Primo
CERAMIC GRILLS

The Primo Story

Primo Ceramic Grills was established in 1996 by Greece native, George Samaras. As his business grew, George continued to strive towards the best possible ceramic grill on the market, while maintaining manufacturing in the United States.

George's love for improvement and innovation led him to discover that an oval- shaped grill offered greater cooking versatility and efficiency. The introduction of the patented oval-shaped grill in 2002, established Primo as a major manufacturer in the ceramic grill market.

Nick Bauer, Empire Comfort System's President, had many discussions with George over the years on how Primo could be incorporated into the Empire family. In the fall of 2019, this became a reality as Primo Ceramic Grills was acquired by Empire Comfort Systems.

Empire Comfort Systems is a 4th generation family owned business that was established in 1932. We are a leading manufacturer of gas and wood heating appliances as well as gas grills.

Empire is dedicated to building on Primo's quality name that George established, by continuing to invest in product improvements and expand the offered accessories.

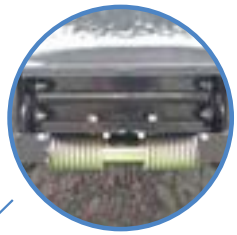
PRODUCT FEATURES

USA Made Quality

The Primo ceramic grill is unmatched in quality and versitility, and is the only ceramic grill made in the USA. Quality features including the all-weather cast aluminum damper top, ceramic retainer clips, 5-position lower air control and the easy lift hinge that reduces the force needed to open the lid by 70%, make grilling on the Primo even easier.

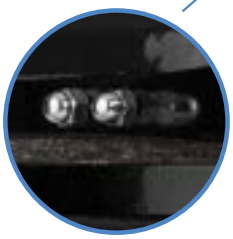
TOP AIR CONTROL

The new 5-position aluminum damper top allows for more precise temperature control. It also features a hood for all-weather grilling.



EASY LIFT HINGE

The hinge design reduces the force necessary to open the lid by 70%, making grilling a breeze for all of our Primo users.



CERAMIC RETAINER CLIPS

Our handle design integrates retaining clips to help keep the ceramic top firmly in place.

LOWER AIR CONTROL

The 5-position lower air control slider allows you to adjust the airflow into the bed of charcoal. Utilize this feature to precisely control the temperature in the grill while cooking.

NOTHING BEATS OVAL

THE PRIMO PATENTED OVAL DESIGN

The Primo Oval offers true simultaneous two-zone direct and indirect cooking. That's a fancy way of saying you get two very distinct cooking zones, almost like using a grill and an oven at the same time. Grill steaks on the direct side and roast seafood or vegetables on the indirect side. This unique cooking method gives you the flexibility to grill with blazing heat on one side of the Primo, while maintaining a lower temperature on the other for low and slow cooking.

The reversible cooking grid, heat deflector plates, extension racks and other accessories allow you to create more than 69 cooking configurations. The Primo is ready to handle any job, from smoking large cuts, grilling out for large events, or even throwing on a quick pizza for the family. No round grill offers so much cooking versatility and cooking space at the same time.

WHY GO PRIMO?

The Science Behind Primo's Patented Oval Design

Multiple Cooking Methods

GRILLING & SEARING

Direct Cooking | One Zone

Use this configuration for grilling meat such as steaks, chicken breasts, or any foods that benefit from cooking directly over the charcoal fire.

GRILLING & ROASTING

Direct & Indirect Cooking | Two Zones

Use direct and indirect cooking zones to grill meat on the direct side, while roasting tender foods like seafood and vegetables on the indirect side.

BAKING, ROASTING & SMOKING

Indirect Cooking | One Zone

Use this configuration for indirect cooking such as an oven or smoker. Cook at low to medium temperatures for baking pizza or smoking meat. *(Heat deflectors/racks required)*

MEET YOUR NEW
PRIMO

PRIMO QUALITY

Made in the USA

Primo ceramic grills are made in the USA utilizing the highest grade of ceramics. The ceramic provides superior heat retention, which allows you to maintain consistent temperatures producing juicy and tender food. Primo has combined quality-controlled production processes, exceptional glazes, and the highest grade of ceramics to create a grill that can truly withstand the test of time.

