



## **Char-Broil® Makes Infrared Grilling Even More Affordable** *Commercial Series and RED grill lines feature new lower price points*

**Char-Broil, LLC, Columbus, GA – April 7, 2009** – New for the 2009 grilling season, Char-Broil – America’s oldest and largest grill brand – introduces three infrared grills priced under \$450. Traditionally, many high-priced grills offer infrared cooking through one “sear” burner, but Char-Broil’s affordable grills feature infrared heat across the entire grill surface for true steak searing and juicier results.

Two of the new grills, part of the award-winning Commercial Series line, are available exclusively at Lowe’s stores nationwide. The **Char-Broil Infrared Commercial Series Urban Grill** boasts all the features of a full-sized infrared grill, but comes in a smaller package. Ideal for small spaces, this grill’s two burners offer 465 square inches of total cooking space and 20,000 BTUs. Folding side shelves make this \$269 model easy to store. The **Char-Broil Infrared Commercial Series Three-Burner Grill** features 680 total square inches of cooking space, three stainless steel burners and a 13,000 BTU side burner for \$399.

Each of these Commercial Series grills cooks with Char-Broil’s patented Quantum® technology, a unique system that combines infrared and convective heat for more accurate results and an enjoyable grilling experience. Infrared heat radiates off of the solid surfaces of the grill while convective heat rises through small perforations in the infrared emitter. The all-stainless steel system demonstrates superior durability over ceramic infrared cooking systems and eliminates flare-ups that can burn food.

The new **\$449 Char-Broil RED** infrared grill, available exclusively at Home Depot stores nationwide, joins the popular RED collection as the most affordable grill in the line. This grill features the patented U™, a U-shaped infrared emitter that evenly distributes 100% infrared



heat across the entire grilling surface. The grates are evenly heated top-to-bottom and side-to-side, virtually eliminating hot or cold spots. The U also protects the stainless steel burners and ignition systems and is designed to simplify grill life for outdoor chefs. Simple temperature settings – ROTISSERIE, BBQ, GRILL, SEAR, and even CLEAN, a high-heat setting that will turn any remaining food particles to a white ash – are found right on the control panel of the \$499 Char-Broil RED.

“Char-Broil’s commitment has always been to providing affordable innovation,” said Rob Schwing, Senior Director of Marketing for Char-Broil. “The new additions to the RED and Commercial Series collections offer wallet-friendly options for backyard chefs looking to upgrade their grill this year and enhance their home cooking experience and results.”

### **About Infrared Grilling**

Once found only in high-end restaurants or professional-grade grills retailing for thousands of dollars, infrared cooking systems deliver superior taste, simplicity and efficiency, perfecting an innovation that truly enhances the grilling experience.

Replicating the radiant, even temperatures of charcoal to seal in flavor and moisture without fear of charcoal flare-ups, Char-Broil infrared grills have all the advantages chefs have come to love when cooking with infrared: juicy, flavorful grilled foods that do not dry out; the ease of using wood chips for a rich, smoky flavor; effortless self-cleaning to simplify maintenance; and engineering that increases energy efficiency – both in the amount of propane used and in personal time savings.

Infrared...Char-Broil’s juicy little secret!

More information about infrared and Char-Broil grills is available at [www.charbroil.com](http://www.charbroil.com).

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