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The Hearth Patio & Barbecue Association's Consumer Poll Quick Facts on Fall Grilling

Fall Fever – According to the new HPBA poll, fall's cooler temperatures entice three-fourths of consumers to the outdoor grill well past Labor Day. Further, poll respondents agreed:

- Grilling saves time and effort which allows time spent on more important things (72 percent).
- Daylight-saving time will begin later in the year, providing more daylight hours to grill through October and November (73 percent).

Savory Smells of Autumn – The poll revealed that consumers are adventurous and willing to try something new when it comes to what they'll cook on the grill. A vast majority (75 percent) of grill enthusiasts agree that fall's traditional indoor recipes can be easily prepared on the outdoor grill. Given the recipe or know-how, the most popular fall foods they're likely to try on the grill are:

- Brisket, duck or lamb (58%),
- Fruits and veggies such as squash, cranberries, pumpkin seeds or sweet potatoes (58%),
- Desserts like cobblers, crisps, s'mores or kettle corn (48%),
- Casseroles (37%)

Endless Grilling – Eighty-two percent of consumers polled by the HPBA say the fun of grilling food outdoors should be enjoyed throughout the year, not just limited to the summer season. Additionally, grilling is the fuss-free way to cook food which inspires consumers to grill all year long (86 percent).

Slow and Low, the way to go – Sixty-four percent of consumers say fall's cooler temperatures provide the best conditions for "slow and low" barbecue of large meats.

Get in The Game – Nothing pairs better with fall than football and grilling. Sixty-four percent of respondents say seasonal activities, like tailgating at sporting events, is the perfect opportunity to grill during the fall.

Men are Meat Eaters – Men are more likely than women to grill a traditional indoor meat recipe on the outdoor grill (63 percent compared to 54 percent).

About the Survey

During the weekend of August 3 to 5, 2007, an omnibus telephone survey was conducted by Opinion Research Corporation's CARAVAN Omnibus Survey (ORC) to gather information about new and unusual grilling and barbecuing trends. The telephone survey included 1,015 adults, 18 years of age and older, throughout the continental U.S.

For more information, visit www.hpba.org