HOLY COW! – WHAT INCREDIBLE FLAVOURS

He became an entrepreneur by accident. Matt Pittman, who holds a Master of Finance, worked as Vice President in a big IT company. In his spare time, he always loved to go outside and barbecue. That led to him participating in BBQ competitions and developing his own spice mixes. When he introduced the beef rub called Meat Church Holy Cow, his Meat Church business became a reality.

By Hanne Hedetoft
Photos by Meat Church

“From when I was a child, I’ve always loved food. I grew up with two grandmas who always asked me if we should get something to eat,” Pittman says. He was born in the South, Tennessee to be exact, where BBQ traditions are centred around pork and ribs. As a child, his focus was not on barbecuing. He just loved to potter around the kitchen with his grandma June, who taught him a lot about cooking.

“I was in the kitchen from when I was eight to nine years old, maybe even younger. It wasn’t until I moved to Texas that I developed a genuine taste for BBQ.”

STEP INTO THE MEAT CHURCH

As a teenager, he visited Lockhart near Austin, Texas, which he refers to as a BBQ capital. Here, he had a life-changing tasting experience. “As I said, BBQ in the South is a lot about pork, where the meat is always marinated or spicy. In Lockhart, I experienced the clean taste of beef that was only seasoned with a bit of salt and pepper. This was how my passion for BBQ began,” Pittman explains.

He took an education within finance and worked in the IT sector from 1997 to 2018, ending up as VP responsible for IT infrastructure. “It was a lot less interesting than barbecues,” the certified pitmaster says with a laugh.

Some of the BBQ competitions he has competed in as part of his hobby have been televised. He found out that store-bought spice mixes were blurred out on screen, while those mixed on-site were shown on screen.

“So I decided to make my beef rub on TV and called it Meat Church Holy Cow. From then, one thing led to another, and in mid-2014, Meat Church was founded. Besides spice mixes, the first few years were really about me cooking outdoors and filming it,” Pittman says.

In 2018, he left his job to devote himself to Meat Church. Today, the business sells spice mixes, rubs and marinades, and a broad selection of BBQ merchandise. You can also find inspiration in a comprehensive collection of recipes, and

Meat Church also offers classes. Today, the business has seven employees, but it is always Matt himself who teaches the courses.

A BBQ COMMUNITY

The most exclusive class takes place at Matt’s own house. “We simply invite people home to barbecue in the backyard. We can host up to 40 people a day. I like to brag that we’ve had 80 people here over a full weekend, joining from 18 different states and three different countries – including Canada and Italy,” Pittman says.

For him, BBQ is about community and sharing a passion: “In some way, it’s like the old days, when you wrote letters to penpals. You often meet on social media, exchanging tips, tricks, ideas and recipes. Down the road, you end up becoming excellent friends. Some of my best friends are from the BBQ community.”

For Matt Pittman, barbecuing is about spending time outdoors. In the old days, he would often go hunting, but with four children, there is a lot less time for that. On the contrary, he enjoys fishing at the lake close to the family’s house. “It’s healthy for modern children, who spend so much time in front of their screens, to come out and cook,” he says, adding: “Usually, the children love to eat BBQ food.”

ON A TRAEGER, YOU CAN BARBECUE ANYTHING

As a true barbecuing enthusiast, Matt Pittman has loads of different barbecuing gear. Naturally, he is also the happy owner of a Traeger barbecue.

“With wood pellet barbecues, you can cook with incredible flavours relatively easily – even with not much experience. I love to add the smoky flavour to as much as I can. It’s easy to change the wood pellets and switch up the flavours in the Traeger,” Pittman explains.

He highlights how, with a Traeger barbecue, you can easily control the barbecue’s temperature, so you can run out for an errand, even though you are slow cooking out in the yard. The food can take care of itself.



“Wood pellet barbecuing makes it extremely simple to cook delicious food,” he states. Matt Pittman has yet to find anything you cannot cook on the Traeger.

“You can cook anything on this. Yesterday, we cooked a Chicken Pot Pie. You can cook both chicken and steaks, but slow food such as pulled pork and brisket are my favourites on the wood pellet barbecue.”

PATIENCE IS A VIRTUE

At the centre of Meat Church and everything Matt Pittman does is his desire to inspire others to cook great food. “I hope I can inspire people to get cracking and start experimenting. There’s no right or wrong way. My way is not the only way. So, you need to try out different

things – and have loads of patience. Patience is the most important thing,” Pittman says.

He’s never regretted that he became an entrepreneur by accident.

“It started as a hobby. You can say that in the first few years with Meat Church I taught for free, with the movie clips I posted. It’s a privilege to be able to earn a living from that hobby today, but that’s not the core of my passion for BBQ.”

There is the food, the flavour, the senses and the outdoor life. But mostly the community: “One of the most important elements of inspiring people about BBQ is that you’re around the barbecue and create great memories with family and friends,” Pittman says.

THREE QUICK QUESTIONS:

YOUR FAVOURITE THING TO BARBECUE?

Smoked beef ribs.

IF YOU WERE ONE OF YOUR SPICE MIXES, WHICH ONE WOULD YOU BE?

Holy Voodoo. It’s sweet, but has a kick to it.

HOW MANY BARBECUES DO YOU HAVE?

About thirty.



HOLY COW! – WHAT INCREDIBLE FLAVOURS



IRONWOOD

WITH WiFIRE® TECHNOLOGY

ELEVATE YOUR CRAFT

The Ironwood is here to make your wood-fired meals faster, easier and packed with more flavour than ever before. The Ironwood offers our most advanced features that were previously exclusive to our premium line. Thanks to the powerful D2 drivetrain and TurboTemp® technology, the Ironwood gets hotter, faster, and packs more flavour than ever before. The Downdraft Exhaust® System effectively optimises the circulation of smoke and heat around your food. WiFIRE® control makes creating your meals easier, by allowing you to adjust barbecue temperatures, monitor your cooks, and even check on pellet levels directly from your phone using the Traeger App, so you can control your barbecue anytime, anywhere.



