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SUSIE BULLOCH

FEMALE GRILLMASTER

HeyGrillHey.com



Susie Bulloch believes grilling is for everyone. The recipe developer and grill master is the founder of Hey Grill, Hey, the beloved food blog that draws millions of aspiring and veteran backyard cooks thanks to Susie's accessible, mouthwatering recipes that invite everyone to give grilling, smoking, and barbecuing a try. In a space dominated by men for almost a century, Susie is helping to reclaim grilling and barbecue not just for women, but for everybody, with inclusive, beginner-friendly recipes trusted by women and men alike. Along with their three children, Susie and her husband Todd celebrate the ways food brings us together. For more information, visit heygrillhey.com.

What Makes Susie Special?

- Susie is a female grillmaster in the male-dominated industry of grilling and barbecue. When Susie became more involved in the grilling industry, she saw how underrepresented women are in this space. When she started Hey Grill, Hey, Susie knew she wanted her brand to have some moniker that would be discernible as female. She wants other women to know that there's a space for them in the BBQ and grilling world - it doesn't need to be scary or intimidating.
- Susie's approach with Hey Grill, Hey has always been beginner-centric – removing the guesswork and intimidation factor from grilling and smoking. Her recipes are written for her past self when she first lit a fire and tossed a big piece of meat on the grill.
- In addition to developing and sharing recipes, Hey Grill, Hey has its own line of rubs and sauces. These rubs and sauces were developed to make it even easier to grill mouthwatering meals at home, especially when paired with one of the hundreds of Susie's free recipes. From BBQ sauces, to rubs, seasonings and grilling tools, Hey Grill, Hey has a variety of products that elevate the grilling experience.
- Susie has been a featured judge on Food Network shows, including "Ultimate Summer Cook-Off" and "BBQ Beatdown." She's taught BBQ and grilling classes to hundreds and now has her name on two separate grilling Guinness World Records.

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Potential Topics:

Food & Cooking

- Seasonal food trends and recipes, including summer cookout favorites, fall recipes and holiday meals
- Favorite side dishes for the grill
- New twists on old favorites
- The role food plays in bringing people and family together



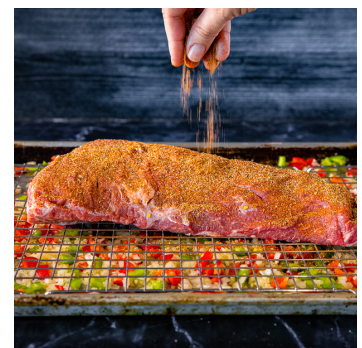
Grilling & Products

- The rise of women in the grilling and BBQ world
- Taking the intimidation out of grilling, smoking and BBQ
- The history of grilling and masculinity
- BBQ tips for beginners
- Products to elevate your grilling experience



Business & Entrepreneurship

- Being a female entrepreneur in a male-dominated space
- Come for the recipe, stay for the community: Building an online brand and community
- Turning your passion into a successful small business
- Successfully running a business with your spouse
- Diversifying your revenue stream



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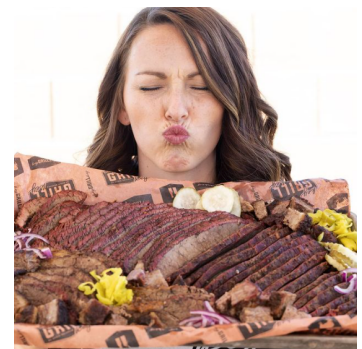
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Suggested Interview Questions

- How did you get into grilling and developing recipes?
- Where did the idea for Hey Grill, Hey originate?
- Why do you think women are so underrepresented in the grilling world?
- How has your life changed since starting Hey Grill, Hey?
- What's your number one piece of advice for people wanting to get into grilling and BBQ?
- What is it like working with your husband every day? Any tips for people who work with their spouse?
- Any advice for those looking to follow their passion and start their own small business?
- Family dinners are an important way that your family stays close. What do you think the benefit is of gathering family together over food?
- You've been on Food Network, taught grilling classes to hundreds, achieved Guinness World Records – what's been the most impactful thing you've been a part of since Hey Grill, Hey began?



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Parmesan Crusted Steak Recipe

Do some prep. Preheat your smoker to 225 degrees F. Combine the ingredients for the Parmesan crust and set aside. Season the steak on all sides with Beef Seasoning (or salt and pepper).

Smoke the steaks. Place the seasoned steaks directly on the grill grates of your smoker, close the lid, and smoke until your steaks are within 10 degrees of your target final temperature. When your steaks are nearing this temperature, preheat your oven to High Broil and place a 12" cast iron skillet on the top rack to heat up.

Give 'em a crust. Remove the steaks from the smoker, and spoon the Parmesan mixture on the top of both steaks.

Sear the crusted steaks. Place the steaks into the preheated skillet (Take care! This guy is HOT!), and place the skillet in the oven. Broil for 2-3 minutes, or until the cheese is brown and bubbly. Your steaks should now be within a few degrees of your target final temperature.

Rest. Remove the steaks from the oven and allow them to rest in the skillet for 5-10 minutes. This resting time will allow your steaks to come up to their final temperature.

Serve and enjoy. Remove the steaks from the skillet and serve.



Ingredients

- 2 New York Strip Steaks (1.5 inches thick)
- 2 teaspoons Signature Beef Seasoning
- 3 Tablespoons mayonnaise
- 1/4 cup grated Parmesan cheese
- 2 cloves garlic (minced)
- 1 teaspoon dried basil
- 1/2 teaspoon fresh ground black pepper



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