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Shake your way to Grill Friends® Grilling Success

New Rub and Marinade Shakers Make Adding Flavor to Food Quick and Easy

“Not only is grilling the best way to prepare food, it is the most fun,” says Grill Friends creator, chef and cookbook author Elizabeth Karmel. Since Karmel began her line of grilling and kitchen tools in 2004, she has been focused on tools that are functional first and fun second. Because as she says, “if they don’t function, you don’t have fun!”

Karmel designed two *fun* new products to support the release of her new cookbook, *Soaked, Seasoned and Slathered: A Complete Guide to Flavoring Food for the Grill* (Wiley& Sons April 2009). The book offers recipes for rubs, marinades, sauces and other flavor accessories for grilled and barbecued food. “Since American’s favorite way to prep their food for the grill is to make spice rubs and marinades, I created two tools to facilitate this process. These are two tools that I wanted for my own kitchen.



Elizabeth Karmel’s Grill Friends Ultimate 3-in-1 Rub Shaker with Handle is everything that you need in a rub shaker. The re-closeable top has adjustable holes for fine, medium and coarse-ground rubs so that you can use it for cinnamon sugar as well as cracked pepper. And, it closes off all the holes so you can store any leftover rub in it as well. The stainless-steel materials will not retain flavors and is dishwasher safe. Best of all, the handle makes the shaker easy to use. “I always wanted a feature rich rub shaker,” says Karmel.

“I wanted to be able to use it for all my rubs, regardless of how fine or coarse they were and I wanted to be able to store the rub in the same container that I made it in. But most of all, I

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wanted a shaker with a handle so that I could swing the rub shaker over my food and get a really nice even coating of rub on the surface of my food,” explains Karmel. “It is amazing how few shakers have a handle and I could never find one in stainless steel, so I made my own.” The Grill Friends Ultimate 3-in-1 Rub Shaker Rub Shaker is distributed by Harold Import Co. (HIC) and is sold nationwide for a suggested retail of \$9.99.



The idea for **Elizabeth Karmel's Grill Friends Marinade Shaker** came to Elizabeth while she was writing her new cookbook on marinades, rubs, sauces and more called *Soaked, Slathered and Seasoned*. “As I was making my marinades (and vinaigrettes!), I started using my collection of cocktail shakers to make and store the marinades before I used them. They are designed for shaking, don't leak, fit slimly in the refrigerator and are perfectly suited for my many cocktail-based marinades!” On the outside of the colorful red and black shaker are fun recipes for marinating all your favorite foods as well as “fill” lines to use as a general guideline for creating your own marinades—with or without alcohol! For the full versions of these recipes, go to Karmel's website, www.GrillFriends.com. The Grill Friends Marinade Shaker is distributed by Harold Import Co. (HIC) and is sold nationwide for a suggested retail of \$9.99.

The Grill Friends Ultimate 3-in-1 Rub Shaker Rub Shaker and the Marinade Shaker is distributed by Harold Import Co.(HIC) along with the rest of the Grill Friends line of kitchen and grilling tools including the award-winning Super Silicone Angled BBQ Brush and BBQ Mop.

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All of the products are available nationally at kitchen, gourmet and housewares stores and online at www.BBQPROSHOP.com and www.amazon.com.

Look for additional Grill Friends products this spring; Elizabeth Karmel's Grill Friends line organic wood planks and wraps, Steakhouse Grill Grate and 2-in-1 Rib Rack and Roast Holder and the new *Soaked, Slathered and Seasoned: A Complete Guide to Flavoring Food for the Grill*. (Wiley & Sons, April 2009). For more information, contact Elizabeth Karmel at 312-951-8394 or Kirsten Newman Teissier at 610-459-5575; or Kirsten@GirlsattheGrill.com and Elizabeth@GirlsattheGrill.com.

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"To me Grilling is about Fun and Function. My line of Grill Friends® and Kitchen Friends™ cooking and grilling tools combine fun, contemporary colors and features with functional designs. After 15 years of grilling for a living, I've learned a thing or two about what does and doesn't work. When I design these pieces, I make sure that each item in my line will work as well around the grill or in the kitchen for the new cook as it does for me. Each piece is both Functional and Fun, because when it doesn't function; you don't have fun!"

--Elizabeth Karmel, creator of Grill Friends and Kitchen Friends