

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
New York, New York 10017

184 WORDS, 60 SECONDS

GRILLING TIPS

(BEGIN *SOUND BITE*): **“HI, THIS IS JAMIE PURVIANCE, AUTHOR OF ‘WEBER’S SMOKE—A GUIDE TO SMOKE COOKING FOR EVERYONE AND ANY GRILL.’ I’D LIKE TO SHARE WITH YOU ONE OF MY TOP TEN SMOKING TIPS. THIS IS AN IMPORTANT WAY OF DEVELOPING A GREAT LAYER OF FLAVOR ON THE SURFACE OF SMOKED FOODS LIKE MY CHAMPIONSHIP SPARERIBS WITH SWEET APPLE BARBECUE SAUCE. THE TIP HERE IS, LET THE BARK GET DARK. THE BARK IS THE OUTER SURFACE OF BARBECUED FOODS LIKE RIBS AND BRISKET, AND IT TURNS A DARK MAHOGANY COLOR WHEN THE SMOKE AND HEAT OF YOUR GRILL MIX WITH THE SPICES AND JUICES ON THE MEAT. IF YOU WANT TO SAUCE YOUR RIBS, THE KEY IS WAIT UNTIL YOU SEE THAT DELICIOUSLY DARK BARK OF CARAMELIZED FLAVORS DEVELOP BEFORE YOU BRUSH ON ANY WET SAUCE. ‘WEBER’S SMOKE’ IS PACKED WITH A LOT MORE GREAT TIPS LIKE THIS ONE, AS WELL AS A WIDE RANGE OF BOTH SLOW-COOKED AND QUICKLY GRILLED RECIPES THAT ANYONE CAN MAKE ON ANY GRILL. TO TRY SOME OF THE RECIPES, INCLUDING MY CHAMPIONSHIP SPARERIBS, VISIT WEBER--DOT--COM--SLASH--SMOKE.”**
(END *SOUND BITE*)

NOTE TO BROADCASTERS: SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.