



# Dome Gen 2 Series

Retail Launch Toolkit

# Note from us.

Dear Gozney Partner,

Thank you for your continued partnership as we prepare to launch the Dome (Gen 2) and Dome XL (Gen 2) this fall. This next-generation release marks a major milestone for Gozney—bringing even more performance, versatility, and innovation to our flagship line.

We've poured countless hours into planning every aspect of this launch to ensure it delivers maximum impact. As always, timing is critical to a successful rollout. We kindly ask that you do not sell or ship Dome (Gen 2) or Dome XL (Gen 2) until the official launch date.

Our entire team is focused on making this launch a success in your store(s), and we're here to support you every step of the way. If there's anything we can do to drive results or enhance your launch efforts, please don't hesitate to reach out.

Thanks for believing in Gozney,

Jonathan Kantor  
Chief Marketing Officer

Introducing

## Dome (Gen 2 )+ Dome XL (Gen 2)

Bigger and more powerful than ever before,  
now available in two sizes.

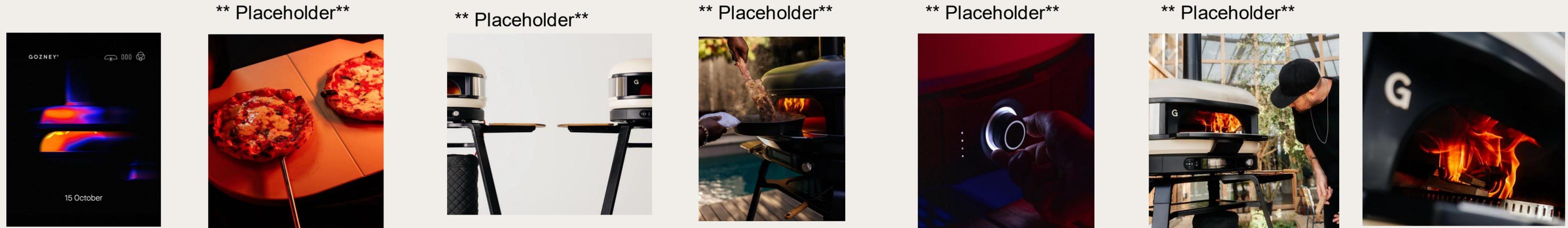
With space to cook up to three pizzas at  
once, the new Dome (Gen 2) and Dome XL  
(Gen 2) are built for far more than pizza—  
designed to handle full meals for family and  
friends.



## A new era of cooking with fire.

The world's most versatile pizza ovens yet.

# Marketing Communications Timeline: US/CAN



**Tease**  
+ Static Single Image  
+ 4x5

**Post Date:** August 12<sup>th</sup>  
**Time:** 12 pm (EST)

**Copy:**  
A new era of cooking with fire. 15 October.

Dropping in limited quantities.

#Gozney #CookDifferent

[Asset Link](#)

**Platform:** IG / FB

**Sneak Peek**  
+ Reel  
+ 9x16

**Post Date:** August 29<sup>th</sup>  
**Time:** 12 pm (EST)

**Copy:**  
Dome (Gen 2) + Dome XL (Gen 2).

Our biggest, most versatile ovens yet. Multiple pizzas. Multiple dishes. 3 fuel types. Cook like never before.

Launches 15 October. Dropping in limited quantities.

#DomeGen2 #Gozney

[Asset Link](#)

**Platform:** IG / FB / TikTok / Shorts

**Reveal**  
+ Reel  
+ 9x16

**Post Date:** September 10<sup>th</sup>  
**Time:** 12 pm (EST)

**Copy:**  
Meet Dome (Gen 2) + Dome XL (Gen 2). The next generation of an icon.

Every element of the original Dome has been re-engineered to give you total control: over heat, over fuel, over fire itself.

Designed by Tom Gozney for the world's best chefs. Made effortless for home cooks. Bringing restaurant-grade firepower to your backyard. Launching 15 October. Dropping in limited quantities.

#DomeGen2 #Gozney

[Asset Link](#)

**Platform:** IG / FB / TikTok /Shorts

**Pre-Sale**  
+ Static Single Image  
+ 4x5

**Post Date:** September 17<sup>th</sup>  
**Time:** 5 am (EST)

**Copy:**  
Gozney's early access drop is live. Be the first to secure your Dome Gen 2 Series oven. Receive a FREE Wood-Fire Control Kit (\$200 value) when you purchase before October 15.

