

COPYWRITING EXAMPLES

Editorial Copy...

Head: The Backyard BBQ Goes to the Forefront of Technology

The backyard BBQ is as American as apple pie. And whatever your situation is, there's an ideal BBQ designed specifically for you and your particular needs.

There's nothing more coveted than a group of people gathered around a hot grill, sharing good times and great food. Whether you're cooking the basics like hamburgers or hot dogs -- or gourmet delights like bacon-wrapped scallops, rack of lamb or marinated venison chops -- the backyard BBQ has never been more sophisticated or high-tech.

If you prefer small backyard get-togethers, maybe a four-burner unit is what you need. Or, if you're looking for something with a little more capacity, you might want to consider a designer stainless steel, state-of-the-art grill with up to 12 burners.

Fire Magic, the leader in top-tier BBQ's, has a wide range of options and accessories for you to choose from, such as halogen lights with an auto-shut off switch when the hood is closed; 9 volt battery powered ignition; heat zone separators; digital four-zone thermometers and heat probes; rotisseries with heavy-duty motors; infrared searing stations; griddles, woks, smoker boxes and more.

Once you've determined the right BBQ for you, then it's time to consider surrounding it with a beautiful outdoor kitchen, featuring stone, tile, brick and/or slate. With sinks, bars, refrigerators and icemakers, outdoor kitchens are the perfect way to complement your designer grill setup.

Brickyard Building Materials in Concord, in association with Fire Magic -- The Ultimate Barbecue -- is sponsoring a series of How-To Clinics this summer that will help you select the proper BBQ and learn how to build your very own outdoor kitchen. Visit www.thebrickyard.com for details.

So, prepare yourself to enjoy the thrill of grilling in your own backyard with your cutting edge designer BBQ and outdoor kitchen. It's an ideal way to enjoy time with family and friends, while enjoying good food in the great outdoors.

Head: Make Your Koi Pond All Shiny and New!

As the warmer months approach, cleaning your Koi pond is more important than ever. First, you'll need to remove the sludge that has built up during the winter. Concord Feed recommends Microbe Lift Sludge-Away. It's what the pros use to remove the muck and gunk and bring your pond back to its original clean and pristine condition.

Microbe Lift Sludge-Away is reasonably priced and extremely effective, according to Bob Akins at Concord Feed in Concord.

"Your Koi need a clean environment to thrive and grow and Microbe Lift Sludge-Away is the best product we've found for the job."

Then, when it's time to vacuum your pond, the folks at Concord Feed recommend using a Matala Pond Vac.

"Matala vacuums are strong and will clean up the debris that has accumulated in the bottom of your pond," Akins said.

Sub: Fishing for Cleaner Water

You might also want to consider upgrading your pond's filter for Spring/Summer with a Fluid Art Challenge Filter.

"These are incredible filters that will out-perform most everything else out there," Akins said.

Sub: Growing Up Big & Strong

Once the pond is free of bacteria and waste material, you'll need to clean up the water in your Koi pond as well. For this, Bob thinks Real Clear Bio-Clarifier, made by Aquatic BioScience is a winner. "It's a powdered product that is strong and highly concentrated."

Sub: Food for Thought...and Health

When Spring/Summer arrives, it also means that it's time to switch your prized fish over to their warm weather food. Concord Feed carries all of the highest quality Koi food on the market today.

"You need to take your Koi off of the wheat germ-based food that they were eating when it was cold," Akins said. "Getting them on a high-protein or staple diet is key. Concord Feed carries Saki-Hikari Koi food. It's the finest high protein Koi food on the market and will have your Koi growing fast and with brighter colors."

Prepare your pond for a great 2007 with the help from the pros at Concord Feed's Concord store.