

A silhouette of a cowboy on a horse, grilling meat over a fire. The scene is set against a warm, orange and red background, suggesting a sunset or sunrise. The cowboy is wearing a hat and is holding a long stick that supports a grill. The horse is standing next to him, and the fire is burning brightly in the foreground. The overall mood is rustic and outdoorsy.

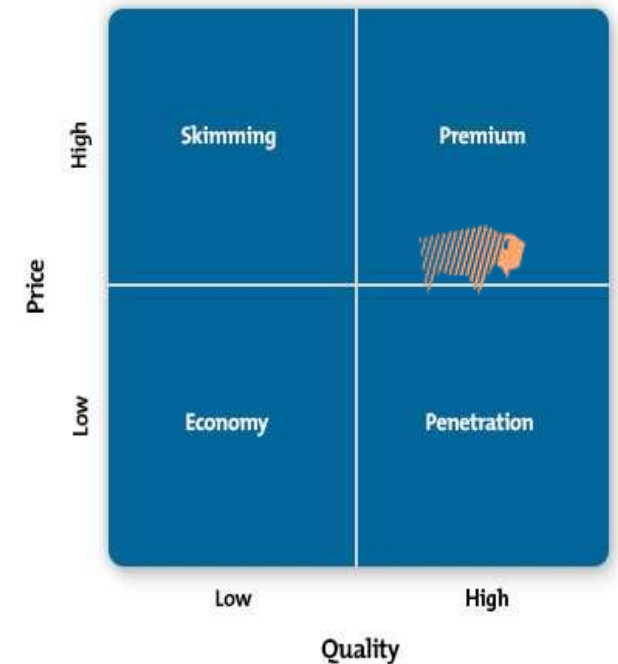
Bison Hill grilling apparel



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A growing market for home flame cooking

- More people likening BBQ to a dinner party in terms of entertainment value
- Gastro grilling movement...
 - 'sausage to swordfish'
 - 'burger to brochette'
- BBQ & alfresco eating/entertaining market £2.2 billion (2021)
- 19% of all UK households have 2 BBQ grills and 8% >3
- 7% of all UK households have some form of outdoor kitchen
- 3% UK households have a 'smoker'



Bison Hill introduction

Bison Hill is capturing the grill movement through the demand for outdoor-living accessories.

Outdoor grill apparel is an “under-penetrated” segments that offers significant growth potential.

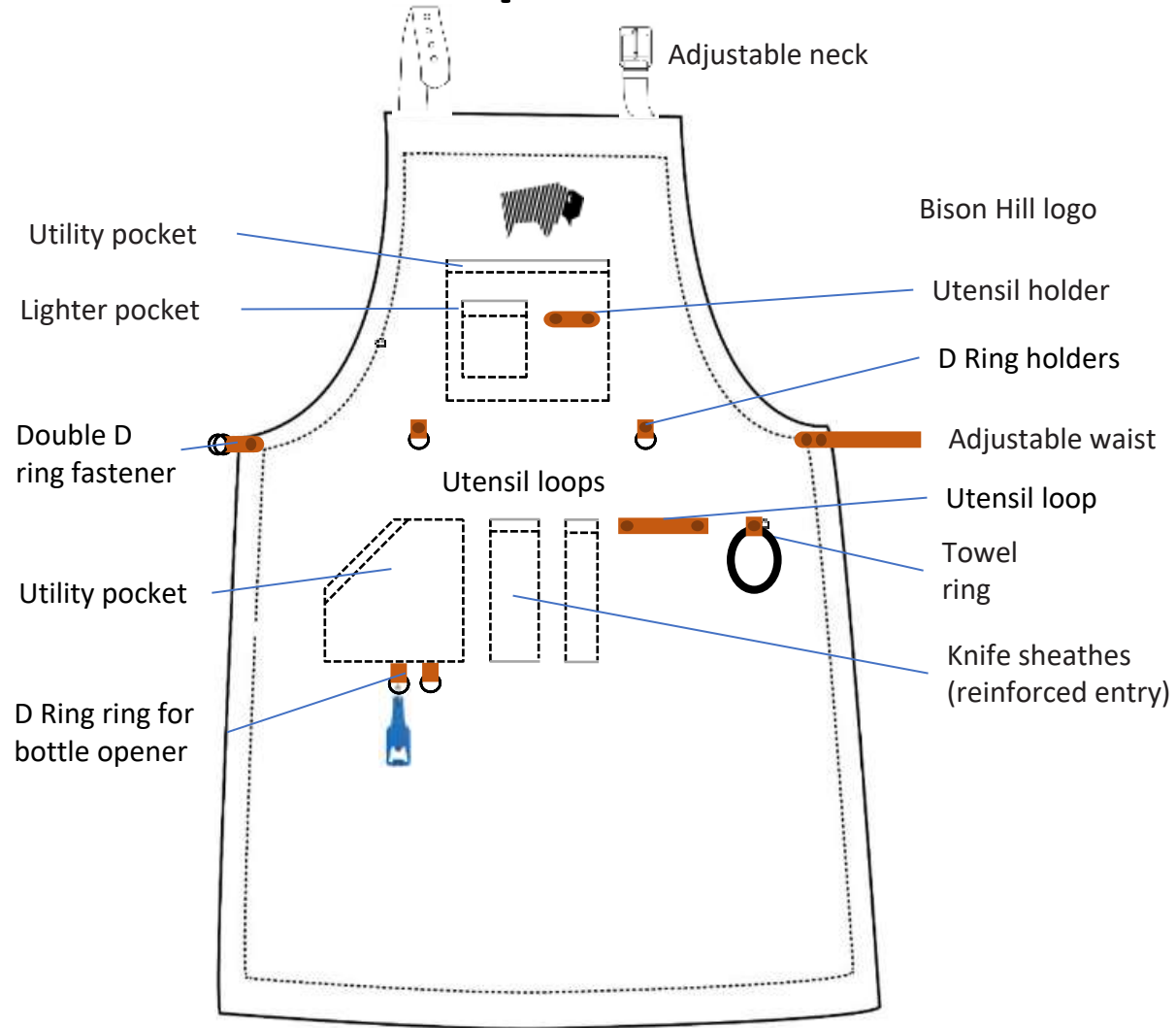
Bison Hill, a newly emerging outdoor brand, has designed innovative grill clothing and accessories to revolutionise the barbeque grilling world. The range includes the core gaucho apron and accessories. All products are designed and hand-finished in the UK, with practical innovation at the heart of each design. Products are protected and IP registered with the United Nation’s World Intellectual Property Organization protecting the designs in the major grilling markets. Primary sales in the UK to follow by USA, South Africa, Middle East and Australia.

