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Harold Import and Elizabeth Karmel Develop Products with a Purpose — Beefing Up the GrillFriends™ Product Line

FEBRUARY 2006 — "There is nothing as gratifying to cooks as praise, regardless of how experienced they are", states Elizabeth Karmel, one of the country's leading grilling experts and culinary instructors. "My GrillFriends™ tools and serving pieces are designed to function first, look good second and solve challenges that the home cook has. I like to think that my GrillFriends products are the next best thing to having a cooking coach in the kitchen and the backyard, giving you tips and helping you turn out a great tasting meal the first time and every time after that."



Harold Import Company is ramping up the expansion of the GrillFriends line. "We're approaching this license differently", says President, Robert Laub. "All the new products are being developed from scratch with the outdoor cooking expertise of Elizabeth Karmel. Instead of changing the color of a product or simply putting a name on the package, these new products are being created by a culinary instructor, food writer and chef as well as a 'professional' consumer all rolled into one — Elizabeth Karmel."

It has always been Karmel's dream to use her culinary knowledge to design kitchen and grilling tools and entertaining pieces that make cooking indoors and outdoors simple, straight forward and rewarding. GrillFriends products are designed to solve problems that Elizabeth and her students have experienced. The ultimate goal of each item is to help home cooks turn out delicious meals from the first-timer to the experienced gourmet.

Harold Import continues working with Elizabeth to develop the GrillFriends outdoor cooking products that fit real culinary needs.

For more information, contact: Harold Import Company, Inc.

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