Empire Comfort Systems, Poplar Bluff, MO.

XX-Large Charcoal Primo

The Primo XXL is the king of ceramic grills, designed to bring restaurant-quality results and endless culinary possibilities to your backyard. This colossal cooker, the largest Primo grill ever, boasts an unprecedented 500 square inches of cooking space, effortlessly accommodating feasts for crowds of 20 or more.

Grill Specifications

Cooking Area: 500 sq in. | 3225cm2

Optional Rack System: 350 sq in. | 2258 cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 282 pounds

Grilling Capacity

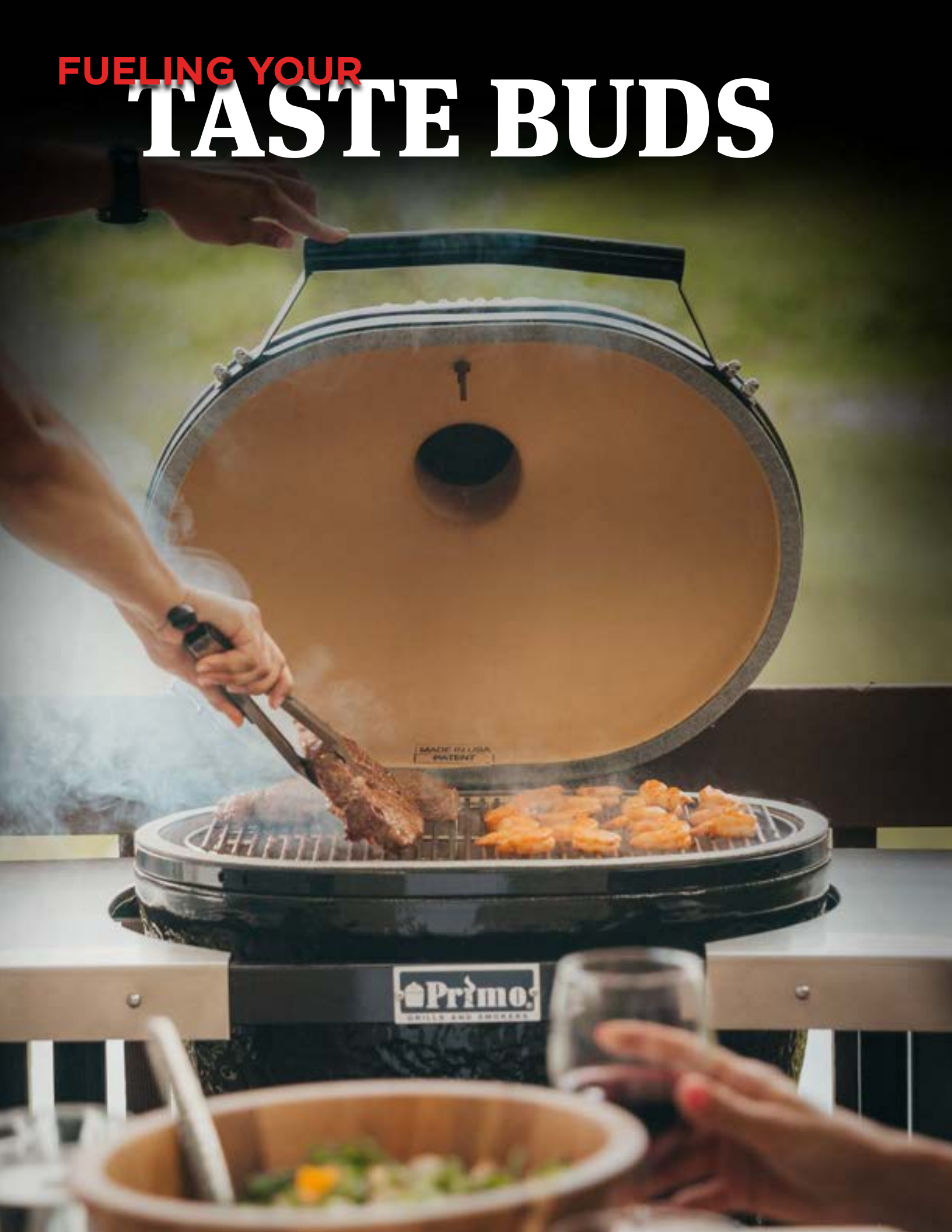
- 10 Whole Chickens
- 16 Steaks
- 12 Racks of Ribs
- 1 Suckling Pig
- 3 Whole Turkeys
- 28 Burgers
- 18 Ears of Corn
- 3 25lb Atlantic Salmon

