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FUEGO MODULAR CUSTOMIZABLE OUTDOOR KITCHEN NOW AVAILABLE

New Fuego Modular Puts Design & Aesthetics On Center Stage In The Backyard

SAN FRANCISCO, February 23, 2009—The highly anticipated Fuego Modular outdoor kitchen by Fuego North America is now available. The designer and developer of revolutionary outdoor grills expands the Fuego line with a fully customizable outdoor kitchen, featuring individual modules for grilling, warming, storing, chilling and washing.

Consumers are spending more time at home remodeling their backyards, building outdoor rooms and striving to make the overall outdoor experience more enjoyable. The Fuego Modular outdoor kitchen gives homeowners an extension of the indoor living space and offers all the comforts of the indoor kitchen, while providing more flexibility and cooking options.

Designed by Robert Brunner, former Director of Industrial Design at Apple Computer, the Fuego Modular is a modernist rethink of outdoor entertaining, featuring a smart design aesthetic, streamlined functionality and groundbreaking new technology for the most discerning outdoor chefs.

“The Fuego Modular allows for the ultimate freedom of expression,” says Brunner, Fuego Chief Designer. “We’ve taken the traditional outdoor kitchen and liberated it with stunning choices in both function and design.”

The Fuego Modular’s aluminum frame is the core of the outdoor kitchen that houses five modules, which include two grill units, a cook unit with two gas burners, warming and storage units. The frame is connected to the Modular’s mounting brackets that support a countertop, enabling the homeowner to customize their Modular with concrete, wood or tile. The Fuego Modular can also be mounted directly to the house for a true built-in configuration.

Featuring a Patented Quick Change Drawer System, the Fuego Modular offers more customizable features than any other outdoor kitchen with gas, infrared and charcoal grilling options. The convenient utility unit includes stainless steel cabinets that can be modified for refrigeration, wine cooling or a sink system. A Modular Accessory System serves as a functional design statement that can accommodate everything from a spice rack to a paper towel holder.

The entire meal can be prepared and cooked outside with additional modules for storage, cooking and warming that ensures the chef never has to run back and forth to the indoor kitchen. A heavy-duty cabinet is conveniently located underneath a teak countertop, large enough to house the grill unit’s interchangeable drawers or a small trash bin. The two-burner cook-top unit has two dual sealed gas

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burners and a lower sliding storage drawer for pots, pans and cooking utensils. The warming unit's sterno-fueled drawers include two chafing pans with lids, which keep food at a toasty temperature in preparation for the hot meal.

“We’re finding that people are eating out less and spending more of their time and money on their indoor and outdoor kitchens, which increases the overall value of the home,” says Alex Siow, Fuego CEO. “The outdoor kitchen is so much more than a few folding chairs, grill and a picnic table; it’s a social experience for both the host and the guest. Our new Fuego Modular delivers on all levels – design, functionality and innovation.”

The Fuego Modular outdoor kitchen is available in high-end appliance showrooms across the U.S. and online at SmithandHawken.com. MSRP is approximately \$15,000.

About Fuego:

Fuego North America designs and manufactures luxury outdoor products with streamlined functionality, innovative technology and a smart design aesthetic. Headquartered in San Francisco, Fuego sells its products throughout the U.S., Asia, Australia, Europe, Canada and Dubai. The Fuego grills are a modernist rethink of outdoor entertaining and have received the iF Product Design Award, Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about Fuego North America, contact 888.883.8346, or visit www.fuegoliving.com.

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