



NEWS RELEASE

# America's Favorite Charcoal Brand Introduces Grilling.com, A First-Ever Destination for Devoted Grillers to Gather

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NEW WEBSITE LAUNCHED BY THE MAKERS OF KINGSFORD® CHARCOAL CREATES FIRST-EVER ONLINE HUB FOR MEMBERS OF THE GRILLING COMMUNITY TO INTERACT, LEARN AND SHARE

OAKLAND, Calif., March 10, 2011 - If Americans had a national style of cooking, it would be barbecue. And now, just in time for the extra hour of sunlight provided by daylight saving time, America's national culinary pastime has an online destination for enthusiasts to share - Kingsford® Charcoal's new website, **Grilling.com**.

**Grilling.com** was created for people who prefer their food cooked outdoors, no matter the season. Loaded with mouth watering **recipes** that visitors can rate and review, articles about the **grilling lifestyle** and the latest barbecue tricks from world champion pitmaster, **Chris Lilly**, as well as other grilling gurus, it is the first-ever virtual backyard for pitmasters of all skill levels to interact, learn and voice their opinions.

Every **region** in the country has its own distinct barbecue and grilling style, which means there is no shortage of great online resources for preparing flame-kissed foods. To help narrow the search, the makers of **Kingsford® Charcoal** enlisted some of the most influential barbecue writers to bring the best recipes, tips and articles to one

destination. The site pulls in content from more than a dozen blogs, online forums and media partners, such as the **Food Network**. Coordinating the content is the website's newly appointed guest editor, popular barbecue blogger, **Clint Cantwell**. Founder of the award-winning **SmokeInDaEye** competition barbecue team and eponymous blog, Cantwell periodically teaches courses on outdoor cooking. **Grilling.com** features many **how-to** articles written by him as well as his latest culinary creation - a new twist on a classic St. Patrick's Day corned beef and cabbage meal, the St. Patty's Melt.

"I grew up in Texas, spent several years in Kansas City, and married a woman from Memphis, so barbecue is in my blood," said Cantwell. "I'm hoping to bring some of my most memorable experiences from the competition circuit and my own backyard into people's homes and look forward to hearing what the community thinks."

The perfect resource for pitmasters of all skill levels, **Grilling.com** celebrates the **Grilling Life** by not only featuring **recipes** and tips, but highlighting how grilling can be incorporated into all aspects of every day life. Tired of sending loved ones flowers for special occasions? The website includes an article describing how to create a **Grilled Saté Bouquet** that will melt hearts and, most importantly, satisfy appetites. Or, check out the **stories of the three pitmasters who earned a degree at Kingsford® University**, Las Vegas campus, where they had an all-access pit pass to learn from a talented faculty of barbecue experts and other food luminaries. Hailing from the Northeast, Southeast and Midwest, the trio's motivation for applying to polish their grills skills ranged from feeding the needy to **bringing the heat on the barbecue competition circuit**. Coming soon: Details on how to make the 'cued culinary cocktails on the **Kingsford University** syllabus, including a grilled lemonade recipe from a member of the Kingsford® research and development team.

**Grilling.com** also hosts the soundtrack for your next grilling experience - **Kingsford® charcoal's new Pandora® station, Grilling Grooves**. Developed with feedback from the brand's **Facebook** community, the new station plays songs that are synonymous with friends and family enjoying time together around the charcoal grill. Truly, everything needed to host a flame-fueled fete - whether it's a summer holiday celebration, stadium tailgate or a romantic meal - is on the website.

"People are very passionate about what they cook on the grill, and as a result, there is a lot of information out there about the subject, but not a single go to site," said Azadeh Fakouri, Digital Marketing, Group Manager for Kingsford®, who spearheaded the launch. "The goal of **Grilling.com** is to publish the most engaging and informative content available about the grilling life and to create a single destination site where the online community can participate in the conversation."

Joining the online charcoal grilling community is simple. Visit **Grilling.com** and create a member profile to comment on **recipes, videos**, share your favorite tips and much more. For more Kingsford updates, visit **Kingsford.com** or connect with Kingsford on Facebook.

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