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## **2006 BARBECUE GRILL SHIPMENTS POST BIGGEST GAINS IN 20 YEARS**

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**(ARLINGTON, VA – October 30, 2006)** More barbecue grills were shipped in 2006 than in any previous year, according to figures just released by the Hearth, Patio & Barbecue Association (HPBA), the trade association representing barbecue manufacturers. A record 17,272,500 grills were shipped, marking a 15.24 percent increase compared to 2005. It is the fastest year-to-year growth rate since HPBA began measuring grill shipments back in 1985.

The new figures also revealed that gas grills continued to outsell charcoal grills, capturing 58 percent of the market while charcoal grills captured 40 percent. Electric grills remained a distant third at 2 percent of the market. While both gas and charcoal grill shipments increased in 2006, charcoal grill shipments grew faster, at 19 percent, than gas grill shipments, which were up 13 percent.

In the charcoal category, “covered stand-up” grills continued to be the most popular, commanding nearly 50 percent of the category. Among gas grills, “LP stand-up” models (65.6%) outsold “LP table top” versions (24.7%) but table top versions increased their share in the category by six points while stand-ups fell five points. In the electric category, smokers (41.4%) outranked tabletop models (37.9%).

Built-in gas grill shipments increased six percent since 2005. Relatively new to the market and generally considered “high-end,” built-in gas grill models now average \$600.

HPBA President Jack Goldman says the increased shipment numbers reflect the popularity of the new outdoor living trend. “Today, people love the convenience and informality of grilling,” remarked Goldman. “Not only is it a heart-healthy cooking method, it’s become part of the casual American lifestyle.”

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Increased sales may also be due to the diversity of products. According to HPBA Communications Director Leslie Wheeler, manufacturers have created convenient and innovative features that no one would have even imagined a decade ago. “I think that has really spurred people to buy,” Wheeler said.

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### **About Hearth, Patio & Barbecue Association (HPBA)**

The Hearth, Patio & Barbecue Association (HPBA), based in Arlington, VA, is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories. Reporters, mark your calendars for HPBA’s 2007 EXPO in Reno, Nevada, March 14-17, to see that largest showcase of the industry’s new technologies and product offerings.