

Current Promos in place – June 2025



Primo Ceramic Grills



Promo: *Primo MAP Holiday*

Date: June 7th – July 12th, 2025

Asset: Flyer and Claim Form – <https://preview.mailerlite.io/emails/webview/200674/156470630340887713>

DOCUMENTS NEEDED: None – see MAP Policy for Guidelines

From June 7, 2025, through July 12, 2025, you can advertise and sell Primo products at a discount of up to 20% off the Manufacturer's Suggested Retail Price (MSRP). This is a fantastic opportunity to attract more customers and move inventory during the peak grilling season.

We understand the importance of flexibility in a competitive market, and this MAP Holiday provides you with the room to drive significant sales.

- Offer: Up to 20% off MSRP on all Primo products.
- Dates: June 7, 2025, to July 12, 2025.

You can access the full details of our MAP policy and any related resources on Empire Insider.

Fire Magic

Promo: *Personalized Meat Cleaver Promo*

Date: June 1th – June 15th, 2025

Asset: Flyer and Claim Form – [Get Flyer Here!](#)

DOCUMENTS NEEDED: Online Claim form and Proof of Consumer Purchase/Invoice

Terms: Consumer receives Free Personalized Meat Cleaver with purchase of any FireMagic Grill, purchased between June 1-15, 2025. Consumer then can file their claim online to receive their personalized cleaver by going to www.firemagicgrills.com/cleaver and filling out the form. Consumer must have proof of purchase and all claims must be submitted within 90 days of purchase.



Bromic Heating

Promo: *Pre Price Increase Promo*

Date: June 15th – June 30th, 2025

CLAIM Forms DUE NO LATER THAN: **July 30th, 2025**

Asset: Flyer and Claim Form – **coming June 9th**

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice



- **Resident 6th: \$50 off**
 - o F08NCT
 - o F08NFT
 - o F08NMT (3)
- **Classed 790 6th: \$50 off**
 - o F087MONE (3)
 - o F087N (4)
 - o F087NK (4)
- **Professional 605 Charcoal
Get 6th: \$100 off**
 - o F0805255

Terms: The Fire It Up and Save Event will run from May 14th - July 9th, 2025. This promotion will offer consumers a savings of up to \$50 off select Freestyle and Charcoal PRO series grills and \$100 off Professional 605 Charcoal Cart grills (PRO605CSS).

- Freestyle Grills: \$50 off
- Charcoal Pro Grills: \$50 off
- Professional 605 Charcoal Cart Grills: \$100 off

No claims required for Promotion as Napoleon has provided a revised dealer cost.

Napoleon Grill

Promo: Innovation Bonus Event

Date: May 14th - July 9th, 2025

Asset: Flyer ([get Flyer here](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice

Terms: Customers who purchase any of the NEW Prestige grills will receive a preselected accessory item as a complimentary gift with purchase. Customers who purchase any of the NEW Rogue grill models during this event will receive a dollar off value based on the grill that is purchased.

- Prestige Grill: Receive gift with purchase - 1 Starter Pizza Kit (90002), 1 Spatula (55020) and 1 Tong (55026) (valued at \$147.97)

Customers who purchase any of the NEW Rogue grill models during this event will receive instant rebate based on the grill that is purchased.

- Rogue Pro S Grill: \$79.99 off
- Rogue Pro Grill: \$49.99 off
- Rogue Grill: \$37.99 off

No claims required for Promotion as Napoleon has provided a revised dealer cost.



Innovation Bonus Event - US

May 14th - July 9th, 2025

Customers who purchase any of the NEW Prestige grills will receive a preselected accessory item as a complimentary gift with purchase. Customers who purchase any of the NEW Rogue grill models during this event will receive a dollar off value based on the grill that is purchased.

Gift with Purchase Values and Dollar Off Values:

- Prestige Grill: Receive gift with purchase - 1 Starter Pizza Kit (90002), 1 Spatula (55020) and 1 Tong (55026) (valued at \$147.97)
- Rogue Pro S Grill: \$79.99 off
- Rogue Pro Grill: \$49.99 off
- Rogue Grill: \$37.99 off

No claims required for Promotion as Napoleon has provided a revised dealer cost.

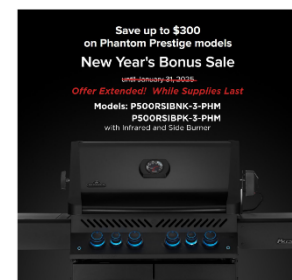
Napoleon Grill

Promo: **New Years Bonus Sale – EXTENDED!!!**

Date: ~~November 23 – January 31, 2025~~ **EXTENDED: WHILE SUPPLIES LAST!**

CLAIM Forms DUE NO LATER THAN: **when supplies run out - TBD**

Asset: Flyer and Claim Form: [Claim form](#) [Asset](#)



Save up to \$300 on Phantom Prestige models New Year's Bonus Sale

Offer Extended! While Supplies Last

Models: PS00RSIBNK-3-PHM
PS00RSIBPK-3-PHM
with Infrared and Side Burner

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice

Terms: Consumer buys a qualifying Napoleon Phantom Prestige Grill and receives a \$300 discount at the time of purchase. The dealer will then submit a claim form to AF Distributors and Napoleon/AFD will Credit the dealer back 66% of the discount savings. Purchase must be made within promotional time period. Fill out claim form and submit to megan@afdistributors.com . Please allow up to 30 days for AF Distributors to issue credit to dealer account.

Qualifying SKU's: P500RSIBNK-3-PHM, P500RSIBPK-3-PHM

Le Griddle

Promo: MAP reduction

Date: Ongoing – to be determined by manufacturer

CLAIMS DUE NO LATER THAN: **30 days after promotion concludes**

Asset: Le Griddle Spring and Summer Sale Flyer ([get flyer](#))

DOCUMENTS NEEDED: Proof of Consumer Invoice Purchase

Le Griddle Spring and Summer Sale Promo:

- Lower MAP Pricing on retail sales through for a limited time. ([get flyer](#))
- Le Griddle credits back difference in dealer price vs. original MAP so it costs nothing to participate.
- Offer only for authorized Le Griddle Dealers only ([see list](#)). If the dealer is not authorized, please email CustomerService@CGProducts.com
- Email msmith@afdistributors.com with a batch of your sales receipts showing the special MAP price given, the model number of the griddle, customer name and address.
- All items must be listed to receive credit; incomplete submissions will be denied.



Past promotions but within claim period: May 2025

Bromic Heating

Promo: Memorial Day Savings

Date: May 18th – June 1st, 2025

CLAIM Forms DUE NO LATER THAN: **July 1st, 2025**

Asset: Flyer and Claim Form ([get flyer and claim form](#))

DOCUMENTS NEEDED: Claim form and Proof of Consumer Purchase/Invoice

Terms: 25% off Tungsten Gas and Portable Heaters, and 20% Tungsten 220/240v Electric Heaters for Consumers via MAP reduction during promotional period. Accessories are not included. Additionally, Consumers receive a Platinum Gas Heatshield for \$1 with the purchase of a Platinum Gas Heater! Qualifying SKUs can be found on the flyer link above.



Dealers must fill out all transactions on one claim form and send them to msmith@afdistributors.com along with corresponding consumer invoices.

Bromic will credit dealers 50% sell-through credit on savings of qualified items sold during promotional period through AF Distributors. See Claim form for example. Please allow up to 30 days for AF Distributors to issue credit to dealer account.