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AS FALL BREEZES IN, CONSUMERS CONTINUE TO FIRE UP THE GRILL FOR DELICIOUS MEALS

New Hearth, Patio & Barbecue Association Poll Reveals Consumers Are Adventurous With New Foods on the Grill

Arlington, VA (September 5, 2007) – A majority of consumers reveal that fall is a prime time for outdoor grilling because the cooler weather provides ideal grilling conditions (76 percent) and seasonal activities offer greater grilling opportunities (64 percent), according to a new national poll by the Hearth, Patio & Barbecue Association (HPBA). And with daylight-saving time ending later this year, nearly three-fourths of consumers say they will keep grills sizzling well past Labor Day.

Whether it's about the ease and effortlessness of cooking outdoors or the enjoyment of preparing traditional fall recipes outside, consumers are turning to the grill to make delicious meals for tailgating, neighborhood get-togethers and other traditional seasonal events. But, this fall, aromas from the grill go beyond the traditional chicken, burgers and steaks. HPBA's poll reveals consumers are becoming more adventurous and likely to try traditional indoor food recipes on the outdoor grill as well, including:

- 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%)

"People love to grill because the food tastes so good and now there are accessories and products that make it even easier to explore new menu ideas," says America's outdoor cooking experts, Cheryl and Bill Jamison. "Cooks are more adventuresome about what they'll try. Fish, shellfish, and even fruits are popping up on the grill – all over the world."

Choosing to cook traditional fall indoor recipes on an outdoor grill offers consumers the opportunity to add some zest to any meal in a refreshing new way. Not only is it convenient to grill, but it also requires little clean-up. Outdoor grilling provides consumers with a more casual atmosphere in an open space to entertain family and friends.

“When it comes to outdoor cooking, everything is more relaxed and festive,” added Cheryl Jamison. “When grilling you can see, hear, and smell the delicious changes in the food instantly!”

To help consumers jump start the fall grilling season, four-time James Beard award-winning authors of *The Big Book of Outdoor Cooking & Entertaining*, *Smoke & Spice* and other books on grilling and barbecue, Cheryl and Bill Jamison have shared the following traditional indoor recipes ideal for the outdoor grill. Additional recipes from the Jamisons can be found at www.hpba.org.

Grilled Catfish Fillets with Tabasco Butter Sauce

2 tablespoons celery salt
2 teaspoons freshly milled black pepper
2 teaspoons sweet paprika
1/8 teaspoon ground cayenne
Six catfish fillets, about 8 ounces each and ¾ inch thick

Tabasco Butter

4 tablespoons (½ stick) butter
2 tablespoons fresh lemon juice
1 garlic clove, minced
1 to 1½ tablespoons Tabasco sauce
Salt, optional
Vegetable oil spray

Make a spice rub, combining in a small bowl the celery salt, pepper, paprika, and cayenne. Coat the catfish with the rub. Wrap the catfish in plastic and let them sit at room temperature for 20 to 30 minutes. Fire up the grill*, bringing the heat to medium-high. Place butter ingredients in a small saucepan. Heat on either the stovetop or on the grill until melted and bubbly and keep warm over low heat. Just before placing the fillets on the grill, spray the fillets lightly, but thoroughly, with oil before placing them on the grill. Grill catfish uncovered for a total of 7 to 9 minutes, carefully turning twice so that one side cooks a bit longer and crisps a bit more than the other. *Use a spatula rather than tongs for turning the catfish—this prevents loss of juices.* The fish is done when flaky and opaque. Serve immediately with the crisper side up, accompanied by the sauce. Serves 6.

**Note: Before firing up the grill to grill fish, make sure to have a clean, oiled grate.*

Grilled Vegetable Orzo

1 medium red onion, cut into 1/3-inch-thick slices
2 zucchini, about 6 ounces each, cut lengthwise into 1/3-inch-thick slices
Vegetable or olive oil spray
Salt
1 pound orzo pasta
2 tablespoons flavorful extra-virgin olive oil

1 tablespoon finely minced fresh rosemary or sage leaves, optional (do not substitute dried)

Fire up the grill, bringing the temperature to medium. Spray the onion and zucchini with oil spray. Sprinkle them with salt. If you wish, skewer the onion slices on soaked bamboo skewers to hold them together as they cook. Grill the vegetables, about 10 to 12 minutes for the zucchini and 12 to 15 minutes for the onion, turning so that each faces the fire twice on each side. After grilling and when vegetables are cool enough to handle, cut veggies into neat small dice. Meanwhile, cook the orzo in salted water according to the package directions. When done, toss with the grilled vegetables, extra-virgin oil, and if you wish, fresh herbs. Serve warm. Serves 6 to 8.

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

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About Hearth, Patio & Barbecue Association (HPBA)

The 2,700-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.