# BBQ GARAGE AIMS TO CONNECT EUROPE'S ENTIRE BBQ WORLD

**32 countries · 4 languages · Free for individuals and creators · Visibility driven by relevance, not advertising budgets.**

## TURNING THE MODEL AROUND

Following more than 30 years in barbecue and extensive work with major brands, chef and BBQ expert Rohan Hennebert launches BBQ Garage: an independent European platform connecting enthusiasts, manufacturers, distributors, retailers, influencers and event organisers. Consumers currently spend too much time searching for fragmented information. **Relevant information should come to them**, based on their equipment and interests.

## FOR ENTHUSIASTS: A GARAGE FOR THEIR BBQ WORLD

With a free account, members build a personal **virtual Garage** holding their BBQ equipment, accessories, specific models and compatibility information. They can explore recipes and videos by real creators, follow brands and creators, read documents and news, discover PitMall offers and coupons, save wish lists and browse events. Members can also **buy and sell second-hand BBQ equipment to one another** through the relevant listings.

## NEUTRALITY, NOT FAVOURITISM

A small brand and a global manufacturer, a creator with 2,000 followers and one with 300,000, should have the same opportunity to reach relevant people. **Individuals and content creators use BBQ Garage free of charge**; brands, distributors and retailers can access professional services, including paid services. Paying for business tools must not buy priority in organic recommendations. Any sponsored placements should be clearly identified.

## PITBRAIN: HELPFUL AI, NOT AI-INVENTED RECIPES

PitBrain is designed to match equipment and interests with useful information: recipes **made by actual content creators**, compatible accessories, relevant videos, launches and deals. More proactive AI suggestions remain under development and must respect user choices and consent. More than **20 additional features**, including **PitLog**, are being developed or explored.

## FOUR LANGUAGES, ONE COMMUNITY

BBQ Garage supports **French, Dutch, German and English**, with content translation depending on availability and a longer-term ambition of **up to 15 languages in total**. For example, a Belgian creator publishes a recipe using a **Monolith Avant-Garde**. In the future, AI could suggest it to owners of that model, other Monolith grills and kamados from competing brands, in their preferred language. Relevance matters more than borders.

# EUROPEAN BBQ ECOSYSTEM

## RETAILERS: SELL AND TRADE TOGETHER

BBQ Garage aims to become a Europe-wide trading tool, not just a directory. Retailers can connect, negotiate and move **slow-moving inventory, B-stock, unsold lots, surplus stock, showroom models, demo equipment, refurbished and used products**. They can seek stock from other dealers and, in future, **respond to sourcing requests or tenders** issued by individuals or fellow retailers. PitMall listings, promotions and optional API stock synchronisation are being rolled out or planned by module.

## ONE FREE EUROPEAN BBQ EVENTS CALENDAR

Competitions, trade shows, festivals, in-store demos, classes, meet-ups and open days can be brought together in **a shared calendar that organisers can use for free**, whether they are brands, retailers, influencers or associations. Enthusiasts can find events near home or plan visits across Europe.

## THE FOUNDER'S VISION

"I don't want another social network where you have to pay to be seen. I want the right information to reach the right people, and smaller players to stand alongside major brands." — **Rohan Hennebert**

## CREATORS: NEW AUDIENCES AND REVENUE

Creators can showcase recipes, product reviews, videos and the equipment they actually use to a wider European audience. Multilingual access and future AI-powered discovery will help place content before users who own or are interested in the featured grills, **regardless of follower count**. Promo codes, partnerships, event listings and direct brand connections create further opportunities to earn.

## BRANDS AND DISTRIBUTORS: 32 MARKETS

Product catalogues, launches, campaigns, technical documents, official content, creator partnerships and dealer support can share a European framework. Future commercial AI agents are intended to surface relevant offers, subject to member consent, to people who already own a product or have saved it in their Garage or wish list. Campaigns and dealer networks are intended to be **configurable country by country across 32 target markets**.

