

FOR IMMEDIATE RELEASE

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Rome Industries Expands European Distribution Network

Peoria, IL – Rome Industries, Inc. is now able to bring their range of fun and unique outdoor cookware to campfires and firepits throughout the UK, Ireland and the Benelux countries with the signing of two exclusive distribution contracts.

Servicing wholesale accounts in the UK and Ireland will be Grakka Ltd. of Totnes, England. Grakka has established itself as a responsive and knowledgeable distributor to the outdoor cooking, bbq & leisure industry. The Rome product line was introduced to the UK market by Grakka at the recently concluded GLEE trade fair in Birmingham England to strong dealer response.

Exclusive distribution of Rome products in the Netherlands, Belgium & Luxembourg will be provided by Qvist Outdoor Products of Zwolle, Netherlands. Completely focused on traditional open fire cooking, Qvist is a perfect fit for Rome's nostalgic cast iron pie irons.

In addition to wholesale sales, both Grakka and Qvist have b2c webshops that will support the immediate consumer demand for Rome products before the dealer network is well established. These two distributorships build on Rome's well established Scandinavian presence handled by distributor partner, Danish Outdoor of Tommerup, Denmark.

A family owned and operated business since 1964, Peoria IL based Rome Industries is best known for their wide selection of fun & original cookware for campfires & firepits including Pie Irons[™], the Marshmallow Tree[™] and the S'more Maker[™].

For more information contact:

Rome Industries, Inc. www.romeindustries.com

Grakka, Ltd. www.grakka.com

QVIST Outdoor Cooking www.qvist.nl

Danish Outdoor <http://outdoorcookware.eu/>

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