



## Cooking Innovation Erupts with Rok

*The restaurant industry erupts with excitement as Rok Modern Stone-Age Cooking introduces their innovative cooking sensation across the country. Restaurant diners can cook their own meals to perfection as their food sizzles right at their seat—all on a volcanic rock.*

(PRWEB) November 2, 2004 -- Although the concept is thousands of years old, Rok's volcanic cooking rocks are bursting into restaurants as the newest dining sensation. Trapper's Chop House in Parker, Colorado, Twin Dragon Sports Bar & Grill in Duvall, Washington, and the Wyndham Hotel's San Fresco restaurant in San Jose, California, are among Rok's most recent customers to get in on this sensational cooking innovation.

With Rok's volcanic cooking rocks, restaurants can serve healthy, delicious, and entertaining meals even without a chef. Along with the ability to serve meals in less than five minutes and offer more choices to diners, restaurants can also offer the ultimate conversation piece. Hot rocks are heated for several hours in a special-purpose oven. Once an order is placed, the meat is then seared on the rock for just seconds on both sides to ensure that the flavors are saved inside. The almost-ready meal is then taken to the table where diners can finish cooking their own meat on the volcanic rock. This cooking sensation is unrivaled because of its simplicity, uniqueness, and ability to match the fast-paced life and rigorous demands of the 21st century diner.

Steve Wright, President of Rok, says, "This really allows restaurants to offer unique value to their customers while saving on time, space, and overhead – increasing both the top and bottom line. Restaurants can offer a myriad of choices including low-fat and low-carb meals to health-conscious customers without completely changing their menu. Rok is redefining cooking and traditional meal times, because patrons can enjoy a hot, healthy, and delicious meal experience 24 hours a day."

Cooking with hot rocks is also a great choice for families or individuals who love to entertain but just don't have the time to prepare elaborate meals. With Rok's home cooking set, thinner rocks can be heated in minutes on the stovetop and still cook for up to 30 minutes. Diners of all ages love cooking with hot rocks, especially picky children. From the dining room to the patio, cooking with hot rocks is a year-round event.

Call toll-free 1-866-LUV-ROKS or visit [www.rokcooking.com](http://www.rokcooking.com) to start cooking on hot rocks.

### About Rok Modern Stone-Age Cooking

Rok is the leader in the design, manufacture, and distribution of rock cooking products to restaurants and homes. For eight years, Rok has been offering the most compelling proposition in cooking for restaurants and individuals worldwide. They are sweeping the globe creating a cook-it-yourself revolution in the restaurant industry with customers who are booming with success. Rok sticks close by their motto: "Modern Stone-Age Cooking at its Finest!"

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## Contact Information

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Rok Modern Stone-Age Cooking

<http://www.rokcooking.com>

1-866-LUV-ROKS or 408-205-7711

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