IRONWOOD® SERIES – WITH WiFIRE® TECHNOLOGY

ELEVATE YOUR CRAFT



IRONWOOD650

TFB65BLFC

FEATURES:

IRONWOOD D2 CONTROLLER
WiFIRE® TECHNOLOGY
D2® DIRECT DRIVE
TURBOTEMP®
TRU CONVECTION® SYSTEM
TRAEGER DOWNDRAFT EXHAUST® SYSTEM
SUPER SMOKE MODE
TRAEGER PELLET SENSOR
MEAT PROBE WITH STORAGE COMPARTMENT
DOUBLE-SIDED WALL INTERIOR
ADJUSTABLE TWO-TIER GRATE SYSTEM

DUAL POSITION SMOKE/SEAR BOTTOM BARBECUE GRATE
ADJUSTABLE TOP TIER EXTRA BARBECUE RACK FOR OPTIMAL HEAT DISTRIBUTION
STAINLESS STEEL SIDE SHELF WITH HOOKS
EXTERIOR STORAGE HOOKS FOR EXTRA BARBECUE RACK
HOPPER CLEAN-OUT
SAWHORSE CHASSIS
ALL-TERRAIN WHEELS
LOCKING CASTERS

SPECS:

10,5 KW | 4,194 SQ CM BARBECUEING AREA | HOPPER CAPACITY: 9 KG
HEIGHT: 119 CM | WIDTH: 117 CM | DEPTH: 69 CM | WEIGHT: 66 KG



IRONWOOD885

TFB89BLFC

FEATURES:

IRONWOOD D2 CONTROLLER
WiFIRE® TECHNOLOGY
D2® DIRECT DRIVE
TURBOTEMP®
TRU CONVECTION® SYSTEM
TRAEGER DOWNDRAFT EXHAUST® SYSTEM
SUPER SMOKE MODE
TRAEGER PELLET SENSOR
MEAT PROBE WITH STORAGE COMPARTMENT
DOUBLE-SIDED WALL INTERIOR

ADJUSTABLE TWO-TIER GRATE SYSTEM
DUAL POSITION SMOKE/SEAR BOTTOM BARBECUE GRATE
ADJUSTABLE TOP TIER EXTRA BARBECUE RACK FOR OPTIMAL HEAT DISTRIBUTION
STAINLESS STEEL SIDE SHELF WITH HOOKS
EXTERIOR STORAGE HOOKS FOR EXTRA BARBECUE RACK
HOPPER CLEAN-OUT
SAWHORSE CHASSIS
ALL-TERRAIN WHEELS
LOCKING CASTERS

SPECS:

10,5 KW | 5,709 SQ CM BARBECUEING AREA | HOPPER CAPACITY: 9 KG
HEIGHT: 119 CM | WIDTH: 135 CM | DEPTH: 69 CM | WEIGHT: 78 KG

MUST-HAVE ACCESSORIES



FULL-LENGTH BARBECUE COVER – IRONWOOD 650
SKU: BAC560



FOLDING FRONT SHELF – PRO 575/IRONWOOD 650
SKU: BAC563



DRIP TRAY LINERS (5 PACK) – IRONWOOD 650
SKU: BAC565




FULL-LENGTH BARBECUE COVER – IRONWOOD 885
SKU: BAC561



FOLDING FRONT SHELF – PRO 780/IRONWOOD 885
SKU: BAC564



DRIP TRAY LINERS (5 PACK) – IRONWOOD 885
SKU: BAC569

A close-up portrait of Jesper Binzer, a man with long, wavy brown hair and a serious expression, wearing a blue denim jacket over a dark t-shirt. The background is a soft-focus bokeh of warm, golden lights.

A CLOWN, LINE DANCER AND BREAKAWAY KING

He consistently seeks to break the chains of conformity and release himself from expectations. In his own words, he is also a people pleaser and refers to himself as a singing VAT number. For Jesper Binzer – lead singer in the Danish rock band D-A-D – life is a line dance. A balance between art and craft, courage and anxiety. A balance between the clown and Dr CorpsePaint – now equipped with an apron and a pair of tongs.

By Hanne Hedetoft
Photos by Claus Peuckert

“I wanted it for many years. My financial adviser would probably have preferred the larger customer base it would have provided,” Jesper Binzer replies with a laugh to the question of whether he should have been born as an American.

In his youth, the USA was the ultimate goal. Like a glowing beacon on the horizon. In the last few years, he has kept coming back to how wonderful it is to live in Denmark and Europe. This does not mean that his love for the US has disappeared. Especially not when it comes to music. “You’ve got this fantastic mix of black and white. Jazz and Blues mixed with Rock, as a cultural clash that is happening out of necessity. From a musical perspective, it’s a goldmine to dive headfirst into and the key reason that I’m still so fascinated by the American way,” Binzer explains.

TO BE YOUR OWN PARTNER

Jesper Binzer is an experienced player in the rock and roll game, to put it mildly. Since 1982, he has been the lead singer of D-A-D. In 1984, his younger brother Jacob also became part of the band, which two years later made their debut with the album “Call of The Wild”. Many D-A-D albums and concerts later, Binzer found it was time for him to debut with his first solo album. “Dying is Easy” was released in November 2017, and in 2020 he followed up with the album “Save Your Soul”.

As a solo artist, Binzer makes up a band of his own. This is perhaps best described as a partnership, where he works on balancing different aspects of himself.

“Art is something you don’t know the end of. That’s why good art is often associated with a certain anxiety, because you’re in deep waters up until the last second. It’s about keeping that process and yourself open, and keeping a grip on the inspiration, the irrational and the unconscious,” Jesper Binzer says and continues: “Then there’s the craft and the craftsman. Taking a methodical approach and doing the work with the guitar while the family is sleeping.”

The fact that the craftsman sits down in the couch and starts fiddling with the guitar is the number one condition to lure out the artist. On the cover for “Save Your Soul”, Jesper Binzer plays with his duality and performs partly as a clown, and partly with a corpse-like mask. Binzer calls him Dr CorpsePaint. He is an alter ego that lives in the artistic part of the singer.

A DIFFERENT TYPE OF INSTRUMENT

Jesper Binzer needs to lure out the artist from within by himself. The man wearing the apron and the tongs, however, who often lurks in Binzer’s backyard, was brought out by his son, Benjamin.

“For long period of time, he kept suggesting that we get a barbecue. I ignored it at first, as I couldn’t see myself standing there in the backyard barbecuing. Benjamin kept insisting, and now that we have our barbecue, I’ve fallen for it,” Jesper Binzer says.

He kept telling himself that if it had to be, then it would be a gas barbecue. It seemed like the easiest thing to handle. Then, the Traeger entered the playing field, and it does not get any easier, according to the rock singer. While he has plenty of experience from working his guitar, he’s still learning how to master the barbecue.

“We’re happy amateurs. But we’re still able to cook most food on the Traeger since it’s so easy,” he says about Benjamin’s and his own barbecuing experiments.

Besides luring his father to the barbecue, Benjamin also directed the music video for the album’s title number, “Save Your Soul”. Jesper Binzer makes no secret of the fact that his family is vital to his well-being:

“I don’t think there are words to express how much the family means to me today.” I have an extreme need to feel safe and surrounded by people I love, since I rely on a safe haven from which I can travel out into the world.”



THREE QUICK QUESTIONS:

WHY DO YOU KEEP GOING?

Because I want to keep going, which requires that you stay warm.

IF YOUR LIFE WAS A SONG?

“If You Want Blood” by AC/DC

WHAT’S THE BEST SONG EVER WRITTEN?

That’s an impossible question to answer, as it changes continuously. “Killing In The Name Of” by Rage Against The Machine is an excellent pick.

