



everdure
by heston blumenthal

Heston Blumenthal

Internationally famous for his award winning, 3 Michelin starred The Fat Duck in Berkshire, England, Heston Blumenthal is considered to be one of the best chefs of his generation. Although self-taught, he has pushed the boundaries of a traditional kitchen and completely changed the way people approach cooking. Through his dedication to creativity, science and precision, along with his relentless research into nostalgia and the history of British gastronomy, Heston has pioneered new techniques through multi-sensory cooking, flavour encapsulation and food pairing. He is a Fellow of The Royal Society of Chemistry and The Royal Academy of Culinary Arts. He was awarded an O.B.E. by Her Majesty the Queen for his services to British Gastronomy.



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Collaboration

“There is something wonderful about cooking together with friends around a barbeque. The smell, the sound, the flavour of the food filling the air just adds to the whole enjoyment. When I met the Shriro team I couldn’t wait to get involved and look at the different ways that we could improve upon that powerful and emotive cooking experience,”

- Heston Blumenthal

The BBQ Evolution



The Gas
Solution

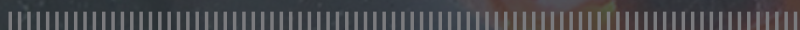
The Evolution of
Charcoal Cooking

The Outdoor
Kitchen

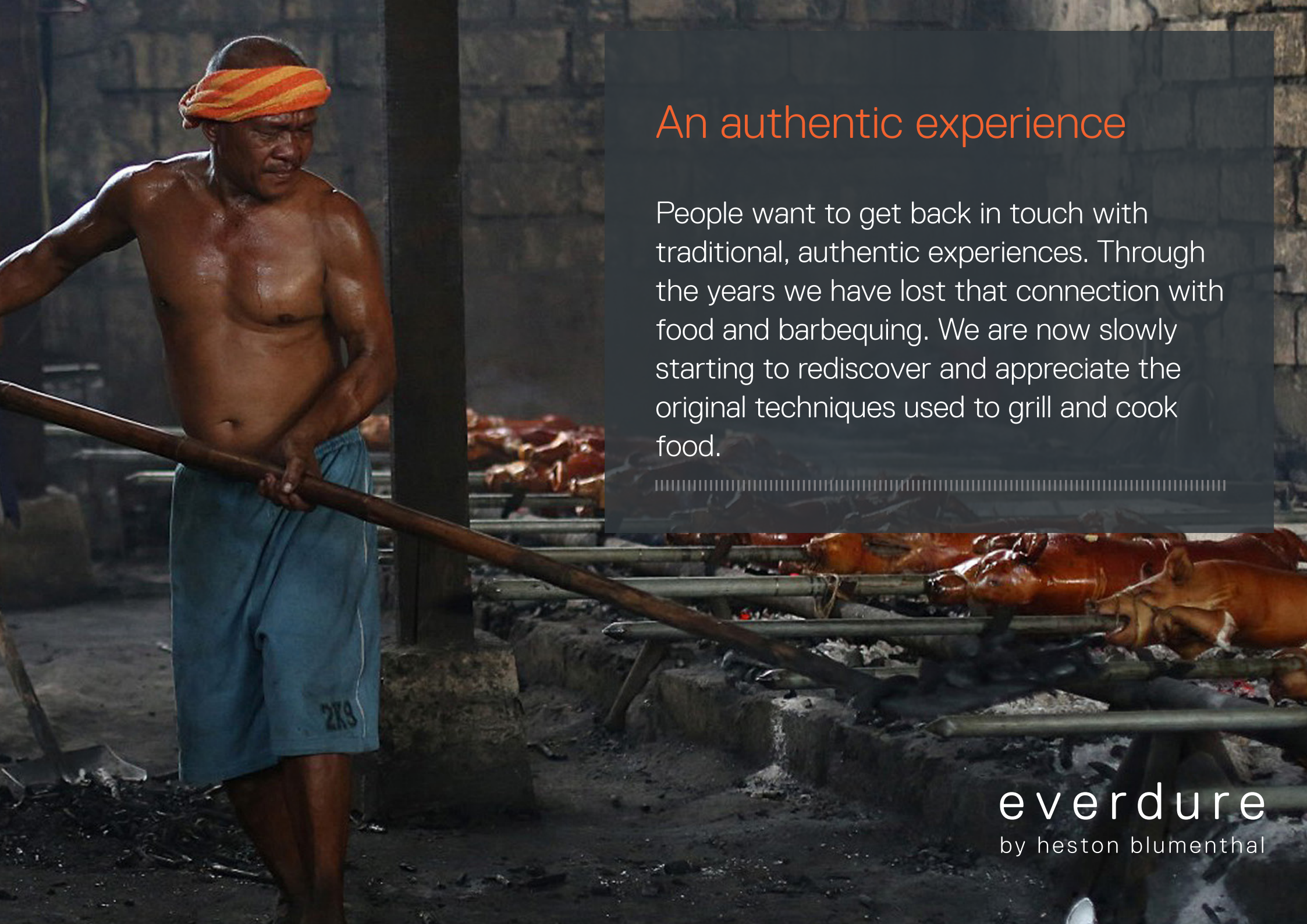
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Returning to the raw elements

Charcoal cooking is different to gas or electric cooking. Its raw nature returns cooking back to the basics. Mastering the heat takes practice and as a result there is deep tradition that runs through charcoal cooking.

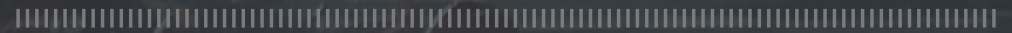


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An authentic experience

People want to get back in touch with traditional, authentic experiences. Through the years we have lost that connection with food and barbequing. We are now slowly starting to rediscover and appreciate the original techniques used to grill and cook food.



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The Charcoal Trend

Most of the world
cooks on charcoal

It's all about
the flavour

Great chefs the world over
cook on wood/charcoal

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The Future

Joint product development to revolutionise the outdoor cooking market by providing innovative products with enduring stylish construction and superior performance.

To build a global barbeque brand in collaboration with world renowned chef
Heston Blumenthal.

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