

For immediate release



## **Barrel House Cooker Appeals to a Larger Buying Audience**

Bakersfield, CA, April 18<sup>th</sup> – Barrel House Cooker Company recently introduced its flagship product the “Barrel House Vertical Cooker” (BHC) to deliver traditional smoked BBQ flavors through a sleek and innovative design. Specifically, the BHC offers the consumer the ability to not only produce championship flavors, but to also achieve the following as it relates to the outdoor cooking experience:

- **Simpler:** One time setting allows the consumer to “Hang it & Forget It”
- **Faster:** Cooks at 275°-300°F, a competition proven alternative to “Low & Slow”
- **Smaller:** Cooks 6 racks of ribs (25lbs) in a 14” diameter (33 lbs.) smoker.
- **Affordable:** MSRP of \$349 with free shipping and money back guarantee.

How does it work? The BHC vertical cooking system allows proteins to self-baste as drippings fall into the fire and vaporize back into the cooking chamber. This means flavor, and lots of it. In addition, the BHC has been engineered to create convective air flow currents that even out the hot spots and provide for a uniform temperature gradient. The modularity and versatility of the design allows a wide array of cooking configurations and the use of charcoal briquettes, lump charcoal, or briquettes plus wood chips to impart a variety of smoked flavors.

The Result? Incredible flavor. But also, a consumer product that through its simplicity, speed, size, and affordability, reaches a broader buying base. Brian Graves, President of Barrel House Cooker comments, “At Barrel House, we look forward to growing the pool of potential buyers in this outdoor cooking segment that will be directly attributed to the ease of use for our family of products”. Note: BHC will be introducing 2 new units at the National Hardware Show on May 9<sup>th</sup>, 2017.

The Barrel House Cooker is the latest product from a California based manufacturing company that has produced top-quality consumer goods along with American jobs for nearly six decades.

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