

Grill Guru BBQ Tool Set

Viper Tongs & Basting Brush

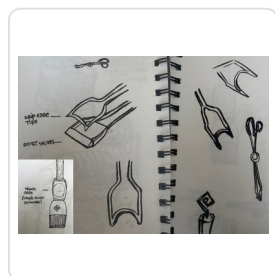
A two-piece set designed for the Grill Guru barbecue tool line, built for optimal grilling control and food safety. The Viper Tongs pair angled gripping teeth, inspired by a viper's fangs, with a shovel base for lifting sticky food from the grate. The handle design is made for universal hand comfort while grilling. The Basting Brush's dual silicone heads twist off by their finger grips, so the head used on raw meat can be swapped for a clean one before saucing to avoid cross-contamination.

Kerry Cooper, inventor and designer,
design direction and go-to-market strategy



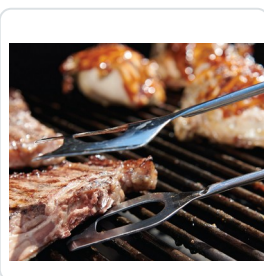
The development path

from sketchbook to shelf



01 • CONCEPT SKETCHES

May 2017 – Grip-edge tips and a short shovel for the tongs; finger grips for simple twist removal of brush heads



02 • VIPER TIPS

Angled teeth modeled on a viper's fangs to grip securely; the shovel base slides under food and releases it cleanly. The shovel base also easily lifts fish off its skin.



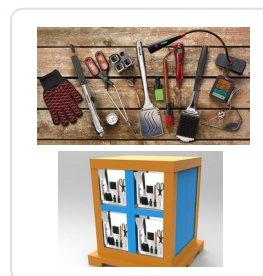
03 • TWIST-OFF HEADS

Swap the head after prepping raw meat to prevent cross-contamination; silicone heads are dishwasher safe



04 • REFINEMENT

Comfort-grip handles and a 13.4-in. stainless length keep hands away from the heat; modular brush head design, food safe materials, and an ash wood handle complete the brush



05 • RETAIL READY

Launched in 2018 as part of the Grill Guru BBQ tool line, 14 months after the first sketch.

Recognition



Winner
Good Design Award, 2019
Viper Tongs



U.S. Patented
Design patent
Viper Tongs

Proven at retail



4.1 ★★★★★

Average customer rating on Amazon