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HPBExpo Announces Record Year in 2006

Barbecue Industry Reveals 2007 Grilling Trends at Annual Trade Show

Arlington, VA (March 15, 2007) – HPBExpo, North America’s largest indoor-outdoor trade show, opened the three-day event today in Reno, NV, announcing 2006 as the barbecue industry’s highest year-to-year growth rate ever. The Hearth, Patio & Barbecue Association’s (HPBA) end of year numbers reported shipment of more than 17 million grills, marking a 15 percent increase from the previous year. With shipments at an all time high and year-round grilling a growing trend, the industry is hotter than ever.

“As an industry we are experiencing the most successful year, posting the biggest gains ever. With state-of-the art grills, the latest technology and must-have accessories, manufacturers are bringing a whole new meaning to grilling,” said Leslie Wheeler, HPBA Director of Communications. “Recognizing consumers’ love affair with grilling, the industry is turning out products that create out-of-this world barbecue experiences, in turn growing the industry to new heights.”

The 2007 grilling trends were also announced at the premiere of HPBExpo. These new trends will help drive sales and stock stores for the coming year.

- **(More) Burners are Better** – As the love for grills grows, it’s apparent that the more burners the better. And grills with more than one burner that allow consumers to grill various meats, veggies and other items at the same time are becoming even more popular. Multiple burners allow different combinations of temperatures during one grilling session. From dual side-burners to three and 6 burner gas grills, there is an option for the beginner to the pro griller to experiment with different dishes at one time.
- **Ample Accessories** – Traditional tools of the barbecue trade such as tongs, spatulas and meat thermometers are musts, but dozens of new accessories in the market are making grilling easier and more interesting than ever. New tech tools let you move your favorite foods from the stove/oven to the grill, including a rotisserie hot dog cooker that adapts to your existing grill’s rotisserie motor and a pizza griller that gives your pizza extra pizzazz. The latest grill-to-table accessories, such as gourmet grillware also keep grilled food hot longer. And to help minimize the loss of juices in meat when grilling, there is a new twist for turning food with the grill hook. The grilling experience goes beyond just having a grill and food with some of the hottest new accessories that are becoming “must haves.”
- **Portable-n-Powerful** – In a 24/7, on-the-go society, portability is power. Manufacturers are embracing consumer needs with products that are light-weight, easy and can be used in the backyard, at a tailgate or when camping. From portable propane ovens to pop-up grills complete with side tables and chairs, and even portable heaters, grilling-on-the-go is another reason that grill usage is on the rise. Easily stowed in cars and loved for their simplicity, the

grills-for-the-go are ideal for providing delicious grilled meals on the spot, literally anywhere.

- **Full Fuel Ahead** – Seeing is believing, and now there is no more guess work needed to know if your tank is half-empty or half-full. New tools including see-through propane containers and attachable gauge meters make it easy to tell if there is enough gas power to keep the grill going during your barbecue festivities. These are perfect for grilling away from home where it might not be convenient to have extra propane nearby and ideal for at home when determining if a run to the store is needed minutes before the guests arrive.
- **Outdoor Kitchens** – Consumers are extending home remodeling to the backyard including outdoor kitchens with everything from barbecue grills, wood-fired pizza ovens, refrigerators, dishwashers, built-in sinks, bottle rails, cocktail bars and food preparation areas. With the ease and convenience of a backyard entertainment area, more and more people today are turning their yards and decks into inviting outdoor living spaces.

2006 Grill Shipment Breakdown

In 2006, the barbecue industry shipped 17,272,500 total grills – the highest since 1985, with an overall total increase of 15 percent from 2005. Gas grills continue to be the most popular, followed by charcoal and then electric.

- **Total Gas Grills Shipments** – 10,317,500; up 13 percent
- **Total Charcoal Grills Shipments** – 6,845,000; up 19 percent
- **Total Electric Grills Shipments** – 290,000; up 3 percent

Breakout Leaders:

- Gas Grills: LP stand-up grills were the most popular (up 5 percent), followed by LP table top grills, up 48.81 percent
- Charcoal Grills: covered stand-up grills led this category rising 36 percent, followed by covered table top, up 13 percent
- Electric Grills: smokers served up as the hot item, up 8.6 percent

Summer Sizzle with Sales

In tune with the peak grilling months, May through August peaks as “the selling season” for the barbecue industry. May kicks off the season as people prepare for their summer grilling occasions and purchase new grills, while stocking up on the newest and hottest accessories. Furthermore, retailers experience the heaviest traffic and sales during June as consumers prepare for the approaching Father’s Day and July 4th holidays.

For more industry and Expo information, please visit www.hpba.org.

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About Hearth, Patio & Barbecue Association (HPBA)

The Hearth, Patio & Barbecue Association 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. There are more than 2,700 members in the HPBA.