

**75%** of consumers plan to **MAINTAIN** their frequency of grilling this summer!

**24%** plan to **INCREASE** their frequency of grilling this summer!

America's **GRILL** Preference?

Gas/Propane **45%** 

Charcoal/Kettle **39%** 

Portable **23%** 

What's **MOST IMPORTANT** when grilling?



- 1. TASTE**
- 2. EASE OF PREPARATION**
- 3. IF THE MEAL IS FAMILY FRIENDLY**

What's America **GRILLING?**

**89%** **74%** **66%**



Beef Burgers



Beef Hot Dogs



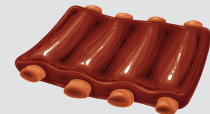
Beef Sausages/Brats

**64%**



Ribeye Steak

**62%**



Beef Ribs

**89%** of consumers have concerns this grilling season. They are ...



- COST OF MEAT (53%)**
- OVERALL COST OF GROCERIES (48%)**
- COST OF PROPANE, WOOD PELLETS/CHIPS, ETC. (33%)**

**Inflation-Driven Behavior Changes**

- USE OF COUPONS/WEEKLY DEALS MORE OFTEN (40%)**
- LESS DINING OUT (39%)**
- BUY DIFFERENT OR LESS EXPENSIVE CUTS OF MEAT THAN NORMAL (37%)**



**TOP GRILLING OCCASIONS:**

- July 4th (80% of households)**
- Memorial Day (75%)**
- Weekend Meal (73%)**
- Labor Day (70%)**

**96%**

of consumers plan to grill this summer

**7**

Average number of times per month consumers plan to grill