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Back cover

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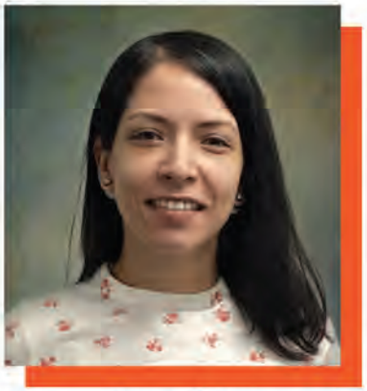
Spectacular Spaces

Bring it all together with Urban Bonfire

- What the Heck is an LC?
- Outdoor Galore from Sub-Zero and Wolf

Outdoor Edition **Summer 2021**

Front cover



Jessica Malespin

Behind Your Delivery Is An LC
Is it Jessica?

You may have heard people at Kieffer's say "Let me ask your LC" or "The LC would know". What's an "LC" you may have thought? "LC" is a short way of saying Logistics Coordinator-a position Kieffer's couldn't operate without. Before this writing, this author kinda-sorta had an idea of what function they performed as part of the Operations Department, but didn't understand their true contribution to the daily tasks of supplying our clients with the correct appliances. I posed these questions to Jessica Malespin between her never-ending daily tasks.

What is a logistics coordinator at Kieffer's?

A logistics coordinator at Kieffer's is a team member from the operations department who acts as the primary contact for an assigned group of sales reps. The LCs (as we call each other) offer the sales reps support with managing builder accounts, product ordering, notification of backorders, scheduling, delivery confirmations, service issues, etc.

What role do you play in ensuring the products get ordered and delivered?

As an LC, we play a major role in ensuring the product gets ordered and delivered according to the timelines and needs of our trade partners and customers. As the orders are submitted, we check the ETAs of products in comparison to the requested delivery date and order accordingly. We then follow/revisit those orders often to ensure the delivery is completed on time and successfully.

How has the pandemic changed your job?

The pandemic has put a strain on the manufacturing industry. As a result, there has been an increase in the number and length of backordered items we encounter. Our ability to order product and get it delivered within a specific timeframe is dependent on the availability of the requested product. As a result, the backorders can sometimes prevent us from meeting consumer demands for specific product wants, cause delays with deliveries, increase the need for multiple trips for one delivery, etc. and we help manage these complex orders to delivery.

How important is your relationship with our Trade Partners? With End Users?

The LC's relationship with our trade partners and end users is very important. By managing the same trade partner accounts, we build solid relationships with our contacts. These relationships allow us to communicate more effectively and become more understanding of each other regarding the constant moving parts of the field we are in.

What tools do you use to keep yourself organized?

I like to think of myself as an old school organizer. Paper, please! My handy dandy notebook, a nice pen and some colorful highlighters works wonders for me.

Great Reasons to Create an Outdoor Kitchen for your Client

Outdoor kitchens are consistently increasing in popularity, especially in the age of Covid. It's a way to expand living space, entertain with little risk and offers a space to utilize unique cooking equipment. You know how guests always seem to gather in indoor kitchens? Same goes for an outdoor one, except the space in backyards makes events far less crowded. And if you design for more of an indoor-outdoor space, suddenly capacity is doubled for game-day gatherings, birthday parties, and whatever else brings family and friends together. In warmer areas, an outdoor kitchen is an obvious way to enjoy an outdoor lifestyle year-round, but even in harsher climates, an all-around outdoor space can be equipped with components that extend the outdoor season beyond what you thought possible.

1 It's a great way to entertain, show-off those grilling skills, tap a sistal or cook a pizza. Plus most people love to be outdoors.

2 It extends living space-Bring the indoor style, outside, in a seamless extension of living spaces or go large with a full-on tropical theme.

3 It can actually help improve health by encouraging outdoor activities and grilling often leads to healthier, cleaner eating.

5 Installing an outdoor kitchen provides workspace and ample storage, reducing running back and forth to your "real" kitchen. The homeowner can truly enjoy guests throughout the gathering.

4 In the summer, moving cooking to the outdoors reduces the work air-conditioning needs to do to combat the heat that indoor appliances cause.

6 Although grills are often thought of as the centerpiece of the outdoor kitchen, this is the place to install some unusual appliances that wouldn't work in an indoor space-pizza ovens, smokers, power burners or kegerators.

Welcome to Your Kitchen Outdoors.

URBAN Bonfire™ URBAIN

Kieffer's is proud to introduce our latest addition to our outdoor family of products that help create an en tirely new kind of kitchen space. So many people want a beautiful extention of their indoor entertaining space, outdoors.

Who Is Urban Bonfire?

Urban Bonfire® designs and manufactures functional, beautiful and high-performance outdoor kitchen and entertainment solutions for clients around the world.

With a fully integrated in-house design team, efficient manufacturing and compatibility with most major outdoor appliances and countertop surfaces, Urban Bonfire® is the market leader in outdoor space activation centered around family, friends, food and lasting memories.

Each Urban Bonfire® outdoor kitchen is proudly designed and manufactured in North America from rugged outdoor-grade materials, and offers maximum functionality, durability and flexibility.

These weather-proof cabinets are as attractive as they are functional. Clients speak and Urban Bonfire brings it.

