

welcome to the world of

# BRADLEY



Get into  
the days of  
summer

## COLD SMOKING IN UTAH

**HPBA Expo gets unexpected visit from "Utah's Greatest Snow on Earth" (TM)**

The 2002 Olympic Winter Games enhanced Salt Lake City's profile as a world-class destination, while showcasing the city as an unspoiled gem, nestled in a valley at the foot of two mountain ranges. It was amidst all this natural beauty



A view of downtown Salt Lake City

that the 2006 Hearth, Patio & Barbecue Association (HPBA) Expo took place at the Salt Lake Palace Convention Center in March.

The EXPO is the premier trade show of indoor hearth and backyard living products. With thousands of new and exciting products featured and demonstrated each year, Bradley Technologies has been a part of it since 1999. Along with the annual trade show come the prestigious VESTA Awards, presented by "Hearth & Home" Magazine.

This year's awards honored the new Digital Smokers as finalists in the Charcoal, Wood & Barbecues category. This continues a list of years of recognitions from the VESTAs; the Original Bradley Smoker won the award in 2001, followed by the Smoke Generator with Adaptor



An unexpected snow storm powders the Bradley booth in Salt Lake City

in 2003, while the Stainless Steel Smoker became a finalist in 2002.

Of course a trip to Salt Lake would not be complete without a visit from "Utah's Greatest Snow on Earth." The EXPO got a downpour of the white powder on the first day of the outdoor event, prompting the Bradley booth to light up all the smokers to generate some heat. After all, Canadians live in winter conditions for 75% of the year, so snow to us is just as common as riding the sled to the grocery store.

# MEET BRADLEY'S OWN "GRIZZLY ADAMIS"



## A one-year solitude trek into nature brings a new-found confidence

20-year-old Morrison flew into the most remote part of northern British Columbia to live off the land, and engage in an intimate relationship with nature.

"It's something that I had wanted to do since I was a little boy," says the youngest of three children. "I wasn't out there to prove anything to anyone, I just wanted to enjoy the great outdoors."

Originally an adventure that was to include Morrison's two close friends, it became a solo trek after both of them had to back-out due to other commitments. With only a single-band radio as his means of communication with the outside world, he started to build his own log cabin after landing at Lake Obo, 150 Miles from the Yukon border.

"The first three weeks were the worst," remembers Morrison, "but after a while you get into a routine and you learn to let go of what you're used to. You enjoy it, and it gives you total and utter independence."

Relying on no one but himself for decisions, Peter packed up in December and returned to society with a new-found confidence and appreciation for all things we take for granted. A new pursuit of education and exploring alternate careers, it would be his aptitude for sales and market-

ing that would shine through.

Now more than a quarter-of-a-century later, that single adventure still resonates within his day-to-day life as the head of his own marketing business. In 1999, Peter came onboard with Bradley Technologies as its first sales and marketing person. An exciting ride ever since the sale of the first consumer smoker, he is now responsible for all sales and marketing in Western Canada and quotes Bradley's no-hassle product as being the real selling tool.



**"I wasn't out there to prove anything to anyone, I just wanted to enjoy the great outdoors."**  
-PETER MORRISON

"I've used a lot of competitors' products over the years, and it's the 'no-hassle' functionality of the Bradley Smoker that sets it apart," he says on the phone from one of his many visits to dealers in British Columbia. "That's what got me hooked and excited in the first place, along with seeing where the smoker sat amongst the competitors."

When he's not busy traveling to visit stores, doing product demonstrations, or attending trade shows, you'll most likely find the personable Morrison outdoors fly-fishing. And when asked if he would do the early outdoor trek all over again?

"I would definitely go back; no question about it. But my family comes first, and I prefer to sleep on an actual mattress these days. That and I really hate to be thought of as being anti-social,"

Until that day comes, we will just have to wait to open another chapter in the life of Peter "Grizzly" Morrison.

SUMMER 2006 TRADE & CONSUMER SHOWS	MAY	JULY	JULY	AUGUST
	<b>EAT! Vancouver Food Festival</b>	<b>Steveston 2006 Salmon Festival</b>	<b>ICAST 2006 Trade Show</b>	<b>44th Abbotsford Int'l Airshow</b>
	<i>May 26 to 28</i>	<i>July 1</i>	<i>July 19 to 21</i>	<i>August 11 to 13</i>
	BC Place Stadium	Las Vegas Convention Center	Las Vegas Convention Center	Abbotsford International Airport
	<b>Vancouver, B.C.</b>	<b>Richmond, B.C.</b>	<b>Las Vegas, Nevada</b>	<b>Abbotsford, B.C.</b>
<i>Booth # 319</i>	<i>Trade &amp; Garden Show</i>	<i>Booth # 810</i>	<i>Runway Booth</i>	

# IT'S A BIRD...IT'S A PLANE

## Airshow helps Bradley raise the spirits of kids

It's North America's leading air show, which attracts the world's top aeronautical performances - from heritage to spectacular air demonstration squadrons, dramatic aerobatics teams to daring soloist and skydivers. Now celebrating it's 44<sup>th</sup> year, the Abbotsford International Airshow is a three-day event in August, set in the beautiful Fraser Valley about an hour from Vancouver's city center.

