



# 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



America's favorite grill staples are:



Taking a closer look at the main event – **what's actually on the grill** – **2/3** of Americans love **hamburgers** at their cookouts, while **1/4** of Americans love **bratwurst** the most.

**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:

