

SPRING NEWSLETTER 2019



The advent of spring brings new beginnings and, for Coyote, this has never been more true. We are debuting this editorial style quarterly newsletter that will include the latest industry news as well as inspiring design and outdoor entertaining tips.



Coyote Vesta Award Winning Pellet Grill

Our newly revamped website, www.coyoteoutdoor.com, is being launched with an extensive selection of engaging lifestyle photography, easy to use navigation and a live feed to all of our social channels. Coyote's social media influence has never been stronger. We recently partnered with Farah Merhi, founder of Inspire Me Home Decor which is the number one design Instagram account with over 5 million devoted followers. Farah had a vision for her dream outdoor kitchen and entertaining space and Coyote, along with RTA Outdoor Living, brought it to life. Please enjoy the editorial feature about the project on the next page.

2019 started off with two strong trade shows at KBIS and at the HPBExpo. In Las Vegas, we hosted a well-received panel with Farah Merhi and exterior design expert Russ Greene on how to build your very own outdoor oasis. At HPBA, we took home the Vesta Award for our brand new wood pellet grill in that category! What a way to kick off the year!

VALUE

PASSION

DESIGN



Exterior Design : Cover and Article

KITCHEN CONFIDENTIAL

COYOTE OUTDOOR LIVING PARTNERS WITH DESIGNER FARAH MERHI TO COOK UP OUTDOOR STYLE

BY JENNIFER BRINGLE

With more than 5 million Instagram followers, Farah Merhi is a bona fide design star. Her company, Farah Merhi Home Decor Design, began in 2012 as a creative outlet on social media. And since then it has exploded into a thriving design business.

Merhi recently partnered with Coyote Outdoor Living to create the exterior room of her dream at her own home in Michigan. She recently chatted with *Exterior Design* about the process, and the importance of creating an outdoor kitchen in remote spaces.

How do you approach designing for the outdoor space?
Designing for the outdoor space is not very different from designing for the indoor space. As much as I focus on creating a beautiful-looking space, I strongly consider needs and functionality. And I make sure to discuss the client's ultimate goal and top three must-haves. Ultimately, it comes down to durability and materials that will withstand the elements. Unlike indoors, designing for the exterior requires research and choosing the right materials for longevity where you live.

Designing my own backyard was much fun. I knew we wanted to create a space that reflects the interior of my home in form and functionality. Living in Michigan, we have cooler weather, so a fireplace was a must. It also was important to add a full outdoor kitchen with a sink, trash drawer and more fridge. When researching, I did not want to have to go in and get things like dishes, washing something or grabbing ingredients. Having all the conveniences of the indoors in our backyard makes entertaining and getting things so a lot more enjoyable.

How did Coyote Outdoor products make that process easier?
Working with Coyote was such a fun experience. I could customize my outdoor kitchen to fit my family's needs. They have a wide range of appliances to add, and since the design is finished, Coyote builds the kitchen using durable materials to ensure longevity. The kitchen was delivered straight to my backyard and installed in less than two hours. Building an outdoor kitchen takes months, but with Coyote, the process was faster and easier. The result is both beautiful and functional.



VISION

EXTERIOR DESIGN



With a luxury project, what are some important details to consider?
Luxury can be hard to define as it is so many different ways—through fabrics, materials, technology, color palette, texture, the list goes on. It all depends on what the homeowner wants and what luxury means to them. For me, luxury means convenience and infusing color and texture that takes a home from dull to a welcoming oasis. Designing a functional home, mixing materials with high-end materials for durability, and finishing it off with luxurious-looking fabrics and textures can elevate any space and make it feel high-end.