A ROCK ICON AND FAMILY PROVIDER

“We’re biologically driven to have children. They’re healthy to have in your life, as they automatically tear you out of your comfort zone, which is a big part of being an artist,” Jesper Binzer says.

To him, having children and a family meant that he learned to prioritise.

“I learned to set up boundaries for myself. From here to there is where the art goes. From here to there is where the laundry goes. I felt the breadwinner emerge in me when my first child was born. I had to make a change and get my things in order.”

He admits that there is not much rock and roll lifestyle about making these changes, but he has always had a strong work ethic, and as the lead singer, it makes sense that you have to make a few sacrifices if you want to keep your voice.

“You have to choose between partying and your profession.”

Jesper Binzer grew up with parents too old to be part of the youth revolution, but young enough to be influenced by the currents.

“My dad managed to get a job at the university just before the student rebellions, but he was not that much older than the rebels. My mum had two sons and thought that she’d better study to become a kindergarten teacher,” the singer says, and laughs.

“So in that way, my brother Jacob and I are a product of the seventies, when creative self-expression was in focus.”

IN THE FRONT LINES IN GERMANY

“I jumped over the narrow end of the creek and ended my education after a pretty useless high school exam. If I recall correctly, Jacob did not even finish high school, before things started to take off for D-A-D.”

But how did they dare to make that move? How did a group of youths aged 17 to 19 dare to go all-out to become a rock band?

“In the late seventies and early eighties, there was a young, wild energy of which punk was a part. Here, there were no career plans. There were no plans at all, but as youngsters, we had minimal expenses and low expectations,” Jesper Binzer says and carries on:

“When someone offered us £1500 to play, which was a staggering amount for us, we couldn’t see us doing anything else.”

There was no other way for the group than making it in rock music, they thought. As a part-time hippie, their father backed his sons’ project.

“My father said that he had gone to school his entire life and that it did not work out perfectly for him, so we should do what we felt we had to do.”

On one side, it was about young and wild energy. On the other side, life as a rock singer gave the safety addict Jesper Binzer a new anchor.

“Since I was a child, I’ve felt the need to send a postcard to people in advance, telling them who I was. When other people switch jobs, they need to talk about themselves. I prefer it that people already know who I am.”

When young Binzer sent out his first postcard as a rock singer, there was no expectation for people to stay in rock music for their entire lives. Luckily, things have changed.

“The Stones (The Rolling Stones) changed that. They were major contributors to breaking down the barriers in Germany, where you can easily rock long hair, even though you have a nice, shiny bald spot on top.”

SETTING YOURSELF FREE OF EXPECTATIONS

Jesper Binzer will only give in if he one day feels that he has nothing left to give.

“In total, I’ve had writer’s block for many years without falling through. That’s the amazing part of being in a band, where you help each other through the rough patches. Sometimes I’ve chosen to have a block, since it’s nice to bounce around on the top without diving too deep into the artistic process, where the pain is hiding,” he explains.

Jesper Binzer considers himself an overthinker, and a sensitive and anxious person. He adds, with a laugh, that lots of success has come from the fear of failure. Even though D-A-D and their image fit into the Wild West and a world of rebels and outlaws, Jesper Binzer has never really felt that he had a hard time fitting in.

“To me, the rebel aspect is about forming yourself and not having to live up to everyone’s expectations. To hold on to the core, rather than throwing yourself into the framing of who you are. To set yourself free of expectations and place one leg outside society’s norms,” Jesper Binzer says. Meanwhile, he acknowledges that some people simply fit into the conformities of society and that they can be the most broadminded and pleasant people of all.

“There is forgiveness for anything. Also for the open kitchen,” he states, bursting into laughter. He might be anxious and sensitive, but he definitely has a very good sense of humour.





FREEDOM FROM ROUTINES AND THE FREEDOM IN ROUTINES

“All in all, it’s about using a focal point in yourself to fulfil yourself as a human being. And to become an original artist.”

For Jesper Binzer, freedom from other people’s expectations and society’s hamster wheel is crucial. On the other hand, he finds that set routines give more space.

“There are many fantastic things about having routines. We don’t switch the set list around a lot when we’re touring, which allows for further creative inspiration in the different songs. For jams, and to rethink the scenography. In that way, the routines provide absolute freedom.”

He does not believe he would have made it this far if he had not been ambitious and had a massive drive.

“It’s not a drive that would have given me straight As in school, but rather the drive to create music that I can feel. Music that is genuine for me.”

He is probably not ambitious in the sense that he steps on other people to get ahead. In his own words, he is a huge people-pleaser.

“Professionally, the lead singer has the audience, while the band have each other,” he says.

In other words, it’s the lead singer’s task to make the audience feel safe. This can become too much, and Binzer has genuinely searched for a line because he is so willing to please.

“Off stage, I’m also a pleaser. I’ve no desire in me to confront others, and my occupation is, in many ways, free of responsibility. I’m not the one who has to tell you that the cancer has spread. I don’t just shy away from conflict – I’m downright afraid of it.”

Again, Jesper Binzer ends his reply with self-ironic laughter, while we agree that the good thing about shying away from conflict is that you have to be a broadminded person.

THE TALENT TO WANT IT

Besides being broadminded, he has no problem calling himself brave.

“Well, I have massive self-confidence, but I also need to pull myself together to feel it. I feel the courage needed to put yourself out on stage.”

Jesper Binzer highlights his strong work ethic as the critical factor for his success during almost 40 years in the music business. When asked what weighs more heavily, talent or will, he replies promptly:

“The most important thing is that you need to have the talent to want it. And you need to remember that a lot of good things grow when you get together with other people. So you have to keep an open mind.”

For this singer, openness also concerns the spiritual world that he feels in the music.

“I’m not a churchgoer, but there’s a lot of magic in composing. I also experience that it’s difficult to be alone on this earth, which makes it nice to be able to pray for help from something bigger than ourselves. So, when times are hard, I get down on my knees and pray to God. Because it helps,” Binzer states.

After a moment, he adds:

“My dad used to say that, funnily enough, atheists are the ones who talk most about God.”

This takes us back to the family, the anchor, where the talent to want it is now used to master the Traeger barbecue.

“My wife is a vegetarian so that suits us just fine. We can be adventurous with the meat outdoors. It’s easy to cook great-tasting food that has that incredible umami flavour, so I have started to cook for the holidays as well,” Binzer concludes. Now, the man with the tongs needs to teach Dr CorpsePaint and the clown to clean the barbecue after use, so that nothing goes wrong. Like it almost did with the Christmas duck.

