



**AFIRE INC. TO SHOWCASE ITS LINE OF
ALL-NATURAL, GLUTEN-FREE HERB & SPICE RUBS AT FANCY FOOD SHOW**

Evanston, IL / January, 2011 – Afire Inc. will introduce its premium gourmet herb and spice rubs at the Winter Fancy Food Show (**Booth #1781N**). The gourmet grilling rubs are 100% natural and gluten-free, with no MSG, preservatives, artificial colors or flavors.

Like its line of gourmet grilling planks, which come in four natural hardwood varieties, Afire also offers four premium rub varieties: Steak & Hamburger Rub, Chicken & Turkey Rub, Seafood Rub, and Pork & Lamb Rub. All come in 4 oz containers.

Marlena Chang, Afire founder and CEO, explains, “The secret to great grilling is pairing your food and seasoning flavors just right. Afire all-natural herb & spice grill rubs do just that. We offer four custom blended recipes to complement anything you’re grilling.”

Afire Steak & Hamburger Rub is a robust blend of herbs and spices with a kick of sharp paprika and sea salt. It’s specially blended to enhance the bold flavor of steaks, roasts, hamburgers, sausages – even buffalo.

Afire Chicken & Turkey Rub, accented with roasted garlic and red bell pepper, perks up the flavor of chicken, turkey, game hens, wild game, and grilled vegetables.

Afire Seafood Rub features overtones of chili pepper and citrus. This rub complements salmon, swordfish, tuna, halibut and other grillable fish, as well as shrimp, prawns, crab legs, scallops, lobster, oysters, and grilled vegetables.

Afire Pork & Lamb Rub is a versatile seasoning blend with overtones of roasted garlic. It’s also delicious on poultry, veggies, potatoes, and pasta and in casseroles and dips.

Afire Inc. makes high-performance, all-natural grilling products and accessories for “natural born grillers.” Afire products are 100% natural and eco-friendly. The company is committed to a superior grilling experience for you, and sustainability for future generations.

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

AFIRE'S MAPLE-PLANKED HERB & SPICES PORK TENDERLOIN

Serves: 6

Prep time: 15 minutes

Heat: direct medium heat (350°F-400°F) and medium-low (325°F)

Grilling time: 20-24 minutes

Plank: Afire Gourmet Maple Plank, soaked in water for at least 60 minutes

INGREDIENTS

½ cup balsamic vinegar

2 Tbsp. Afire Pork & Lamb Rub

¼ cup extra virgin olive oil

1 tsp. freshly ground black pepper

2 lbs. pork tenderloin

PREPARATION

FIRST. Cut each tenderloin into 6 to 8, 1-inch round pieces. Mix all the ingredients together and rub and coat tenderloin rounds with mixture. Put coated tenderloins in a resealable plastic bag or baking pan. Marinate in the refrigerator for 30 minutes to 1 hour.

SECOND. Prepare the grill for direct cooking over medium heat. Place pork on the grill over medium heat, and cook about 5-7 minute per side, until meat is no longer pink.

LAST. Place soaked plank over direct medium-low heat and close the lid. Arrange the tenderloins on the smoking plank and cook over direct medium-low heat, with the lid closed, for 15-17 minutes. Remove from the grill and enjoy.

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