[Asset Link](#)

**Platform:** IG / FB / Email

**GWP**  
+ Static Single Image  
+ 4x5

**Post Date:** October 1st  
**Time:** 5 am (EST)

**Copy:**  
Control wood-fire like never before. Get a FREE Wood-Fire Control Kit (\$200 Value) when you buy a Gozney Dome Gen 2 Series oven.

Now through Oct 15.

[Asset Link](#)

**Platform:** IG / FB / Email

**Launch**  
+ Static Image (retailer bespoke launch image)  
+ 4x5

**Post Date:** October 15<sup>th</sup>  
**Time:** 5 am (EST)

**Copy:**  
Dome Gen 2 Series is here. A new era of cooking with fire starts now.

[Asset Link](#)

**Platform:** IG / FB / Email

**BONUS**  
+ Lifestyle image folder for content creation at retailer's discretion. Use imagery to create posts for your social channels, using key USP messaging for copy.

[Asset Folder Link](#)

\*Asset will be available on Dash **48 hours prior** to post time. We kindly ask that you do NOT post ahead of provided date / time.

# Marketing Communications How-To

## We set the stage. You steal the show.

We'll give you the essentials—image, copy, date, and time. You bring it to life. Use our words as a starting point, then layer in your own personality, stories, and oven-selling points that speak directly to your customers.

## Example:

During the reveal phase, send a targeted email to past Dome owners highlighting the new Dome (Gen 2) upgrades.

### Gozney Provided copy:

Meet Dome (Gen 2) + Dome XL (Gen 2). Gozney's biggest, most versatile ovens yet. The icon got an upgrade. Every element of the original Dome has been re-engineered to give you total control: over heat, over fuel, over fire itself.

### Your copy variation:

Meet Dome (Gen 2) + Dome XL (Gen 2). Gozney's biggest, most versatile ovens yet.

The original Dome? It just levelled up. All the things you loved, now with serious upgrades:

- ✓ **More cooking space** – fire up two pizzas at once.
- ✓ **Dialed-in flame control** – especially when cooking with wood.
- ✓ **Dual-temp digital console** – see your stone AND air temps at a glance.

Come see the new Dome (Gen 2) in action at our **Grill Fest** on **October 15th**. Watch it work. Taste the difference.

*BONUS: Post an unboxing in your store when you have an oven in stock!*



# Pre-Sale Window: Sept 17<sup>th</sup>-October 15<sup>th</sup>

## What You Need to Know

We've got a **limited drop** of Dome Gen 2 Series ovens this Fall—and they won't last. Our pre-sale on Gozney.com is expected to sell out fast.

## How to Get in on the Action

If Gozney.com sells out, it's a great opportunity for retail partners to capture those sales. Here's what you can do:

### 1. Own the Pre-Sale Energy

Get **Dome Gen 2 Series pre-sale signage** up in-store and online (where applicable). Promote **both** the ovens and the **limited-time gift with purchase**.

### 2. Level Up Your Team

Have store staff complete the **Dome (Gen 2), Dome XL (Gen 2), and Wood-Fire Control Kit** training modules.

Training goes live in **Sparc mid-September**—mark your calendar.

### 3. Fire It Up—Literally

**Demo your Dome Gen 2 ovens** the moment they land.

Don't stop at pizza—cook **steak, veggies, and more** to show off the oven's full fire-powered versatility.

### 4. Go Big With Your Marketing

Push **Gozney-provided creative assets** across social, email, web banners, and beyond.



# Gift With Purchase: Wood-Fire Control Kit

**What:** To reward our most loyal customers and drive sell-through during the pre-sale window, September 17<sup>th</sup>-October 15<sup>th</sup>, retailers will have the opportunity to offer customers a free Wood-Fire Control Kit with purchase of a Dome Gen 2 Series oven.

**When:** September 17<sup>th</sup>- October 15<sup>th</sup>

**How:** We will provide both physical and electronic cards for retailers to pass out to Dome (Gen 2) purchasers. The cards will direct to a Gozney landing page where customers can register their ovens and redeem the gift with purchase offer.

