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FOR IMMEDIATE RELEASE

## Ultimate Caliber Grill Event at PIRCH Costa Mesa, CA (Saturday, July 20<sup>th</sup> from 11am-3pm)

Costa Mesa, CA (July 2019) – Caliber Appliances, makers of award-winning cooking equipment is excited to be demonstrating on the Rockwell by Caliber Social Grill and Caliber Pro Kamado at PIRCH Costa Mesa (3303 Hyland Ave., #D, Costa Mesa, CA 92626) from 11am to 3pm on Saturday, July 20<sup>th</sup>. PIRCH is a dealer of all Caliber products.

Caliber will be cooking up rib-eyes on the Caliber Pro Kamado (<https://caliberappliances.com/grilled-rib-eye-steaks/>) and stuffed mushrooms on the Rockwell by Caliber Social Grill (<https://caliberappliances.com/stuffed-mushrooms-on-the-rockwell-by-caliber-social-grill/>). No RSVP required, and for every Caliber grill sold at PIRCH Costa Mesa on the 20<sup>th</sup> you will receive a leather grilling apron and gloves (more details on this promotion found here: [www.Pirch.com/promotions](http://www.Pirch.com/promotions)).

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**ABOUT PIRCH:** PIRCH carefully curates only "best of class" brands for indoor and outdoor kitchens, the laundry room and bath. The result is a "one-stop-shop" where guests can focus on what they want to do, rather than what they want to buy.

**ABOUT CALIBER:** Seasoned appliance industry veterans, Randy Rummel and Dan Nichols began to cook up Caliber Appliances when they realized the demand for custom luxury grill and ranges that empowered home cooks to create restaurant quality meals from the comfort of their own kitchens and backyards. This vision of *True American Luxury* drives Caliber Appliances. Caliber Appliances is dedicated to innovative design and superior engineering in every detail. Caliber's focus on excellence in form and function has led to award-winning achievements for their gas barbecues and multi-function wood smokers and rave reviews in the market for its restaurant-like food. Even famed designer David Rockwell chose Caliber to build his newest line of grilling entertainment centers. Caliber delivers True American Luxury in cooking with premium products that can transform kitchens into a commercial grade Culinary Center. The Caliber line of outdoor products includes the Crossflame® Pro Grill, Caliber Pro Kamado Charcoal Grill and Smoker, and the Rockwell by Caliber Social Grill. The Caliber Indoor Professional Range and Rangetop series complements the outdoor suite of products. Caliber has been recognized with "Product of the Year" awards and is the recipient of multiple Vesta Awards from *Hearth & Home* magazine.

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The Caliber Grilling Event at PIRCH Costa Mesa was a great success and below are some highlights:



Stuffed Mushrooms crisped on the Rockwell by Caliber Social Grill because of the lower lid & rib-eyes smoked to perfection on the Caliber Pro Kamado Charcoal Smoker/Grill. Yum!

