

# BBQ-AID Acquires FlavrQ, Bringing Charcoal Innovation to Gas Grill Users

*BBQ-AID, a leading maker of grilling accessories, has acquired FlavrQ, the company behind a patented system that enables charcoal grilling on gas grills.*

TAMPA, FL, UNITED STATES, June 13, 2025 /EINPresswire.com/ -- [BBQ-AID](#), a leading manufacturer of high-quality [grilling](#) accessories, proudly announces it has acquired [FlavrQ](#), the innovative company behind a patented system that enables charcoal grilling on gas grills. This strategic move is poised to transform backyard barbecues by combining the convenience of gas with the unparalleled flavor and temperature control of charcoal.



Andrew Gilliland, CEO of BBQ-AID (left) announces the acquisition of FlavrQ.

“This acquisition gives customers what they are already demanding: a convenient charcoal cooking experience that saves money, space, and time. What we are doing is bringing all of the benefits of charcoal grilling with none of the headaches, through our patented Charcoal Grid and Charcoal Chips” said Andrew Gilliland, CEO of BBQ-AID. “Charcoal is making a huge come back right now because of its unique customizable smoky flavor. This acquisition allows us to innovate charcoal grilling technology, by allowing our customers to use charcoal on their gas grill.”

“

This acquisition gives customers what they are already demanding: a convenient charcoal cooking experience that saves money, space, and time.”

*Andrew Gilliland*

Charcoal grilling is a time-honored tradition, dating back thousands of years. In contrast, gas grilling — a relatively modern innovation less than a century old — offers speed and ease. Now, thanks to this acquisition, BBQ-AID is making it easier than ever for gas grill owners to unlock the

best of both worlds.

FlavrQ's patented system will be integrated into BBQ-AID's ever expanding product lineup, providing an easy, safe, and effective way for grill enthusiasts to enjoy the full flavor of charcoal without needing a separate grill. Whether you're grilling, smoking, or searing, charcoal offers versatility that's hard to match. It also provides even heat distribution and temperature control, ensuring your food is cooked to perfection — every time.

With this acquisition, BBQ-AID continues to push the boundaries of outdoor cooking, delivering tools and technology that elevate your backyard cooking experience.

#### About BBQ-AID

BBQ-AID is a trusted leader in premium grilling accessories, offering a full line up of tools and gear designed to enhance outdoor cooking. Known for its commitment to quality, performance, and customer satisfaction, BBQ-AID is redefining the modern barbecue.

#### About FlavrQ

FlavrQ is the creator of a patented system that brings the rich, smoky flavor of charcoal to gas grills. With an emphasis on simplicity and flavor, FlavrQ's technology bridges the gap between tradition and convenience.

#### Media Contact:

David Hunt

Head of Marketing

(888)-522-0938

[marketing@bbq-aid.com](mailto:marketing@bbq-aid.com)

[bbqaidtools.com](http://bbqaidtools.com)

David Hunt

BBQ-AID

+1 888-522-0938

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/820480037>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.