A CLOWN, LINE DANCER AND BREAKAWAY KING





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- D2® DIRECT DRIVE
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- MEAT PROBE
- EXTRA BARBECUE RACK
- EXTERIOR STORAGE HOOKS FOR EXTRA BARBECUE RACK
- HOPPER CLEAN-OUT

SPECS:

10,5 KW | 3,709 SQ CM BARBECUEING AREA | HOPPER CAPACITY: 8 KG
 HEIGHT: 135 CM | WIDTH: 104 CM | DEPTH: 69 CM | WEIGHT: 58 KG



PRO780

TFB78GLEC

FEATURES:

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- WiFIRE® TECHNOLOGY
- D2® DIRECT DRIVE
- TURBOTEMP®
- MEAT PROBE
- EXTRA BARBECUE RACK
- EXTERIOR STORAGE HOOKS FOR EXTRA BARBECUE RACK
- HOPPER CLEAN-OUT
- LOCKING CASTERS

SPECS:

10,5 KW | 5,032 SQ CM BARBECUEING AREA | HOPPER CAPACITY: 8 KG
 HEIGHT: 140 CM | WIDTH: 122 CM | DEPTH: 69 CM | WEIGHT: 66 KG

MUST-HAVE ACCESSORIES

MUST-HAVE ACCESSORIES



FULL-LENGTH BARBECUE COVER – PRO 575

SKU: BAC566

FOLDING FRONT SHELF – PRO 575/IRONWOOD 650

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DRIP TRAY LINERS (5 PACK) – PRO 575

SKU: BAC566

TRAEGER PELLET SENSOR

SKU: BAC577

FULL-LENGTH BARBECUE COVER – PRO 780

SKU: BAC557

FOLDING FRONT SHELF – PRO 780/IRONWOOD 885

SKU: BAC564

DRIP TRAY LINERS (5 PACK) – PRO 780

SKU: BAC568

TRAEGER PELLET SENSOR

SKU: BAC577



THE SCENT OF ADVENTURE

Owen Beardsmore is an outgoing adventurer with a profound interest in enjoying the moment. Preferably in nature, with friends and, most importantly, with his family. With his business, called Cervus, Beardsmore has made his dream come true, as he has turned his passion for hunting and outdoor life into his livelihood. As a family man, Owen is also thrilled that one of his three sons has become part of the business and joined Cervus.

By Hanne Hedetoft
Photos by Cervus & Jmrocek | Dreamstime.com

“From when they were young, our sons have been used to listening to hunting stories, with eager dogs circling around their legs.” Today, all three of them are keen hunters,” Owen says. His sons count Tom, the oldest, Daniel, and Will – the youngest. With a master’s degree in Marketing, Daniel now works in the business. All in all, this is a very close-knit family.

“Daniel creates content for the website and helps out our customers with videos and still images that support their brands. Tom is the passionate gourmet chef, who loves to experiment on the barbecue when we’re together,” says Owen proudly.

They meet up quite often, usually in Staffordshire, where Owen has his home. Since they got their hands on a Traeger a few years ago, the cooking takes place on the barbecue. For them, there is something magical about joining the family under the open sky and enjoying the game they have hunted themselves. “We love it. Even Will, who is based in London, comes home as often as possible for our family dinners,” says Owen.

COMING FULL CIRCLE

Cervus is the Latin word for deer. In Britain, there are six different types of deer. Three of them are indigenous, while the other three were brought in from abroad and released into the wild. Now, they roam freely around the British countryside.

“We arrange hunting trips, where we provide our clients with all the necessary gear and guide them to different locations and game. Additionally, we help several leading brands within the outdoor industry create content for their marketing and branding efforts,” Owen explains.

The third part of the business is the management of the game population, which mainly consists of deer. Cervus analyse and observe in different areas, while also handling regulation. When a specific area has too many deer, the risk of

animals dying increases, so that the population needs regulation.

“Hunting sharpens your senses. You almost become one with nature. It’s a fantastic experience. By trimming the population, we ensure that it remains healthy and thriving, while making room for other species and habitats to grow.”

For Owen Beardsmore, hunting is not about defeating nature with a killer instinct.

“To me, it’s about ensuring that we can continue to have an abundance of thriving nature. In the evening, when we barbecue and eat an animal that we have shot, cleaned out and cooked ourselves, a natural circle has closed.”

COUNTRY LIFE VERSUS CITY LIFE – HAVING IT BOTH WAYS

Owen’s love of nature began in childhood. He loved to be outdoors, looking at birds. When he turned 12, he got a job at the local pig farm.

“Here, I got to know the local gamekeeper, who managed the area’s game population. This wasn’t about hunting, but about being close to nature and learning about its biodiversity and ecological system. It was also the fascination of taking care of nature’s abundance as a habitat for wild animals,” Owen says.

He wanted to be a gamekeeper himself, but his father believed that he should get a “proper education”. Young and quite entrepreneurial Owen became a trained electrician. During the 1990s and the early 2000s, he observed how the demand for information technology and networks skyrocketed. There was an opportunity to turn that into a business in the company he worked for. He seized that opportunity and ended up as the CEO.

“In London, life was too stressful. So when I got the opportunity to step down with a good sum of money in my pocket, I took it.”

Rather than working with IT networks, he used his outdoor network to build the Cervus business.



"I saw it mostly as a hobby, to be honest, but the business was soon doing so well that we could make a living out of it," Owen says.

SHOOTING THE CAMERA

Today, Cervus has a YouTube channel with around 17 million viewers.

"We have to be creative and constantly challenge ourselves. Luckily, I have Daniel to remind me of that on a daily basis," Owen says and laughs.

He is living his dream and does not fantasise about much else. Perhaps to travel more and visit Asia. Maybe see a rainforest.

"One of the most memorable experiences of my life was to visit the Kruger National Park in South Africa, where I did a wildlife safari. I could imagine exchanging the rifle for a camera at some point." Owen Beardsmore travels quite a lot as it is, especially in Europe, where he has many close friends. A few years back, he got caught in a snowstorm on one of his trips to Austria.

"Luckily, my Austrian friend was on top of everything we had to do, but there were moments when I was convinced that we were done for. Today, I'm not quite as reckless," Owen says, but instead considers himself outgoing, spontaneous and adventurous.

The bond and intense companionship that you experience when hunting, or when you sit around the fire at night, continues to mean a lot to him. The same thing goes for those nights with his family around the barbecue.

"Barbecuing is easy and provides a lot of togetherness for the family. The Traeger is simple to use, and the smoke from the wooden pellets allows you to cook the most delicious meat," Owen says. He adds that he is already looking forward to the deer ribs that the family plans to throw on the barbecue later in the evening.