XX-LARGE GRILLING

CAPACITY

FUELING YOUR

TASTE BUDS



X-Large Charcoal Primo

Primo's Oval XL Ceramic Grill offers a massive 400 sq in of cooking space, perfect for grilling feasts for the whole family or large gatherings. This versatile cooker lets you grill, bake, roast, or smoke with superior heat control and efficiency.

Grill Specifications

Cooking Area: 400 sq in. | 2,580cm2

Optional Rack System: 280 sq in. | 1,806cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 250 pounds

Grilling Capacity

8 Whole Chickens

12 Steaks

10 Racks of Ribs

2 Whole Turkeys

20 Burgers

12 Ears of Corn

X-Large Charcoal Jack Daniel's

Our exclusive ceramic grill celebrates American ingenuity, quality craftsmanship and the independent spirit of grillers and barbecuers who share our passion for great food and extraordinary whiskey. The X-Large Charcoal Primo, Jack's Daniel's edition, offers the same large cooking area and patented oval shape as our standard X-Large Primo, while embracing tradition distilled from generations of American business.

Grill Specifications

Cooking Area: 400 sq in. | 2,580cm2

Optional Rack System: 280 sq in. | 1,806cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 250 pounds

Grilling Capacity

8 Whole Chickens

12 Steaks

10 Racks of Ribs

2 Whole Turkeys

20 Burgers

12 Ears of Corn

Primo and Jack Daniel's share a common passion
for great food and extraordinary whiskey. That's
why we came together to create the
Primo X-Large Jack Daniel's charcoal grill.

Large Charcoal Primo

Our Large Charcoal Primo is perfect for cooking large amounts of food for gatherings, or for feeding the whole family. Offering the same patented oval shape as our X-Large Primo, you can enjoy the superior cooking, efficiency and accessibility that only a Primo can offer.

Grill Specifications

Cooking Area: 300 sq in. | 1,935cm2

Optional Rack System: 195 sq in. | 1,258cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 152 pounds

Grilling Capacity

6 Whole Chickens

8 Steaks

8 Racks of Ribs

1 Whole Turkey

12 Burgers

8 Ears of Corn

Junior Charcoal Primo

Get ready to take the party on the road! The Junior Charcoal Primo has all the benefits of the patented oval shape in a smaller version, making it perfect for tailgates, float trips, or picnics. Enjoy the same superior cooking, efficiency and accessibility as our other Primos in a compact design made perfect for travel. Upgrade your Junior Charcoal Primo with an optional rack system, and enjoy grilling on twice the cooking area of the next largest portable ceramic grill.

Grill Specifications

Cooking Area: 210 sq in. | 1,335cm2

Optional Rack System: 150 sq in. | 968cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 100 pounds

Grilling Capacity

3 Whole Chickens

4 Steaks

4 Racks of Ribs

1 Small Whole Turkey

8 Burgers

6 Ears of Corn

Primo

Round Charcoal Primo

This is where kamado grills got their start. Our Round Charcoal Primo provides the amazing benefits of cooking in quality ceramic, in the traditional round size. The round size is perfect for replacing your current round setup, or for building your brand new outdoor grilling area.

