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FOR IMMEDIATE RELEASE

***Char-Broil Has Thanksgiving's Juicy Little Secret:***  
**THE BIG EASY® OIL-LESS INFRARED TURKEY FRYER**

*Available at Retailers Nationwide*



**August 11, 2010, Columbus, GA** – Cooking the centerpiece of the Thanksgiving meal is now one of the easiest chores of the big day thanks to Char-Broil's **Big Easy**, the first oil-less, infrared turkey fryer that cooks turkey and other foods using natural infrared heat. The Big Easy by Char-Broil [www.charbroil.com](http://www.charbroil.com) cooks moist, flavorful turkey without the mess and safety concerns associated with oil-based fryers, and in significantly less time than a traditional oven.

Frying a turkey at Thanksgiving is a tradition with deep Southern roots that has gained widespread popularity across the country (searches for "turkey frying" jumped almost 200% on [www.AllRecipes.com](http://www.AllRecipes.com) from 2008-2009) because of the succulent flavor, tender meat and crispy skin achieved through frying. Frying a turkey in oil is a messy and expensive process, however, and the hot oil can be a safety hazard. According to owners

of Char-Broil's Big Easy, the oil-less infrared turkey fryer not only beats traditional fryers on flavor, but far surpasses them when it comes to convenience, safety and efficiency. Here's why:

**Flavor**

- Intense infrared heat penetrates meats evenly and seals in natural juices. The result is a turkey that is crispy on the outside and juicy on the inside.
- Rubs and spices can be used on the outside of the turkey and they won't wash off as they would in oil.
- An attached grease tray captures the juices to make homemade gravy.
- By eliminating peanut oil, The Big Easy delivers the same great fried turkey taste without all the added calories, sodium and fat.

**Safety**

- No open flames. No hassle of heating, cooling and disposing of gallons of cooking oil.
- Char-Broil's Big Easy is CSA Certified.

**Simplicity**

- The Big Easy operates on a standard 20 lb propane tank and requires no pre-heating.
- It's easy: Place the turkey in the basket. Put the basket in the cooker. Turn it on. About two hours later (depending on turkey size), a perfectly crisp bird is done. More time to entertain guests!
- The enclosed thermometer measures the internal meat temperature. (No more measuring the oil temperature and guessing when the turkey is done!)
- The Big Easy cooks a variety of cuts of meat as well as vegetables.

**Efficiency**

- The Big Easy cooks turkeys in half the time of a traditional oven, and same amount of time – start to finish – as fryers that use hot oil.
- Cool down takes less than 20 minutes. No oil disposal. No constant monitoring.

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A 2009 *Hearth & Home* VESTA Award winner for “Outdoor Cooking Innovation”, Char-Broil’s Big Easy has become an indispensable tool for thousands of home chefs across America – and not just at Thanksgiving. Half (48%) of Big Easy owners report using their fryer throughout the year to cook everything from prime rib, lamb and ham, to corn on the cob and sweet potatoes.

**How It Works**

The Big Easy cooks with one of the grilling industry’s most popular cooking technologies: infrared heat.

Between the outer wall and inner wall of The Big Easy is a fully enclosed, specially designed propane burner. The heated inner wall radiates natural infrared heat that penetrates food evenly and seals the juices inside.

The hot air that is generated escapes out of the top of the cooking chamber before it has a chance to dry out the food. The result is meat that stays moist and tender.

**Features**

- **Cooking Basket**: Used to lower food into The Big Easy cooking chamber.
- **Basket Lifting Handle**: Used to lift the Cooking Basket out of the cooking chamber once food is done.
- **Meat Thermometer**: Measures food-safe temps for accurate cook times.
- **Pull-out Grease Tray**: Captures drippings for gravy and other stove-top recipes.
- **Mesh Lid**: Use only during the last 10 to 15 minutes of cooking when a browner, crispier bird is desired.
- **Rotary Ignition**: One easy turn of the dial and The Big Easy begins cooking.
- **Cool-touch Handles**: Safely maneuver and transport The Big Easy.
- **Cooking Guide**: Features cooking tips, recipes and other helpful information.

**Accessories** (Available at [www.charbroil.com](http://www.charbroil.com))

- **Easy-Out Cooking Rack**: This dishwasher-safe rack hangs on the Cooking Basket to expand the cooking space.
- **Easy-Out Hinged Basket**: An enhanced version of the original Cooking Basket, it opens from the side for easier food removal.
- **Rib Hooks**: This set of four hooks makes barbecuing ribs up to 11” in length easier than ever.
- **Disposable Foil Liner**: Lines the Pull-out Grease Tray to capture drippings for gravy & other stovetop recipes.
- **Custom Cover**: Protects The Big Easy from the elements.

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**About Char-Broil:** Part of the W.C. Bradley Co. family of brands and based in Columbus, Georgia, Char-Broil [www.charbroil.com](http://www.charbroil.com) is the leading marketer of infrared, gas, charcoal, portable, and electric outdoor barbecue grills sold under the Char-Broil®, Thermos®, Oklahoma Joe’s®, and New Braunfels Smoker Company® brand names. Char-Broil markets and distributes a complete line of grills, smokers, fryers, and outdoor fireplaces, along with parts and accessories, throughout North America.

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