Solo Stove, Maker of the Worldâ??s Most Popular Smokeless Fire Pit, Brings Major Brand Expansion Across Fire, Cooking, and Cooling to European Consumers

default watermark

Descrizione

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

Solo Stove expands its European presence with new products across fire, cooking, and cooling â?? elevating any outdoor occasion with their new Summit Series Smokeless Fire Pits, Steelfireâ?¢ Stainless Steel Griddles, and Windchillâ?¢ A/C and Misting Cool Boxes.

GRAPEVINE, Texas, May 28, 2026 /PRNewswire/ â?? Solo Stove, the brand known for creating the worldâ??s most popular smokeless fire pits, today announced the next phase of its European expansion with the addition of the all new Summit Smokeless Fire Pit, Steelfireâ?¢ Stainless Steel Griddle, and Windchillâ?¢ Cool Box, each available in multiple sizes to fit any garden setup or on-the-go occasion. Each product reflects the brandâ??s latest innovations in portability, built with world-class quality and the durability European consumers expect from their outdoor gear.

New research commissioned by Solo Stove found that over 60% of European consumers spend time in their outdoor spaces multiple times a week, and three in four say they enjoy spending that time with family and friends. For Solo Stove, the opportunity is clear: help people create meaningful outdoor moments wherever they gather, with a complete lineup that offers a right-sized solution for every occasion. The brandâ??s expanded European portfolio now spans fire, cooking, and cooling, building on its leadership in smokeless fire pits while giving European hosts the tools to elevate their outdoor experience.

The New European Product Lineup

Summit Series Smokeless Fire Pits

At the center of the launch is the Summit Series, Solo Stoveâ??s most advanced generation of smokeless fire pits and a new benchmark for garden fire experiences. Featuring patent-pending Quick-

EI SRL - P.IVA IT16017671005

Strike Technology for fast, easy lighting and Solo Stoveâ??s enhanced Signature Flameâ?¢, the series delivers a taller, brighter, and more mesmerizing fire. Available in two sizes, 19.5â?³ (seats 4-6 people) and 24â?³ (seats 5-7 people), the Summitâ?¢ Series is a class-defining lineup with a fit for every outdoor space.

Steelfireâ?¢ Stainless Steel Griddle

Solo Stoveâ??s Steelfireâ?¢ Griddle lineup gives hosts a chef-grade outdoor cooking experience at any scale. Available in 22â?³ and 30â?³, both sizes feature a proprietary stainless cooking surface and the brandâ??s patent-pending Racetrack Burner for unmatched edge-to-edge even heat and zero-to-sear performance in just seven minutes.

Windchillâ?¢ A/C and Misting Cool Box

The first cool box that keeps both you and your drinks cold, the Windchillâ?¢ A/C and Misting Cool Box brings integrated personal A/C misting technology to any outdoor setting; available in 45L and 28L to suit every occasion.

default watermark

â??We see tremendous growth potential in Europe, and bringing our expanded portfolio to this market is a statement of how committed we are to European consumers,â?• said John Larson, CEO of Solo Brands. â??This lineup gives hosts complete control over their entire garden experience; whether theyâ??re spending an afternoon outside with the kids or hosting friends for an evening around the fire, Solo Stove now has everything they need to elevate that experience from start to finish.â?•

The Summitâ?¢ Series â?? 19.5â?³ (â?¬399.99) and 24â?³ (â?¬499.99) â?? and Windchillâ?¢ 47 (â?¬549.99) are available now. The Steelfireâ?¢ 30 (â?¬899.99) will be available for purchase mid-June, and the Steelfireâ?¢ 22 (â?¬399.99) and Windchillâ?¢ 30 (â?¬399.99) will be available for purchase mid-July. For more information and to shop the full collection, visit SoloStove.com.

About Solo BrandsSolo Brands, headquartered in Grapevine, TX and operating in Europe through its subsidiary Solo Brands Europe BV in Rotterdam, Netherlands, is a leading omnichannel lifestyle brand company. Leveraging e-commerce, strategic retail partnerships, and physical retail stores, Solo Brands offers innovative, premium products across four outdoor lifestyle brands: Solo Stoveâ??expanding its lineup to offer a larger variety of outdoor lifestyle productsâ??known for the worldâ??s most popular smokeless fire pits including the all-new Summit 24â?¢ and Infinity Flameâ?¢ Propane Fire Pits, award-winning pizza ovens, the new innovative Windchillâ?¢ Cool Box, the new premium Steelfireâ?¢ Griddle, and outdoor accessories; Chubbies, a premium casual apparel and activewear brand; ISLE, a maker of inflatable and hard paddle boards; and Oru Kayak, innovator of origami folding kayaks.

Contact:Brody Gordonbrody.gordon@finnpartners.com

Photo â?? https://mma.prnewswire.com/media/2989251/SOLO_STOVE__Brand_Expansion.jpg Logo â?? https://mma.prnewswire.com/media/2949105/Solo_Stove_Logo.jpg

View original content:https://www.prnewswire.co.uk/news-releases/solo-stove-maker-of-the-worlds-most-popular-smokeless-fire-pit-brings-major-brand-expansion-across-fire-cooking-and-cooling-to-european-consumers-302783803.html

Copyright 2026 PR Newswire. All Rights Reserved.

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE: Immediapress Ã¨ un servizio di diffusione di comunicati stampa in testo originale redatto direttamente dallâ??ente che lo emette. Lâ??Adnkronos e Immediapress non sono responsabili per i contenuti dei comunicati trasmessi

â??

immediapress/pr-newswire

Categoria

1. Comunicati

default watermark

Tag

1. ImmediaPress

Data di creazione
Maggio 28, 2026
Autore
redazione