



PRODUCT CATALOG 2011





Afire is proud to present our newest line of grilling products and accessories for the natural born grillers.

You know who you are. You're out there reveling in the thrill of the grill – regardless of the season. When you cook, you always attract a crowd.

**You respect your grill, and so do we.**

Afire products bring out the best in whatever you're grilling. When we say "high-performance", we mean an innovative design finely crafted for endurance.

Afire products are all natural and eco-friendly. We're committed to a superior grilling experience for you, and sustainability for future generations.

Marlena Chang  
owner Afire, Inc.



High Performance All Natural

## PRODUCTS & ACCESSORIES

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Afire, Inc.  
For Natural Born Grillers

[afireinc.com](http://afireinc.com)





All Natural  
**KOKO CHARCOAL**  
Made 100% from Coconut Shells

**Attention Natural Born Griller:**  
We've enhanced Afire's signature Premium Charcoal to bring you the hottest, most green grilling breakthrough on the market.



**KOKO CHARCOAL**  
**24 LB box**  
Item No. 1501

**KOKO CHARCOAL**  
**4.5 LB box**  
Item No. 1504



**50%  
MORE  
EFFICIENT!**



# of People	Pieces Needed per Grill Out	Total # of Grill Outs per bag
1 - 2	12 pcs	20
3 - 5	24 pcs	10
6 - 8	32 pcs	7

as seen in:



**AFIRE KOKO CHARCOAL  
BENEFITS!**

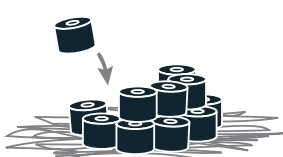
- Burns clean, hot and long
- Less smoke and flare-ups
- No unnatural or chemical taste
- Bold smoky charcoal flavor
- Eco-friendly
- 50% more efficient than conventional charcoal
- Bigger briquettes yield a hotter, more consistent grilling heat
- Easy to stack and light
- No petroleum, fossil fuels, nitrates or other chemicals



**Afirepuck Starter 6pk**  
Item No. AP6S

Start your fire with just one puck!  
Solid, alcohol-based fire starter is fast and efficient. No smoke, sparks or odor. Waterproof, windproof, and safe for both indoor and outdoor cooking.

**LIGHT AND EASY TO STACK**



1. Create a 2-3 layer donut stack



2. Place a fire starter or two paper towels soaked in vegetable oil at the center of the grill, then light



3. Cover flame with extra coconut briquettes



4. After 20 minutes, spread out ashed charcoal and begin grilling





All Natural

# HERB & SPICE RUBS

Show your grill some rub love!

Would you ever grill your meat naked? We thought not! Blend your food and seasoning to perfection with Afire All Natural Natural Herb & Spice Grill Rubs.

### ALDER-PLANKED CHICKEN THIGHS WITH HERB & SPICE RUB

- 2 tsp. dried cumin
- 2 tbs. Afire Chicken & Turkey Rub
- 1 tsp. crushed red pepper flakes
- ¼ cup extra virgin olive oil
- 10 skinless chicken thighs (with bone), 5 to 6 oz. each

Serves: 4 to 6  
Prep time: 15 minutes  
Grilling time: 30 to 50 minutes  
Heat: Direct and indirect medium heat (350° to 400°F)  
Plank: Afire Gourmet Golden Alder Plank, soaked in beer or water for at least 30 minutes

**FIRST:** Mix all the ingredients together, then rub and coat the chicken thighs.

**SECOND:** Prepare the grill for direct and indirect cooking over **medium heat**. Place the soaked plank over direct medium heat and close the lid.

**LAST:** Arrange thighs on the smoking plank and cook over direct medium heat with the lid closed for 5 to 10 minutes. Move the plank over indirect medium heat and continue cooking with the lid closed until the juices run clear, about 25 to 40 minutes.

Remove from the grill and enjoy!

for more recipes visit [afireinc.com](http://afireinc.com)

Grilling tip: To prevent your food from sticking, brush plank with a little olive oil. If flare-ups occur, spray water on the plank.

#### Steak & Hamburger Rub

Item No. SH04 ( Size: 4oz )

Afire Steak & Hamburger Rub is a robust blend of herbs and spices, with a kick of sharp paprika and sea salt. It's specially blended to tenderize and enhance the bold flavor of steaks, roasts, hamburgers, sausages - even buffalo.

#### Turkey & Chicken Rub

Item No. CT04 ( Size: 4oz )

The secret to poultry perfection is grilling with Afire's Chicken & Turkey Rub. Accented with a delicate blend of roasted garlic and red bell pepper, Afire Chicken & Turkey Rub will pack all your poultry - even game hens and wild game - with a punch.

