

RHP

Hot News from RH Peterson Co.

July, 2021

In this issue:

Learn what steps we've taken to get your orders shipped quickly

New for RHP Tech Support: Live Streaming Video Assistance

Rustic Pizza Puttanesca cooked right on the grill + Tacos Al Pastor: Steven Raichlen shows you how it's done!

Anna Rossi reveals her beautiful new Fire Magic outdoor kitchen at home in MA and shares tips for elevated outdoor entertaining

"That's MY Grill!"

RHP Invests to Increase Production

The challenges facing the RH Peterson Co (RHP), and the rest of the world, in the last couple of years are well known. COVID restrictions, rising costs, limited and delayed component parts and materials, reduced labor force and freight difficulties have made business as usual impossible. Adding to these trials was the recent computer breach that affected RHP for two weeks. In the midst of these issues, RHP continues to receive record numbers of product orders (that we are VERY grateful

for).

We'd like to keep you apprised of a number of steps we've instituted to overcome these challenges and deliver product more quickly and efficiently: [Read more here](#)

What's new in RHP Technical Support? Live Streaming Field Service Assistance Now Available



Effective immediately, R. H. Peterson Co (RHP) is pleased to announce a new live streaming field service resource that uses your cell phone camera and speakers as an interactive diagnostic and repair tool.

The program is simple and intuitive to use (there is no APP to download). To access, just call our Technical Service team and a link will be sent to your phone to begin the

interactive call and video. You can also email or phone RHP to set up an appointment for the service at the time you request (please provide 48 hours notice when requesting an appointment.)

Already successfully used to address many field issues, this tool can be used by technicians or homeowners to diagnose problems or assist with installations.

Steven Raichlen's *Project Fire, Season 3* Continues: Pizza Puttanesca and Tacos Al Pastor cooked on a Fire Magic Echelon



Rustic Puttanesca Pizza cooked right on the cooking grids



Tacos Al Pastor with fresh

Explore all that Steven Raichlen's cooking up on the new Season 3 of *Project Fire*.

July's branded Fire Magic video recipe features Steven preparing (pork shoulder) **Tacos Al Pastor** plus a bonus 2nd recipe for **Pizza Puttanesca** on a Fire Magic Echelon Grill. *Who doesn't love* tacos AND pizza? No one I know...

Don't forget: every on-air episode of **Project Fire** features a 10-second dedicated Fire Magic commercial that can be used on your showroom floor, website or on your social media accounts.

Project Fire 11x14 point of sale counter cards for in-store display are still available. To order, email literature@rhpeterson.com.

Watch! Fire Magic commercial seen on Project Fire TV

Click here to watch the Fire Magic-branded recipe for Tacos Al Pastor

Explore Steven Raichlen's Project Fire Website

Click here to watch the Fire Magic-branded recipe for Rustic Pizza Puttanesca

Fire Magic in the Media

Anna Rossi Shares Tips for Elevating Outdoor Entertaining, Unveils New Fire Magic Outdoor Kitchen on LUXE Design TV

As part of a continued partnership with LUXE Interiors & Design, Fire Magic sponsored a 30-minute online television segment with Anna Rossi. In the piece Anna shares her tips for creating the ultimate outdoor entertaining space (with Fire Magic, of course!) and reveals her brand new [Fire Magic outdoor kitchen](#).



The segment aired on Design TV, LUXE's syndicated video network,

with exposure on LUXE digital channels including Instagram, Facebook and the luxesource.com website resulting in more than 75,000 impressions.

Anna discusses outdoor cooking

To view and download highlight clips as well as the complete segment with Anna Rossi, click here.

"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.

Flathead Valley, MT is home to Flathead Lake, the largest natural freshwater lake in the western US (by surface area) outside of Alaska. Famous for their many types of trout and both large mouth and small mouth bass, imagine cooking up today's catch in *this* Fire Magic outdoor kitchen. With extensive granite countertops, custom cabinetry, a Fire Magic grill, double side burner and power burner, plus a killer view, even the most novice angler could prepare a

delicious grilled fish dinner.

Special thanks to Paula Sinnott, owner and principal designer [@solution_for_spaces](#) in Flathead Valley, MT, for this month's *"That's MY Grill!"* They service Western Montana, Northern Idaho and Eastern Washington, building outdoor kitchens with spectacular backdrops of nature.

Thank you and cheers to good health.

RH  PETERSON co.