

# Trend Outlook: What's New For Backyards And Balconies

(NAPSA)—For grillers, backyards and balconies across the country might look a little different this year. Hot trends among grill enthusiasts include multi-grill households, grills in sleek new colors—including ultracool steel gray and brick red—and the emergence of outdoor electric grills.

“We continually track industry trends and respond to what grillers are looking for today,” said Mike Kempster Sr., executive vice president of Weber-Stephen Products Co., the premier worldwide manufacturer of outdoor grills and grilling accessories. “We’re seeing trends towards multiple grill ownership; more sophisticated, muted color palettes; and a slight uptick in the outdoor electric grill market.”

## Multi-Grill Households

This year’s Weber GrillWatch Survey shows nearly one-third (29 percent) of grill owners report owning multiple grills. Among those households, 78 percent of smoker owners are the most likely to own multiple grills, followed by 49 percent of electric grill owners. Thirty percent of all gas grill owners own at least one charcoal grill while 14 percent own at least one smoker.

“We found that people who own multiple grills like the challenge of mastering different heat



**The emergence of electric grills is one of many outdoor grilling trends.**

sources and diverse grilling and smoking techniques,” said Kempster. “In fact, nearly 29 percent of grill owners say the primary reason they’re attracted to ‘low and slow’ barbecuing is that it’s a different method of cooking, and another 14 percent cite that it takes time and skill to master.

“With more people entertaining at home, 61 percent of grill owners plan to grill at home and eat out less this year—the trend towards multiple grill ownership should continue to grow,” Kempster added.

## Sleek New Colors

Many homeowners have outdoor rooms—a defined outdoor space with a cooking, entertaining and seating area—and because the grill is oftentimes a focal point, more consumers are looking for colors that will reflect their home’s interior look and style.

“When we introduced our popular Genesis gas grill in an upscale copper color, the demand was tremendous,” said Kempster. “This year we’re adding even more sophisticated hues such as brick red and steel gray to be sold at specialty retailers. The steel gray is a great color option for stainless steel appliance enthusiasts who want that look without the exterior cleaning upkeep.”

## Outdoor Electric Grill Ownership

Many grillers who live in condos, multi-unit apartment buildings or similarly planned communities have gas or charcoal grill use restrictions. Electric grills are a great alternative. “We recently introduced a new product—the Weber Q140—that has received favorable reviews as being the best outdoor electric grill on the market for reaching true outdoor grilling temperatures,” Kempster said.

For more information, visit [www.weber.com](http://www.weber.com).