Why do you think outdoor kitchens have become such an important part of today's exterior rooms?
Homeowners are looking for ways to maximize their homes. Outdoor living has become an extension of indoor living, and when summer weather hits, people spend more time outdoors. Adding a kitchen offers convenience. And companies like Coyote are making it more accessible for homeowners to design their dream backyard than it's ever been equipped for entertaining. Even those with smaller spaces like apartments can create that outdoor oasis with products like the Coyote Electric Table. You get to enjoy that outdoor living space and it adds property value. In the end, the investment becomes well worth it. ☐

EXTERIOR DESIGN

COYOTE Outdoor Living

CREATE YOUR OUTDOOR OASIS IN ANY SPACE

VALUE PASSION DESIGN

WWW.COYOTEOUTDOOR.COM

INSIGHT COYOTE OUTDOOR LIVING

GrillsForAll

Coyote Outdoor Living's recipe for success is offering outdoor products for all budgets and tastes. BY CHERISE FORNO

Jim Ginochchi

Coyote Outdoor Living (Dallas, Texas) continues to expand its collection of high-performance grills, cooking products, furniture, and accessories to provide customers with everything they need to create the outdoor oasis of their dreams.

"Last year, we decided to expand our moniker for Coyote to a one-stop-shop for builders, contractors, and dealers to have an all-in-one shop under one roof," says Jim Ginochchi, president. "We wanted to marry the longevity of our grills with the design of new products with the same level of quality."

"This expansion of high-quality outdoor products beyond the kitchen includes three furniture collections that feature highly durable and fashion-forward Sunbrella fabric that Coyote released at the Hearth, Patio and Barbecue Expo in March 2018. "We have three furniture collections each highlighting a different aesthetic," Ginochchi says. "Customers can feel confident that they are going to last under the toughest of conditions."

Whether a customer is drawn to the upscale Catalina furniture collection, the laid-back design of the Laguna pieces, or South Beach's urban feel with clean lines, Coyote Outdoor Living has a furniture collection to fit every customer's personal taste and décor. The high-quality furniture has been well-received since its introduction. "Hopefully, we'll be adding to them due to their success," Ginochchi says.

Coyote continues to improve and expand its grilling options for consumers with the addition of features and sizes that people are searching for in today's market. Ginochchi notes that the company's S-Series 30-inch grill (in both the built-in or grill-on-cart models) is a consistent best-seller.

"We are finding people want premium features at this size," he says.

The pro-line S-Series, constructed with 304 stainless steel, has been upgraded to add rear burners, rotisseries, rear burners, an upscale design, and decorative backplash because of the growing trend of customers who want premium features no matter what size grill they purchase. "A lot of people are downsizing or trying to make the most of their smaller spaces," he says. "We cater to the built-in market, but we want to accommodate all of these customers."

People are also seeking grills that use different fuel sources such as the company's Asado cooker that uses charcoal, its 50-inch Hybrid grill that uses both gas and charcoal, and its new electric grill that is already in high demand. "Our most recent addition is the electric grill that is perfect for balcony cooking — for places you can't have an open flame — and it's made for indoor and outdoor use," Ginochchi says. "The trend is that people want to maximize any

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PRODUCT SPOTLIGHT



Portable Gas Grill

Coyote Outdoor Living is launching a new portable gas grill to fulfill a need in the industry for a high-end compact product perfect for boaters, tailgaters, road trip enthusiasts and for those with small outdoor spaces. Made of superior quality 316 grade stainless steel, this portable gas grill also includes Coyote's signature grate as an added enhancement. The product can be used with either a 20 lb. propane tank or a small disposable propane tank and has up to a 20,000 BTU of output. This model comes with an adapter for smaller tanks and a cover is also available.

DESIGNER VIEWPOINT

Kerrie Kelly



As we ease into 2019, we begin to understand how balanced living, both indoors and out, is not a trend, it is a lifestyle. With the innovation of products in the interior design industry, companies like Coyote Outdoor Living allow us to create an outdoor oasis in any space. Of course, we strive to make our outdoor spaces a beautiful visual experience, but we also need to marry function to the aesthetic for it to be truly enjoyable. Coyote Outdoor Living has found a way through their unique product offering to create entertaining, lounging and dining experiences that are accessible to all, regardless of your space and building requirements.

