

BEFORE
THEY APPLY
THE SAUCE
THEY APPLY
THE FIRE



www.originalcharcoal.com

CHAMPION GRILLERS WOULD TELL YOU
**THEIR SECRET IS
HARDWOOD
CHARCOAL.**

IF IT WAS STILL A SECRET.



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**WE CAN'T TELL YOU
WHAT CHAMPION SMOKERS DO IN
THE LAST 10 MINUTES.**

**WE CAN ONLY TELL YOU
WHAT THEY DO DURING
THE FIRST 12 HOURS.**



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**NO CHEMICALS
ARE ADDED TO
OUR CHARCOAL.
OR YOUR FOOD.**



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