



Outset®
Entertaining well done™

company facts

about Outset

Founded in 2002, Outset is the collaboration of Jeff Norling and Curtis Anderson — two seasoned entrepreneurs who channeled their diverse blend of industry-related experience to fill a niche for a cohesive barbecue and barware collection. Outset is headquartered in Chanhassen, Minnesota, with partner locations in Taipei, Taiwan and Guangzhou, China.

Outset® brand product line

Outset holds the innovation torch in defining and designing tools & accessories for the ultimate grilling and entertaining experience. The product line delivers affordable quality and includes 175 entertaining products within two main product categories: "Grillware" — a collection of evocative and functional barbecue accessories and "Chillware" — a collection of unique and high-end barware products.

Kingsford® licensed products

Outset has leveraged current retail relationships and broad customer base to enhance their existing assortments with Kingsford accessories. The Kingsford Grilltop Collection creates the opportunity for additional placement into larger mass-market retailers and will distribute 90 Kingsford tools and accessories for the 2009 grilling season.

private label & special markets

Outset sources and designs original and/or private-label products for high-end retailers who rely on Outset's resourcefulness and quick ability to design, manufacture and import high-end products at competitive prices. Outset has partnered with Crate&Barrel, Dillard's and Harry & David to launch exclusive co-branded product assortments. The Home Shopping Network (HSN) lists Outset as their 3rd largest supplier of non-electric Housewares items.

global reach

Outset products are currently sold in the USA, Europe, South America, Canada and Barbados and with plans for expansion to Australia, New Zealand and Mexico.

awards & honors

2008 Housewares Design Awards ~ Best in Category, product design
2008 Vesta Awards ~ Finalist, product design
2008 HOW Magazine InHOWse Awards ~ Best in Show, packaging design
2008 HOW Magazine InHOWse Awards ~ merit, packaging design
2008 Design Matters: Logos 01 ~ excellence in logo design
2008 Design Matters: Packaging 01 ~ excellence in packaging design
2008 1,000 Package Design ~ excellence in packaging design
2007 HOW Magazine InHOWse Awards ~ winning entry, packaging design
2007 AIGA (The Professional Association for Design) Design Show ~ excellence in packaging design
2006 HOW Magazine International Design Awards ~ excellence in packaging design
2006-08 International Housewares Show Pantone™ Color Watch Display participant
2005 Rockport Press Logo and Letterhead Design 9 ~ excellence in identity design

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