

PITFIRE — PARTNER PROGRAM

The AI-powered BBQ assistant that sells your products, on your website.

The problem

A hesitant customer doesn't buy. Facing a demanding cut or an €800 grill, the questions are always the same: can I pull this off? Which wood? How long will it take? How much do I buy for ten guests?

If the answer doesn't come right away, the cart sits still. And if the customer asks ChatGPT instead, the answer knows nothing about your catalog — and sends no one back to your site.

The solution

Pitfire is an AI widget specialized in BBQ and live-fire cooking that installs on your website with a single snippet. It answers your customers' technical questions in real time — temperatures, woods, timing, quantities — and, when relevant, recommends your products with buyable cards right below the answer.

Bilingual engine (English/Italian), curated technical knowledge base (not generated on the fly), printable cook plans built on the customer's real constraints: guests, equipment, skill level, even the weather forecast for cook day.

How it works

1	Install the snippet	One line of code on your product page. Five minutes, no changes to your platform.
2	We configure your catalog	We load your products into the engine together: names, prices, links, pairing categories.
3	Your customers buy better	They get pitmaster-grade answers and recommendations for your products — not a competitor's.

Three live demos, one per vertical

Not mockups: working widgets on three demo storefronts. Try them now in your browser.

- www.pitfire.ai/demo/equipment — BBQ equipment brand
- www.pitfire.ai/demo/butcher — premium online butcher
- www.pitfire.ai/demo/retailer — rubs, sauces & accessories retailer

Investment

Plan	What's included	Price
Pilot — 90 days	Setup and mapping of 30 focus products picked together, live widget with 2,000 AI answers included. Single invoice.	€ 290
Annual license	Extended catalog with smart selection of relevant products, full volume, knowledge base updates, direct support.	€ 1.190/year

Prices exclude VAT. The pilot fee is fully credited toward the annual license upon activation.

Want to see the widget running on your catalog? I'll build you a personalized demo within 48 hours.

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