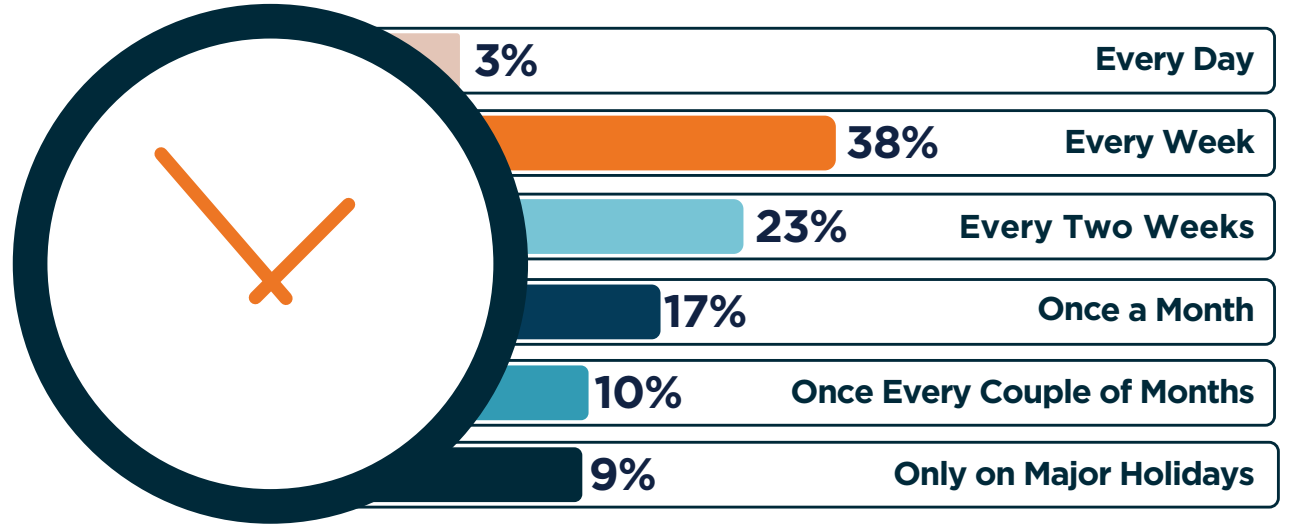


BBQ FUN FACTS:

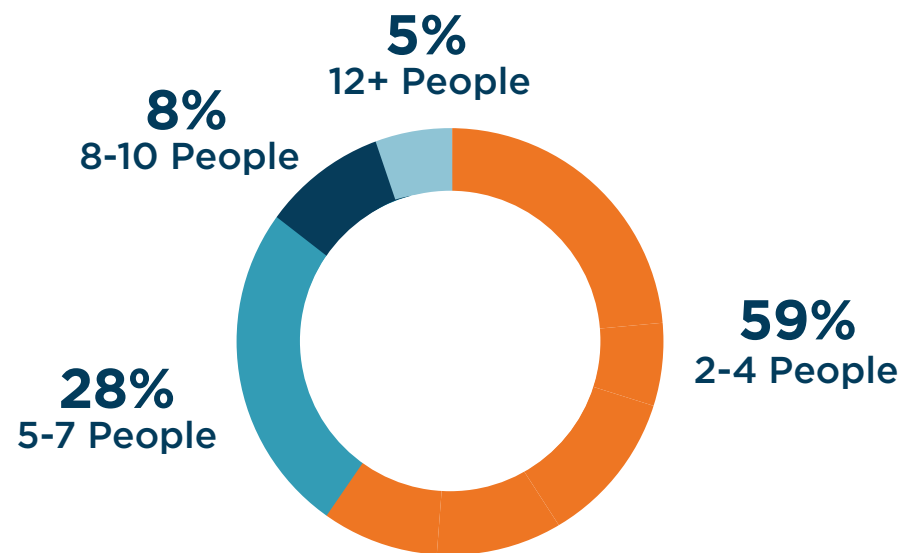
How often they grill out:



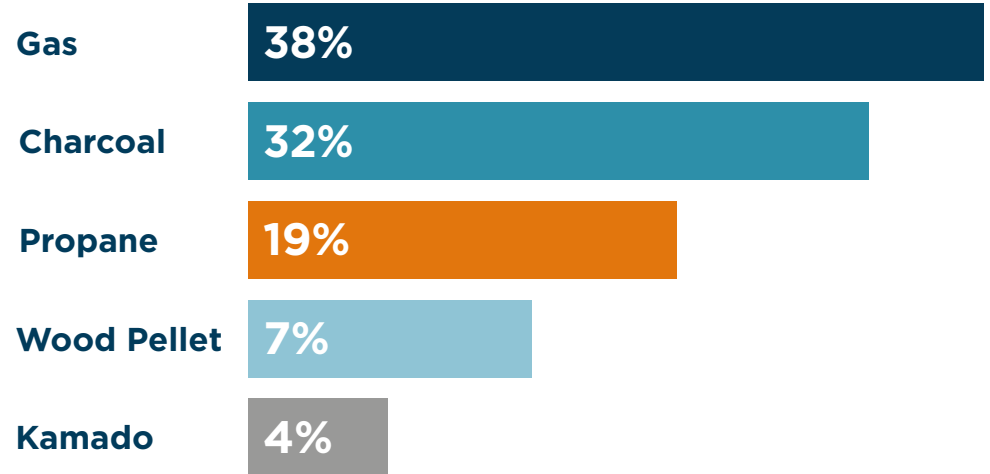
37% Of shoppers grill out year round

30% Start grilling once the weather warms up

How many people they're feeding:



Which type of grill they use:



How much they plan on spending:

