



FOR IMMEDIATE RELEASE:

May 21, 2015

Contact Information: Dawn Henning
800-414-4661, dawn.henning@generalshale.com

General Shale to Host Free Grilling Class with Renowned Barbecue Expert

JOHNSON CITY, Tenn. — General Shale, the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials, is hosting a free smoking/grilling class to kick off the summer barbecue season and introduce customers to the company's outdoor living products.

The event will be held Saturday, May 30, at General Shale's outdoor living showroom, located at 3015 Bristol Highway in Johnson City.

From 10 a.m. until noon, renowned barbecue expert Chris Marks will be on hand to provide smoking demonstrations and tips on how to grill like a professional. A nationally recognized elite competition barbecue chef, Marks has won more than 43 national barbecue championships, including more than 600 individual barbecue awards. He has been featured on The Food Channel's "Taste of America" and Travel Channel's "BBQ Battle," in addition to numerous local and regional barbecue shows.

Although there is no charge for the class, pre-registration is required as class size is limited. Participants will be accepted on a first-call, first-serve basis. To pre-register, call 423-538-3332.

The public is also invited to stop by between 9 a.m. and 2 p.m. for a 15 percent discount on all outdoor living products, including pavers, retaining wall systems, and do-it-yourself kits for outdoor fireplaces, fire pits, garden benches and more.

"We are excited to continue our partnership with Chris Marks and provide an exciting opportunity for the public to stop in, see our outdoor living products, and find out how they can incorporate these design ideas into their own homes," says Charles Smith, president and CEO of General Shale. "For anyone considering home-improvement projects that will extend their living spaces outdoors, this is a great time to purchase outdoor living products at a reduced price. Our experienced staff will be on hand to assist with design ideas, installation advice and product choices."

According to Smith, two key factors differentiate General Shale products from the competition: (1) The general public may purchase all of the company's products directly, and (2) all General Shale products are professional grade, the same products purchased by building contractors and landscaping companies.

Normal business hours for the Johnson City showroom are 8 a.m. to 5 p.m., Monday through Friday. Stephanie Bullock is the Tri-Cities sales manager.

ABOUT GENERAL SHALE

General Shale is one of North America's largest brick, stone and concrete block manufacturers, 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, which include Arriscraft® Stone Products. 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 more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.