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## **Blackstone named PGA TOUR Official Marketing Partner**

*Outdoor cooking equipment provider named Official Griddle of the PGA TOUR and PGA TOUR Champions*

**PONTE VEDRA BEACH, Florida** — The PGA TOUR announced today a multi-year official marketing partnership with Blackstone Products that names the outdoor cooking equipment provider the Official Griddle of the PGA TOUR and PGA TOUR Champions.

The agreement, through 2028, will see Blackstone engage across the PGA TOUR landscape through content, player relationships and onsite activations at tournaments nationwide, introducing professional golf fans to the rising popularity of griddle cooking.

“We’re extremely proud to be the Official Griddle of the PGA TOUR. This partnership marks the beginning of an exciting new journey, merging our love for the game with our passion for outdoor cooking,” said Roger Dahle, Founder and CEO of Blackstone Products. “This partnership celebrates our shared values of excellence, innovation and bringing people together.”

“We are thrilled to introduce Blackstone’s elevated outdoor cooking experience to PGA TOUR fans as part of this exciting new partnership,” said Brian Oliver, PGA TOUR Executive Vice President, Corporate Partnerships. “Whether for the grilling novice or culinary expert, Blackstone offers a range of products that fit the needs of any home chef. It’s exciting to have another rising consumer-based company join our family of partners, bringing a new level of engagement potential with our players and fans.”

Since launching the first griddle design in 2008 with its core 36-inch griddle, Blackstone Products has empowered home chefs of all skill levels to cook outdoors for breakfast, lunch and dinner. By allowing consumers to cook anything, anytime, anywhere, griddling has higher customer engagement than any other outdoor cooking style.

Griddle cooking has redefined the outdoor cooking market by providing consumers with a faster, more convenient and more versatile cooking experience as opposed to traditional cooking methods.

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### **About PGA TOUR**

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 28 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.93 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels, including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)), WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

**About Blackstone Products:**

Founded in 2008, Blackstone Products has been a pioneer in outdoor cooking innovation. We are committed to providing high-quality, user-friendly cooking equipment that enhances the grilling experience for enthusiasts and beginners. With a relentless pursuit of excellence and innovation, we continue redefining outdoor cooking technology, ensuring that every meal prepared on a Blackstone is memorable. Visit [BlackstoneProducts.com](#) to explore our range of products and embark on a culinary journey like never before.