#### Pork & Lamb Rub

Item No. PL04 ( Size: 4oz )

For a truly versatile seasoning blend, try Afire Pork & Lamb Rub. Enhanced with zesty roasted garlic, it's equally delicious on poultry, pasta, potatoes, veggies and casseroles, as well as all cuts of pork and lamb.

#### Seafood Rub

Item No. SS04 ( Size: 4oz )

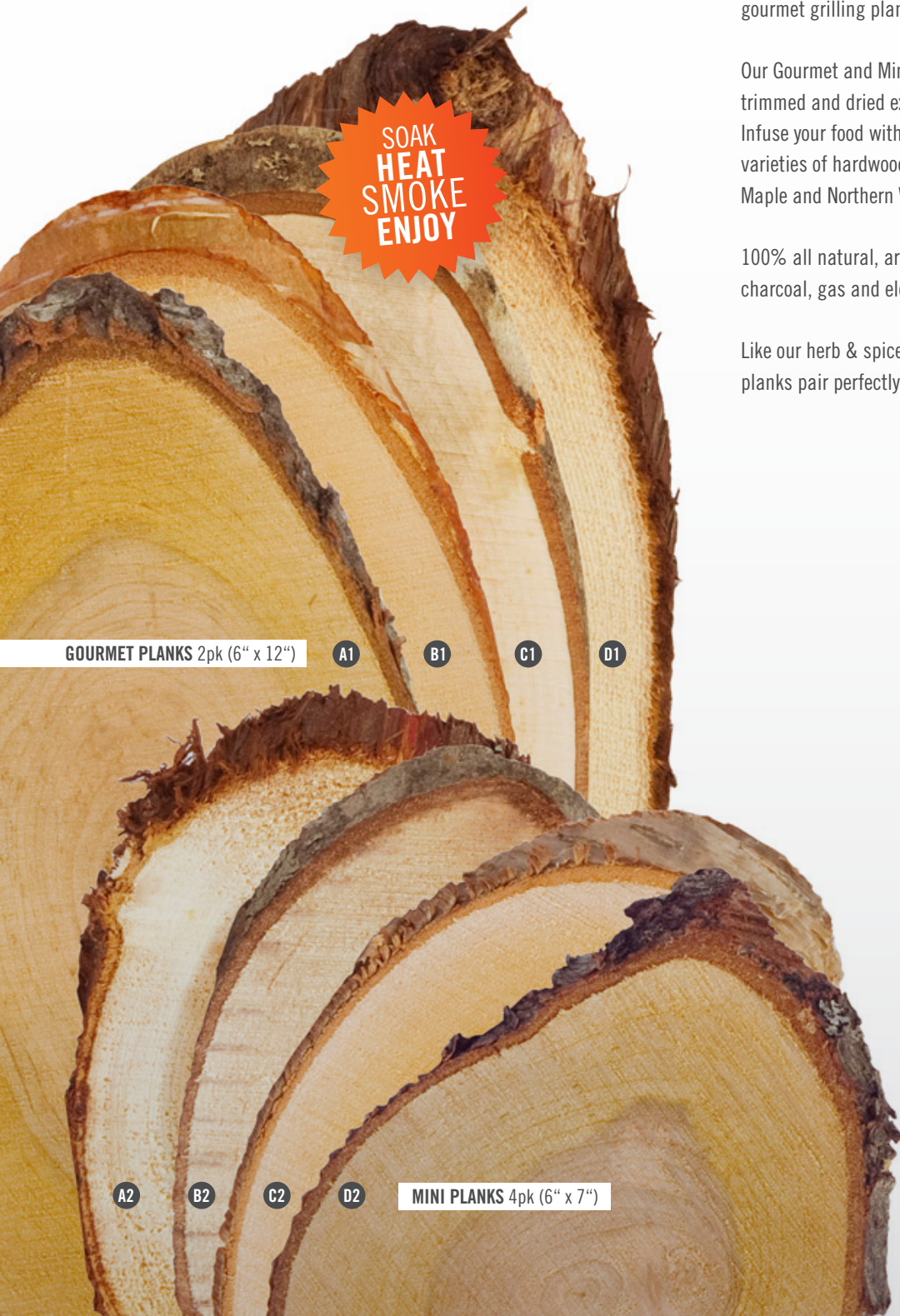
Featuring overtones of chili pepper and citrus, Afire Seafood Rub brings out the “delish” in fish. There's nothing like fresh shrimp on the barbie. Our Seafood Rub works wonders on shrimp and prawns, crab legs, lobster, scallops - even veggies.

100% natural. No artificial flavors or colors. No MSG. No preservatives. Gluten-free.

[afireinc.com/rubs](http://afireinc.com/rubs)

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Gourmet & Mini

# GRILLING PLANKS

Plank up your grilling experience

We've taken plank grilling to a new level of subtlety and sophistication. Like our herb & spice blend rubs, our gourmet grilling planks pair perfectly with specific foods.

