



WOOD  
GRILLING



**Dear Natural Born Griller,**

**You know who you are. You respect your grill, and so do we.**

You know that plank grilling is an art, like wine pairing. When you use the right wood, you enhance and enliven food – without overpowering it.

**Meet the Afire Gourmet Grilling Plank!**

We've taken plank grilling to a new level of subtlety and sophistication. Our Gourmet Grilling Planks are hand-selected, trimmed and dried exclusively for grilling and cooking. Infuse your food with the natural, smoky tang of four varieties of hardwood: **Black Cherry, Golden Alder, Sugar Maple and Northern White Cedar.**

What makes Afire Gourmet Grilling Planks different from other grilling planks?

**HAND-SELECTED.** We work with local orchards, which hand-select the trees to be trimmed. We then turn these trimmings into Afire Gourmet Grilling Planks.

**SUSTAINABLY HARVESTED.** Our products are derived from branches and smaller trees, allowing for healthy tree growth.

**KILN-DRIED TO PERFECTION.** We dry our planks just enough to preserve natural oils and aroma. As such, Afire Gourmet Grilling Planks provide maximum flavor and smokiness.

**NOT LUMBER BOARD.** Most planks on the market are comprised of wood used for furniture, or for other building purposes. Afire wood is hand-selected, trimmed and designed solely for cooking and grilling!

**MORE NATURAL OIL AND FLAVOR.** We process our planks with plank grilling in mind. As a result, you enjoy aromatic wood flavor infused into your food.

**Made naturally, for the natural born griller.**

AS SEEN IN:

SHAPE



FOOD & WINE



**Gourmet Grilling Planks / 6" x 12"- 2pk** **Retail: \$10.99**

Infuse your food with four delicious flavors of smoky tang. You'll taste the difference, when you use Afire's all-natural gourmet planks made just for cooking and grilling. Unlike lumber board planks, our grilling planks are sustainability harvested, hand-selected from local farms, and kiln-dried - for natural born grillers like you!



**Black Cherry | Golden Alder | Sugar Maple | Northern White Cedar**



**Mini Grilling Planks / 6" x 7"- 4pk** **Retail: \$9.99**

Bring out your inner gourmet, with our all-natural mini grilling planks. Mini planks are perfect for small plates, appetizers, or dinner for two. You'll taste aromatic, smoky tang when you use our hand-selected, all-natural planks made from sustainably harvested Black Cherry, Golden Alder, Sugar Maple and Northern White Cedar.



**Black Cherry | Golden Alder | Sugar Maple | Northern White Cedar**



**Herb & Spice Rubs / 4 oz** **Retail: \$8.99**

Show your grill some rub love! The trick to masterful grilling is pairing your food and seasoning flavors just right. Our four premium rub recipes will complement anything you're grilling. Each recipe is a unique blend of natural spices, herbs and seasonings designed to enhance the natural flavors of steak, hamburgers, pork, lamb, chicken, turkey or seafood. All are 100% natural and gluten-free. No artificial flavors, colors or MSG - just a burst of juicy flavor in every bite.



**Steak & Hamburger | Pork & Lamb | Chicken & Turkey | Seafood**



**Afire KOKO Charcoal / 4.5 lb** **Retail: \$6.99**

Don't underestimate the grilling power in this box! Our signature KOKO Charcoal is 50% more efficient than conventional charcoal. Made from 100% coconut fiber, KOKO Charcoal burns cleaner, hotter and longer - with no chemicals or nitrates. Eco-friendly, too! Once you experience the difference, you'll be a KOKO convert for life.



**4.5 LB | 24 LB**