**The Wood-Fire Control Kits are expected to ship in mid-November.**

## Messaging:

Control wood-fire like never before.

## FREE WOOD-FIRE CONTROL KIT (\$200 Value)

When you buy a Dome Gen 2 Series oven

Now through Oct 15

Boost power. Dial in airflow. Gas-like precision with real flame flavor.

## Assets (coming soon):

- Dome (Gen 2) Life-sized oven corrugate cut-out with messaging
- Table-top sign
- 4 x 6 instructional card to give to purchasers
- In-store video (no sound)
- Etail video (with sound)
- Etail still asset
- Social / email creative



# Dome Gen 2 Series Product Benefits



01

## Room to cook more.

Our biggest ovens yet.

Dome (Gen 2) has 40% more cooking space than the original Dome. Room for two 10" pizzas, one 16" pizza, two full roasting trays, or fire-cooked sides to feed a crowd.

Dome XL (Gen 2) has 90% more cooking space than the original Dome. Room for three 10" pizzas, two 12" pizzas, one 18" pizza, three full roasting trays, or fire-cooked sides to feed a crowd.



02

## More than pizza.

Dome Gen 2 Series ovens unlock restaurant quality fire-powered cooking—from blistered vegetables, to seared steaks, and cast-iron bakes. With the performance and space to handle full meals, it's built for far more than incredible pizza.



03

## Cook your way. Hybrid fuel.

One oven. Three fuels. Unlimited possibilities. Choose the fuel that fits the moment. Cook with wood for rich, smoky intensity, gas for clean, quick heat, or charcoal for slow, earthy depth. Dome Gen 2 Series ovens bring the full spectrum of fire-powered flavor to your cooking.

# Dome Gen 2 Series Product Benefits



04

## Pro-grade performance. Backyard ready.

Built like our restaurant ovens. Used by the best chefs in the world. Made simple for your backyard. Dome Gen 2 Series ovens deliver pro-grade firepower that's easy to set up and intuitive to use. A 30mm cordierite stone locks in heat and recovers fast between bakes, while space-grade 3-layer insulation keeps temps rock steady, pizza after pizza.



05

## Effortless cooking precision.

The romance of real fire. The precision of gas. The gas system offers smooth, incremental flame adjustment, from gentle heat to a rolling flame. To ensure a perfect cook every time, Dome Gen 2 Series ovens feature twin meat probes, easy-read temperature console, and a built-in timer. No apps, zero guesswork.



06

## Even heat. Exceptional food.

Gozney's signature lateral flame rolls like a natural wood fire, wrapping your food in consistent, even heat. It's what gives you perfect leopard-spotted pizza, caramelized vegetables, and deep, balanced flavor—every time you cook. Sweeping flame. Even heat. Better food.

# Dome (Gen 2) Product Renders

[Asset Folder Link](#)

Bone



Off Black



# Dome XL (Gen 2) Product Renders

[Asset Folder Link](#)

Bone



Off Black



# Dome Gen 2 Series Accessories

## Product Renders

[Asset Folder Link](#)



**Dome Gen 2 Series Stand**  
Support with storage and style.



**Dome Gen 2 Series Cover & Stand Cover**  
Protect your outdoor centerpiece from the elements.



**Wood-Fire Control Kit**  
The hero accessory for live-fire cooking.



**Dome (Gen 2) + Dome XL (Gen 2)  
Neapolitan Arch**  
Neapolitan level-up.



**Dome (Gen 2) + Dome XL (Gen 2)  
Mantel**  
Expand your landing zone.



**Dome (Gen 2) + Dome XL (Gen 2)  
Door**  
Lock in heat.

# Coming Soon

Thank you for your patience as we work to finalize a few outstanding assets. We're excited to share these with you in the coming weeks.

- 01 Dome Gen 2 Series digital ads & web banner assets**
- 02 Dome Gen 2 visual merchandising guide, with oven specific signage**
- 03 House of Gozney visual merchandising guide, with new fixture signage**
- 04 Dome Gen 2 Series training content**
- 05 2025 Holiday promotional creative, both physical and digital**

Please sign up for launch email alerts [here](#).

If you join the list, we will share updates as creative assets become available.

# Thank

# You

