



Media Contacts:

Zsavonne Heathcock • [zsavonne@merlotmarketing.com](mailto:zsavonne@merlotmarketing.com)

Brenda Granucci • [brenda@merlotmarketing.com](mailto:brenda@merlotmarketing.com)

Merlot Marketing, Inc. • 916.285.9835

FOR IMMEDIATE RELEASE

## **FUEGO AND AMMUNITION TOAST PARTNERSHIP AND NEW OFFICE SPACE**

### **San Francisco Grill Manufacturer and Design Firm Host Open House**

SAN FRANCISCO—Fuego North America and Ammunition, LLC hosted a joint open house to celebrate the opening of their new offices in San Francisco and the IDSA (Industrial Designers Society of America) Connecting 07 Conference Thursday, Oct. 18.

Renowned for challenging the status quo in outdoor entertaining and design, Fuego and Ammunition invited friends, designers and business partners to the new location at 1500 Sansome Street, which features modern décor and an outdoor space on the Embarcadero. Guests enjoyed cocktails from Bombay Sapphire and were able to experience the *Fuego* in action as chefs prepared appetizers on the grill throughout the evening.

The two hosts of the event, Alex Siow and Robert Brunner, partnered in 2006 to launch the *Fuego* grill, a modernist departure from traditional outdoor grilling. Siow, a keen entrepreneur, discovered Brunner's design and saw an opportunity to bring the revolutionary grill to market. A year later, Fuego North America was launched and in the summer of 2007, Brunner began Ammunition, a product design and development firm that offers client-based design consulting services, similar to the partnership with Fuego.

"I am very fortunate to be able to work side by side with Robert and his team," says Alex Siow, Fuego CEO. "It's an ongoing partnership and he truly integrates his work in all aspects of Fuego's business."

The Fuego 01 has received international recognition, such as the iF Product Design Award, Chicago Athenaeum Good Design Award and most recently, the IDEA (International Design Excellence Award) sponsored by the IDSA.

#### 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*, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit [www.fuegoliving.com](http://www.fuegoliving.com).

#### About Ammunition, LLC

Based in San Francisco, Calif., and Padova, Italy, Ammunition taps into modern lifestyle trends and identifies upcoming opportunities in the marketplace. With this new approach to business, Ammunition influences all areas of the product experience, while defining brands through high concept industrial design. Ammunition will have the capability to consistently develop products that are highly desirable and driven by a strong sense of fashion, lifestyle and innovation. For more information, call 415.632.1170 or visit [www.ammunitiongroup.com](http://www.ammunitiongroup.com).

# # #