

PRESS RELEASE

Spoga+Gafa 2011

BARBECOOK®'S WORLD OF COLOURS

Barbecue producer launches colourful barbecues and accessories for 2012

Belgian barbecue producer barbecue® will be launching several new barbecues and accessories at the Spoga+Gafa garden trade fair in Cologne. One thing immediately becomes clear: barbecue® looks at the 2012 season through colourful glasses!

Sunset, kiwi or champagne?



Barbecue® will next year launch a series of unique models of its well known QuickStart® charcoal barbecue in stainless steel. The bowl and the tube will have new hip colours. Based on advice from a trend watcher, barbecue® has chosen sunset orange, kiwi green and champagne beige for these Limited Editions. Trendy colours

that each appeal to a different target group: young and colourful (Sunset), natural (Kiwi) and design (Champagne).

These charcoal barbecues have the same features as the basic models: easy to light (QuickStart®), a powerful fire, safe (QuickStop®), and superior quality. These Limited Editions, with their striking colours, are guaranteed to generate extra sales in any barbecue department.

From turner to salad bowl

The 2012 trend colours also appear in barbecue®'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 include tongs, forks and turners with soft silicon grip. Further additions are: pepper and salt mills, herb scissors, and large and small salad bowls.



Note for the editors (not for publication)

Source: barbecue®

Press information and images: Evelien.Heeren@saey.com; T 0032 56 36 24 74; M 0032 499 53 98 13

Barbecook® thus consolidates its position as supplier of all tools for easy and comfortable barbecuing. The colourful accessories are genuine eyecatchers and will generate extra traffic in the barbecue department. Tongs, forks, turners, brushes, pepper and salt shakers, and herb scissors are also available in handy boxes in a variety of colours.



Make your own PUUUR®



The PUUUR® was pre-launched at the previous edition of Spoga+Gafa. A unique feature of this stylish charcoal barbecue 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.

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.

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Brahma gas barbecues now also in natural brown hues



Barbecook®'s Brahma line of gas barbecues for the next season will be extended with 3 new models, finished in brown and beige enamel, in response to the trend towards the use of natural colours and materials in the garden. Alongside these new models, the existing Brahma gas barbecues in stainless steel will be continued. This brings the total line of Barbecook® gas barbecues to 6 models, covering the full price range.

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.

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Be the first to discover all these novelties at the **Spoga/Gafa fair in Cologne** (4 to 7 September). We look forward to meeting you in hall 5.1, stand A 011-B 010.

Images

For access to our high resolution images please contact Evelien.Heeren@saey.com

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