

# RHHP

*Hot News from RH Peterson Co.*

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**October, 2021**

**In this issue:**

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**Blue Labels Mark 2022 Echelon and Aurora Grills**

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**Updated Patio Products Pricing/Excel - Includes AFD Fyre Starter models**

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**Reminder: The RHP Dealer Asset Page is ready to assist you**

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**Anna Rossi is whipping up tasty morsels in her Fire Magic outdoor kitchen. See what's on the menu...**

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**Fire Magic profiled in Luxe Interiors + Design**

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***"That's MY Grill!"***

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**Blue Labels Mark 2022 Echelon and Aurora Grills**

**A660s-7EAN-61-W**

**AURORA GRILL  
ANALOG SERIES**

INTERIOR LIGHTING  
NATURAL GAS

**LARGE "MAGIC" VIEW WINDOW**

DIAMOND SEAR COOKING GRIDS  
LIGHTED KNOBS  
TWO DROP SHELVES  
PAPER TOWEL HOLDER  
COOKING TOOL HOLDER  
SPRING ASSIST LID  
120V POWER REQUIRED  
HOT SURFACE IGNITION  
ANALOG THERMOMETER



**FIREMAGIC**

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Remember - 2022 Echelon and Aurora grills will highlight new ceramic backburners and up to 50% more viewing space on Magic View Window equipped models.

All new 2022 Echelon and Aurora units will be identified with blue exterior labels when they go into production on December 1, 2021.

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## **Reminder: Here's the Excel pricing that includes the AFD FyreStarter products**

In the new 2021/2022 packet you received last month, we included the AFD FyreStarter products, but these new products were missing in the Excel pricing. Here is the updated file again which includes the new AFD products.

Please click the link below for **the exact same info that was sent to you on Sept. 27th, just in case you missed it.**

[\*\*View the Excel pricing with the FyreStarter info\*\*](#)

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## **Reviewing the Dealer Asset Page**



Welcome to the RH Peterson Dealer Assets site. With a variety of tools—like Ads, Videos, Photography, and Logos—you can create your own 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 and we're excited to share them with you!

MARKETING INITIATIVES

LIFESTYLE ADS

FEATURES & BENEFITS

VIDEOS

LIFESTYLE PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

Have you reviewed all that's available to you in the Dealer Asset Page on the Fire Magic website?

You can access it under the **CUSTOMER CARE** tab - it's the last line in the selection. Let's quickly run through the categories:

### **Marketing Initiatives**

Learn more about our marketing efforts to increase awareness of Fire Magic among key target audiences.

### **Lifestyle Ads**

Lifestyle ads are perfect for igniting your customers to fire up their grilling inspiration with built-ins, island and portable options.

### **Features and Benefits Ads**

Magic View Windows, Flavor Grids, Halogen Lights, Cast Stainless Steel Burners and Diamond Sear Cooking Grids.

### **Video Content**

Fire Magic videos feature product commercials and a variety of mouth watering recipes that can be prepared quickly and easily on our grills.

### **Lifestyle Photography**

Choose from a variety of professional images that help show customers what they can achieve—and the lifestyle they can enjoy—in their own outdoor kitchen designs

### **Product Photography, Grilling Accessories and Brand Logos**

You'll find a library of professional images here that show off Fire Magic grills, add-ons, and accessories in a variety of outdoor settings and studio options. Help your customers complete their outdoor kitchen with Fire Magic built-ins like storage doors and drawers or refrigeration, island systems, and other accessories.

Download images to create your own ads, for your website content, or to use on social media.

[Visit the Fire Magic Dealer Asset Page here](#)

## Fire Magic in the Media

Fire Magic featured in *Luxe Interiors + Design*,  
*Southern California and*  
*Los Angeles issues - September/October issue*

Highlighted in ***Luxe Interiors + Design***, Fire Magic shares the spotlight with La Cornue ranges and Alpha Wellness luxury cedar saunas. These three products resonate the desire for quality, high performance consumer products in the luxury products residential arena.

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| LOS ANGELES |

# NOTABLES

SOPHISTICATED.CURATED.STYLISH.

## FIRE MAGIC

Constructed in Southern California from the highest-quality stainless steel with unsurpassed attention to detail and cooking performance, Fire Magic grills are built by people who demand the best ... for those who demand the best.

[firemagicgrills.com](http://firemagicgrills.com)



## COOPER PACIFIC KITCHENS

Cooper Pacific Kitchens is creating the next generation of kitchens. La Cornue ranges represent a celebration of all that is glorious about France and the French culinary tradition. Its products exhibit timeless style and summon an expression of truly refined taste.

310.659.6147

## ALPHA WELLNESS SENSATIONS

This luxury freestanding residential sauna is finished in premium Canadian cedar, with chromotherapy lighting and wireless audio streaming.

619.436.1060



Watch Anna demonstrate the versatility of her Fire Magic outdoor kitchen in The Chef's Pantry series

As resident chef and lifestyle personality for NBC Boston's mid-day show, *The Hub*, Anna

Rossi stars in ***The Chef's Pantry*** cooking series where viewers are invited into her kitchen to learn a new recipe each week.

Anna's new Fire Magic outdoor kitchen is the set for most of her recent segments. Watch as Anna cooks delicious, nutritious food such as grilled trout, a fresh and easy pasta sauce, Boston's signature lobster roll and even a quick salad dressing – all from her gorgeous outdoor kitchen.

[Text Link](#)

See Anna cooking in her new Fire Magic outdoor kitchen!

## ***"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*.

In this month's edition of ***"That's MY Grill!"***, we visit with Whit Procter, a successful residential realtor from Beaufort, North Carolina, who recently relocated to Palm Coast, FL with his wife, Kathy.

After moving, one of the first things he wanted was to

get grillin' in his new home and Fire Magic was his go-to brand, having had an Echelon portable unit at his previous residence.

Elegant monochromatic marble slabs line the walls and clad the grill island, elevating the space and allowing the gleaming stainless steel of the Fire Magic Aurora grill, Power Burner, and Ice Maker to shine. Whit and Kathy knew they wanted an abundance of storage, so many door and drawer combinations were utilized in the elegant design.

Thank you Whit and Kathy Procter, for your lovely submission in this month's edition of "***That's MY Grill!***"

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Thank you and cheers to good health.

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RH  PETERSON co.