Our Gourmet and Mini Grilling Planks are hand-selected, trimmed and dried exclusively for grilling and cooking. Infuse your food with the natural, smoky tang of four varieties of hardwood: Black Cherry, Golden Alder, Sugar Maple and Northern White Cedar.

100% all natural, aromatic hardwood can be used with charcoal, gas and electric grills and ovens.

Like our herb & spice blend rubs, Afire gourmet grilling planks pair perfectly with specific foods.



## A1 Black Cherry Gourmet Plank

Item No. GPCH2 ( 2 PACK )

Rev up the robust flavor of steaks, burgers and roasts. Fruity Black Cherry wood makes your red meat more piquant – and juicy!

## A2 Also available as Black Cherry Mini Plank

Item No. MPCH4 ( 4 PACK )



## B1 Golden Alder Gourmet Plank

Item No. GPAL2 ( 2 PACK )

When you're grilling white meat or fish, go for the gold. Golden Alder wood pairs with poultry and seafood, adding a mellow smokiness your guests will love.

## B2 Also available as Golden Alder Mini Plank

Item No. MPAL4 ( 4 PACK )



## C1 Sugar Maple Gourmet Plank

Item No. GPMA2 ( 2 PACK )

Sugar Maple boasts a natural sweetness that intensifies with heat. Use Sugar Maple planks to add smoky richness to your grilled pork, cheese and even fruits.

## C2 Also available as Sugar Maple Mini Plank

Item No. MPMA4 ( 4 PACK )



## D1 Northern Cedar Gourmet Plank

Item No. GPCE2 ( 2 PACK )

Imagine grilling over a crackling mountain campfire. That's the distinctive, fresh tang of Northern Cedar. No wonder it pairs naturally with fresh fish and seafood.

## D2 Also available as Northern Cedar Mini Plank

Item No. MPCE4 ( 4 PACK )



**TIP:** Mini planks are perfect for small plates, appetizers, or dinners for two.

as seen in:



Follow these three easy steps to infuse your food with a light, smoky tang while retaining natural moisture and vitamins:

1. Presoak plank for 30 minutes
2. Arrange your seasoned meat, poultry, fish or veggies on the plank and place on grill at 350° - 375° F
3. Cover, sit back, and wait for the plank magic to happen



## Northern Cedar Gourmet Plank Floor Display

Item No. 48GPCE

Comes with 48 units of Northern Cedar Gourmet Plank. 20" x 15" x 48 1/4"



GRILL'IN THE ROUND

# tableQ™

## SOCIAL GRILLING SYSTEM

Where Everyone Gets in on the Action

From the grill masters at Afire comes a brilliantly simple cooking system: an in-the-middle table grill. tableQ is sleek and cool (except in the middle, of course).

tableQ puts the grill right in the middle of your party. Everyone shares in the cooking from the comfort of his or her own seat.

**tableQ sears, grills, smokes, broils, stir-fries and bakes**



Be the perfect host! This versatile outdoor grilling table lets guests grill their own food.



**It's Hot** - tableQ offers three indirect cooking temperatures, plus a reversible cast iron plate for searing.

**It's Cool** - tableQ's innovative design keeps the table surface and grill body cool for guests' comfort and safety.

**It's Healthier** - Known carcinogens have been shown to form when fat from food drips onto charcoal, creating smoke that can be absorbed into food. With tableQ's distinct design, fat is prevented from dripping onto your charcoal. This feature eliminates flare-ups so you can focus on flavor.



tableQ  
Seats 6-8 / ø 56" x 29" H  
Order No. 3001

tableQ  
WITH 6  
CHAIRS

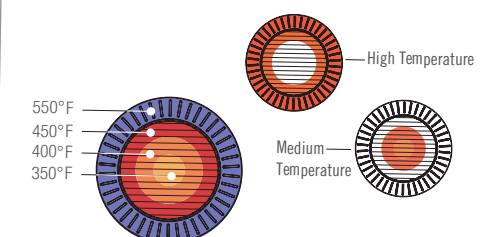
tableQ4  
WITH 4  
CHAIRS

tableQ4  
Seats 4-6 /  
ø 44"x29" H  
Order No. 3003

tableQ  
BAR  
WITH 4  
CHAIRS

tableQ Bar  
Seats 4-6 /  
ø 42"x42" H  
Order No. 3002

- Three temperature settings
- Indirect and direct heat
- Heats consistently and evenly
- Ample cooking and eating space
- Table surface stays comfortably cool
- Easy to light, clean and maintain
- Eliminates flare-ups



tableQ cooks anything on your menu cleanly and evenly. With three different temperature settings (low, medium, high), tableQ allows you to grill over direct or indirect heat. Its patented airflow control enables consistent grilling for up to two hours.





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Deliver to:

Look for great recipes and tips at: [www.afireinc.com](http://www.afireinc.com)



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**For Natural Born Grillers**

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