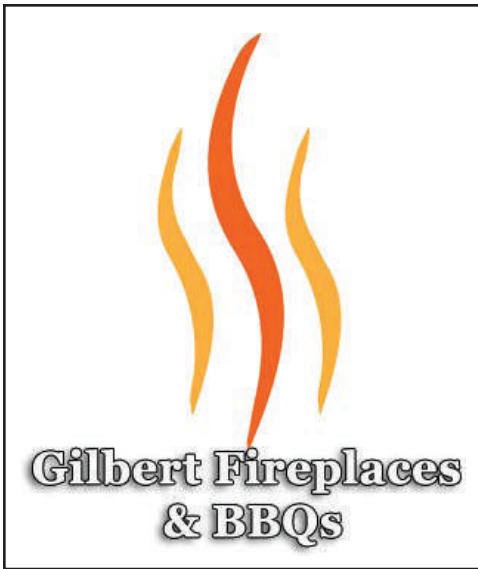


Coyote Outdoor Living 30" S-Series Grill

One of my favorite Coyote Outdoor Living grills is the new versatile compact luxury 30" S-Series Grill. This grill features Coyote's unique cooking system including high performance Coyote Infinity Burners™ as well as ceramic briquette heat control grids for even heat distribution. There is a custom shaped firebox to optimize heat flow and an independent spark ignition. There is 700-square inches of cooking area and up to 70,000 BTU of output. As with every S-Series grill, the 30" grill features complete 304 stainless-steel construction, interior grill lighting and backlit control knobs. This model also comes with a rotisserie kit, smoker box and an integrated wind guard.

DEALER'S DEN

Gilbert Fireplaces & BBQs



Gilbert Fireplaces and BBQ's partnership with Coyote Outdoor Living, which began in 2012, is one of their longest. They serve Arizona and beyond with the best BBQ and hearth products and service. They understand the importance of family and value the relationship with their customers; which is why their top priority is providing families a white-glove experience to help them maximize their outdoor living experience. Their tag line says it all, "we are committed to our culture of family, fun and flame!"

We recently had a chance to chat with Brian Gratz about their partnership with Coyote Outdoor Living.

What are the features of Coyote grills that appeal to your customers?

The standout features on the Coyote grill are interior halogen lights and the 304 Grade Cast Stainless steel 20,000 BTU Burners. Customers really like the durability and the high heat output of those burners, additionally, the 304 Grade Stainless steel construction with lifetime warranty is extremely attractive to consumers. The ceramic infrared sear zone on the S-Series Coyote grills is also very appealing, due to its extremely high temperature.

What strong trend in outdoor kitchen design do you see emerging for 2019?

Built-in griddles and pizza ovens have become increasingly popular additions to the outdoor kitchen. Consumers are looking for versatility in the way they prepare and cook food - especially outdoors.

Is there a customer for whom you think the Coyote Electric Grill is a perfect fit?

Consumers in multi-family dwellings and condos that do not allow gas or open flame grills are the target customer for the Coyote electric grill. The portability of the electric grill also makes it an option for tailgating and camping.

To learn more, visit www.gilbertfireplacesbbqs.com.

Make sure to follow Gilbert Fireplaces and BBQ's on their social channels:



LAST HOWL



Creating an outdoor oasis is now attainable in smaller spaces such as urban patios and rooftops or condo backyards. Compact grills are now designer-friendly and are a perfect addition to enhance the outdoor experience. Bistro sets, flowers and other accessories complete the look so that there is as much visual appeal as with a larger outdoor kitchen island. This category of compact luxury items for al fresco dining and entertaining is a trend that continues as retirees downsize and young professionals transition to city apartments.

- Jim Ginocchi, President of Coyote Outdoor Living

We welcome you to visit our newly designed website, www.coyoteoutdoor.com.