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**FOR IMMEDIATE RELEASE**

(w/CD of images)

## **ALFRESCO TAKES THE PROFESSIONAL CHEF'S KITCHEN OUTDOORS WITH ITS RESTAURANT STYLE OPEN-AIR CULINARY SYSTEM**

**COMMERCE, Calif. (Sept. 10, 2007)** – Alfresco's open-air culinary system, including its new groundbreaking LX2 built-in grills and full line of outdoor kitchen appliances and accessories, transforms the backyard into the ultimate fully self-contained outdoor kitchen. Bringing together all the conveniences of an indoor kitchen, Alfresco's rugged and beautiful stainless steel units satisfy all the steps needed for backyard entertaining, from refrigeration and preparation to cooking and serving. In addition, all Alfresco grills are proudly built by hand in the United States.

“Our goal is to change conventional thought surrounding the traditional barbeque,” said Dale Seiden, vice president of Alfresco. “People are used to doing all the food preparation in the indoor kitchen, grilling outside, and then going back inside to replenish provisions or plate and serve, and then coming back outside to eat. Whether grilling steaks, mixing cocktails or deep frying shrimp, we have created the ultimate system that allows for that whole process to be moved outside.”

The heart of Alfresco's open-air culinary system is its line of high performance luxury grills. Designed with real commercial features, the LX2 grills are available in 30-, 42- and 56-inch models and incorporate commercial-grade stainless steel construction with welded joints and beautiful hand polished accents. All LX2 grills use 27,500 BTU stainless steel main burners with twice-lanced double-row port design and dual crossovers for optimal flame distribution, which deliver intense heat to the pyramid-shaped ceramic briquettes. These features ensure even heating and perfect caramelization to instantly seal in the juices insuring tender, moist, delicious food. Also included is an integrated smoker with a dedicated 7,000 BTU burner to accommodate wood chunks for cold smoking. The exclusive smoke ejector system allows the smoke to distribute evenly throughout the grill to insure full encapsulation around food for maximum flavor and permeation.

With an LX2 grill at the core of the system, it's then possible to choose from a wide range of Alfresco appliances and accessories to complete the open-air culinary experience. This complete system allows users to refrigerate, prep, cook, grill, plate, serve and entertain without having to return to the house. For refrigeration, consumers can choose from a line that includes a 7.25 cubic foot model, an under grill unit with stainless steel marinating pans and a countertop refrigerator that has a wide range of uses including bottle cooler and salad bar.

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## ALFRESCO – LX2 GRILLS

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For preparation, cooking and serving, accessories include a dual side burner containing two 17,000 BTU burners, commercial griddle, steamer/fryer, wok, infrared searing burner, and food warmer. For this outdoor dream kitchen, consumers can add the restaurant-inspired plating and garnish center, warming and storage drawers, prep and hand wash sinks, and a completely sealed dry storage pantry. To complete the outdoor culinary entertaining experience, Alfresco also offers a built-in or freestanding bartending center. All of these accessories are constructed with the same high-grade materials and attention to detail of the LX2 grills.

“Our team of designers and builders have decades of experience producing equipment for many of the finest hotels and restaurants,” said Seiden “We have used that experience to create an integrated system, a true outdoor kitchen, that any professional chef would feel right at home in.”

For more information please visit Alfresco’s website at [www.alfrescogrills.com](http://www.alfrescogrills.com).

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