About · Founded by Rohan Hennebert, BBQ Garage connects Europe's BBQ ecosystem. Press interviews and platform demonstrations on request.
**https://bbqgarage.app**

# BBQ GARAGE: A NEW EUROPEAN PLATFORM SET TO TRANSFORM THE WORLD OF BARBECUE

**32 countries, four languages at launch and free access for enthusiasts and content creators: bringing manufacturers, distributors, retailers, influencers and BBQ fans into one independent ecosystem without language barriers or algorithmic favouritism.**

## LAUNCH — REVERSING THE FLOW OF INFORMATION

EUROPE, NOVEMBER 2026 — After more than 30 years in the BBQ industry and numerous collaborations with leading international brands, chef and barbecue expert Rohan Hennebert announces the launch of BBQ Garage, a European platform designed to reshape connections among enthusiasts, manufacturers, distributors, retailers and creators.

The aim is to end fragmented information, open up national markets and reverse a model that forces consumers to search across multiple websites and social networks for relevant information.

**With BBQ Garage, enthusiasts should no longer have to chase information. Information should reach them, based on the equipment they own and the subjects that interest them.**

## AN INDEPENDENT PLATFORM WHERE RELEVANCE MATTERS MORE THAN FINANCIAL POWER

BBQ Garage is built on a conviction: no brand, distributor, retailer or creator should receive preferential organic visibility simply because of its size or marketing budget.

Access is **free for individuals and creators**, while brands, distributors and retailers can use paid professional services. The commercial distinction must not create an artificial hierarchy in content relevance. Emerging manufacturers should have the same opportunity to be discovered as established global brands; independent creators should reach people interested in their expertise regardless of audience size.

AI is intended to connect information, products and content with the people who will find them genuinely useful, not favour the highest bidder. Any sponsored placements should be clearly labelled.

“For years I worked with brands and marketing teams. I saw how hard it was to get the right information to the right people, while enthusiasts spent hours searching for content relevant to them. BBQ Garage was born from the idea that this model had to be reversed.” — Rohan Hennebert

## FOR INDIVIDUALS: A VIRTUAL GARAGE AND INTELLIGENT ASSISTANT, FREE OF CHARGE

BBQ Garage brings together tools to discover, learn, compare, buy, sell and share an enthusiasm for BBQ. Members can create a **virtual Garage**, recording their grills, smokers, kamados, planchas and accessories. This becomes the foundation for a personalised experience.

**My Garage:** catalogue equipment and identify compatible accessories. **Recipes and content:** find recipes adapted to particular devices, view videos, tips and technical documents, and save favourites. **Brands and creators:** follow chosen manufacturers and influencers. **PitMall:** discover products, releases, promotions and discount codes.

**Wish lists:** save products and potential future purchases. **Second-hand sales between individuals:** buy and sell used grills, smokers and accessories across the European community. **Events:** find exhibitions, competitions, training sessions, demonstrations and meetups locally or elsewhere in Europe.

**PitBrain**, an AI-powered assistant, is designed to understand each member's equipment, preferences and interests. It will help surface relevant information and recommend suitable recipes **actually created by content creators**, rather than AI-invented recipes. More proactive alerts about launches, compatible accessories and deals are being developed, subject to user communication preferences.

**More than 20 further functions, including PitLog, are in development or under consideration.**

## FOUR LANGUAGES FROM THE OUTSET: CROSSING EUROPEAN BORDERS

BBQ Garage has been designed natively in **English, French, Dutch and German**, with integrated translation designed to let information travel across borders.

For example, a Belgian creator publishes a recipe cooked on a **Monolith Avant-Garde**. By understanding product models and categories, future AI recommendations could surface that recipe to owners of the exact model, owners of other Monolith units, and more broadly to people who own kamados from any brand. A French-language recipe could be discovered in Dutch, German or English.

**One piece of content can become relevant to thousands of European enthusiasts regardless of their language or equipment brand.** Expansion to **up to 15 languages in total** is envisaged as the platform develops.

