

Ace Hardware is Kicking Off Labor Day with a Free Cookout

'The Helpful Place' Hardware store partners with Omaha Steaks to offer free premium meats with grill purchase



(Oak Brook, Ill., August 30, 2023) – Ace Hardware, the world's largest retailer-owned hardware cooperative, is cooking up a special promotion the whole month of September. Just in time for Labor Day, Ace makes grilling easy by providing customers with a free cookout menu, courtesy of America's 'Original Butcher,' Omaha Steaks.

Starting Wednesday, August 30th, guests that purchase their new grill at participating Ace Hardware stores throughout the month of September will receive an online code that can be redeemed for a barbecue package from Omaha Steaks. The package contains twelve Omaha Steaks Gourmet Jumbo Franks and twelve Omaha Steaks burgers, crafted from premium beef aged for tenderness and ground twice for incredible flavor and texture. Valued at \$62.98, \$19.99 shipping not included.

"This Labor Day, we're helping grilling fans create a memorable time for family and friends with signature BBQ creations. Our Ace locations carry the best brands in BBQ and grilling, as well as the seasonings, rubs and sauces you need," said Chef Jason, expert chef at Ace Hardware. "And right now, you can get everything you need to get cooking (for free)!"

The partnership with Omaha Steaks was forged in a shared appreciation for grilling. For over 105 years, Omaha Steaks has offered top-quality proteins selected by experts, hand-carved by master butchers with decades of experience, aged for at least 28 days, and flash-frozen and vacuum-sealed to lock in peak freshness.

"Grilling isn't just a means of cooking, it's a classic American past time and full sensory experience that brings people together," said Omaha Steaks CEO Todd Simon. "Our team is proud to partner with Ace Hardware to help customers christen their new grills with our premium burgers, crafted from perfectly aged Omaha Steaks beef, and our gourmet franks."

Omaha Steaks commissioned a recent Harris Poll survey to learn more about American's opinions around grilling. The survey found that nine out of 10 (92%) Americans look forward to grilling, with 84% agreeing they would like to do even more grilling this year than last and 72% saying grilling is their favorite way of hosting others. Grill masters enjoy the smells, sounds, and taste of the activity, with 68% loving the sensory experience grilling brings. For 35% of Americans, grilling is a stress reliever – an increase from last summer.

Grilling is a focus and a passion at Ace Hardware. The nearly 100-year-old retailer offers the best brands in grills under one roof—plus all the grilling accessories needed for the ultimate cookout. Whether the customer is a grilling novice or a seasoned pit master, at Ace it's easy to find supplies that fit the chef's grilling preferences, from natural lump charcoal and hardwood pellets to smokers, griddles, pizza ovens, and specialized accessories that enable cooking as a creative expression. Grilling fans can bolster their knowledge and learn new recipes by attending live Ace Flavor Fest BBQ Parties throughout the year at their local Ace Hardware store locations and by watching Chef Jason share his tips on the Ace Hardware YouTube channel. Ace Rewards members qualify for free assembly and delivery on all grills \$399 and up from local participating Ace stores.

For more information on Omaha Steaks, visit: OmahaSteaks.com or follow @OmahaSteaks on [Facebook](#), [Instagram](#) and [Twitter](#).

Omaha Steaks, America's Original Butcher, founded in 1917, is an "Omaha, Nebraska-based, fifth-generation, family-owned company. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grass-fed, grain-finish beef and other gourmet foods including seafood, pork, poultry, slow cooker and skillet meals, side dishes, appetizers and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at " www.OmahaSteaks.com " or at retail stores

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with over 5,800 locally owned and operated hardware stores in approximately 60 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; and Santa Catarina, Mexico. Ace also owns Ace Hardware Home Services, a collection of local service companies with experienced professionals dedicated to helping homeowners complete home maintenance tasks. Since 1924, Ace has become a part of local communities around the world and known as the place with the Helpful Hardware Folks. For more information, visit acehardware.com or newsroom.acehardware.com.

© Omaha Steaks
omahasteaks.iprsoftware.com