



**SUSTAINABLY HARVESTED GOURMET GRILLING PLANKS PROVIDE
ALL-NATURAL FOUNDATION FOR AFIRE INC.'S DEBUT AT FANCY FOOD SHOW**

Evanston, IL / January, 2011 – Afire Inc. will be premiering its line of high-performance, all-natural grilling products at the Winter Fancy Food Show (**Booth #1781N**). The company's sustainably harvested gourmet grilling planks will be among the featured products created by Afire for "natural born grillers."

According to Marlena Chang, Afire Inc. founder and CEO, "Plank grilling is an art, like wine pairing. When you use the right wood, you enhance and enliven your food -- without over-powering the flavors. We've taken plank grilling to a new level of subtlety and sophistication. Our hardwood planks infuse food with a light, smoky tang, while retaining natural moisture and aroma."

Afire gourmet grilling planks come in four 100% natural aromatic hardwood varieties: Sugar Maple, Northern Cedar, Black Cherry and Golden Alder. Unlike lumber board used in other planks, Afire's are sustainability harvested, hand-selected from local farms, and kiln-dried. The hardwood comes from mature forests; specifically, from branches and small-diameter trees trimmed to allow space for healthy tree growth. They are then kiln-dried just enough to preserve the natural oils and aroma to deliver maximum flavor and smokiness.

For grillers' convenience, Afire planks can be used with charcoal, gas and electric grills and are available in two sizes. Full-size gourmet planks are 6" x 12" and mini-planks (6" x 7") are perfect for small plates, appetizers or dinner for two. Continued Chang, "Like our herb & spice blend rubs, our gourmet grilling planks pair perfectly with specific foods. Use Sugar Maple to smoke pork or cheese; Northern Cedar for fish and seafood; Black Cherry for steaks and other robust flavored meats; Golden Alder to grill poultry or seafood." (See next page for sample recipe.)

Afire Inc. makes high-performance grilling products and accessories to bring out the best in whatever you're grilling. Afire products are all-natural and eco-friendly. The company is committed to a superior grilling experience for you, and sustainability for future generations.

Media Contact: Marlena Chang
w: (877) 234-7315 x1 (AFIRE-15)
m: (626) 476-9292
marlenachang@afireinc.com
www.afireinc.com



Afire Inc. is proud to partner with Terrapass to sponsor clean energy and carbon reduction projects.

-MORE-

AFIRE'S CHERRY-PLANKED RIB-EYE STEAK

Serves: 2

Prep time: 15 minutes

Grilling time: 16-18 minutes

Heat: direct high heat (450°F-500°F) and medium-low (325°F)

INGREDIENTS

2 tsp. garlic powder

2 Tbs. Afire Steak & Hamburger Rub

1 tsp. freshly ground black pepper

¼ cup extra virgin olive oil

2 (10 oz.) marbled beef rib-eye steaks

1 Afire Gourmet Cherry Plank, soaked in cola or water for at least 60 minutes

PREPARATION

FIRST. Mix all the ingredients together and rub and coat steak with mixture.

SECOND. Prepare the grill for direct cooking over high heat. Lightly oil the grilling surface, place steak on the grill over high heat and cook until almost burnt on each side, about 4 minutes per side.

LAST. Place soaked plank over direct medium-low heat and close the lid. Arrange the steaks on the smoking plank and cook over direct medium-low heat with the lid closed for 8 to 10 minutes. Remove from the grill and enjoy.

###