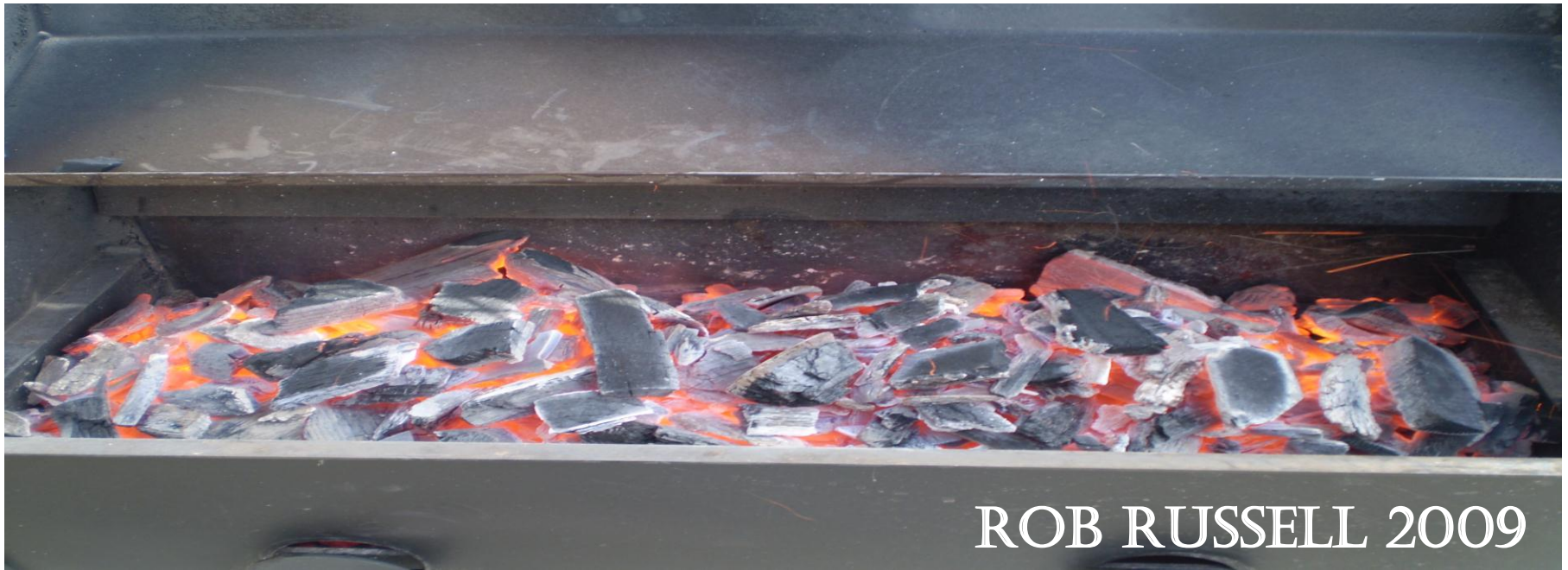
Home of The Good-One®

Ace of Hearts
BBQ Specialties, LLC

The Good-One™

# LUMP CHARCOAL VS. BRIQUETTES



# Briquettes VS. 100 % Natural Lump Charcoal

All of my life while I was growing up, everyone, including my parents used charcoal briquettes, paired up with lighter fluid. The briquettes were placed in the BBQ grill. They were then doused with charcoal lighter fluid, followed by a 10 minute wait to light the briquettes. If they didn't start very good, of course, you doused them with more petroleum based lighter fluid. When the briquettes turned gray, you knew it was time to put on the burgers.

**Wow !!! I can't believe this was an acceptable method to BBQ.**
**If this is still the way you BBQ, you need to listen to this.**

- All petroleum products will absorb into your food and will overpower the taste of any wonderful spice or any marinade you could pile on or inject into the meat.
- Guess what, not only is this method very unhealthy, it is an expensive way to turn off your guests with the taste of lighter fluid.
- This is 2009 and times have changed. There are healthier ways to cook outdoors.

**There are several products on the market that provide for healthier cooking and fire starting procedures.**

1. 100 % natural lump charcoal
2. Clean burning alcohol fire starting gels.
3. Charcoal chimneys.
4. Clean burning paraffin/alcohol starter cubes or sticks and starter gel.
5. Outdoor cooking equipment which allows you to cook indirect.

