



Suite 600, 1901 North Moore Street
Arlington, VA 22209 USA
Phone: (703) 522-0086 • Fax: (703) 522-0548
Email: hpbamail@hpba.org
Web Site: www.hpba.org

Media Contacts:

Deidra Darsa
HPBA
703.522.0086 ext. 129
darsa@hpba.org

Susie Schoenberger
Fleishman-Hillard
202.828.8874
schoenbs@fleishman.com

FOR IMMEDIATE RELEASE

CONSUMERS PREFER TO STAY AT HOME TO COOK OUT
New Hearth, Patio & Barbecue Association Poll Reveals Best and Worst Barbecue Guests

Arlington, VA (September 9, 2008) – For great grilled food, consumers want meals with the backyard-grill taste. Revealed in a new national poll from the Hearth, Patio & Barbecue Association (HPBA), two out of three (66 percent) consumers would rather stay in and grill out at home when they are in the mood for grilled meals versus eating out at a restaurant. Grillers confirm, outdoor cooking provides a quick, no-fuss, economical way to prepare a meal for family and friends.

Not the type of folks to lose out on fun because of rising gas prices, grillers say outdoor cooking still remains a popular way to entertain family and friends. Many are in fact spending vacation time at home and making good use of their grills and smokers. When asked what fun activity they would prefer to do with family and friends, two-thirds of poll respondents said they would rather have a barbecue or cookout at home than eat out at a restaurant.

“Many people are opting to stay home for a relaxing backyard vacation,” says Leslie Wheeler, HPBA Communications Director. “Cooking on the grill or smoker offers consumers a fun option to cook an assortment of foods without the hassle, or sometimes high cost, of going out to eat.”

When choosing to stay home for that delicious, straight from the grill or smoker taste, consumers are adamant about who they want in charge of grilling meals. A griller who accommodates everyone’s food preferences by serving a variety of different foods including meat, fish and vegetables, ranks as the number one person to have at a barbecue. Others preferred someone who keeps the grill and surrounding area clean (24 percent), cooks the meat to the perfect temperature (22 percent) or perfectly sauces, spices or marinades the food (19 percent).

While consumers know who they want in charge of flipping the meat, they also know who they *don’t* want invited to their backyard barbecues. Poll respondents revealed that their least favorite guest was the “Control Freak” – someone who bosses everyone around. Other non-favorites include:

- *The Slob* – The guest who makes a big mess and doesn’t clean up after his or herself (24 percent)
- *The Picky Eater* – The guest who doesn’t want to eat anything that the host serves (18 percent)
- *The Mocher* – The guest who doesn’t bring food to the party or doesn’t help with anything at the cookout (13 percent)
- *The Boastful Bragger* – The guest who brags too much about his or her grilling skills (7 percent)
- *The Backseat Griller* – The guest who gives unwanted grilling advice (4 percent)

When it comes to brushing up on grilling skills, consumers cite celebrity chefs as their go-to guru for grilling lessons. If face-to-face with a grilling icon and given the chance to ask one question about outdoor cooking, nearly one third of poll respondents (29 percent) said their burning question would be, “which spices taste best with certain foods.” Twenty-two percent would “grill” their celebrity chef for their all-time favorite recipe

or a quick, no-fuss recipe (17 percent), followed by finding out how long to grill certain foods (17 percent) and lastly, how to keep the grill in top condition (8 percent).

To help consumers add the perfect zest to grilled food, BBQ Queens Judith Fertig and Karen Adler, grilling and smoking experts, and co-authors of more than 20 cookbooks including *BBQ Bash: The Be-all, End-All Party Guide from Barefoot to Black Tie*, share these grilling tips and tricks to spice up grilled food year round.

- **From Bland to Grand.** Make chicken grand by adding a sauce of aioli or flavored mayonnaise (1 cup mayonnaise, 1 clove minced garlic, 2 tablespoons fresh chopped herbs) dolloped on top of the grilled chicken.
- **Fish with Flavor.** Add some zip to grilled halibut with a roasted red pepper or tomato salsa. Try pesto or gremolata (fresh chopped herbs, garlic and lemon zest) on grilled salmon.
- **Just the Touch.** Spruce up meaty sirloin steaks with a garlic or chipotle style vinaigrette/marinade or use a compound butter, like blue cheese butter, to top lean and tender grilled filets.
- **Vivacious Veggies.** From zucchini and squash to red and green peppers and onions, drizzle a flavored nut oil, like walnut oil, over the veggies before cooking. Sprinkle toasted walnuts or pine nuts to finish off these vegetable favorites.
- **The Great Potato.** Whether it's for potato skewers or wedges, add olive oil, garlic salt and pepper to potatoes before throwing on the grill – making perfect seasonings. Finish off this classic grilled potato with a sprinkle of Parmesan cheese.

For more great grilling tips, resources and recipes, visit www.hpba.org.

About Hearth, Patio & Barbecue Association (HPBA)

The 2,800-member 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. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising, and consumer education.

About the Consumer Poll

Survey findings are taken from a survey of 1,000 people, conducted by the polling company™, inc. from August 7-10, 2008. The margin of error is +/- 3.1 percentage points at the 95% confidence level.