## RETAILERS: SELLING, COLLABORATING AND TRADING THROUGHOUT EUROPE

BBQ Garage aims to transform business-to-business relationships. Beyond showcasing products, offers, launches and demonstrations, retailers will progressively gain tools to **communicate, negotiate and work directly with one another** across national borders.

A dedicated B2B environment is intended to help clear **slow-moving and surplus inventory**: discontinued ranges, unsold lots, B-grade stock, items with cosmetic imperfections or damaged packaging. Retailers will be able to trade **display models, demonstration equipment, refurbished and second-hand units**, buy and sell bulk lots and **respond to purchasing requests or tenders** from consumers and other dealers. It will also facilitate availability searches and opportunities among European retailers.

Optional **stock API connections** are envisaged to synchronise inventory, while integration with **PitMall** will allow promotions and catalogue visibility without replacing retailers' own channels. A Belgian dealer with fifteen showroom units could seek business buyers in Germany, the Netherlands or France. Better circulation of existing equipment can reduce unsold stock and extend product life.

## CONTENT CREATORS: A EUROPEAN COMMUNITY AND NEW REVENUE OPPORTUNITIES

BBQ Garage aims to give content creators international exposure at no platform charge. Recipes, equipment reviews, videos, advice and demonstrations can circulate across languages and reach people who own or are considering the products featured.

Content discovery should depend on relevance rather than follower counts alone: a creator with **2,000 followers** should have the same opportunity to reach an interested new community as a creator with **300,000 followers**. Creators can share promotional codes, develop partnership revenue, announce events

in the European calendar and contact brands they already represent or would like to work with.

**A creator's reach should no longer be limited by language or home country.**

## BRANDS AND DISTRIBUTORS: FROM MASS MARKETING TO RELEVANT MARKETING

Manufacturers and distributors will be able to share catalogues, product launches, news, technical documents, promotions and official material while highlighting brand ambassadors, creators and retail networks.

Planned **commercial AI agents** could match offers with the interests and equipment users explicitly register. For example, a brand launching a kamado accessory could reach owners of compatible devices; an offer could be presented to users who saved a product in their Garage, wish list or declared interests, according to their communication preferences and consent.

The shared calendar should help brands support retail partners with campaigns, local demonstrations and new product presentations. Commercial settings are intended to be **configurable country by country across 32 target European markets**, recognising different distribution territories and local requirements.

## A FREE EUROPEAN CALENDAR OPEN TO ALL BBQ EVENT ORGANISERS

A further pillar is a **unified European events calendar, free for all organisers** — whether a major brand, local retailer, content creator, association or independent event operator.

Competitions, championships, trade fairs, festivals, in-store demonstrations, classes, gatherings and open days can be listed in one place. Enthusiasts can discover events nearby or plan visits in other countries, while organisers gain exposure beyond their existing audience.

The ambition is to create a reference European agenda for the entire BBQ community.

## A LONG-TERM EUROPEAN VISION

BBQ Garage is not trying to replace brand websites, shops or creators' social networks. Its mission is to connect them, make their information accessible and unlock opportunities throughout the industry.

"I do not want to build another social network where you have to pay to be seen or depend on an opaque algorithm. Someone with one barbecue should receive information as good as someone with twenty. And small retailers and independent creators should be able to stand alongside the largest brands. Europe needs a common space for BBQ. That is what we want to build." — Rohan Hennebert

**One platform. 32 countries. Four languages. Thousands of opportunities. One BBQ community.**

## ABOUT BBQ GARAGE

Founded by Rohan Hennebert, a chef and BBQ expert with more than 30 years of experience, BBQ Garage is an independent European digital platform bringing together enthusiasts, manufacturers, distributors, retailers, creators and event organisers. Free for individuals and content creators, it is progressively integrating AI, community tools and B2B and C2C trading services.

**Website:** https://bbqgarage.app — **Media enquiries:** BBQ Garage press office. Interviews and demonstrations on request.