### Canada's National Air Show

It all began in 1962 when the recently formed Abbotsford Flying Club decided an airshow would be an effective way to promote flying from Abbotsford Airport, which was inactive at the time. The Flying Club approached W.J. (Bud) Lloyd of the Abbotsford Rotary Club for their support. The Rotary Club put up the \$700 to cover the budget of the show and the Flying Club provided the manpower. Since those early days, the air show has grown from 15,000 visitors to more than 200,000 and over the years has played a key role in Canada's national image. The airshow was the official Centennial project of Canada's 100<sup>th</sup> birthday, received official status of "Canada's National Airshow", and helped to boost the international appeal of the '86 Expo held in Vancouver.

Each year, Canada's National Airshow publicly invites companies to display at the three-day event, putting them in front of almost a quarter-of-a-million consumers. Bradley Technologies first showcased in 2005, and after a successful event, is returning for an encore engagement this year. More than a chance to display our line of products, it's a chance to give back to the community through our partnership with the Zajac Ranch.

### Teaming up with the Zajac Ranch

Set on the shores of Stave Lake in Mission, BC, the Zajac Ranch for Children's objective is simply to "raise the spirits" of children with life threatening or chronic illnesses and/or disabilities. It hosts hundreds of children with a variety of considerations, who otherwise would not have the opportunity to experience all the joys and friendships of summer camp.



Bradley's booth at the Abbotsford Air Show features sales of smoked foods, with all proceeds going directly to the Zajac Ranch. Last year's show raised just over \$3,000 in donations.

The Abbotsford International Air Show runs August 11<sup>th</sup> to 13<sup>th</sup>, and details can be found at [www.abbotsfordairshow.com](http://www.abbotsfordairshow.com) or by calling (604) 852-8511.

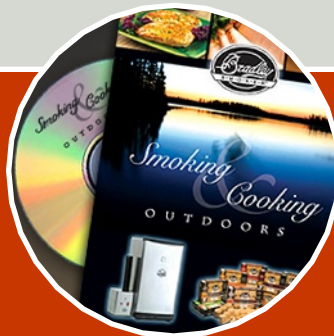
For more information about the Zajac Ranch for Children visit [www.zajacranch.com](http://www.zajacranch.com) or call (604) 739-0444.



### Website gets makeover

The Bradley website is sporting a new look after the in-house design team spent much of the early part of 2006 redesigning the aging site. The main page will now feature updated news on everything going on at Bradley, and showcase product launches.

[www.bradleysmoker.com](http://www.bradleysmoker.com)



### Smoking DVD released

The video "Smoking & Cooking Outdoors" comes to DVD this summer. Featuring Bradley president Wade Bradley with guest Gary Cooper, this comprehensive video will show you how to enhance your outdoor smoking experience. Order yours today!

[www.bradleysmoker.com](http://www.bradleysmoker.com)



### Recipes worth tasting

A love for delicious recipes and smoking, along with hard work from Raye Minor, has brought this website to life. Users of our line of smokers have come together to post the best of their very own time-proven-and tested recipes. Bon Appetit!

[www.susanminor.org](http://www.susanminor.org)

# SUMMER SMOKIN'

The juicy Pulled Pork is a traditional southern dish that is perfect for any tailgate.

## Preparation

Start with a bone in Boston Butt in the range of 5 to 6-1/2 lbs. The night before you get started on this recipe, rub it down liberally with fresh cracked Black pepper and a little Kosher salt. Put it in a freezer bag into the fridge and let it sit there overnight.

## Smoking Method

Next day, remove it from the fridge and fire up the Bradley Smoker to 225° for an hour to preheat. After an hour of sitting out at room temperature, the Boston Butt and the Bradley are ready to meet on an intimate basis. Use three Hickory bisquettes, followed by ten to twelve Pecan bisquettes to

give you 4 to 5 hours of smoke. After about 1 hour of smoking, drop the temperature back to 203-205° and start the long wait of "lo & slo". Take your cooler, add about 1 gallon of hot water, close it up and let it sit for about an hour. Then pour it out and it's ready

When the internal temperatures reaches 189-190°, it's time to pull it out and wrap it in two layers of heavy duty aluminum foil and then in a large bath towel. Put it into the warm cooler and after 4 to 6 hours in the cooler its pulling and defatting time.

## YOU'LL NEED:

- 5 to 6 1/2 lbs. bone of Boston Butt
- Fresh-cracked Black Pepper
  - Kosher Salt
  - Aluminum Foil
  - Large bath towel

## About the author

Chef Bill is a retiree from the communications industry, with a real bad "cooking" habit and has run almost everything through the Bradley Smoker, short of the neighbourhood cats.

DAYS OF SUMMER  
RECIPE

## Chef Bill's Pulled Pork



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