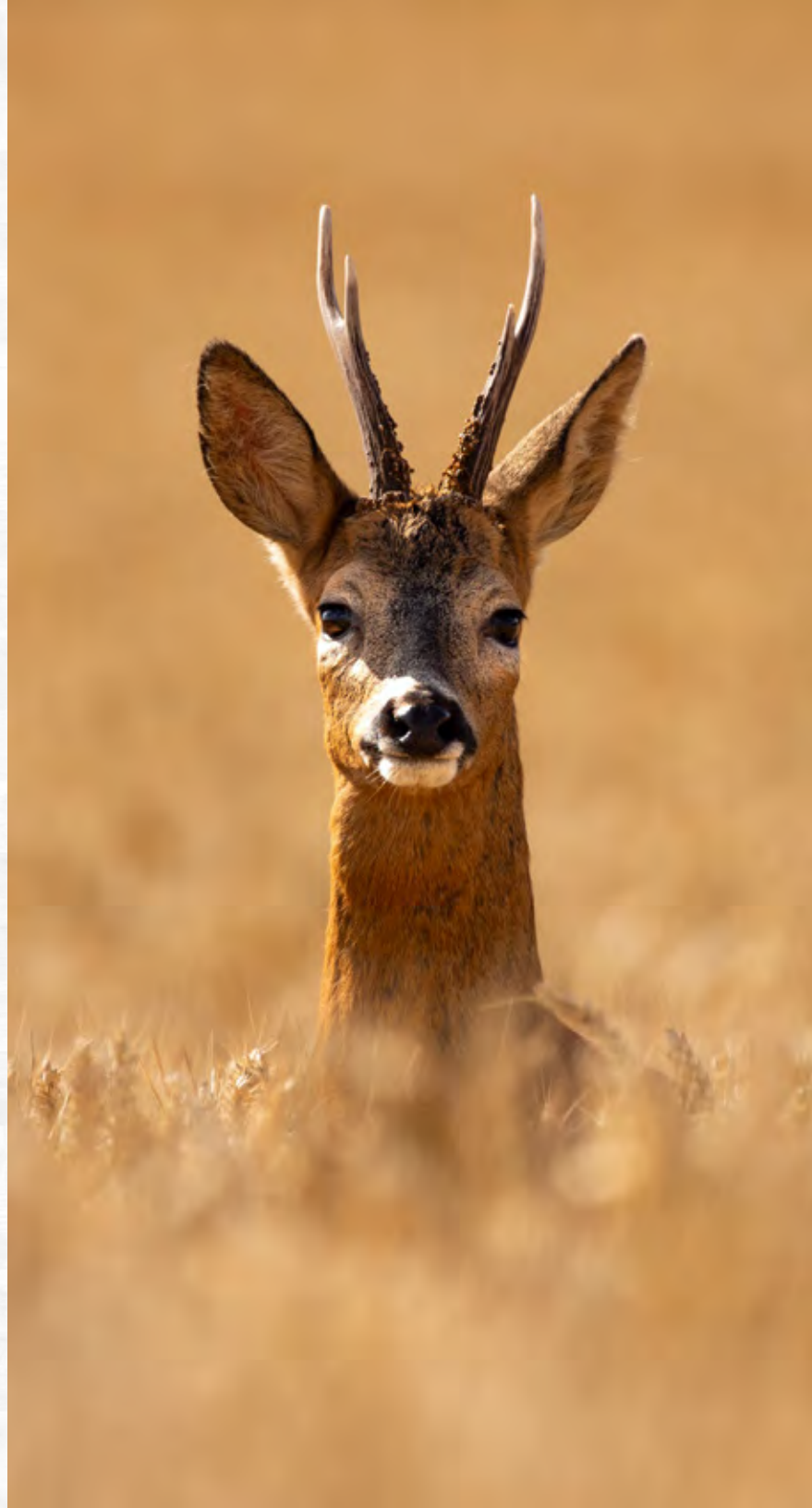
SPARROWHAWK HUNTING

On the website cervus-uk.co.uk, there is an image of Owen with the sparrowhawk, Cilla.

"Back in the day, I used to hunt with a sparrowhawk, which is a unique and fantastic experience. It was not about whether or not we could catch our prey, but more about the special connection with the bird – and the closeness to nature."

BARBECUING FAVOURITES

"I'm fond of spatchcock chicken, and we also barbecue quite a lot of meat at our house. Tom runs marathons, Will plays rugby, and Daniel cycles and runs, so they need their protein," Owen says with a laugh.



ROE DEER VENISON LOLLIPOPS RECIPE

When you're ready to cook, prime your barbecue and set the temperature at 190°C and preheat, with the lid closed, for 15 minutes.

Rub the olive oil over the ribs, coating evenly. Then season liberally with salt and pepper/Traeger Big Game Rub.

Place the venison ribs directly on the barbecue grate, bone side down.

Barbecue for 20-25 minutes or until the internal temperature reaches 51°C, if preferred rare, when the Traeger instant read thermometer is inserted into the thickest part of the meat.

Remove from the barbecue and be sure to rest the meat for 5-10 minutes before serving.

Enjoy tasty wild venison, served best with a cold beer and good company!

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RANGER

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SPECS:

5,7 KW | 1,187.09 SQ CM BARBECUEING AREA
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HEIGHT: 33.02 CM | WIDTH: 53.34 CM | DEPTH: 50.80 CM



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APPLE
PEL343, 9KG



SIGNATURE BLEND
PEL346, 9KG



HICKORY
PEL345, 9KG



CHERRY
PEL347, 9KG



MESQUITE
PEL336, 9KG



PECAN
PEL340, 9KG



The best-selling wood-fired barbecue demands the best pellets on the market. Real taste doesn't just happen – it's made from all-natural hardwood, producing perfect smoke. It starts with all-natural hardwood pellets made in American mills. Designed specifically to work with Traeger barbecues, our pellets are calibrated for maximum consistency, so you get perfect results every time.

Our pellets also come in a variety of flavours to suit every type of food. Fruit woods like cherry and apple impart a sweeter, more subtle flavour that goes perfectly with poultry, pork, seafood and baked goods. Bolder staples like hickory, and mesquite are tailor-made for savory beef, wild game, and vegetables.

TRAEGER PELLET SENSOR

**MONITOR PELLET LEVELS REMOTELY
VIA THE TRAEGER APP**



*Pellet sensor included in Timberline and Ironwood models.



JUICY FOOD LIKE NEVER BEFORE

There are no limits to what you can barbecue on a Traeger. We have selected some inspiring recipes for you, so that you can get started. We promise that your family and your guests will love all your barbecued masterpieces.

By Pia Kromann
Photos by Montgomery



3-2-1 RIBS WITH TRAEGER BBQ SAUCE AND BUTTERY HERB CORN

Serves: 2

BARBECUE EQUIPMENT: Butcher paper

PREPPING TIME: 30 minutes

BARBECUE TIME: 6 hours

BARBECUE TEMPERATURE: 90/130/150°C

WOOD PELLET BARBECUING: Bottom barbecue grate

INGREDIENTS

BBQ RIBS:

- 4 racks of pork ribs
- 200 ml Dijon mustard
- 50 ml olive oil
- 2 tbsp Traeger Rub for marinade
- 1 tsp salt
- 1 tsp pepper
- ½ bottle Traeger BBQ sauce

CORN COBS:

- 4 corn cobs
- 50 g butter
- 2 tbsp olive oil
- 2 tbsp freshly chopped herbs (basil, thyme, rosemary)
- 1 tbsp BBQ rub
- 1 tsp flake salt
- ½ tsp chilli flakes

KITCHEN

Remove the silver skin on the back of the ribs. Mix a marinade from mustard, olive oil, salt, pepper and the Traeger Rub. Coat the ribs with marinade on both sides and sprinkle with BBQ Rub. Allow the ribs to rest for 30 minutes.