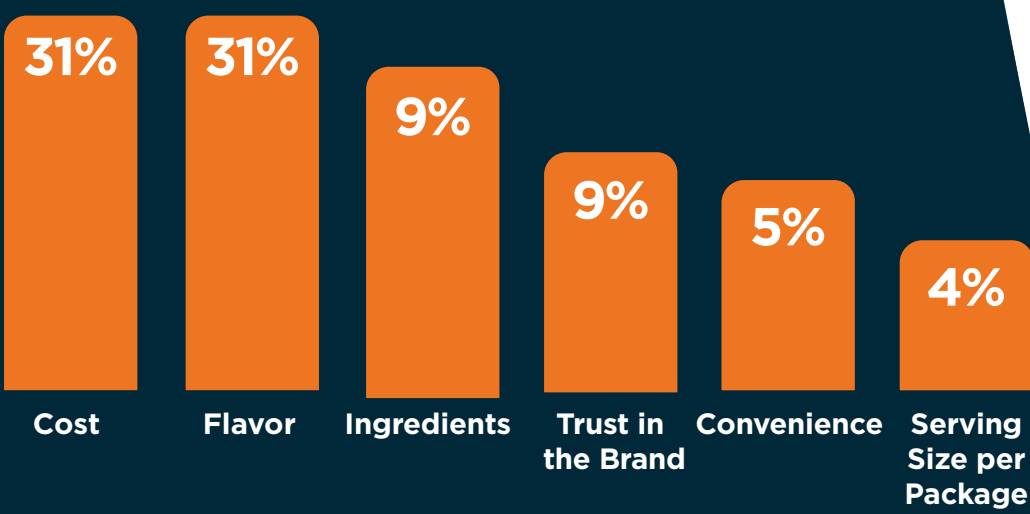


GRILLING SEASON

We surveyed shoppers to find out how they are grilling out this season - from what's on the menu to their shopping preferences. Check out the results!

SHOPPING PREFERENCES:

What factor is most important to them:



11% Say their purchases aren't influenced by a particular factor

Where they shop for their grilling necessities:



WHAT'S ON THE MENU:

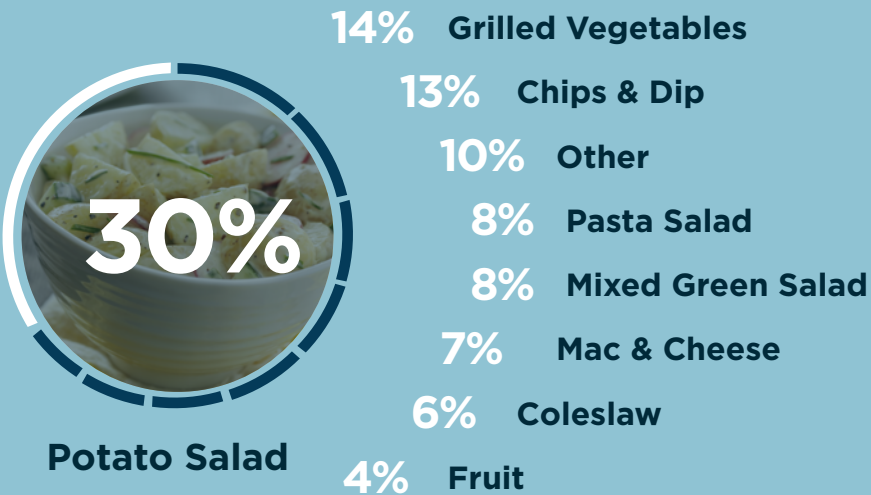
What they're grilling up:



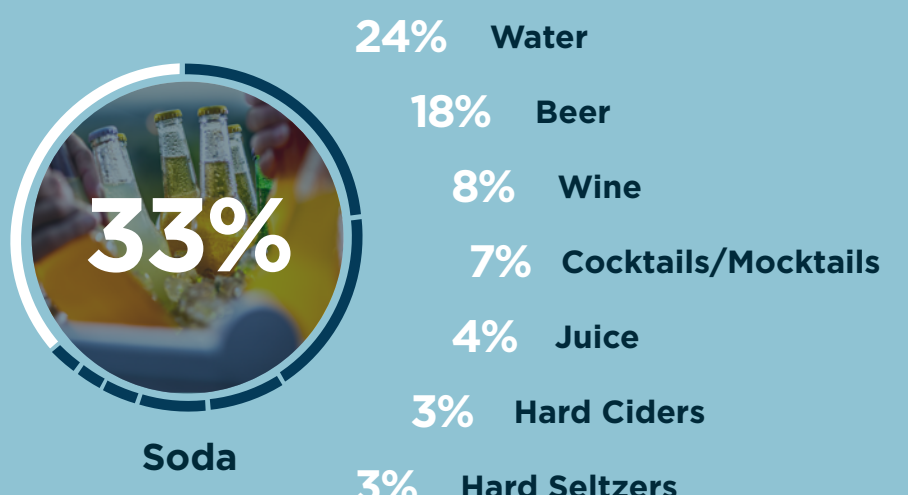
Top 5 Condiments:



Side Dishes:



Drinks:



BBQ SEASON WITH BREAKTIME:

Make sure your brand is top-of-mind when shoppers are stocking up to grill out this summer. Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers while driving sales:

- Inspire shoppers to get creative with their barbecues by recommending personalized party themes using a **personality quiz**
- Amplify a special "Summer BBQ" offer** to help convert the 31% of shoppers who stated price as their purchase driver and boost sales
- Use a **list** to showcase fun recipes shoppers can make for each barbecue holiday (i.e. Memorial Day, Fourth of July, Labor Day, etc.)
- Create buzzworthy moments through a custom **performance-based promotion** like a social giveaway or register-to-win sweepstakes