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**FOR IMMEDIATE RELEASE**  
**May 1, 2006**

## **NATIONAL BARBECUE MONTH MAKES MAY SIZZLE** *National Survey Reveals Consumers' Attitudes Toward Grilling*

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Fire up the grill, May is National Barbecue Month! Grilling definitely increases as the weather warms up and, whether grilling for families, parties or yourself, a nationwide Hearth, Patio & Barbecue Association (HPBA) consumer survey revealed that the open flame burns out conventional cooking. The survey showed that consumers love not only the taste of grilled food, but the convenience too.

“Grilling is an American pastime and National Barbecue Month is the perfect time for Americans to map out their summer grilling game plan by determining what equipment is needed, the best recipes to try, and what special grilling occasions with family and friends to mark on the calendar,” says Leslie Wheeler, communications director at the Hearth, Patio & Barbecue Association. “With all the great equipment available to consumers right now, it’s no surprise that grilling has become such a popular way to prepare quick and delicious meals.”

In our 24-7 society when convenience and simplicity is everything, grilling offers cooks no-mess-meals. In fact, over two-thirds of Americans (70 percent) say that easy cleanup is one of the most pleasurable parts of grilling food outdoors. Women were most vocal about the easy clean-up compared to men (77 percent to 62 percent, respectively) saying they find “a lot” of pleasure in having few or no pots or pans to clean after cooking on the barbecue. Couple that with the majority of Americans (79 percent) who agree grilling is a fast, healthy way to make a meal on weeknights and it’s no surprise that Americans love to grill.

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This May and all summer, there is no need to turn on the oven and turn your kitchen into a sauna! Help keep your house cool by grilling outdoors. In fact, one out of four consumers agrees that keeping the house cooler during the summer encourages them to use the barbecue.

Looking for fun and unexpected grilling ideas? Try these tips from HPBA this May for a Barbecue Month that's sure to be smokin'.

- **Tired of take-out pizza?** Then fire up the grill for an easy and scrumptious pizza experience. Either make or purchase pizza dough, shape dough into circle about 1/2" thick, brush with olive oil and place on the grill. After 2 minutes, check crust and if it's at the desired crispness, flip over. Next add sauce and toppings. Close the grill for a few minutes and when the cheese has melted, remove and serve. All in 30 minutes or less.
- **Move over Meat** - Meat isn't the only thing that tastes great on the grill, veggies are even tastier from the grill. Marinate chopped or halved veggies ahead of time in a favorite marinade or vinaigrette and depending on the size, either place directly on the grill or thread on bamboo skewers and cook to desired doneness. *Using skewers? Soak bamboo skewers in water for at least 30 minutes to prevent veggies from sticking.*
- **Fruit Cap** - Grilled stone fruit is a deliciously light dessert for a warm spring or summer evening. Simply place halved peaches, plums, nectarines or apricots on the grill for about 3-4 minutes until lightly charred. Serve warm with ice cream or frozen yogurt.

For more information, go to [www.hpba.org](http://www.hpba.org).

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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. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,600 members in the HPBA.