To prep the corn, mix butter, olive oil, herbs, chilli flakes and BBQ rub. Gently peel back the leaves and the tassels – that’s the hairy bit on top. Remove only the tassels. Butter the corn with herb butter, pull the leaves back up, and close the ends with cooking twine.

BARBECUE

Set the barbecue at 90°C and barbecue the ribs for 3 hours. Wrap them in butcher paper, set the barbecue at 130°C and give the ribs another 2 hours. Then set the barbecue at 150°C and unwrap the ribs, barbecuing them for another hour. Coat the ribs with BBQ sauce three times during the last hour, so they get a nice, thick glaze. Put the corn cobs on for the last hour, turning them every time you coat the ribs with BBQ sauce.

SERVE

Serve with a baked potato and a delicious, bountiful salad.

GET MORE THAN
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IN OUR TRAEGER APP

LOBSTER WITH GREMOLATA

Serves: 4

BARBECUE EQUIPMENT: Barbecue basket

PREPPING TIME: 10 minutes

BARBECUE TIME: 5 minutes

BARBECUE TEMPERATURE: 175°C

WOOD PELLET BARBECUING: Bottom barbecue grate

INGREDIENTS

8 whole lobsters

1 lemon

2 tbsp flat-leaved parsley

1 garlic clove

Salt

Pepper

1 tbsp olive oil

KITCHEN

Zest the lemon.

Make the gremolata by dicing parsley and garlic and mixing it with olive oil. Add the lemon juice with salt and pepper.

Split the lobsters and remove the intestine. Then place in a barbecuing basket and rub with gremolata. Sprinkle with lemon zest.

BARBECUE

Set the barbecue at 175°C. Place the barbecuing basket on the grate and cook for 5 minutes.

SERVE

Sprinkle with salt and pepper.

GRILLED STEAK WITH PARMESAN POTATOES AND FENNEL ROASTED CARROTS

Serves: 4

BARBECUE EQUIPMENT: 2 barbecuing pans

PREPPING TIME: 30 minutes

BARBECUE TIME: 45 minutes

BARBECUE TEMPERATURE: 110/260°C

WOOD PELLET BARBECUING: Both barbecue grates

INGREDIENTS

RIBEYES:

4 ribeye steaks, approximately 225 g per steak

4 garlic cloves

Oil

Flake salt

POTATOES:

500 g baby potatoes

2 tbsp olive oil

2 tbsp butter

Salt

Pepper

2 sprigs freshly chopped rosemary

3 tbsp grated parmesan cheese

CARROTS:

500 g fresh carrots with top

1 tbsp olive oil

1 tbsp sugar

1 tsp fennel seeds

1 tsp coriander

½ tsp salt

2 tbsp flat-leaved parsley (for serving)

KITCHEN

Grate the garlic. Rub the steaks with oil, butter and one garlic clove per steak. Sprinkle with salt and pepper.

Wash the potatoes and cut them in half. Dry and place in a barbecuing pan. Add butter, oil, rosemary, salt and pepper.

Wash the carrots and cut off the hairy bit at the top. Place them in a barbecuing pan with olive oil and sprinkle with sugar, fennel seeds, coriander and salt.

BARBECUE

Set the barbecue at 110°C and place the steaks on the bottom barbecuing grate. Place the pan with potatoes on the barbecue and cook both for 20 minutes.

Remove the ribeyes from the barbecue and allow to rest a bit.

Turn up to 250°C and place the carrots on the top grate. Let the carrots and potatoes barbecue for 15 minutes while stirring from time to time. Sprinkle the potatoes with the parmesan cheese.

Barbecue the ribeyes again for 4 minutes on each side while aiming for a core temperature of 54°C. Let them rest for 10 min before carving.

SERVE

Serve the ribeyes with parmesan potatoes and fennel carrots. Sprinkle with flat-leaved parsley.





ACCESSORIES

ACCESSORIES



FULL-LENGTH BARBECUE COVER - TIMBERLINE

TIMBERLINE 850 SKU: BAC558
TIMBERLINE 1300 SKU: BAC559



FULL-LENGTH BARBECUE COVER - IRONWOOD

IRONWOOD 650 SKU: BAC560
IRONWOOD 885 SKU: BAC561



FULL-LENGTH BARBECUE COVER - PRO SERIES

PRO 575 SKU: BAC556
PRO 780 SKU: BAC557



FOLDING FRONT SHELF

FOLDING FRONT SHELF - PRO 575/IRONWOOD 650 SKU: BAC563
FOLDING FRONT SHELF - PRO 780/IRONWOOD 885 SKU: BAC564



DRIP TRAY LINERS (5 PACK)

TIMBERLINE 850 SKU: BAC570
TIMBERLINE 1300 SKU: BAC567
IRONWOOD 650 SKU: BAC565
IRONWOOD 885 SKU: BAC569
PRO 575 SKU: BAC566
PRO 780 SKU: BAC568
RANGER SKU: BAC571



MUST HAVES

A cover will keep your barbecue safe from the elements and prolong its lifetime. Remember to always keep your barbecue covered.

ACCESSORIES



BBQ SPATULA
SKU: BAC531



BBQ TONGS
SKU: BAC530



BBQ PIG TAIL
SKU: BAC533



MAGNETIC BARBECUE HOOKS
- 3 PIECES
SKU: BAC536



BBQ SHEARS
SKU: BAC535



BBQ CLEANING BRUSH
SKU: BAC537



XXL BBQ SPATULA
SKU: BAC532

TRAEGER TIP
The right accessories make a huge difference. Make sure you have your gear in order and be prepared for everything.

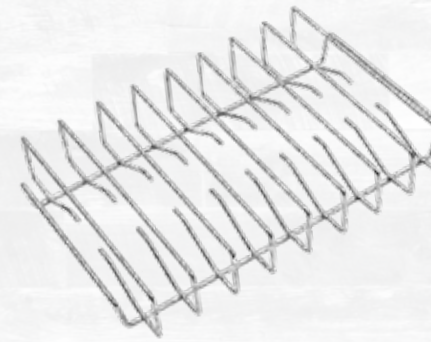
ACCESSORIES



REVERSIBLE CAST IRON GRIDDLE 50,8 X 22,8 CM
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SILICONE BASTING BRUSH
SKU: BAC418



RIB RACK
SKU: BAC584



TRAEGER x OREN PINK BUTCHER PAPER 45,7 CM X 4,5 M
SKU: BAC427

TRAEGER TIP
Remember to use the proper cleaner for your barbecue, to make it last longer.



