



GRILLING SEASON SNAPSHOT

Summer isn't complete without



4

cookouts



3

getaways



2

concerts



2

festivals

according to a recent survey

2/3 of Americans (66%) said summer grilling season is their favorite time of year, with **Gen Z** being most likely to say summer isn't complete without at least one barbecue



43%

eat bratwurst at least once per month, and only

1 in 10

(13%) of brat eaters will have theirs plain



The findings also revealed that

77% of respondents enjoy experimenting with new flavors at cookouts, and Americans' favorite flavors on the grill are:

