

For more information:

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Warning Girls Grilling™
And We're Saucy, Smokin' and Hot!



First there was www.GirlsattheGrill.com, and slowly but surely women across America have taken their ground at the grill. They are doing it alone, doing it together, and sharing the fun with the men in their lives! In the past five years, the incidence of women grilling has increased nearly 50% and it's time for all the Girl Grillers out there to announce themselves to the world with the **Warning Girls Grilling™** Collection! The “**Warning Girls Grilling**” Collection by Grill Friends™ was created by chef, author and award-winning product designer, Elizabeth Karmel.

The fun-loving logo is the centerpiece of the line and it will make you stop and take notice! The octagonal shaped icon is hot pink and white, printed on a black background.

Elizabeth Karmel, creator of Girls at the Grill®, Grill Friends™ and Kitchen Friends, had a gut feeling that grilling would appeal to girls. After all, she unexpectedly fell in love with grilling and barbecue when Weber (grills) was her client. “Once you use an outdoor grill to cook, you’ll never go back indoors—everything tastes better, people get excited about *anything* grilled and there is virtually no clean-up. What’s not to love?” says Elizabeth.

Karmel created the **Warning Girls Grilling Collection** for the culinary gift giver—and to gift yourself! The Collection includes a Perfect-Fit™ Apron, a baseball hat with adjustable leather strap and a Coffee and BBQ Sauce Basting Mug. All three items are perfect to buy for yourself to announce your grilling prowess or purchase for your favorite *grill friends*! The Collection will retail for between \$8.00 to \$25.00.

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Grill Friends: Tools That Make Home Cooks, Better Cooks; Indoors and Out!

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“Think about **Warning Girls Grilling** as a movement and a fun way to tell your grilling girl friends that you are thinking of them. I am always looking for a little gift that will give my friends a smile and something practical that they will use,” says Karmel. “Everyone needs a fun apron and baseball hat, and they are both conversation starters, perfect for a backyard cook-out or to wear at any competition barbecue. It’s a great way to keep those “he grills, she grills” fires burning! Imagine coming home with a baseball hat that tells the world who the better griller is! And, the mug is the quintessential gift. “This Coffee and BBQ Basting Mug is big enough to hold a mess of barbecue sauce because everyone I know carries a mug full of sauce out to the grill. It’s the perfect size for sauces and is great for the morning joe as well!” Besides I come from a family of coffee mug collectors, so I had to make one for all the great girl grillers in my family!” says Elizabeth.

Retailers should think about promoting these items for favors and gifts—either singly OR as a collection—for Girls Night Out parties, Dinner Club, Showers, Book Club Grab Bags and office gifts.

The **Warning Girls Grilling** Collection is distributed along with the rest of the Grill Friends and Kitchen Friends line by HIC (Harold Import Co.) and is available nationwide at gourmet Kitchen stores, housewares and hardware stores, select grocery stores and online at www.bbqproshop.com . Suggested retail is \$25.00 for the apron, \$20.00 for the baseball hat and \$8.00 for the coffee/basting mug.

The Grill Friends™ Warning Girls Grilling Collection is distributed by Harold Import Co. 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, 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, the Everyday Brining Bag, the *original* Turkey Brining Bag, the Turkey Lifter, The Grill Friends™ Turkey 101 Cooking Kit, the Steakhouse Burger Press, the Super Silicone Blending Fork, the Everyday Basting Brush, the Grill Friends™ Super Silicone™ Off-Set Spatula, the Double Kabob Skewers, 3-Finger Glove, Cedar Smoking Papers, the BBQ to Go Kit

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(packed with everything you need for serious outdoor cooking), the open-stock BBQ to Go Case, Brass Cleaning Brush with Replacement Brush Head, Super Silicone Stop and Go Tongs, Super Silicone Multi-Use Tongs, Off-Set Spatula and Glow-in-the-Dark Instant-Read Meat Thermometer with *bonus* Temperature Guideline Magnet, the SuperGrater™, and the line of Perfect-Fit Aprons. Harold Import Co.(H.I.C.) also distributes Karmel's cookbook, *Taming the Flame: Secrets for Hot-and-Quick Grilling and Low-and-Slow BBQ*, published by John Wiley & Sons, and released in May 2005. In April 2008, Karmel's latest cookbook, *Pizza on the Grill* will be released and available from both H.I.C. and Taunton.

Look for six additional Grill Friends products this spring; The Grill Friends™ Bamboo Pizza Peel with Folding Handle and matching Serrated Pizza Wheel with Bamboo Handle; the Stainless Steel Super Silicone BBQ Mop, Replaceable Brass Bristle Brush Heads, and the Kitchen Friends™ Round and Fish Spatulas. For more information, contact Elizabeth Karmel at 312-951-8394 or Kirsten Newman Teissier at 610-459-5575; Elizabeth@girlsatthegrill.com or Kirsten@GirlsattheGrill.com .

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Grill Friends and Kitchen Friends are a line of kitchen and grilling tools that solve problems that real cooks have in the kitchen, around the grill and at the table.

www.grillfriends.com .

"To me Grilling is about Fun and Function. My line of Grill Friends™ and Kitchen Friends™ line of kitchen tools and outdoor cooking tools and 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 designed these pieces, I made sure that each item in my line would work as well around the grill for the first-time griller 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

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