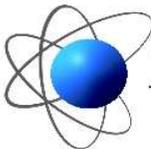


ALPHA  RESOURCES, LLC



Quad® Grill

When someone tells you – “the gold standard for new business opportunities is a good, qualified referral”, believe them. Better than 90% of our business is generated through referrals. Here is a good example on how to build a brand on reputation – earned on technical knowledge, sincerity, and performance.

Out of the blue, I received a phone call from a friend in the business with a lead. George, my friend, met Ray Palermo at a trade show back in November, 2018. Ray, it turns out, has a utility patent on his charcoal grill and needs a manufacturer to help through some design issues, and eventually, commission a manufacturer to produce, assemble, package, and fulfill his new product to his customers. Back to George – he told Ray, “I know a guy”. That guy happened to be me, and the Alpha Resources team.

Honestly, the first thought in my head was, “A charcoal grill made from aluminum extrusions?” I’ve never heard of nor seen of such a thing. Aluminum melts at 1,100 degrees – how can this be? You can guess where my imagination went from there. I was in for a surprise.

Ray, a tall, handsome man with Sicilian roots and an infectious sense of humor, is passionate about outdoor cooking. I’ve also had the great pleasure to meet his lovely wife, Lucia, with as much passion to please the palate. Together, they offer the culinary world a revolutionary alternative to cooking with fire. From mouthwatering steaks, to burgers, hot dogs, Spanish Paella, pizzas, vegetables, and long list of seafood to name a few, the Quad can do it all. The key is in the design – it looks and cooks like nothing you’ve ever seen!

The Quad design and patented cooking surface incorporates the best characteristics of skillet cooking while maintaining the aroma and taste of an open fire gas grills can't provide. The frame of the grill, which was our greatest challenge, is made from 6000 series aluminum extrusions designed to hold the fire bowl, fire grate, and cooking surface in place. The original frame concept was a series of hollow extrusions stationed vertically and connected by a number of fasteners and clamps. We redesigned the frame section as a self-mating solid profile to fit an 8" standard circle size press, cut to size standing vertically, and tack welded internally to form the frame. The geometry of the frame sections also provide insulating space to reduce the exterior frame temperature to safety levels. The frame is then powder coated with an aesthetically pleasing textured black paint to withstand extreme temperatures.

Stainless steel top and bottom plates are laser cut and fastened to the extrusions with screw bosses. The resulting design eliminated costly manufacturing and assembly processes to get to a price point the market will accept. Venturi aspiration is provided in the four corners of the Quad to achieve a grilling surface temperature of 1,000 degrees – the “sweet spot” for artisanal outdoor cooking.

Once prototypes were produced to validate aesthetics and performance, we were able to offer final assembly, packing, and warehousing/fulfillment services to complete Ray and Lucia's dream. Look for them at www.icookwithfire.com.

-And yes, I own one.



Larry S. Griffith, President, Alpha Resources, LLC
www.alpharesourcesllc.com