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Island Grillstone™ Now Under New Ownership And Anticipating Exciting New Marketing Initiatives.

Abbotsford, BC (April 5, 2013) – Island Grillstone™, an innovative barbecue accessory, is announcing a new ownership structure and website to support future growth and marketability of the product.

“As a long-time supporter of the Island Grillstone™, we foresee an exciting future for this product,” says Don Hiebert, General Manager of Island Grillstone™. “There’s much to love: namely the product’s ability to make master chefs out of every type of barbecue user.” Initiated by the new ownership, Island Grillstone™ will undergo a repositioned brand makeover, featuring a new refined logo, tagline, website and viral social media initiatives aimed at increasing the mass-market appeal and awareness of such an innovative barbecue accessory.

“As with other innovative products, the opportunity is in education. We see a need to educate customers regarding how the Island Grillstone™ can benefit their favorite evening pastime.” says Hiebert. To this end, the new website will offer clear and simple product information, vivid application imagery, and recipes showing how customers can get started using their new grillstone. Hiebert says that the new website is only the start. “You can expect to see a lot of more from Island Grillstone™ in the weeks to come, including an expanded distribution network, improved dealer resources and new point-of-sale marketing collateral.”

Island Grillstone™ products will be exclusively distributed and marketed through Concorde Distributing Inc. based in Abbotsford, B.C., Canada.

About Island Grillstone

The Island Grillstone™ is an innovative barbeque accessory made of naturally porous volcanic rock, cut to fit most barbeques. Its’ unique properties allow The Island Grillstone™ to hold the natural flavour, moisture and nutrients in the food, while preventing flare-ups that cause charring.

For more information, visit www.islandgrillstone.com

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