



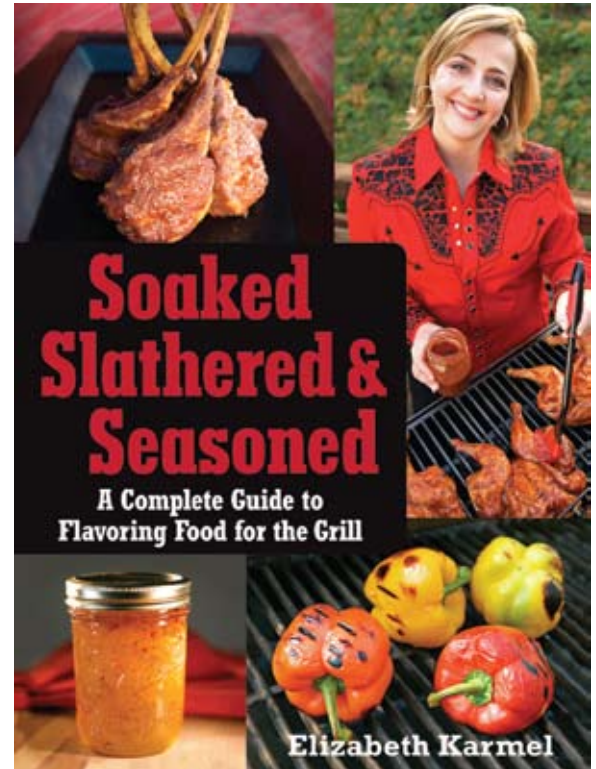
Brands That Cook

HIC – Harold Import and Elizabeth Karmel Soak in the Flavor

MARCH 2, 2009

HIC and Wiley Publishing announce the release of Elizabeth Karmel's new book *Soaked, Slathered and Seasoned*, a BBQ guru's definitive guide to marinades, mops, sauces, rubs, and other flavor-boosters for grill bound foods.

Elizabeth Karmel is one of today's best-known barbecue experts—owner of the popular Grill Friends line of grilling products, Executive Chef at New York's acclaimed Hill Country barbecue restaurant, and a frequent television guest. Now, in this encore to her grilling guide *Taming the Flame*, she serves up a barbecue cook-book for all seasons and seasonings—400 great ways to add flavor to grilled foods, including marinades, brines, barbecue sauces, glazes, mops, salsas, jellies, sweet sauces, rubs, vinaigrettes, dressings, compound butters, pestos, tapenades, and dipping sauces.



From traditional favorites like Garlicky Lemon and Herb Marinade, Lexington-Style BBQ Sauce, and Rick Schmidt's Real Texas Market Rub to more exotic seasonings such as Spicy Watermelon Glaze and Lemon Truffle Vinaigrette, Karmel's amazing flavor-enhancers are guaranteed to take grilled foods to a whole new level. Karmel also includes "101" sections that offer concise grilling tutorials and explain each flavoring technique, along with recipes for scrumptious finished dishes, such as Backyard Barbecue Ribs with Dr. Pepper Barbecue Sauce and Nantucket Swordfish with Browned Butter and Sautéed Pecans. With 200 color photos and a handy format, this one-of-a-kind guide is a must for grillers everywhere.

"Elizabeth Karmel was born in North Carolina, weaned on pulled pork, and has spice and smoke in her bones."

—Steve Raichlen, host of public television's Barbecue University and author of *The Barbecue! Bible*

Elizabeth Karmel owns the Grill Friends line of grilling products, available exclusively through HIC, and is Executive Chef and spokesperson for New York's Hill Country barbecue restaurant. She has appeared on numerous television shows, including the Today show and Good Morning America, and has written for magazines ranging from Parade to Gourmet. A frequent instructor at the Institute for Culinary Education, she is also the author of *Taming the Flame* and *Pizza On The Grill*.

SRP \$19.95

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