

## **New grill roaster: product news release and pitch**

**Headline: It's getting irresistibly harder for us to wait to get a taste of this summer thanks to this hot new tool**

**Subhead:** Williams & Sonoma release new high-heat nonstick steel grill roaster designed for extra-large roasts, with a fool-proof and innovative design good enough to capture just about anyone's taste and skillset

Toronto, Ontario – Williams & Sonoma today unleashed its new high-heat nonstick steel roaster with a perforated design, allowing you to finally be able to fire up the flavor of extra-large roasts, entire chickens and turkeys, directly on it without losing ingredients to the fire. This makes it the best tool to deliver the smokiest feast ever at your next annual barbecue no matter your level of gourmet expertise, leaving your crowd's taste buds feeling sublime.

Featuring heat-resistant to 660° F and a rugged non-stick coating, the new XL grill is designed for use on gas or charcoal grills, and is made of durable, rustproof perforated stainless steel.

"Our customers have been telling us that they were looking for a low-maintenance tool that still allows them to prepare gourmet meals this summer at their next annual barbecue without worrying about the flames engulfing their meat and leaving sooty deposits," says Donna Kay, vice president of marketing at Williams & Sonoma Canada.

Those leftover deposits, according to experts, can be due to leftover grease and fats and your grill grates, making your food taste bad and eventually reducing heat transference.

### **Usage**

Thanks to its innovative design, the PFOA-free non-stick surface ensures easy food release and cleaning, future-proofing your grill while allowing you to delivering both the best safest meals during the summer.

Its fool-proof design promotes effortless turning while searing and easy transfer to and from the grill thanks to its low rounded sides and large handles, respectively, and leaves just enough room for vegetables so you can prepare delicious food for a crowd, making it almost too convenient to deliver such a hefty meal.

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### **Availability**

The roaster grill is sold in stores across Canada and leaves enough room for just about anyone at a convenient price of \$89.95.

### **Boilerplate**

Williams-Sonoma, Inc., is an American publicly traded consumer retail company that sells kitchenwares and home furnishings. It is headquartered in San Francisco, California, United States. It is one of the largest e-commerce retailers in the U.S., and one of the biggest multi-channel specialty retailers in the world.

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**Subject line:** The hottest feasting tool is about to launch for the most sublime summer experience for just about anyone who loves food

**To:** Darrell Etherington, TechCrunch

Hi Darrell,

I noticed your article about Weber's new smart grilling hub and I thought it was terrific. I am writing today to offer you a taste of this upcoming summer's most innovative and extra-large grill designed to fire up the flavour of your next feast, accommodating a large roast or a whole chicken and vegetables, without having to compensate for size by losing ingredients to the heat.

The non-stick steel roaster is made of durable, rustproof perforated stainless steel and has a rugged non-stick coating, making it heat-resistant to 660° F, promoting both prime safety and a sublime, smoky experience without any sooty deposits. Its low rounded sides and large handles promote effortless turning while searing and easy transfer to and from grill, respectively, making it easy to deliver by and for just about anyone on either gas or charcoal grills.

Why don't you give it a taste? I would be more than happy to provide you with one for your office to feast in on this innovation. We have high res photos or you and a photographer are welcome to experience the roaster.

Donna Kay, vice president of marketing, Williams & Sonoma Canada, is available for an interview.

I look forward to discussing this opportunity with you. I can be reached at [sarah.bakri95@gmail.com](mailto:sarah.bakri95@gmail.com) or 289 892 7054. I'll give you a call tomorrow to check in.

Warm regards,

Sarah