



Media Contacts:
Megan Lloyd - Jones • megan@merlotmarketing.com
Erica Saucedo • erica@merlotmarketing.com
Merlot Marketing, Inc. • 916.285.9835

FOR IMMEDIATE RELEASE

FUEGO 01 GRILL AWARDED GOLD IDEA

Revolutionary Outdoor Grill Recognized As One of 2007's Best Product Designs

SAN FRANCISCO, Calif., July 24, 2007—The highly-acclaimed *Fuego 01* grill from [Fuego North America](#) has received a 2007 Gold [IDEA](#) (International Design Excellence Awards). The IDEA program, cosponsored by [Business Week](#) and the Industrial Designers Society of America (IDSA), recognizes excellence in industrial design and cultivates understanding about industrial design's impact on the economy and standard of living.

The coveted Gold award is the highest honor recognizing cutting-edge products, ranging everywhere from house wares to scientific equipment to consumer electronics. As the name implies, IDEA is truly an internationally recognized competition, with 29 countries submitting products in 2007. This year, the coveted gold was bestowed upon only 20 of 1,691 entries, emphasizing the strength of the Fuego design.

The *Fuego 01* combines patented technology with sleek design and unsurpassed functionality to propel the idea of outdoor entertaining to a new, distinctively modern social experience. Fuego's Patented Quick Change Drawer System allows the user to alternate cooking with gas, gas-fired infrared and traditional charcoal. The grill boasts the industry's first cooking island configuration, both re-introducing the "grill master" to the party and creating, in the words of Fuego chief designer Robert Brunner, "a social hub for the backyard."

"The *Fuego 01* represents a modernist departure from traditional outdoor grilling with state-of-the-art technology and design-driven features," says Alex Siow, Fuego CEO. "The hibachi-style cooking space enables guests to gather around the grill and interact."

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Roundhouse One
1500 Sansome St. #100
San Francisco, CA 94111

888.88.FUEGO
www.fuegoliving.com



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Brunner, former Director of industrial design for Apple Computer and Pentagram Design partner, realizes impeccable design is just the first step in the creation of exceptional products such as the *Fuego 01*. His latest venture, [Ammunition](#), has redefined the capabilities of product design by utilizing small, skillful teams and client based design consulting services to produce and deliver high design products. Ammunition, with offices in San Francisco and Padova, Italy, will pioneer strategic business partnerships that involve collaborating on product and brand development projects.

“Highly successful products are about powerful ideas that are communicated to the consumer through all aspects of what they experience with them,” Brunner said. “These are the products that change industries and businesses.”

About Fuego:

Fuego North America designs and manufactures outdoor kitchen appliances that push the envelope in outdoor entertaining. Fuego is 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 the first outdoor grill designed as an entertainment center and social hub for the backyard. The *Fuego 01* has received international recognition, such as the [iF Product Design Award](#), the [Chicago Athenaeum Good Design Award](#) and [IDEA](#) (International Design Excellence Awards). For more information about *Fuego 01, 02*, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit www.fuegoliving.com.

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