TRAEGER ALL NATURAL CLEANER 950ML
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STACKABLE TINS with dual purpose lid, with shake + pour options for increased convenience.
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STAY DRY PELLET STORAGE BIN

KEEP PELLETS FRESH

Keep your hardwood pellets fresh and dry with this weathertight storage bin and lid, to ensure optimal burn and best smoke taste. It's also an ideal way to organise different pellet flavours for easy swapping.





EVERYTHING THAT CAN BE COOKED CAN BE BARBECUED

For more than 25 years, Pia Kromann has been part of creating a barbecuing culture in Denmark. While none of the customers seemed to understand the big deal about the kettle barbecue that her employer started selling in the 1990s, Pia's interest was sparked immediately, and it has never burned out since. Today, she has her online barbecuing universe, grillall.dk, where she endeavours to pass on her passion to others.

By Hanne Hedetoft
Photos by Claus Peuckert

"Being self-employed, rather than employed, gives me loads of opportunity to call my own shots. That suits me just fine after 19 years in the same company," Pia says about her switch from being an employee to life as an entrepreneur. She lives in Aarhus with her husband and three sons. Four sons actually, if you count the dog, Cooper. If you're not planning to visit "The City of Smiles", you can also meet the enterprising barbecuing enthusiast in her own barbecuing universe called "Grill All". Here, she inspires readers with recipes, and tips and tricks, but also classes and events. Both those that she attends herself for inspiration and those she organises. "I've organised quite a few different barbecuing events over the years, where I contribute everything from the broad idea to hands-on execution, with me handling the barbecue."

FROM BREAKFAST TO LATE-NIGHT SNACKS

Pia Kromann calls her universe "Grill All" because she genuinely believes it. She's a woman who barbecues everything.

"I usually say that the only thing I can't barbecue, is cereal, but then I can make a porridge cake instead," she says and smiles.

Ground beef, mashed potatoes, and all sorts of different vegetables, are cooked on the barbecue, which she lights up five times a week. Preferably multiple times a day. She has even had a barbecue shipped from Italy, where she took a two-week holiday, because she had to have that exact model.

"I usually light the barbecue to bake bread for breakfast, and I also bake different buns and cake on it too. It gives me a sense of freedom to be outdoors – I don't see it as a hindrance." Even though the weather in Denmark is not always perfect for it. Often pretty far from it.

Kromann has a small jacket hanging next to the garden door, making her prepared for everything from rain to snow.

"Keeping an eye on the food in poor weather is not a problem with the Traeger, since it's connected to WiFi. So you can always check on the barbecue and the food from inside the house."

LOVE AT FIRST SIGHT

She learned the joy of cooking in her childhood home, where she cooked from an early age – and was encouraged to be adventurous in the kitchen. While she was employed by Gardena, which sells garden tools and other gear for the outdoor lifestyle, she met the love of her life – and her future husband, of whom she is also quite fond.

"Nobody seemed to understand this barbecue that came with a lid. I didn't get it either, but I was intrigued. I liked the idea of being outdoors and avoiding all the smoke and mess that cooking in the kitchen usually involves. So I brought home a small, red barbecue," Pia says.

She has been barbecuing ever since, and today, she is one of Europe's best and most experienced barbecuers. She also competed for several years, where she was placed second in the Danish Championships in the pizza category.

"That's not the most interesting aspect. For me, the effort doesn't have to be measurable, and I don't need to be better than everyone else. I just want to improve my own game and help others refine their skills," she explains.

When asked what it's like to be a woman in a domain dominated by men, she laughs and reveals that, in her line of work, dealing with men is like cooking over indirect heat.

"With some men, I have to be more humble. I can sense that. But I've noticed that I can get to them through their wives. That way, they still get a shot of Kromann, but in a more subtle way."



THREE QUICK QUESTIONS:

IF YOU WERE AN ITEM OF BARBECUING GEAR, WHAT WOULD YOU BE?

I would simply be the barbecue itself.

HOW WOULD YOU DESCRIBE YOURSELF IN THREE WORDS?

Creative, empathic, and demanding – I expect a lot from others.

WHAT WOULD YOU DO FOR WORK, IF NOT YOUR BARBECUING UNIVERSE??

Then I would like to work with people in a different way – as a nurse or midwife.

PIA & KAROLINE

You may be familiar with the blockbuster *Julie & Julia* with Meryl Streep and Amy Adams? The film is based on a blog by Julie Powell, who in the early 2000s set out to make all 524 recipes in the legendary Julia Child's *Mastering the Art of French Cooking*, in 365 days. Ten years before this film, Pia undertook a similar experiment.

"When I got the little red barbecue, I had to learn how to use it. I thought a bit about it and decided to cook a classic Danish cookbook – Karolines Kogebøger – from A to Z," Kromann remembers. The choice of Karolines Kogebøger was based on how the recipes consist of easy to make, everyday food. Simple and delicious cooking is still what Pia Kromann finds most exciting today.

"Barbecuing should be easy in a busy everyday life, where you also need to help with the children's homework and do the laundry when you get home from work," she explains.

She also hopes people will spend more time finding healthy produce of good quality, if the cooking part is easy.

"It's also a good idea to involve your children in prepping the ingredients, and also behind the barbecue. Most children find it fun to get involved."

PIA & THE PRINCE

It might be contended that Pia Kromann is not a true barbecuing enthusiast. She's simply too skinny.

"I eat lots of cake and other treats, and I try and test new recipes and experiments throughout the day. I've always done lots of sport, and I love to run. I try my best to stay in shape," Pia Kromann explains. She has been on top of this since her childhood. She grew up in the northernmost part of Denmark, the beautiful Skagen area. Anyone claiming that Pia is not a passionate barbecuer has not heard about the barbecue that was shipped from Italy. Or listened to the story about when she went skiing with her family and brought a barbecue to the lodge. This meant she had to sit with it in her lap for the entire car journey from Denmark.

"We were already short of space due to the pushchair. I just had to bring it to barbecue our Christmas turkey, even though it was minus 20°C outside," she says. There are loads of quirky stories that include Pia and a barbecue. Or maybe several barbecues. Still, the wildest thing she has ever done is to have children. – "I know it's a cliché, but it's the truth. It's insane to have responsibility for three other human beings," the proud mother of three says. And the dog, Cooper.

EVERYTHING THAT CAN BE COOKED CAN BE BARBECUED



Pia's many years as a passionate barbecuer have also brought encounters with other dog fans with the same love of food as Pia Kromann.

"I met Prince Henrik at an event, where we had a chat, two foodies alike, about barbecuing. The Prince loved to explore the flavours in different foods, and he did that by – among other techniques – smoking it on the barbecue," she says.

