



Growth acceleration continues for FireDisc® brand under the vision of Co-Founders, Hunter and Griff Jaggard

FireDisc® cookers are in a league of their own and the company continues to launch new innovations, such as their latest release – the FireDisc Shallow.

HOUSTON, TX, USA, December 15, 2016 /EINPresswire.com/ -- In 2010 the entrepreneurial duo set out to custom-design a pinnacle line of portable propane cookers and accessories that could perform like none other on the market.

Entrepreneurial Beginnings

FireDisc® Co-founders, brothers, and best friends, Hunter and Griff Jaggard, are no strangers to entrepreneurship. They were raised by hardworking parents who instilled a strong work ethic and the passion and tenacity to solve problems. As early as age 6 and 8 the duo had already launched their first business venture - selling golf balls painstakingly retrieved from the landscape bordering the neighborhood course. Their daily perseverance hunting golf balls throughout all weather conditions yielded a loyal customer base, and a few colds. By High school the brothers had an entire series of business pursuits under their belt ranging from their initial golf ball gig to a garage-based bike repair shop. Their entrepreneurship, however, did not end with golf balls and bikes...

Brand Impetus

Avid outdoor enthusiasts, the two inventors thrived on designing unique solutions to solve day-to-day challenges. Their active lifestyle afforded many a hunting, fishing, camping and tailgating adventure, yet each was fraught with frustration by the lack of adequate methods to cook up delicious meals for large groups in the outdoors. After numerous fails with just about every grill on the market at the time, the brother team set out on a mission to develop the world's most innovative cooker. They reached



back to family experiences on a Texas farm where big groups were fed field-side on makeshift cookers. Those memories were the seed of what ultimately became FireDisc. In 2010, armed with a tractors plow disc and a welding shop for hire, the brothers set out to design an entirely new category of grill that was portable yet bullet-proof, and could out-cook and outlast any other gas cooker on the market. Out of that passion and perseverance to create a high tech outdoor cooking innovation, the first FireDisc® was born.



Expert-Tested & Proven

The FireDisc® cooker was unique, but the brothers weren't finished yet. They wanted to create a grill that could survive brutal product testing, and get better with each and every meal. They knew the best way to achieve the ultimate cooking versatility, surface seasoning capacity, portability and durability performance was to have it tested by a diverse line-up of expert chefs, outdoorsmen, and barbecue enthusiasts who ate, breathed and slept top notch cooking. So they partnered with leading Chef's, hunters and fisherman to put FireDisc® through boot-camp. This meticulous testing still goes on today via the Chef Tested-Chef Approved and FireDisc® Ambassador programs.

Humanitarian Roots

FireDisc® is a brand built on character, family principles and giving back. Prior to their launch the founders formed a non-profit to raise money and find a cure for MS. To date \$1M has been raised via "The Carney Men" Bike MS team. Community involvement is the core of the FireDisc® brand. In addition to the National MS Society they are proud supporters of the National Breast Cancer Foundation Inc, Bridges to Life and many more.

FireDisc® Today

FireDisc® portable propane cookers and a collection of accessories are now sold throughout the country, online and across the globe. Out of their extreme entrepreneurship, passion and collaboration with industry experts Griff and Hunter Jaggard have launched a marketplace innovation that is Built to Haul, Cooks it all™.

As they move forward, FireDisc® will continue to revolutionize the outdoor cooking industry for the fanatic on-the-go. Their goal will always be to provide high-end, innovative products and accessories designed for the avid sportsman, tailgater, hunter, fisherman, and outdoor cooking enthusiast. They are a business built around character, family principles, and will never stop working hard at developing cutting edge cooking products and accessories that dramatically enhance the outdoor cooking experience for customers. This is and will always be the FireDisc® way.

About FireDisc®:

Texas-based FireDisc® Grills specializes in the design and manufacturing of the world's most the innovative, high-quality and versatile outdoor grills and accessories. The company was founded by two entrepreneurial brothers, Griffin and Hunter Jaggard, who, armed with a makeshift tractor plow disc set out on a mission to build a cooker worthy of everyone from the world's top chef's to hunters, backyard family grill masters, tailgaters and campers. FireDisc® Cooker products are currently sold nationally and online throughout the globe.

Heavy-duty ultra-high carbon steel construction render the cookers indestructible, while meticulous designs yield convenient portability and ease-of-use. A rigorous "Chef-tested/Chef-Approved" quality assurance program enables the cookers to deliver unmatched cooking characteristics, as they have been vetted by some of the world's leading chef's. Prior to their launch of FireDisc® Cookers, the founders formed a non-profit to raise money and find a cure for Multiple Sclerosis. To date \$1M has been raised via "The Carney Men" Bike MS team. For more information, visit <http://www.firedisccookers.com>.

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