

barbecue®

PRESS RELEASE
SUMMER 2012





Simply enjoy

Barbecook, a through-and-through Belgian brand rooted in Kortrijk, was set up in 1985. Throughout the years, barbecook has time and again proven to be a pioneer in the development of user-friendly, high-quality and safe barbecues and accessories. Barbecook thus guarantees its users years of carefree barbecue pleasure.



High resolution images

All high resolution images from this press release can be obtained through **Evelien.Heeren@barbecook.com** stating the photo number(s). You will receive the images as soon as possible. Editorial attention in the spring of 2012 will be much appreciated.





Barbecue is in the air

Can you smell it? The BBQ season is coming! With only a few more dark and cold weeks to get through, we can again enjoy those long summer evenings in the garden. Refreshing aperitifs and relaxing chats on the terrace. And, of course, delightful barbecues with friends and family. Barbecook has a whole series of new barbecues and accessories lined up to add to the fun. One thing is immediately apparent: barbecook looks at the 2012 season through colourful glasses!

BARBECUING IN COLOURS

P. 4

BACK TO NATURE

P. 8

CREATIVE WITH ACCESSORIES

P. 10

BARBECUING IN COLOURS





Points of sale via www.barbecook.com

SUNSET, KIWI OR CHAMPAGNE?

Colour is the key word this summer at barbecook. Based on advice from a trend watcher, barbecook has chosen sunset orange, kiwi green and champagne beige for a series of Limited Editions of charcoal barbecues. The bowl and the tube of the well-known QuickStart charcoal barbecue are available in these hip colours, each appealing to a different target group. Young and colourful (Major Sunset), natural (Major Kiwi) and design (Major Champagne). Barbecook sets the trend with the Major Sunset, as orange red will be the colour of 2012 according to Pantone, the famous colour institute.

These charcoal barbecues have the same features as the basic models: easy to light (QuickStart), a powerful fire, safe (QuickStop), and superior quality.

FROM TURNER TO PEPPER MILL

The 2012 trend colours also appear in barbecook's revamped line of accessories. Here, too, sunny orange (Sunset), fresh green (Kiwi) and stylish white (Snow) take pride of place. New items for the next season are tongs, forks and turners with soft silicon grip. Further additions are: salt and pepper mills and herb scissors (with five parallel blades).

MAKE YOUR OWN PUUUR

Colour is also the operative word for the PUUUR range. Apart from the three standard versions (Arctic White, Vulcanic Grey and Pacific Blue), you can order the PUUUR in a colour of your choice to add that extra personal touch to your garden or terrace.



A unique feature of PUUUR is its innovative reflector. It reflects the heat of the charcoal back into the bowl, thereby cooking the meat at the top and grilling it at the bottom. At the same time, all fumes can escape via the reflector's laminated structure, thereby guaranteeing the healthiest grilling results possible.

BARBECUING IN COLOURS

AVAILABLE IMAGES



COLOUR 01



COLOUR 02



COLOUR 03



COLOUR 04



COLOUR 08



COLOUR 09



COLOUR 12



COLOUR 13



COLOUR 05



COLOUR 06



COLOUR 07



COLOUR 10



COLOUR 11



COLOUR 14



COLOUR 15

BACK TO NATURE



Barbecook is launching three new gas barbecues as the Brahma Ceram series in 2012. These new gas barbecues are finished in brown and beige enamel, in response to the trend towards the use of natural colours and materials in the garden. As an additional plus, all enamelled parts are easy to clean.

A unique feature of the Brahma gas barbecues is the Aromaz system: two saucers to be filled with your choice of seasoning, for extremely juicy and savoury dishes. In addition, with its Turbo Heating System, the Brahma provides optimal heat distribution and is grill ready in no time. A Brahma also uses 20% less gas than any other gas barbecue.

AVAILABLE IMAGES



GAS 01



Points of sale via www.barbecook.com



GAS 02



GAS 03

CREATIVE WITH ACCESSORIES

AVAILABLE IMAGES



ACC 01: CHICKEN HOLDER

With the chicken holder you cook the yummiest chicken ever on your BBQ with lid or reflector (PUUUR). Place the chicken on the can filled with the seasoning of your choice (beer, wine, fruit juice, herbs, etc.). The steam effect on the inside keeps the meat moist and tender, while creating a nice crispy crust on the outside. The chicken holder is made of stainless steel, and consists of a can, a holder and a drip tray.



ACC 02: PIZZA PLATE

This plate made of refractory clay (dia. 36 cm) is ideal for cooking lovely crispy pizzas on your barbecue, as well as crunchy grilled rolls or filled pastries. The pizza plate is suitable for gas barbecues or for the PUUUR charcoal barbecues with reflector.



ACC 04: CUTTING BOARD SET

These four plastic cutting boards in different colours allow vegetables, meat, fish and cooked food to be cut up on separate boards, which is much more hygienic. All cutting boards are neatly stored in the bamboo holder.



ACC 05: DIGITAL THERMOMETER

With this digital thermometer you will know exactly when your meat is done to perfection. Insert the thermometer into the meat and the display will immediately show the meat's temperature. No more raw chicken or dry beef. The thermometer comes with a timer function and measures temperatures from -40°C to 300°C. The built-in magnet can be used to anchor the thermometer to your barbecue.



ACC 03: SQUARE WOK

The barbecook square wok is ideally suited for cooking a mix of veggies and/or meat on the barbecue. The work is made of enamelled steel and easy to clean after use.



ACC 06: VEGETABLE WOK

Grilling vegetables directly on a BBQ is not always easy, as some vegetables tend to burn quite fast. With this wok, you never run the risk of ending up with burnt veggies. It features a convenient handle to regularly shake up the vegetables. The wok is made of enamelled steel and easy to clean after use.



Points of sale via www.barbecook.com

Press info and images

Evelien Heeren

Evelien.Heeren@barbecook.com

T +32 (0)56 36 24 74

M +32 (0)499 53 98 13

www.barbecook.com