PROFESSIONAL INSPIRATION

One of Pia Kromann's first inspiration sources was the couple Jan and Miriam Glæsel, who have published a line of cookbooks about barbecuing. Now, she can also get inspiration from glancing at a beautiful image on Pinterest.

"I am highly visually stimulated and have no problem putting together a recipe from an inspirational photo. It's a fun and playful way to work, and you need that room to make mistakes. If not, you ruin the creative process," she explains.

She is currently working on a cookbook, and it is her ambition to develop her own state-of-the-art barbecuing equipment – everything from cookbooks to gear.

"I want to be able to tell people that, after a long day's work, it's fantastic to go outside and catch a breath of fresh air, while you cook. It's also easy and tastes delicious when you cook on the barbecue."

For Pia Kromann, this is especially true for a wood pellet barbecue, of which the temperature can be controlled very precisely.

"For me, it's been a wake-up call that I can use the time after I put the food on the barbecue more proactively. I can go for a run and watch the barbecue via WiFi. I can even turn down the heat while I'm running. This gives me an enormous amount of opportunity," she says.

Pia Kromann has seized the opportunity to live out her dream and make a living from her hobby. As a professional barbecue chef, her greatest ambition is to light the passion in others.

BARBECUE COMPARISON

HOW DOES IT COMPARE?



	PRO 575	PRO 780	IRONWOOD® 650	IRONWOOD® 885	TIMBERLINE® 850	TIMBERLINE® 1300
SKU	TFB57GLEC	TFB87BGLEC	TFB65BLFC	TFB89BLFC	TFB85WLEC	TFB01WLEC
SPECS						
MAIN GRILL GRATE DIMS (CM)	55.88 W x 48.26 D	76.2 W x 48.26 D	55.88 W x 48.26 D	76.2 W x 48.26 D	55.88 W x 40.64 D	86.36 W x 103.23 D
2ND TIER GRILL RACK DIMS (CM)	55.88 W x 17.78 D	76.2 W x 17.78 D	55.88 W x 26.67 D	76.2 W x 26.67 D	55.88 W x 35.56 D	86.36 W x 35.56 D
3RD TIER GRILL RACK DIMS (CM)	-	-	-	-	55.88 W x 22.86 D	86.36 W x 22.86 D
TOTAL COOKING SPACE (SQ. CM.)	3709.9	5032.25	4193.54	5709.67	5483.86	8387.08
HOPPER CAPACITY (KG)	8.16	8.16	9.07	9.07	10.89	10.89
ASSEMBLED DIMS (CM)	104.14 W x 68.58 D x 134.62 H	121.92 W x 68.58 D x 139.7 H	114.3 W x 66.04 D x 119.38 H	134.62 W x 66.04 D x 119.38 H	116.84 W x 68.58 D x 121.92 H	147.32 W x 68.58 D x 121.92 H
BARREL WIDTH (CM)	55.88	76.2	55.88	76.2	55.88	86.36
COLOR	BLACK	BLACK	BLACK	BLACK	BLACK	BLACK
FEATURES						
CONTROLLER	PRO D2 CONTROLLER W/ WIFIRE® TECHNOLOGY	PRO D2 CONTROLLER W/ WIFIRE® TECHNOLOGY	IRONWOOD D2 CONTROLLER W/ WIFIRE® TECHNOLOGY	IRONWOOD D2 CONTROLLER W/ WIFIRE® TECHNOLOGY	TIMBERLINE D2 CONTROLLER W/ WIFIRE® TECHNOLOGY	TIMBERLINE D2 CONTROLLER W/ WIFIRE® TECHNOLOGY
SINGLE MEAT PROBE	X	X	X	X	X	X
MEAT PROBE STORAGE			X	X	X	X
TRAEGER TURBOTEMP®	X	X	X	X	X	X
GRILLGUIDE®	VIA TRAEGER APP ONLY	VIA TRAEGER APP ONLY	X	X	X	X
TRU CONVECTION® SYSTEM			X	X	X	X
TRAEGER DOWNDRAFT EXHAUST® SYSTEM			X	X	X	X
SUPER SMOKE MODE			X	X	X	X
KEEP WARM MODE	X	X	X	X	X	X
TRAEGER PELLET SENSOR			X	X	X	X
EXTRA GRILL RACKS	EXTRA RACK	EXTRA RACK	ADJUSTABLE 2-TIER GRATE SYSTEM	ADJUSTABLE 2-TIER GRATE SYSTEM	ADJUSTABLE 3-TIER GRATE SYSTEM	ADJUSTABLE 3-TIER GRATE SYSTEM
DUAL POSITION SMOKE/SEAR BOTTOM GRILL GRATE			X	X	X	X
STAINLESS-STEEL GRILL GRATES					X	X
EXTERIOR STORAGE HOOKS FOR EXTRA GRILL RACK	X	X	X	X		
HOPPER CLEAN OUT W/ MAGNETIC DOOR	X	X	X	X	X	X
EXTRA INSULATION			DOUBLE SIDE WALL INTERIOR	DOUBLE SIDE WALL INTERIOR	FULL DOUBLE-WALL STAINLESS STEEL INTERIOR	FULL DOUBLE-WALL STAINLESS STEEL INTERIOR
CONCEALED GREASE PAN					X	X
STAINLESS-STEEL SIDE SHELF W/ HOOKS			X	X	X	X
STAINLESS-STEEL FRONT SHELF					X	X
MAGNETIC BAMBOO CUTTING BOARD					X	X
POWER CORD HOOK					X	X
LOCKING CASTERS		X	X	X	X	X

CONTROLLER COMPARISON

HOW DOES IT COMPARE?



	PRO D2 CONTROLLER WITH WIFIRE® TECHNOLOGY	IRONWOOD D2 CONTROLLER WITH WIFIRE® TECHNOLOGY	TIMBERLINE D2 CONTROLLER WITH WIFIRE® TECHNOLOGY
FEATURES			
GRILLS OUTFITTED WITH THIS CONTROLLER	PRO 575 PRO 780	IRONWOOD 650 IRONWOOD 885	TIMBERLINE 850 TIMBERLINE 1300
WI-FI® ENABLED	X	X	X
TEMP RANGE	75° - 260° C	75° - 260° C	75° - 260° C
5 DEGREE INCREMENTS IN TEMP SETTINGS	X	X	X
TURBOTEMP® ALGORITHMS	X	X	X
GRILLGUIDE® ON CONTROLLER & TRAEGER APP	VIA TRAEGER APP ONLY	X	X
TIMER	VIA TRAEGER APP ONLY	X	X
SUPER SMOKE MODE		X	X
KEEP WARM MODE	VIA TRAEGER APP ONLY	X	X
TRAEGER PELLET SENSOR		X	X
EXTENDED WI-FI ANTENNA			X

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