



Dear Fellow Independent Retailers,

Like many of you, I was shocked and extremely disappointed with the announcement last week by Weber that they would be eliminating all distribution in the independent channel with the exception of Ace and Emery Jensen. All the while, maintaining their support of big box stores and other online marketplaces. Does this sound like a win for independents? I don't think so.

Our company, Taylor's Do it Centers and Pleasants Hardware, has been promoting and selling Weber grills for over 50 years, well before the advent of the big boxes and before Weber even made a gas grill.

Years back, Weber presented us with a replica of George Stephen's original kettle in recognition of our many years of strong support. What changed?

Like many of you, we have enjoyed strong growth with Weber, up double digits this year. They are the core of our outdoor cooking offering and the only gas grill line we sell. It will most certainly hurt to lose them, but we will not buy their products through our competitors. How can this be a reasonable solution for independents?

So, until Weber agrees to restore availability to their full Weber/Blackstone offering through other wholesale partners, at pricing equal to what they are providing others, we have made the decision to politely but firmly say, "NO!" I hope you'll join us in that response.

We've been wrestling with this decision, and then I read a post on LinkedIn by Do it Best territory manager Drew Banyas. It was a challenge:

"What if you said "No?"

"What if you and 100 dealers said, "No?"

"What if you and 1000 dealers said, "No?"

"What about 5000 dealers?"

Challenge accepted! We have six months to make our voices heard and see if Weber listens. But we're not sitting still. Our company is going to engage closely with our wholesale partner to evaluate new offerings in the grilling category. I know there are great companies out there who would love to have the enthusiastic support of thousands of independent retailers working with them to grow the business. I look forward to that opportunity. And I'm confident that, together, we can leave a mark that lasts.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Taylor". The signature is fluid and cursive, with a large initial "J" and "T".

Joe Taylor

President & CEO, Taylor's Do it Center & Pleasants Hardware
Chairman of the Board, Do it Best