# Let’s start with the briquettes…

Not all briquettes contain the same ingredients. The largest briquette manufacturer lists their ingredients publicly.
I truly believe this company has the safest and most efficient briquettes, but they are not as healthy as charcoal. We will refer to this company as Brand X.

# This is what they list..

**Wood char (Heat source)**
This is simply the wood by-products I mentioned above, burned down into charcoal—almost pure carbon.

**Mineral char (Heat source)**
This is a geologically young form of coal with a soft, brown texture. It helps burn hotter and longer than a plain charcoal briquette. As with the wood, Brand X heats this material in an oxygen-controlled environment, eliminating water, nitrogen, and other elements, leaving behind—almost pure carbon.

**Mineral carbon (Heat source)**
This is anthracite coal, the old, hard, black stuff once commonly used for home heating. It helps Brand X burn hotter and longer than a plain charcoal briquette. It's already 86-98% pure carbon.
What exactly is coal, you ask? Well, coal is a fossil fuel, most of which was formed more than 300 million years ago. To make a really, really long story short: Plants and trees died, sank to the bottom of swampy areas, accumulated into many layers, then geologic processes covered the stuff with sand, clay, and rock, and the combination of heat and pressure converted it into what we call coal.
So, coal is really old plant material that over millions of years in tons formed by heat and pressure into almost pure carbon.
Charcoal is wood that is burned down into almost pure carbon.

**Limestone (Uniform Visual Ashing**)
Limestone creates the pretty, white coating of ash you see after lighting the briquettes. Limestone is a sedimentary rock consisting of calcium carbonate—also found in egg shells, antacids, and calcium dietary supplements.

**Starch (Binder)**
As mentioned above, starch is used to hold briquettes together, and is found in crops such as corn, wheat, potatoes, and rice.

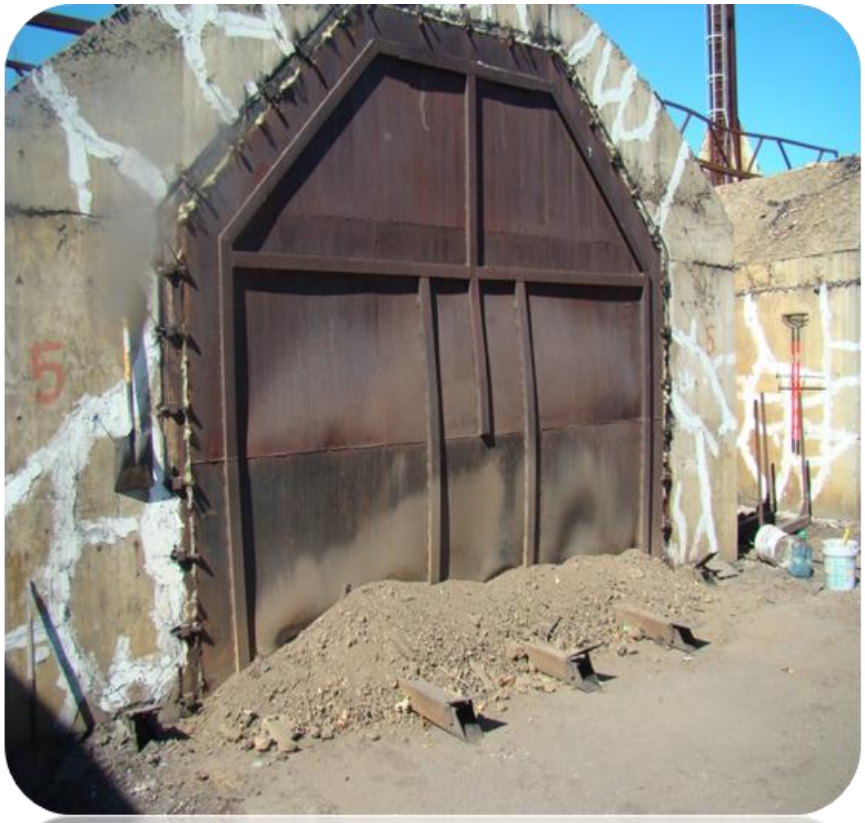
**Borax (Press release)**
Borax is used in small amounts to help briquettes release from the molds. But isn't Borax a detergent? Well, yes, it is, but it's actually a naturally-occurring mineral that is non-toxic in the quantities we're talking about in a briquette. It consists of sodium, boron, oxygen, and water. You already know what oxygen and water are. Sodium is a common element found in lots of stuff we eat, including salt. Boron is an element that is necessary in small quantities for plant growth. Borax is commonly used in cosmetics and medicines.

