



## **AFIRE INC. TARGETS ALL-NATURAL, HIGH-PERFORMANCE PRODUCTS TO 'NATURAL BORN GRILLERS'**

**Evanston, IL / January, 2011** – Hot on the heels of a massive rebranding campaign, Afire Inc. will reach out to 'natural born grillers' at the Winter Fancy Food Show (**Booth #1781N**). Afire is a manufacturer of gourmet grilling products and accessories.

The Afire product line currently includes sustainably harvested hardwood grilling planks; all-natural, gluten-free herb & spice rubs; premium KOKO Charcoal made from carbonized coconut shells, and its innovative social grilling system, tableQ™.

Says Marlena Chang, Afire founder and CEO, "Grilling has always been a huge part of American tradition. The outdoor entertaining industry is growing, as is the market for environmentally friendly products. Afire has combined these trends, offering a new spin on American grilling by introducing a line of natural, socially conscious grilling products. Our brand research led us to identify our customers as 'natural born grillers.' What we offer them is personal identification with forward-thinking, innovative, natural products. We are proud to create products that enhance people's outdoor entertainment experiences. Equally important, people feel good using our products."

### **Company History and Background**

After graduating from the University of California, Davis in 2006, Marlena Chang returned to Taiwan to join her family's business. She was doing mostly sales and marketing in the alternative fuels market. On one of her outsourcing trips to Vietnam, an alternative charcoal source and the sustainable material it's made from – coconut fibers – intrigued her. The charcoal outperformed the most popular briquette brand in the US (which commands 95% market share). Explained Chang, "We knew we had a 'hot' product, and we set out to market it."

After extensive research, and finding no US representatives for sustainable grilling products, Chang set out to introduce this fuel to the mass market. Her goal was to promote awareness of sustainable grilling while providing high-performing grilling products. The company has seen steady growth, as people learn about Afire's products and sustainable grilling.

The company designs, manufactures and distributes its products nationwide and would like to expand internationally in 2011.

### **2010 Branding Zeroes In On "Natural Born Grillers"**

Last year Afire completed a major rebranding. Research determined the buyer profile for Afire products to be: foodies, male (estimated 80%), consider themselves grilling experts, have a private outdoor place to grill, home chefs, trendy, love to cook over the grill (spend all day doing this as a hobby), leaders, in tune with the world, heavy researchers in new grilling products, like the best of the best for their grill, have pride in their outdoor cooking experience, entertain their friends around the grill, care what others think. Afire also markets B2B to chefs, restaurant suppliers, large chain retail stores, catalogs, on-line retailers, and cooking schools.

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Afire's new tagline "**For natural born grillers**" combines the benefits of natural, eco-friendly products with the customer's edgy, hip self-image. The rebranding initiative includes new packaging for all Afire products and a collection of recipes utilizing Afire gourmet grilling planks and rubs. Central to the Afire brand is this new mission/positioning statement:

*Afire specializes in high-performance products for the natural born griller. You know who you are. You're out there reveling in the thrill of the grill -- regardless of the season. When you cook, you always attract a crowd. You respect your grill, and so do we.*

*Our products bring out the best in whatever you're grilling. When we say "high-performance" we mean innovative design, finely crafted for endurance. Because we also respect the earth, Afire products are all-natural and sustainable.*

*Afire is committed to a superior grilling experience for you, and sustainability for future generations.*

*Afire Inc.*

***High-performance, all-natural grilling products for natural born grillers***

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