



**AFIRE INC. INNOVATES SOCIAL GRILLING SYSTEM – tableQ™  
PUTS THE GRILL RIGHT IN THE MIDDLE OF YOUR PARTY**

**Evanston, IL / January, 2011** – The grill masters at Afire Inc. are proud to introduce their new ‘social grilling system’ – tableQ™. Attendees of the 2011 Winter Fancy Food Show are invited to see tableQ™, along with Afire’s sustainably harvested grilling planks, all-natural, gluten-free herb & spice rubs, and high-performance KOKO Charcoal, at **Booth #1781N**.

The patent-pending cooking system is brilliant in its simplicity: it’s a table with a grill in the middle. Afire founder and CEO Marlena Chang stated, “tableQ is the hot, cool, and healthy new trend in outdoor entertaining. It’s social and fun because everyone gets to share in the cooking from the comfort of their own seat. Check out [www.table-Q.com](http://www.table-Q.com) for more information and demonstration videos.”

Continued Chang, “The outdoor entertaining industry and the market for environmentally friendly products are both growing rapidly. Afire is capitalizing on these two trends, offering a new spin on American grilling with our socially conscious grilling products for ‘natural born grillers.’ tableQ amps up the ‘social’ part of socially conscious.”

Afire’s unique table+grill combination offers several advantages over traditional grilling:

**It’s Hot** - tableQ sears, grills, smokes, broils, bakes and roasts. Three indirect cooking temperatures, plus a reversible cast iron plate for searing, deliver consistent grill heat for up to two hours.

**It’s Cool** - The table surface and grill body stay cool for guests’ comfort and safety. The insulated stainless steel basin also stays cool to the touch.

**It’s Healthier** – tableQ’s patent-pending design keeps fat from dripping directly onto the charcoal, eliminating flare-ups and smoke known to cause carcinogens.

**It’s Versatile** –tableQ comes in three diameters/sizes: 54" (seats 6-8), 45" (seats 4) and the 42" tableQBar (seats 2-4).

**It’s Social** – Gather family or friends around the table to share in the joy of grilling. Sharing the experience brings out the natural born griller in everyone!

**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.

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



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

###

