

PRESS RELEASE

April 2009

EVERYONE GATHERED AROUND THE BARBECUE

New: the Amica table barbecue from barbecook

Trend research shows that 2009 will bring more cheerfulness in spite of, or thanks to, the crisis. People are attaching growing importance to friends and family, and are more often doing their own cooking.* A trend that perfectly matches the profile of the Amica from Belgian barbecue manufacturer barbecook.

ALL GATHERED AROUND THE TABLE

With the Amica, you no longer have to stand alone in front of the barbecue and thus miss out on all the fun. Instead, you place the Amica in the middle of the table, and let everyone grill their own food around the authentic charcoal fire. Fancy a barbecue for two? The Amica is ideal for that too. It lets you enjoy those delicious barbecue flavours and aromas over a tête-à-tête without the fuss and bother associated with conventional barbecues.

FOR OUTDOOR AND INDOOR USE

The Amica works on the (bamboo-based) Cook Chips specially developed by barbecook which must be lighted with a special fire lighter gel. The unique composition of the Cook Chips ensures that no smoke is produced during lighting, i.e. no irritating smoke for your guests or neighbours. Additional advantage: the Cook Chips and griddle combination lets you also use the Amica indoors!

ORIGINAL MOTHER'S DAY PRESENT

All this makes the Amica a perfect present, e.g. for Mother's Day. Its ease of use and beautiful design will surely appeal to many mothers. The Amica comes with a silicone placemat, cooking grid, griddle, four grilling tongs and a recipe booklet.

For more information and inspiration, visit www.barbecook.com.

* See Trendbarometer 2009 of trend research agency Bekxpertise.

Note for the editorial staff (not for publication)

Source: barbecook

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The Amica from barbecue works on Cook Chips (smoke-free)



Good food and fun at the table with the Amica from barbecue



Good food and fun at the table with the Amica from barbecue



The Amica from barbecue: also for indoor use!

Images in high resolution via www.barbecue.com/imagebank (password = barbecue)

Amica with Cook Chips and fire lighter gel:

<http://www.barbecue.com/imagebank/v3/stamboom/detail.asp?cID=92&ID=377&lg=en>

Amica atmospheric photo outdoors:

<http://www.barbecue.com/imagebank/v3/stamboom/detail.asp?cID=92&ID=293&lg=en>

Amica atmospheric photo outdoors:

<http://www.barbecue.com/imagebank/v3/stamboom/detail.asp?cID=92&ID=294&lg=en>

Amica atmospheric photo indoors:

<http://www.barbecue.com/imagebank/v3/stamboom/detail.asp?cID=92&ID=389&lg=en>

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