



**May, 2021**

**In this issue:**

**RH Peterson Co. back at full operation**

Dealer Asset Site: An updated place to access what you need now

Fire Magic Partners with Luxe Magazine for launch of New “Everything Design Outdoor” Digital Experience

See Fire Magic Front and Center on Project Fire with Steven Raichlen

*"That's MY Grill!"*

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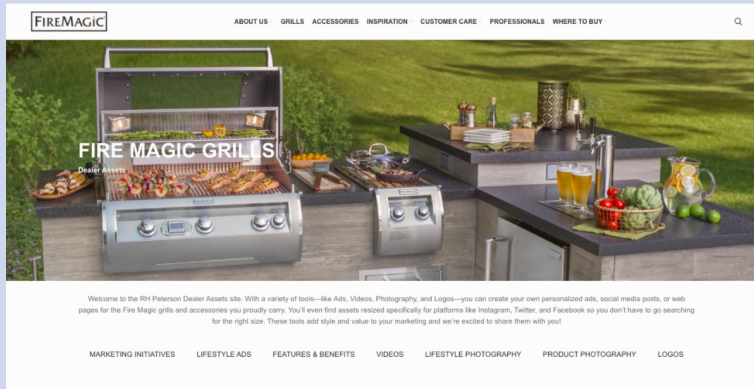
**RHP Back at Full Operation**

The computer security breach in our systems that occurred in early April has been remedied and our team is back striving to get your orders filled as quickly as possible.

We regret the inconvenience caused by this unforeseen incursion and have taken robust steps to protect our network going forward. Thank you for your patience.

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# New Fire Magic Dealer Asset Site



The new Fire Magic Dealer Asset Site offers a variety of tools - from ads, videos, photography and more - to create personalized ads, social media posts, or web pages for the Fire Magic grills and accessories you proudly carry. You'll

even find assets resized specifically for platforms like Instagram, Twitter, and Facebook so you don't have to go searching for the right size.

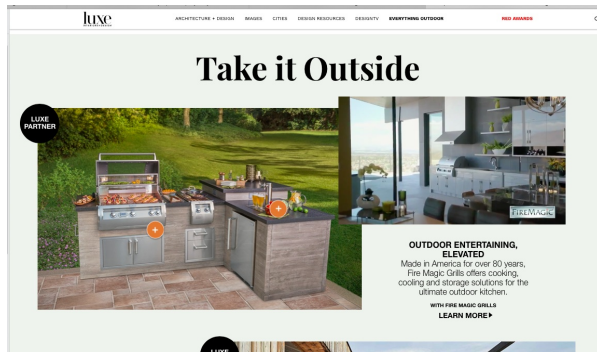
These tools add style and value to your marketing efforts and we're excited to share them with you.

We'll be continuing to add content to the site as it's created and will share updates in future newsletters.

Visit (and bookmark!) the Fire Magic Dealer Asset site at <https://www.firemagicgrills.com/dealer-assets/>

Visit Fire Magic Asset Site

## Fire Magic Sponsors New Luxe Everything Design Outdoor Interactive Digital Experience



Building on a multi-year print advertising campaign in California, Fire Magic is extending its reach with affluent homeowners and design trade professionals via a national sponsorship of the LUXE EVERYTHING DESIGN OUTDOOR interactive digital experience.

Highlighting the best outdoor brands and products, the innovative platform launched May 10<sup>th</sup> and will be promoted through LUXE's digital channels including luxesource.com, Facebook, and the LUXE Market email newsletter.

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## Fire Magic Kicks Off New Season on Steven Raichlen's *Project Fire*

Ready for the  
**Best Ribs Ever?**

That's what Steven Raichlen's cooking up on the Fire Magic 790s for a new Season 3 episode of *Project Fire*. Click the gold link below to watch the commercial-free segment with Steven preparing Baby Back Ribs with chipotle Bourbon BBQ sauce.

Every episode features a 10-second dedicated Fire Magic commercial. (Though verbal brand mentions are not permitted on public television, Steve will be producing Fire Magic branded videos and signature recipes that will be available on the Fire Magic website and social channels.) We look forward to increasing exposure of Fire Magic through this exciting initiative!

*Project Fire* 11x14 point of sale counter cards for in-store display are still available. To order, email [literature@rhpeter.com](mailto:literature@rhpeter.com).

### Other upcoming shows featuring Fire Magic:

#309 **Little Italy** - episode release - 6/10/21

**Fire Magic**

#311 **The Improbable Grill** - episode release - 6/24/21

**Fire Magic**

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Watch! Fire Magic commercial  
seen on Project Fire TV

Steven Raichlen's  
Project Fire Website

Watch #303 Best Ribs Ever!

Steven cooks on a Fire  
Magic--the best grill ever!

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## Fire Magic in the Media

### What Does Fire Magic Mean To You?

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Learn what Emmy Award-winning television Co-Host and Chef Anna Rossi has to say about this topic.

See Anna's You Tube Video

## "That's MY Grill!"



Thanks to all who submitted photos for "That's MY Grill!" Your photo may be used in a future issue of *RHP Connect*.

May's edition of "That's MY Grill!" comes to us from halfway around the world. A Fire Magic Echelon Grill with Magic View Window and storage access doors is tucked into a simple island with a counter height bar, allowing cooking enthusiasts a front row seat for all the grilling - and tasting - action. The buff colored stone of the island integrates seamlessly with the home's exterior and garden.

Special thanks to [@dreamgarden.noam](https://www.dreamgarden.noam.com) for providing us this Fire Magic outdoor kitchen located in Savyon - population 4,100 - boasting one of the wealthiest municipalities in Israel.

Thank you and cheers to good

health.

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RH  PETERSON co.