Grill Specifications

Cooking Area: 280 sq in.| 1,739cm2

Temperature Range: 151-850 F+ | 66-454 C+

Weight: 200 pounds

Grilling Capacity

- 4 Whole Chickens
- 6 Steaks
- 4 Racks of Ribs
- 1 Whole Turkey
- 10 Burgers
- 8 Ears of Corn

All-In-One Series

Out of the box and ready to go in 30 minutes or less

The Primo All-In-One Series was developed with convenience in mind. The vision behind the product was to offer a selection of grills that are ready to grill out of the box after a few minutes of easy setup and assembly. This series also offers a cost effective avenue for Primo customers to get a bigger "bang for their buck" without breaking the bank.

All four models are the same great ceramic grills we offer as stand-alone products with added accessories to provide a ready-to-grill experience out of the box. A Primo All-In-One Grill can be assembled in minutes and ready to cook. Once assembled, just add whole lump charcoal, light and grill your favorite food.

Everything you need to get started all in one box.

- Fully Assembled Grill
- Ash Tool
- Cradle with Locking Casters
- Grate Lifter
- Fold-Down Side Tables
- Heat Deflector & Firebox Divider *(oval only)*

XX-Large Charcoal All-In-One

X-Large Charcoal All-In-One

Large Charcoal All-In-One

Junior Charcoal All-In-One

Round Charcoal All-In-One

PRIMO GO

For the Primo Oval Junior

The Primo GO Cradle & Base with the Oval Junior surpasses all other portable ceramic grills with 210 square inches of cooking area. Add the optional rack system and the cooking area soars to 360 square inches. That's more than twice the cooking area of the second largest portable ceramic grill.

Grill, bake, roast or smoke for 5-10 people wherever you want to go. The Primo GO cradle, GO base and the Oval Junior grill are sold separately.

