

For immediate release



## The Emerging New Trend in BBQ

Bakersfield, CA, May 1<sup>st</sup> – Barrel House Cooker Model 18C is now in Walmart stores nationwide. This is exciting news for an amazing new segment in outdoor cooking. Imagine a barbecue that is as simple to use as a pellet cooker but provides the hearty flavors of traditional charcoal and wood – and at a fraction of the cost.

**HOW IT WORKS.** Meat is vertically suspended over a bed of charcoal briquettes and cooks evenly top to bottom as drippings flow down the meat, hit the briquettes, and vaporize back into the cooking chamber. This means flavor, and lots of it. Additionally, a one-time air intake setting regulates the burn, prevents flare-ups, and attains the perfect cooking temperature. This allows for easy, time-based barbecue. There is no flipping, no fussing, and cooks take 40% less time than traditional smokers.

**COMPACT & HIGH CAPACITY.** Now everyone can make amazing barbecue without equipment that gobbles up patio space, costs a small fortune, or needs to be plugged in. With either a 14” or 18” footprint it cooks at least 6 baby back racks or 3 whole chickens at once. Also, Barrel House Cookers have refined modular cooking abilities, and they separate at the base for easy fueling and clean up.

**CUSTOMERS LOVE IT.** Barrel House Cookers are receiving whole hearted praise from both barbecue novices and experts. We often hear they need to rethink everything they know about barbecue after experiencing the Barrel House Cooker.

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.

### Why Barrel House Cooker?

- **Flavor:** Meat drippings vaporize on briquettes infusing unique flavor and moisture.
- **Simple:** One time setting allows the consumer to walk away until it’s done.
- **Fast:** Cooks around 300°F, a competition proven alternative to “Low & Slow” smoking.
- **Compact:** With only a 14” or 18” diameter, 6 - 8 racks of ribs easily cook at once.
- **Affordable:** MSRP of under \$250 and money back guarantee.

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