

FOR IMMEDIATE RELEASE

Media Contact: Parmjit Parmar
Montana Ridge, Tel: 416-750-0966
E: parmjit@montanaridge.com

Gathering Around the Grill Makes Any Day a Memorable Day

Inspirational Menus and Grilling Ideas for Family and Friends

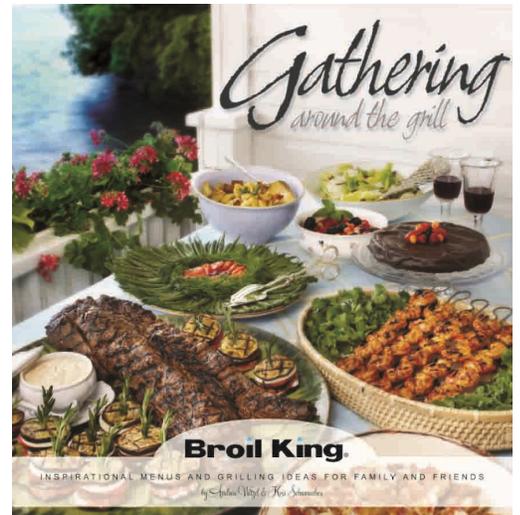
By Andrea Witzel and Kris Schumacher

Published by Onward Manufacturing Company - Broil King

A proud Canadian company since 1906

Waterloo, ON – There's no better way to celebrate your special occasion than by offering loved ones a veritable feast that only looks like you spent weeks slaving away in the kitchen. Andrea Witzel and Kris Schumacher have taken the guess work and stress out of celebration entertaining by crafting twenty-one menus in their new book, **"Gathering Around the Grill."** Let the ladies behind Canada's barbecue family show you how taking cooking outside ANY time of the year adds a casual, comfortable and relaxing spin on even the most special gathering.

This duo's lovingly crafted menus are designed to create memory-making events out of: Milestones, Special Days or the Everyday. From the upcoming Father's Day (Manning the Grill Menu), Graduations (Coming of Age Menu), benchmark birthdays (Sweet Legacy), to Oktoberfest (Gemütlichkeit) or Valentine's Day dinner (Love Potions), where good eating is the central theme to enjoying the day, "Gathering Around the Grill" has your menu.



The book features 180 pages of recipes, and includes a section dedicated to getting the most out of your grill, including advice on testing meat temperature for done-ness, and stocking your pantry for instant glazes, marinades and rubs.

Making outdoor entertaining easier is the ladies' tried and true grilling techniques and tips using locally-sourced quality ingredients wherever and whenever possible, emphasizing seasonality that is near and dear to most gourmands' hearts.

The book also commemorates the 100th year anniversary of the Witzel family's business, Onward Manufacturing Company Ltd.(OMC) based in Waterloo, ON. OMC is one of Canada's leading manufacturers and distributors of quality gas grill products, including Broil King Gas Barbecues, and has built a reputation for quality, durability and cooking performance.

Broil King®

Great Barbecues Every Time

The menus put together for this book are tried and true meals that Kris and Andrea have served at their own gatherings. The photographs are an album of special people in their lives enjoying the meals and time together.

The book emphasizes how barbecuing:

- Brings the party outside, where the smells and sights and sounds of the barbecue invite guests to participate in the preparation of the meal
- Is a relaxed lifestyle that facilitates group gatherings for just about any occasion and makes cooking a breeze with the help of your BBQ
- Simplifies entertaining- tips are given on how to prepare in advance so the host and hostess can enjoy the party too
- Is a great way to entertain using the freshest foods possible- strawberries in June, squash in the fall, asparagus in the spring, and blueberries in July. Root and cellared vegetables during the months when the ground is frozen

About the Authors

Andrea Witzel and Kris Schumacher met twenty years ago when their children began school and they have been friends ever since. Their shared passion for cooking and entertaining led them to produce the Barbecue Genius Grillers Handbook that has accompanied every new Broil King Barbecue since 1997. Their love of family and friends, and the joy that entertaining gives them, inspired these busy mothers to create **Gathering Around the Grill**.

Andrea Witzel

Andrea's love of fresh food began in her father's vegetable garden. From him she learned the basics of growing your own food at an early age. Today she continues the family tradition with her four children. Every spring they help plant seeds and at harvest time they pitch in as well.

Andrea delights in the pleasure of cooking and when not creating something wonderful for loved ones to share around the table, she can be found making a marked difference in her community. On the food side of her philanthropic work, Andrea served a three year term on the Kitchener/Waterloo Gourmet Trail committee from its inception. This annual fundraising event in support of Kidslink (a respite centre for children with social, emotional and behavioural challenges) consisted of various tours through area restaurants and ran for ten years. From 2002 to the present, Andrea has also served on the Board of Directors for the Kitchener and Waterloo Community Foundation, its grant committee since 2005 and prior to that, the Development Committee.

She's proud to be involved with an organization that addresses its residents' needs through grant-making and leadership in community issues. She's also a trained Hospice of Waterloo volunteer and has worked in the area with clients since 2007.



Broil King®

Great Barbecues Every Time

Kris Schumacher

Coming from a family of seven children, Kris grew up enjoying cooking and experimenting with food. With a M.Sc. in Food Science, she has taught in the field as well as worked in product development; she is especially interested in the cultural aspects of food.

Kris is an active volunteer in her community, working in various volunteer positions including the *Waterloo Home Support* where she works with senior citizens to help them remain independent while living in their own homes. This includes grocery shopping with them (so they eat better on their budgets) and running healthy eating and lifestyle workshops with seniors.

Kris is also the Chair of the Kitchener-Waterloo UNICEF Schools program for the region (she's volunteered with UNICEF for thirteen years). She works with volunteers, teachers, schools and children to organize the yearly Trick-or-Treat Campaign that raises approximately \$50,000 every year. Kris is proud to say that in 2008, her region boasted three of the top twenty fundraising schools in Ontario. Her work was recognized in her being awarded the UNICEF Canada Volunteer Service Award in 2006.

Buying the book: *Gathering Around the Grill* (\$34.95 CDN) is available at [Words Worth Books](http://www.wordsworthbooks.com), <http://www.certifiedbbqexperts.com> dealers and online at <http://www.gatheringaroundthegrill.com>

To request a copy of the "**Gathering around the Grill**" and/or book interviews with Andrea Witzel and Kris Schumacher please contact:

Parmjit Parmar, Montana Ridge, Tel: 416-750-0966

E: parmjit@montanaridge.com