

170 words, 60 seconds

GREAT GRILLING

SMOKE COOKING DOESN'T HAVE TO BE COMPLICATED OR INTIMIDATING, SAYS NEW YORK TIMES BEST-SELLING AUTHOR AND JAMES BEARD AWARD NOMINEE JAMIE PURVIANCE (PURR-VY-ANCE). PURVIANCE'S NEW COOKBOOK, "WEBER'S SMOKE—A GUIDE TO SMOKE COOKING FOR EVERYONE AND ANY GRILL," REVEALS THE SECRETS TO INFUSING RICH SMOKY FLAVORS INTO ALMOST ANY DISH. Purviance says that smoking isn't just for traditional favorites LIKE RIBS AND BRISKET, ANYONE CAN ADD THE WONDERFUL AROMAS OF SMOKE TO QUICK AND EASY FAVORITES LIKE STEAK BY KNOWING A FEW TRICKS OF THE TRADE, "WEBER'S SMOKE" FEATURES MOUTH-WATERING RECIPES, WOOD AND FOOD PAIRING RECOMMENDATIONS, VITAL TECHNIQUES, AND PURVIANCE'S TOP TEN SMOKING TIPS. THE BIGGEST MISTAKE PEOPLE MAKE WHEN SMOKING FOODS, HE SAYS, IS ADDING TOO MUCH WOOD TO THE FIRE, CHUNK AFTER CHUNK, WHICH WILL MAKE YOUR FOOD TASTE BITTER. IN GENERAL, HE RECOMMENDS THAT PEOPLE SMOKE FOOD FOR NO LONGER THAN HALF ITS COOKING TIME. FOR MORE INFORMATION ABOUT "WEBER'S SMOKE," OR TO TRY PURVIANCE'S DIJON AND GARLIC RIBEYES RECIPES, VISIT WEBER--DOT--COM--BACKSLASH--SMOKE.