

## WEBER'S WAY TO GRILL™ QUICK FACTS

- WHY IT'S AWESOME:** *Weber's Way to Grill* is the most complete grilling technique book that's ever been on the market. All the recipes have a photo of the cooked food, but the book goes much further. With hundreds of images detailing step-by-step techniques, *Weber's Way to Grill* demonstrates the culinary details that maximize tastes and textures.
- THE PROOF:** An announced initial printing of 350,000 illustrates strong anticipation for the cookbook.
- WHAT'S INSIDE:** It meticulously guides outdoor cooks to grilling success with more than 160 triple-tested recipes—and over 1,100 full-color photos.
- AUTHOR:** Chef, journalist, and nationally acclaimed grilling expert Jamie Purviance (pronounced *Purr-VIE-ance*). He's a best-selling author of five grilling cookbooks, and his *Weber's Real Grilling*™ has sold almost one million copies to date.
- PHOTOGRAPHER:** James Beard Award-winning Tim Turner of Tim Turner Studios
- EDITOR:** Marsha Capen, rabble+rouser
- ACCOMPANYING WEB SITE:** [www.waytogrill.com](http://www.waytogrill.com)
- SPECS:** 320 pages, 9" x 11-3/8" format, soft cover
- SUGGESTED RETAIL PRICE:** \$24.95
- WHERE TO BUY:** Wherever books are sold, including home centers, mass merchandisers, supermarkets, and online.
- PUBLISHERS:** Weber Grills and Sunset Books
- GRILLING CONTINUES TO GROW IN POPULARITY\*:**
- 64 percent of American households own at least one or more outdoor grills. Almost one-third (29 percent) own multiple grills.
  - American grill owners spend an average of 5.6 hours a week cooking outside during their "grilling season" compared to 4.4 hours last year.
  - 81 percent of American grill owners assert that they prefer grilling outside vs. 19 percent who prefer cooking indoors.

\* 20<sup>th</sup> annual Weber GrillWatch Survey™ (2009)