



**For more information:**

Kirsten Newman-Teissier—610-459-5575

Elizabeth Karmel—312-951-8394

**Innovative GrillMat™ Revolutionizes Grilling Fish**

***No more Sticking to the grates! No more Falling through the grates!***

Elizabeth Karmel knows grilling, and she knows the problems that backyard cooks have when they grill. The two biggest problems are *sticking* and *falling*, especially with fish. “I think that grilling is the best way to prepare fish at home, but it also presents the most problems for grillers, says Elizabeth Karmel, creator of [www.GirlsattheGrill.com](http://www.GirlsattheGrill.com). “It sticks to the grates and falls apart, then it falls through the cooking grates. I designed my trademarked GrillMat to solve these two issues for home cooks.”

The GrillMat is made from platinum-process silicone that is high-heat safe up to 500°F of indirect heat. The 100% non-stick grilling sheet is manufactured to Karmel’s specifications by Lekue, the original silicone bakeware company from Spain. It is designed to be used over indirect heat (not directly over an open flame) which is the preferred grilling method for delicate fish. The GrillMat measures 11” x 15” and has a black cooking surface.

“This is the first time in the history of silicone manufacturing that anyone has made a product for the grill, and it was important enough to Elizabeth to find the best possible partner, even though it delayed the product’s introduction. Lekue Housewares is the only manufacturer of platinum-process silicone products, the best quality silicone available,” says Sal Merlo, head of sales and marketing for Lekue USA.

The GrillMat has a black cooking surface so that it virtually fades into the cooking grates of your grill. “Everyone knows that we eat with our eyes before we taste the food, and I wanted the fish to be the star of the show. When you open the lid of your grill to turn your fish, you see the fish, not food on a yellow, pink or green piece of silicone,” explains Karmel.

“I perforated the surface of the GrillMat with small holes so the fats and juices will drip away from the food and create that distinctive grilled flavor,” continues Karmel.

The GrillMat comes complete with suggestions for use and detailed instructions on Indirect Grilling in case someone isn’t clear on how to set their grill for indirect heat. The GrillMat is designed to be used on both charcoal and gas grills for any delicate foods that may stick like fish or

**-more-**



## Page 2/GrillMat Release

fall through the grates like thinly sliced vegetables.

“Here is how you use the GrillMat on a gas grill,” begins Karmel. “Pre-heat the grill—on high as usual—turn the burner(s) off to create indirect heat. Place the GrillMat over the burner that is turned off. Follow your recipe and when the food is grilled, transfer it to a clean platter—you don’t even need to turn the fish!. Using a pair of tongs, pick up the edge of the GrillMat, wash it, roll it up and you are good to go for the next cookout,” explains Karmel. The process is the same for charcoal except that the white-gray ashed briquettes will be banked on either side of a drip pan, and the GrillMat will be placed on the cooking grate directly above the drip pan.

The GrillMat is available nationally at kitchen, gourmet and housewares stores and online at [www.BBQPROSHOP.com](http://www.BBQPROSHOP.com). The suggested retail price is \$24.00.

The Grill Friends™ GrillMat™ is distributed by Harold Import Co. along with the rest of the Grill Friends line of ceramic serving pieces and outdoor cooking tools including the award-winning Super Silicone Angled BBQ Brush, Turkey Brining Bag™ with Complete *How-To* Guide, the GrillMat™; the Grill Friends™ Turkey Sitter and Grill Friends Chicken Sitter, black porcelain vertical roasters for making “Beer-Can” Style turkey and chicken without the can, and the SuperGrater™. Harold Import Co. also distributes Karmel’s cookbook, *Taming the Flame: Secrets for Hot-and-Quick Grilling and Low-and-Slow BBQ*, published by John Wiley & Sons, May 2005.

Look for five additional Grill Friends products this Spring; the Steakhouse Hamburger Press, the Super Silicone Blending Fork, the first-ever Silicone BBQ Mop, the Everyday Basting Brush and the new line of Perfect-Fit Aprons. All the new products were introduced at the January Atlanta Gift Show and the Winter Fancy Food Show for the spring grilling season. For more information, contact Elizabeth Karmel at 312-951-8394 or Kirsten Newman-Teissier at 610-459-5575. E-mail Elizabeth at [Elizabeth@GirlsattheGrill.com](mailto:Elizabeth@GirlsattheGrill.com) and Kirsten at [Kirsten@girlsatthegrill.com](mailto:Kirsten@girlsatthegrill.com)

###