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# New Pellet Grills From Coyote Outdoor Living Fire Up Innovative Customer Experience



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Coyote Outdoor Living's products are designed with precision, power and durability to compliment the outdoor lifestyle. COYOTE

Wood pellet grills have been around for the better part of thirty years but their popularity has only gained serious traction within the past few years. In fact, the Pellet Grill Category, with over \$500 million in sales, is the

fastest growing in the industry, and will far outstrip gas and charcoal in the next five years.

“Sometimes it takes a little while to get the word out,” said Jim Ginocchi, President of [Coyote Outdoor Living](#). “Even though we retain a broad portfolio of outdoor cooking products utilizing charcoal and propane gas, we saw opportunity to modernize the wood pellet grill. The demand is there for a bunch of different reasons but there are key improvements we wanted to capitalize on in order to make a better product for the consumer.”

Pellet grill enthusiasts concerned that Coyote’s modernization of the pellet grill is simply another “tech for tech sake” offering can rest easy as this new lineup keeps popular features and functions like “low and slow” smoking intact while adding aesthetics consumers look for in a built-in environment. In addition, Coyote didn’t want to compromise on its “affordable luxury” brand proposition, one reason why their pellet grills spent three years to develop.

“It’s a specialty grill that you don’t want to quickly release and then hope for the best,” said Ginocchi. “We take our brand messaging seriously which means it has to have all the features and functions of a premium brand and still be above a big box brand or a grill that you can get anywhere.”

The state-of-the-art Coyote Pellet Grill design allows consumers to smoke, sear and grill. Made of all 304 superior-quality stainless steel, Coyote pellet grills also come with a Versa-Rack, a three-tier system that triples the size of the grill and allows you to throw on an extra set of ribs or a variety of vegetables. The dual auger front feed insures outstanding cooking control and performance. A gasket hood with double all stainless-steel walls to hold the heat and a specially designed built-in wind guard in the back that



The Coyote 36" Freestanding Pellet Grill comes packed with innovative features not found in entry level pellet grills.

COYOTE

deflects wind from coming into the unit. A spring-assisted hood can be lifted with a touch of a finger.

“We wanted to make this latest line as fool proof and service proof as possible,” said Ginocchi. “The double auger system is where Coyote devoted a lot of its R&D energy as there can be a lot of problems associated with this feed system in traditional pellet grills.”

In a traditional pellet grill system, the auger and hopper system is typically positioned on the side of the grill. Because the side hopper is separate from the grill, water can sometimes find its way in, expand the pellets and clog that single auger. Technology of entry level pellet grills is not capable of properly feeding pellets to gain accurate temperatures, according to Ginocchi. A dual auger system with a front loaded hopper, not side loaded, offers more accurate pellet control and consumption.

“The Coyote dual auger system is attached directly to the grills Smart Drop control interface so everything is attached together,” said Ginocchi. “The auger spins in accordance to what temp you set it at, and doesn’t just feed pellets blindly until the desired temperature is reached.”

Not only do pellets need to be fed properly to maintain accurate temperatures but a innovative convection system also needs to distribute that heat evenly. That’s why Coyote decided to include a dual fan system in their new line of pellet grills as well.

The fans blow the hot air in two different directions throughout the grill to more accurately maintain temperatures throughout the length of the cook. If you set the grill at 350 it will remain steady at 350 because of the smart drop technology and dual fan system.

“We made great efforts to ensure the inside components of the Coyote pellet grills are constructed like a premium indoor oven,” said Ginocchi. “The last

thing we wanted to do was create another grill that looks and feels just like every other grill.”

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