The Primo Oval Junior Inserted

Primo GO Cradle

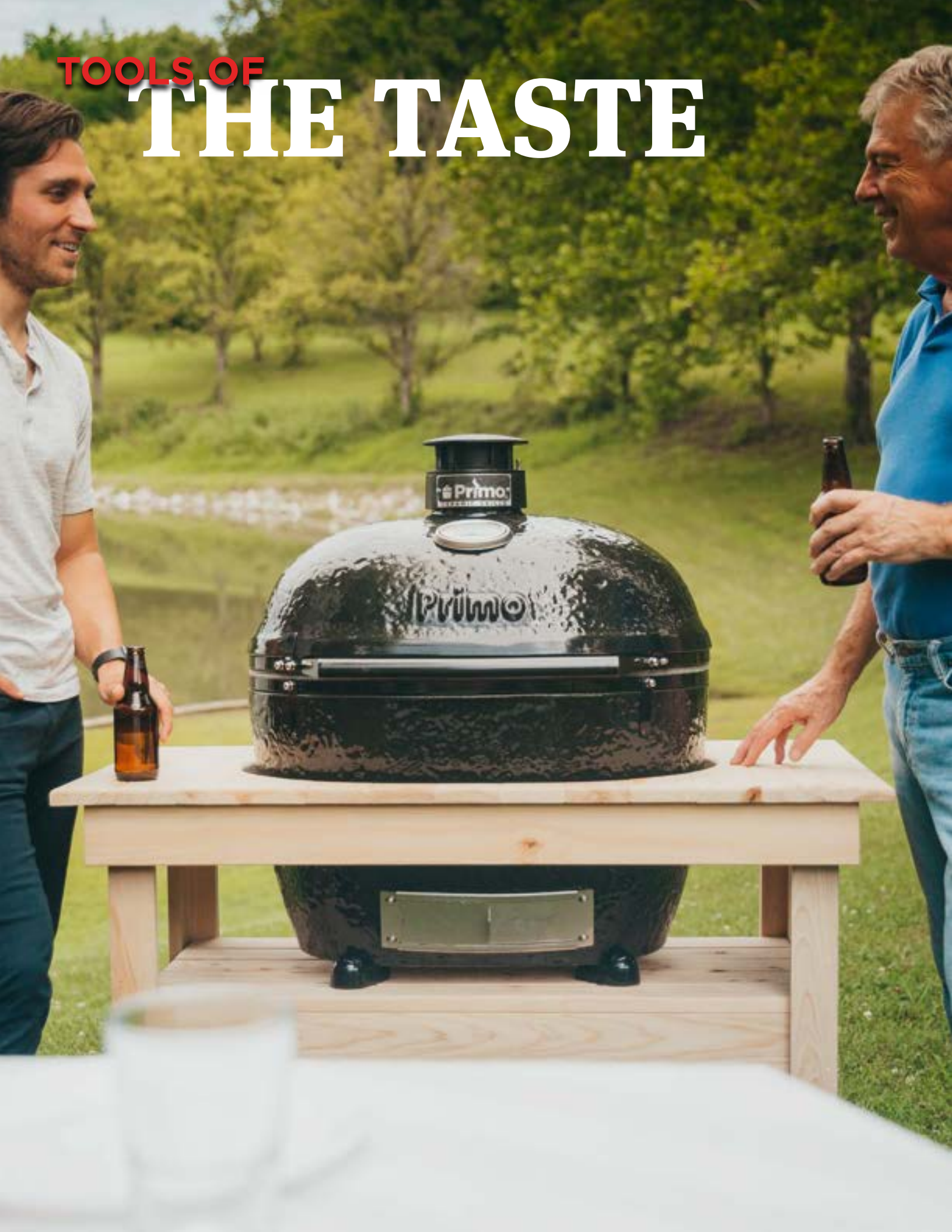
Primo GO Base

Grill Specifications

Cooking Area:
210 sq in. | 1,335cm2

Optional Rack System:
150 sq in. | 968cm2

Weight:
100 pounds

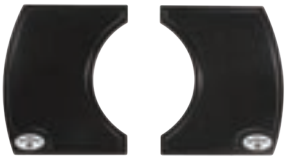

TOOLS OF
THE TASTE
Primo
Primo

PICK YOUR BASE

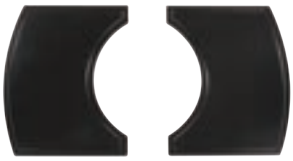
Carts

Our sturdy metal cart base is intended for use with our stainless steel and poly tops. It offers a lower basket and offers durability, protection and mobility. The cart has two locking casters in the front to keep your grill in place while cooking.

Cart & shelves sold separately
(X-Large shown)



Jack Daniel's Edition Two-Piece Island Top
Compatible with X-Large



Two-Piece Island Top
Compatible with X-Large, Large & Jr

Tables

The Cypress Counter Top Table and Cypress Grill Table are designed for durability and beauty. Tables come unfinished with locking casters to keep your grill in place while cooking. Ceramic shoes are included to create air flow under the grill base.

Cypress Counter Top Table
Available for X-Large, Large, & Jr *(Jr shown)*

Cypress Grill Table
Available for X-Large *(X-Large shown)*

Go & Go

The Primo GO is a two-piece cradle and base for the Oval Junior, making it the largest portable ceramic grill available. It's also great for at-home use on your deck or patio without the need for a grill table or cart.

Primo GO Cradle

Primo GO Base

Primo Accessories

Primo offers a wide variety of accessories so you can ensure your food tastes great!

Rotisserie

Converts your grill into a wood-fired rotisserie. *Available for XL, XL JD, LG, JR, & Round.*

Rotisserie Basket

Roast and grill your favorite meals without the hassle of flipping foods. Simply load the basket, turn on your rotisserie, and let your favorite meal cook. *Available for XL, XL JD, LG, JR, & Round.*

3-Sided Rotisserie Basket

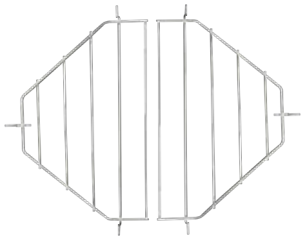
Perfect for cooking multiple cuts of fish, beef, poultry, or even fill with veggies for a delicious rotisserie meal. *Available for XL, XL JD, LG, JR, & Round.*

Rotisserie Kebab Holder

Create perfectly cooked kebabs with the even cooking only a rotisserie can provide. *Available for XL, XL JD, LG, JR, & Round.*

Heat Deflector Plates

Use the Ceramic Heat Deflector Plates in conjunction with the Heat Deflector Racks to convert your Primo into an oven, roaster, or smoker. *Available for XXL, XL, XL JD, LG, & JR.*

