



**FOR IMMEDIATE RELEASE:**

June 17, 2014

Contact Information: Dawn Henning  
800-414-4661, [dawn.henning@generalshale.com](mailto:dawn.henning@generalshale.com)

**General Shale Introduces Alfresco Kitchen Series**

JOHNSON CITY, Tenn. – General Shale has expanded its line of outdoor living products with the addition of its new Alfresco Kitchen Series.

Headquartered in Johnson City, Tennessee, General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

The Alfresco Kitchen Series is comprised of several components that, when combined, create a customizable layout system that will fit virtually any outdoor living space. One of the series' most attractive features is the ability to create a versatile cabinet system. The system is built using a combination of Napoleon® Gourmet Grills, stainless steel cabinets and drawers, straight line and corner pieces, Normandy building stone, and concrete countertops that are suitable for custom staining. Customers can combine any of the six Alfresco Kitchen items to construct a space that fits their vision or outdoor area.

"The Alfresco Kitchen Series is just one of General Shale's latest innovations, and it promises to be very popular with homeowners and building professionals," says General Shale president and CEO Charles Smith. "With this new series, we continue to raise the bar with customized solutions for creating and enhancing outdoor living spaces."

General Shale continues to expand its outdoor living products with new styles, colors and features. The company's comprehensive offering of do-it-yourself kits are constructed using a combination of building stone and accessory items, and many kits can be combined and customized to suit homeowners' individual needs. As a result, homeowners are afforded an array of options for expanding their living spaces outdoors with environmentally sustainable materials.

**ABOUT GENERAL SHALE**

General Shale is North America's largest brick, stone and concrete block manufacturer, supplying a wide variety of masonry materials for residential, commercial and specialty

architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company's commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of over 50 distribution centers across the country. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit [www.generalshale.com](http://www.generalshale.com).

– ### –