# What is 100 % natural lump charcoal?


There are 40 plus companies who manufacture this product in the world. It is marketed in the U.S.  I am going to show you how The Good-One lump charcoal is produced and discuss the impact on the environment. Basic charcoal is produced by burning a carbon-rich material such as wood in a low-oxygen atmosphere. This process drives off the moisture and volatile gases that were present in the original fuel. The resulting charred material not only burns longer and more steadily than whole wood, but it is much lighter (one-fifth to one-third of its original weight). Charcoal has been manufactured since pre-historic times. Around 5,300 years ago, a hapless traveler perished in the Tyrolean Alps. Recently, when his body was recovered from a glacier, scientists found that he had been carrying a small box containing bits of charred wood wrapped in maple leaves. The man had no fire-starting tools such as flint with him, so it appears that he may have carried smoldering charcoal instead. As much as 6,000 years ago, charcoal was the preferred fuel for smelting copper. After the invention of the blast furnace around 1400 A.D., charcoal was used extensively throughout Europe for iron smelting. By the eighteenth century, forest depletion led to a preference for coke (a coal-based form of charcoal) as an alternative fuel. Plentiful forests in the eastern United States made charcoal a popular fuel, particularly for blacksmithing. It was also used in the western United States through the late 1800s for extracting silver from ore, for railroad fueling, and for residential and commercial heating. Historically, charcoal was produced by piling wood in a cone-shaped mound and covering it with dirt, turf, or ashes, leaving air intake holes around the bottom of the pile and a chimney port at the top. The wood was set afire and allowed to burn slowly; then the air holes were covered so the pile would cool slowly. In more modern times, the single-use charcoal pit was replaced by a stone, brick, or concrete kiln that would hold 25-75 cords of wood (1 cord = 4 ft x 4 ft x 8 ft). A large batch might burn for three to four weeks and take seven to 10 days to cool. This method of charcoal production generates a significant amount of smoke. In fact, changes in the color of the smoke signal transitions to different stages of the process. Initially, its whitish hue indicates the presence of steam, as water vapors are driven out of the wood. As other wood components such as resins and sugars burn, the smoke becomes yellowish. Finally the smoke changes to a wispy blue, indicating that charring is complete; this is the appropriate time to smother the fire and let the kiln's contents cool.

**These are some of the kilns located in the heart of Missouri where the Good-One ™ charcoal is produced. The wood used is primarily scrap from saw mills mixed with some cordwood, often remains from trees cut for saw logs or wood staves.**

**This is the inside of the kiln where the wood is hand stacked very carefully up to the top of the roof. The ceiling line is 14 feet tall. When the burning is over the stack remains 7 feet tall.**



This is the outside of the kiln with the door tightly sealed, even up to the point of hand stuffing fiberglass insulation by hand in any small cracks that may be exposed. Also notice that the kiln has white patch lines on the concrete. This patchwork is done daily to prevent any smoke from escaping into the atmosphere.

This is the afterburner which services a complete line of 6 kilns. This afterburner burns the smoke from the kilns at 2000 degrees. With this afterburner, the emissions that are released into the atmosphere are 99.99763 % smoke free.

**This is the computer control room (about $60,000 worth) which is used to control the afterburner. Below is a graph recorder for the afterburner which is monitored around the clock by the Department of Natural Resources.**

**All of the scooping up, screening and bagging is only allowed inside where the wind can't blow the charcoal dust.**

As you can see, the Department of Natural Resources monitors this operation very close to control emissions into our atmosphere. Naturally, the use of wood scraps and the controlled emissions allow natural lump charcoal production to be a safe choice for our world. Not all production facilities are this efficient. The Good-One™ 100 % natural lump charcoal is a wise choice for you, as an outdoor cooking enthusiast. It burns hotter, cleaner and produces a much more superior product than any other fuel choices. It also leaves less ash. If you think about it, you can cook cleaner with almost no smoke by using natural lump. This allows you to control the amount and the flavor of smoke you desire to place into the meat.

***Wise decisions! Delicious results!***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