

# Harold Import Company, Inc.

747 Vassar Avenue • Lakewood, NJ 08701

800.526.2163 • 732.364.3253 fax

## Warning Girls Grilling™ And We're Saucy, Smokin' and Hot!

DECEMBER 3, 2007 — First there was [www.GirlsattheGrill.com](http://www.GirlsattheGrill.com), and slowly but surely women across America have taken their ground at the grill. They are doing it alone, doing it together, and sharing the fun with the men in their lives! In the past five years, the incidence of women grilling has increased nearly 50% and it's time for all the Girl Grillers out there to announce themselves to the world with the Warning Girls Grilling™ Collection!

The "Warning Girls Grilling" Collection by Grill Friends™ was created by chef, author and award-winning product designer, Elizabeth Karmel. The fun-loving logo is the centerpiece of the line and it will make you stop and take notice! The octagonal shaped icon is hot pink and white, printed on a black background.

Elizabeth Karmel, creator of Girls at the Grill®, Grill Friends™ and Kitchen Friends, had a gut feeling that grilling would appeal to girls. After all, she unexpectedly fell in love with grilling and barbecue when Weber (grills) was her client. "Once you use an outdoor grill to cook, you'll never go back indoors—everything tastes better, people get excited about anything grilled and there is virtually no clean-up. What's not to love?" says Elizabeth.

Karmel created the Warning Girls Grilling Collection for the culinary gift giver—and to gift yourself! The Collection includes a Perfect-Fit™ Apron, a baseball hat with adjustable leather strap, a magnetic notepad and a Coffee and BBQ Sauce Basting Mug. All four items are perfect to buy for yourself to announce your grilling prowess or purchase for your favorite grill friends! The Collection will retail for between \$6.99-\$24.99.

"Think about Warning Girls Grilling as a movement and a fun way to tell your grilling girl friends that you are thinking of them. I am always looking for a little gift that will give my friends a smile and something practical that they will use," says Karmel. "Everyone needs a fun notepad to jot down all their many to-dos and this Warning Girls Grilling Notepad is perfect as an everyday gift or as a part of a grilling basket. The apron and baseball hat are conversation starters, perfect for a backyard cook-out or to wear at any competition barbecue and it's a great way to keep those "he grills, she grills" fires burning! Imagine coming home with a baseball hat that tells the world who the better griller is! And, the mug is the quintessential gift. "This Coffee and BBQ Basting Mug is big enough to hold a mess of barbecue sauce because everyone I know carries a mug full of sauce out to the grill. It's the perfect size for sauces and is great for the morning joe as well!" Besides I come from a family of coffee mug collectors, so I had to make one for all the great girl grillers in my family!" says Elizabeth.

Retailers should think about promoting these items for favors and gifts—either singly OR as a collection—for Girls Night Out parties, Dinner Club, Showers, Book Club Grab Bags and office gifts.

The Warning Girls Grilling Collection is distributed along with the rest of the Grill Friends and Kitchen Friends line by HIC ( Harold Import Co.) and is available nationwide at gourmet Kitchen stores, housewares and hardware stores, select grocery stores and online at [www.bbqproshop.com](http://www.bbqproshop.com) .



###