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**FUEGO NORTH AMERICA LAUNCHES INNOVATIVE BLOG**

***The Fuego Lifestyle Becomes Truly Social***

SAN FRANCISCO, Mar. 26, 2008—[Fuego North America](#), the company behind the industry-redefining Fuego grills, takes its cornerstone social hub concept to the next level with its new blog, [TheFuegoBlog.com](http://TheFuegoBlog.com). This conceptual brainchild from Alex Siow and Robert Brunner, co-creators of Fuego, is the latest natural extension of the Fuego lifestyle.

“True inspiration comes from everywhere and we want to give people an insight into how that inspiration can turn into a revolution,” says Alex Siow, Fuego CEO. “The Fuego is so much more than a grill, it is a social hub that attracts unique conversation, sparks ideas and even offers the perfect setting for sealing a business deal. As businessmen and creative innovators, Robert and I specialize in challenging the status quo. As bloggers, we aspire to do more of the same.”

The Fuego Blog seamlessly merges the intersection of work and play. The “Work” portion details product inspirations, business trends and industry insights, while the “Play” portion dishes out the hottest trends in grilling, fashion musings and the San Francisco social scene. Siow even reveals the ingredients of his new favorite drink, [the caipirinha](#).

While Siow and Brunner are the main staples of the blog, contributing authors will be from the Fuego family and beyond. Scheduled contributing authors include Fu Tung Cheng, chief designer for Cheng Design, Erik Schmitt, creative director for studio1500 and a wide of range of professionals from various design, technology, business industries.

About Fuego

Fuego North America designs and manufactures products that challenge the status quo in outdoor entertaining. The company has created a modernist rethink of the grilling experience, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, Fuego offers products that create the ultimate outdoor social hub. For more information about *Fuego 01*, *02*, *Modular*, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit [www.fuegoliving.com](http://www.fuegoliving.com).

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