



FUEGO

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## COMPANY BACKGROUND

### FIRED BY PASSION; FUELED BY INNOVATION

#### *The Story Behind Fuego*

An entire lifestyle has been redefined with a designer's vision and a visionary's design; fueled by innovation, technology and style. Offering a revolutionary rethink of outdoor living, the consummation is not only a grill, but a concept that is heating up the industry.

The two players in the Fuego story are Alex Siow and Robert Brunner, Fuego's CEO, and chief industrial designer. Each brings a unique pedigree to Fuego: Brunner is a world-renowned designer and a partner at the San Francisco office of Pentagram Design. Siow is founder of Zephyr Ventilation, the company that (among its many innovations), was the first to launch a signature designer line of cooking ventilation hoods. Each man had a comfortable history of success, yet hungered for a new way to fill a unique niche in the consumer marketplace with unprecedented functionality, technology and style. Although both Brunner and Siow had heard of the other prior to Fuego's founding, it effectively took a television show to bring the two together.

In 2005, Pentagram was approached by the producer of a new program for The Discovery Channel, seeking to give viewers an inside look at how cutting-edge products are designed. The challenge was

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to create “the ultimate barbeque grill.” Brunner, heading a prestigious design team, accepted the task on behalf of Pentagram. The result—as documented in the TV show—was a modernist rethink of outdoor grilling. Dubbed “Fuego,” this new product—and entire category—took a completely new approach to the age-old ritual of outdoor cooking, making it the centerpiece for upscale urban-ite entertaining.

Amazed by this grill-as-gathering-spot concept, Siow immediately recognized a gap in the marketplace for a modern outdoor cooking system with the ability to fit in small spaces (such as an uptown balcony or rooftop garden). After discovering the Fuego grill prototype had yet to be claimed by a manufacturing partner, Siow approached Brunner and set the groundwork to launch an architectural reinvention of outdoor entertaining. With the Fuego grill as its inaugural product, the company was born.

At this time, the Fuego grill was a prototype and still needed refinement. Once the prototype was refined, it needed to be manufactured with the same passion as which it had been designed. Here, Siow was able to provide guidance, with his extensive industry knowledge and well-established connections with the finest manufacturers worldwide.

With over a half-dozen patents pending, the Fuego grill is unlike any grill on the market today. Whereas traditional grills restrict the user to only cook with gas or charcoal, the Fuego can use both

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as well as radiant infrared cooking; the modes are interchangeable by the user. It features ingenious innovations like a hideaway hood and sensors that monitor the exact temperature of the actual cooking surface. But most strikingly, the Fuego can throw a good party. Rather than a side-show for one person, the Fuego functions as an entertainment center and social hub for the backyard. Conceived as a prepping area, akin to an indoor kitchen island, the Fuego invites people to come close, participate and eat and drink together.

The Fuego grill is slated for unveiling at the 2006 Kitchen & Bath Industry Show (K/BIS) in Chicago, and will ship nationally in September 2006. The first product for Fuego North America, the Fuego 01 is dedicated to fulfilling the company's self-proclaimed mission to use technology, functionality, and design to challenge the status quo, while establishing a brand that redefines outdoor entertaining. To learn more visit [www.fuegoliving.com](http://www.fuegoliving.com).

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