Gaucha BBQ Grill from Bison Hill

- Inspiration from the Argentina gaucho
- A premium product for discerning grillers
- Quality materials and production
- Branded with Bison Hill logo
- Stylish and functional with practical utility pockets
- Meets US, UK and EU clothing regs
- Clear label and washing instructions
- Authenticity
- Washed and handmade



BBQ Grill Apron sketch + illustration



Fabric and construction

Denim is sturdy cotton twill. It is synonymous with outdoorsman from invention in France to American's wild west. A sturdy fabric made for working, for living and style. Heavy stitching to face work hard. Woven with three threads.

Metal rivets used to keep pockets sturdy. On the gold rush in west America denim was known as "waist overalls" before more recent hangtag of jeans.

Legend says Christopher Columbus used denim to outfit the sails on his boat. Sailors washed their jeans in the wake behind their boats.



Design features



A hidden hem to hold your utensil or knife in or out. A pocket and also a holder

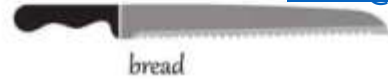


Quality leather trim and straps. Washed and handmade.



Masses of pockets to hold all the grilling and everyday life essentials

Variety of utensils that could be held



CORN HOLDERS



STEAK KNIVES

wow@bisonhill.uk



SPATULA



TONGS



WIRE CLEANING BRUSH



BASTING BRUSH



KNIFE



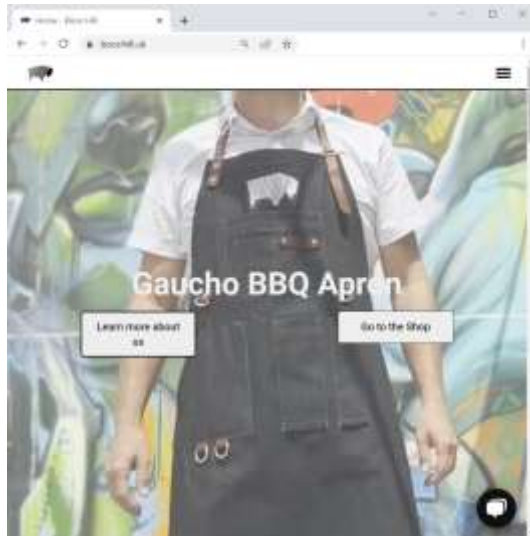
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Marketing and sales

Direct to consumer

Available from
www.bisonhill.uk



Wholesale via retailers

Building range of
premium stockists



Showroom orders

Displayed in suitable
locations to buy instore
& fulfilment by Bison Hill



<https://www.auldtonstoves.co.uk/stove-centre-scotland/>

A silhouette of a man wearing a hat is measuring a horse against a sunset background. The man is on the left, holding a measuring tape against the horse's side. The horse is on the right, facing left. The background is a warm, orange and red sunset sky with silhouettes of hills and trees.

Contact us



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