

## BETTER BARBECUING

TODAY, BARBECUE HAS EVOLVED INTO A MELTING POT OF INFLUENCES AND FLAVORS, SAYS JAMIE PURVIANCE, AUTHOR OF THE JUST-RELEASED "WEBER'S NEW AMERICAN BARBECUE" COOKBOOK. PURVIANCE EXPLAINS THAT BARBECUE STYLES USED TO BE DETERMINED BY REGION, BUT IN TODAY'S INTERNET-CONNECTED NATION, REGIONAL TASTES ARE BLENDING INTO SOMETHING ENTIRELY NEW AND DELICIOUS. "WEBER'S NEW AMERICAN BARBECUE" IS A COMPREHENSIVE LOOK AT THE CHANGING TASTES AND TECHNIQUES THAT DEFINE BARBECUE TODAY. THE BOOK FEATURES VALUABLE INSIGHT FROM THE TOP PIT MASTERS AND BARBECUE RESTAURANT OWNERS IN THE NATION, AND EXPLORES THE LATEST TRENDS AND TECHNIQUES THAT ARE SHAKING UP THE WORLD OF BARBECUE. IN ADDITION, PURVIANCE SHARES STEP-BY-STEP INSTRUCTION INTO NEW WAYS TO KEEP THE FIRES BURNING LONGER ON A CHARCOAL GRILL AND USING WOODS—LIKE APPLE AND HICKORY—AS AN INGREDIENT. MORE THAN ONE HUNDRED AND TWENTY UNIQUE RECIPES—including BOSTON BACON FATTIES, GRILLED SALMON B-L-T SANDWICHES, AND PEANUT BUTTER AND JELLY BABY BACK RIBS—HAVE BEEN TRIPLE TESTED TO ENSURE YOU'LL GET THE BEST RESULTS POSSIBLE. VISIT [NEW-AMERICAN-BARBECUE--DOT--WEBER--DOT--COM](http://NEW-AMERICAN-BARBECUE--DOT--WEBER--DOT--COM) TO TEST A RECIPE OR ORDER A COPY TODAY.