

Category Forecast

June 2015



Summary

Consumers are looking to make their backyard grilling spaces as unique and customized as the foods they plan to grill there. A main factor for this evolution in spaces and gear is the ease for consumers to learn and experiment with new grilling methods, equipment, and foods. Accessories such as cordierite pizza stones, wood planks, unique cast iron pans, ethnic cooking vessels, and more are offering convenient and fun ways for consumers to expand their grilling palettes beyond the basic burger...all without breaking the bank.

Save the Date!

Fourth of July, Memorial Day and Labor Day...

While Fourth of July, Memorial Day and Labor Day are the most popular days for grillers, days like the Super Bowl, Thanksgiving, and New Year's Eve/Day continue to grow in popularity. This provides retailers a year-round opportunity to sell grills and additional related accessories.

Category Facts

This year, grilling accessories saw slightly higher gains than in years past. As consumers continue to grill year-round and expand their patio grills into full outdoor kitchens, the market for accessories is heating up.

- 78% of grill owners consider themselves to be an “extremely proficient” or “proficient” griller.
- 66% of grill purchases are made by male consumers.
- 60% of grill owners said they use their grill year-round.
- 31% of grill owners use their grill during the big game...Super Bowl Sunday!
- 80% of households own an outdoor grill or smoker.
- 38% of grill owners believe food cooked on their grills is healthier than in their kitchens.



What's Hot?

The who, what, where, why and when for grilling and BBQ. We divulge the hottest trends sure to fire up the American griller!

Smoking with Wood

Think beyond smoked brisket, ribs or pork butts. Outdoor enthusiasts are adding smoke to vegetables, cheeses, meats and even cocktails. Smoked foods will find their way increasingly on to restaurant menus, grocery store shelves and your back yard party.

Vegetables become the Star

With consumers demanding more locally sourced ingredients and the increasing popularity of farmers' markets, abundant fresh vegetables get even better on the grill.

Seafood on the Grill

Enliven your backyard recipe repertoire by swapping the standbys -- burgers, steaks, and chicken -- for something from the sea. Whether you go for fish, shrimp skewers, lobster, oysters, scallops or more, seafood on the grill is here to stay. In your backyard, on the beach or at the park...flex your grilling mussel.

Millennials take a foothold

Millennials show a larger affinity for global gastronomy than any generation before. While they like the taste of foreign culture on the grill, they also yearn for a taste of home. Millennials seek a "warmth factor" in their kitchens, and 57.5% of Millennials chose "comfortable" as a word to describe their dream entertaining space. Millennials look to achieve this with grillware that has a traditional and vintage feel. They value quality over quantity, and have a real passion for design simplicity and multi-functional use.





Techniques & Tips you want to be talking about

Reverse Sear

Banish dry chicken from the grates. Start with low heat for evenly-cooked, juicy meat, then turn up the flames for a quick, crispy char. Grilling over low heat then quick-searing ensures perfectly cooked chicken that is juicy on the inside and crisp on the outside. Brush the chicken with a bbq sauce that features yellow mustard, cider vinegar and your favorite rub.

Backyard Brunch

Go bold by grilling a classic toad in the hole breakfast favorite on a cedar plank.

Toasts filled with smoky flavored eggs and topped with melted Cheddar cheese is a fun dish great for weekend brunch.

Open Flames

After a brief love affair with sous vide cooking, open flames and charcoal are back and your steak thanks you. Designer charcoals such as binchotan, a Japanese product that produces no smoke or flame but reaches intensely hot temperatures, will join traditional briquettes and lump as grilling choices.



Jeff's every day spice rub

Great for shrimp, scallops, chicken, beef, lamb, buffalo, or pork. Yield 1 cup.

- ¼ cup Kosher or sea salt
- 2 T coarse ground pepper
- 1 T ground coriander
- ¼ C packed dark brown sugar
- 2 T sweet paprika
- 2 T dried thyme, crushed
- 2 T chili powder
- 3 T ground cumin
- 2 t ground cinnamon

In a small bowl, combine the salt, pepper, coriander, cumin, paprika, thyme, chili powder, sugar, and cinnamon. Stir well to blend. Use immediately, or transfer to a jar with a tight fitting lid and store away from heat and light for up to 6 months.

***Tip:** Triple the recipe and store



Game Changers

Plank Soaker Clips

Time to retire that brick or can of corn holding down your planks. These durable polypropylene clips will keep your planks separate but together, and suctioned securely to the bottom of the sink or container while water flows between them.



Rotating Campfire Fork

You just stepped up the campfire! This rotating fork is 36" long, with an easy-to-use rotation handle to ensure a more even roasting of your marshmallows and dogs, and with more control to pull it back and make sure you don't lose your food to the fire.

Collapsible Grill Brush

With its tubular shaped bristles, this 18" lifesaver can clean hard to reach sides of your grill grate surfaces, and has a replaceable head to save you money for years to come.



Chef's Seafood Basket

Finally the ultimate tool for shrimp, mussels, clams and more. This 3 in 1 pan gives you the power to stir & toss those delicate bites without fear of losing any to the flames below.