Design Can Be Classic

Urban Bonfire®'s Classics program offers a series of the most popular outdoor kitchen configurations, colors and accessories. Every "Classics" outdoor kitchen includes a professional Dekton® countertop template and is compatible with most industry leading outdoor grill and appliance brands.

Classic designs are timeless and not simply defined by how well it functions or its' impact. Classic layouts function for many different purposes and decorating styles and are meant to still look fresh as time goes by, which is why they are so popular. Kieffer's and Urban Bonfire together can help you create a fantastic, personalized outdoor space while remaining "classic".

Or Creative

Looking for something else? The custom design process allows the imagination to soar.

Urban Bonfire®'s experienced design specialists, in partnership with Kieffer's, are there to help clients understand and develop a large range of outdoor cooking and entertaining space possibilities.

The Urban Bonfire® system features a wide array of functional, aesthetic and finishing options to choose from. Every custom layout and design is configured to maximize outdoor cooking and entertainment space while offering versatility, integrated storage and a carefully curated series of colors, handles and finishing choices.

Engineered For Life Outdoors: New NACRAĒ™ Anti-microbial Finish

The new NACRAĒ™ finish was inspired by the beauty, strength and resilience of mother-of-pearl. Each finish is crafted with a micro-textured formulation that preserves and protects beauty in all climates, creating a stable depth of color in any outdoor environment. Bonfire® products and accessories.

So, bring you (and your clients') creativity and look at what can happen to create an outdoor kitchen that your clients will be thrilled to entertain in. See how outdoor cooking spaces can make entertaining a breeze. Explore Urban Bonfire at www.urbanbonfire.com.

Contact your dedicated Kieffer's sales representative to get started on your project today!

Chef Brenda's Sweet and Spicy Grilled Salmon

Here's a very easy grilled recipe that will make even a salmon doubter, a salmon lover. Kids especially love the sweet/savory flavor and adults enjoy the unusual slaw. Perfect for a healthy, easy meal eaten al fresco.

Sweet and Spicy Grilled Salmon

Ingredients:

- 2 TBL. hot sauce (I like Frank's)
- 1 TBL. packed dark brown sugar
- 1 tsp. smoked paprika
- ¼ tsp. cayenne pepper (or more if you like it hotter)
- 2 TBL. mayonnaise
- 1 TBL. chopped chives
- 8 TBL. sliver-thin sliced celery
  (peel it first and slice at an angle)
- ½ of a small red onion very thinly sliced
- 4 salmon fillets, skin on, about 1" thick
- Kosher salt and freshly ground pepper
- Vegetable oil for the grill

Directions:

1. Preheat the grill or a grill pan on high.
2. Mix together the hot sauce, brown sugar, paprika and cayenne in a small bowl (bowl #1).
3. Take one tablespoon of this mixture and put it in another bowl (bowl #2). Set aside bowl #1.
4. Whisk the mayonnaise into the bowl #2 spice mixture and add the chives, celery and onion.
5. Toss well and refrigerate.
6. Sprinkle the salmon with salt and pepper.
7. Oil the grate or grill pan lightly.
8. Lay the salmon, skin side up on the grill grate or pan and cook until you get grill marks and the salmon releases easily (2-3 minutes).
9. Flip and brush the salmon with some of the bowl #1 spice mixture.
10. Cook, brushing frequently with bowl #1 spice mixture, until just cooked through-about 12 minutes.
11. Plate and top with the celery slaw

Create a Complete Outdoor Kitchen with Sub-Zero/Wolf/Cove

Sub-Zero and Wolf allow you to prepare the same gourmet meals in your outdoor kitchen that you do in your indoor kitchen. Their multi-function grill gives you masterful control, while warming drawers lend a helping hand. Undercounter refrigeration keeps fresh foods, cold drinks, ice, and other necessities conveniently at your fingertips.

OUTDOOR GRILL in natural gas or LP and sizes from 30" to 54" Wolf outdoor gas grills can be built in or optional carts are available for 30", 36", and 42" models. For cart models, you may also specify an optional side burner.

OUTDOOR VENTILATION Behind the sculpted lines of Wolf outdoor pro wall hoods, you will find power and finesse. A powerful, multi-speed internal, in-line, or remote blower is required. Multi-setting, bright halogen lighting illuminates your cooking surface.

30" WARMING DRAWER with 30"or 36" front panels Make sure dishes stay warm, moist, and ready to serve on your schedule.

13" BURNER MODULE The burner module, also available as an attachment for grill cart models, produces 25,000 BTUs and lets you prepare side dishes or warm sauces without having to run inside.

UNDERCOUNTER OUTDOOR REFRIGERATOR and UNDERCOUNTER OUTDOOR REFRIGERATOR DRAWERS The undercounter refrigerator is engineered with the same Sub-Zero technology as their indoor models.

UNDERCOUNTER OUTDOOR ICE MAKER The Sub-Zero 15" outdoor ice maker is a high-volume ice machine that produces up to 50 pounds of ice per day, and stores 26 pounds at a time. Available with a built-in drain pump.

Once dinner is done, cleanup will be easy thanks to the thoughtful, high-quality features of the ASKO dishwasher, the industry's only UL-rated outdoor dishwasher. In streamlined stainless steel, it is a perfect companion to the rest of your Sub-Zero and Wolf outdoor kitchen.

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