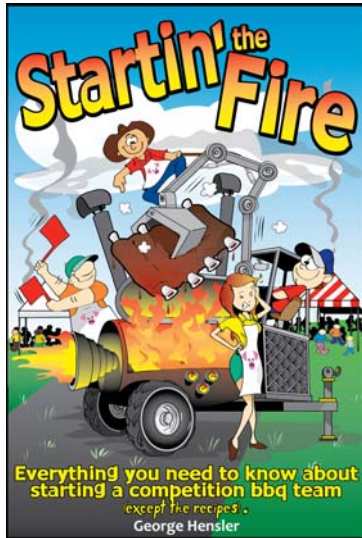




Startin' the Fire Ranked by Amazon.com



George Hensler's new book "Startin' the Fire" Gets Ranked #60 by Amazon

George Hensler's new book "Startin' the Fire" was ranked as the #60 Most Popular BBQ and Grilling Cookbook and #66 Most Popular Professional Cooking Book this morning on Amazon.com. Amazon ranking change about every hour or so based on sales by Amazon.

What a great way to wake up this morning as we get ready to set up our booth at the National Fiery Foods Show here in Albuquerque. We will debut the book at the Fiery Foods show starting tomorrow, Friday, March 5. George Hensler, the author of the book, will be

signing the book at the show at 10am, 12 noon, 2pm, 4pm, and 6pm on Saturday, March 6.

Standard bookstore discounts apply -- 40% discount for orders up to 9 copies and 45% for orders of 10 or more. To get more information on the book [CLICK HERE](#). The book retails for \$12.99 (plus shipping). If you would like to get copies give us a call at 505/344-9382 or email us at info@nmsantos.com.

"George has gone where no other has before... he tells you how to compete in barbecue competitions. His book is a great read for anyone thinking of competing and for those already on the circuit. It's informative and funny!"

Mike Stines, Ph.B., Author of Mastering Barbecue

"I've cooked on a few teams in my time on the circuit, but we never had this kind of organized approach. Now that I have George's book, my next team will have a good plan to follow and we won't be stabbing each other with barbecue forks!"

Ray Lampe, a.k.a. "Dr. BBQ," Author of five barbecue books including The NFL Gameday Cookbook

"A masterful yet fun journal that will teach avid barbecuers the ins and outs of competition bbq; a must-have handbook for anyone who wishes to join the ranks of the bbq world's

best practitioners."

Rick Browne, Host of the PBS-TV show Barbecue America and author of The Best Barbecue on Earth

Thank you for your support of this great little book.



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