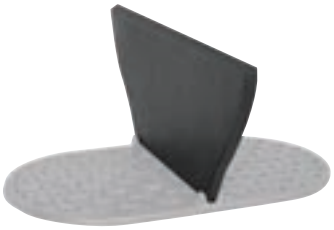


Heat Deflector Racks

Place in the Primo Charcoal Grill to hold the Heat Deflector Plates which will allow for indirect cooking. *Available for XXL, XL, XL JD, LG, & JR.*

Round Heat Deflector

Place in the Primo Round Charcoal Grill to hold the Heat Deflector Plates which will allow for indirect cooking. *Available for Round only.*

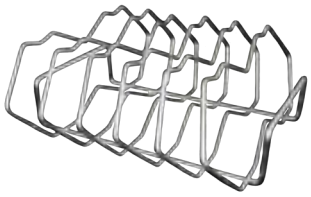


Fire Box Divider

The cast iron Firebox Divider allows you to split the fire box area to create two distinct cooking zones for simultaneous direct and indirect cooking. Also, conserve the amount of natural lump charcoal used for smaller cooks. *Available for XXL, XL, XL JD, LG, & JR.*

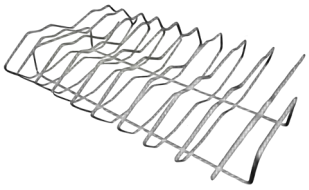
Extension Rack

Add up to two stainless steel extension racks to greatly increase your cooking area. One rack adds over 30% more cooking area and two racks adds over 60%. *Available for XL, XL JD, LG, JR, & Round.*



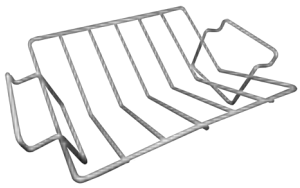
5-Slot Rib Rack

Our 5-Slot Rib Rack allows you to simultaneously cook 5 racks of ribs. *Available for all grills.*



9-Slot Rib Rack

Our 9-Slot Rib Rack allows you simultaneously cook 9 racks of ribs. *Available for XL Gas, XL, & XL JD.*



V Rib Rack

Our 5-Slot Rib Rack allows you simultaneously cook 5 racks of ribs. *Available for XL Gas, XL, XL JD, LG, & Round.*

Primo Accessories

Primo offers a wide variety of accessories so you can ensure your food tastes great!

12” & 15” Natural & Glazed Baking Stones

Use to bake bread, casseroles, and wood-fired pizzas. *12” stones are compatible with XL Gas, XXL, XL, XL JD, LG, JR, & Round. 15” stones are compatible with XL Gas, XXL, XL, XL JD, LG, & Round.*

Griddle

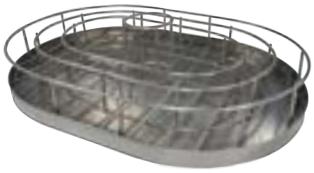
Use to make burgers, fajitas, pancakes and more. Comes with interchangeable center grill grate, solid insert and easy removal key. *Available for XL, XL JD, LG, JR, & Round.*

Fredstone

Bake breads, pizzas, cookies and more with the even temperature created by the Fredstone. *Available for XL, XL JD, LG, JR & Round.*

Pizza Oven

Cook multiple pizzas without having to life the lid. *Available for XL, XL JD, LG & Round.*



Rib & Chicken Rack

Cook multiple racks of ribs and a whole chicken with this rib & chicken rack. *Available for XL, XL JD & LG.*

Cast Iron Cooking Grate

The half-moon cast iron grate is perfect for searing meats and locking juices at high temperatures. It offers higher heat retention, even heat distribution, and faster cooking times. *Available for XL, XL JD, LG, & JR.*

Cast Iron Griddle

The dual-purpose half-moon cast iron griddle with a smooth and a grooved side allows you to fry, sear and sauté. It offers higher heat retention, even heat distribution, and faster cooking times. *Available for XL, XL JD, LG, & JR.*

Chicken/Turkey Sitters

Add flavor and moisture into whole poultry. Add herbs, spices, garlic, & onions to water, juices, or beer to make “beer can” chicken. *Chicken sitter compatible with all grills. Turkey sitter compatible with XL Gas, XXL, XL, XL JD, LG, & Round.*

Half Drip Pan

Drip pans are a must to stop food from dripping into your coals, or fill with water to keep food moist during a long smoke. *Available for XL, XL JD, LG, JR, & Round.*

Natural Lump Charcoal

Our 100% Natural lump Charcoal made from American hardwoods for true wood-fired charcoal flavor. Burns hotter, longer, and cleaner than other brands of lump charcoal and briquette charcoal. *20lb (9kg) bags.*

Quick Lights Fire Starters

Light our 100% Natural Lump Charcoal quickly and easily with our match-tipped fire starters. Strike them like a match and insert into the charcoal to easily and quickly start your grill.

Electric Charcoal Starter

Easily start a fire with the electric charcoal starter. The high heat created from the starter, lights lump charcoal in a matter of minutes.

Primo Accessories

Primo offers a wide variety of accessories so you can ensure your food tastes great!

Grate Lifter

Easily remove your cooking grates or racks from the grill with the Grate & Rack Lifter. Constructed of chrome-plated steel for years of use. *Compatible with all grills.*

Ash Tool

A must have tool to easily clean out the ashes from your grill or stir your natural lump charcoal while lit. *Compatible with all grills.*

Grate Cleaning Bar

Logo branded wood handle and steel cleaning rod with a rust-resistant coating. This tool easily removes food residue from cooking grates without damaging them, and eliminates the need to replace stainless steel brushes and the potential health hazard of wire bristles being introduced onto the food. *Compatible with all grills.*

Remote Thermometer

Use the Primo dual-probe Remote Digital Thermometer to accurately measure the internal temperature of your food and the grill temperature simultaneously. An alarm sounds when your target temperature is reached or if the grill falls outside programmed range. *Compatible with all grills.*

Instant Read Thermometer

Accurately measure the internal temperature of your food with a large, easy-to-read display and full temperature readings in 2 to 3 seconds.

Primo Plus

Set timers, monitor the temperature, & save your favorite settings of previous cooks from the comfort of your phone with the Primo Plus app and temperature controller.

Hinge Kit

The easy lift hinge reduces the force needed to open the lid by 70%.

Cast Aluminum Damper Top

The new 5-position cast aluminum damper top allows for more precise temperature control, and features a hood for all-weather grilling.

Lower Air Control

The 5-position lower air control allows you to adjust the airflow into the bed of charcoal to precisely control the temperature in the grill.

Cart & Table Grill Cover

Protect your grill from the elements with one of our durable grill covers. Custom fitted with an embroidered Primo logo for every grill. *Compatible with all grills.*

All-In-One Grill cover

Protect your grill from the elements with one of our durable grill covers. Custom fitted with an embroidered Primo logo for every grill. *Compatible with XL, LG, JR, & Round*

Built-In Grill Cover

Protect your grill from the elements with one of our durable grill covers. Custom fitted with an embroidered Primo logo for every grill. *Compatible with all grills.*

Rubs & Sauces

A perfect way to enhance the flavor of beef, chicken, pork, poultry, lamb, seafood, and vegetables. Created specifically for Primo by well-known spice and seasoning developer John Henry.

Chicken Tickler Rub

Perfect for poultry, but works great on beef, pork, vegetables and more!

Summer Peach Rub

Bring the classic flavors of Georgia BBQ to your Primo grill. Perfect for pork, beef, poultry, seafood, lamb, and vegetables.

Pecan Rub

Our smoky pecan rub brings you the delicious flavor of pecan wood. Perfect on a Primo, or even in the oven for a delicious smoked flavor.

Garlic Pepper Rub

A classic rub ready to season any meat, seafood, or vegetables you have ready to throw on the grill.

Honey BBQ Sauce

Add the sweet tang of Honey BBQ to any meal. Perfect for marinating and basting.

Join the conversation

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