

AMERICA'S *got* GRILLIANCE

New Survey Confirms that for Americans,
Nothing Sizzles More than Beef on the Grill



GRILLIANCE

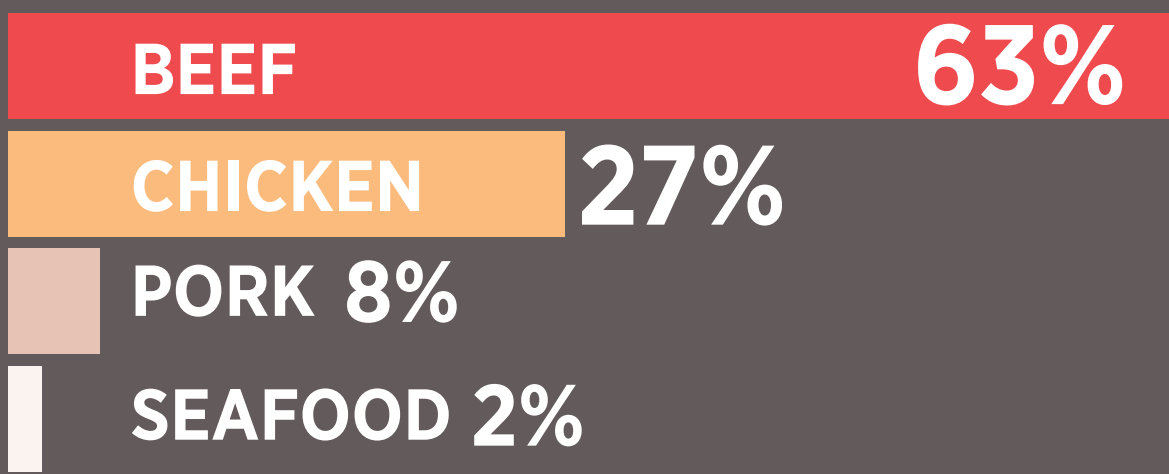
gril-liance [gril-yuhns]
noun

1. The sizzling harmony of one's passion for brilliance on the grill.
Origin: 2012; grill+i(ant) + -ance

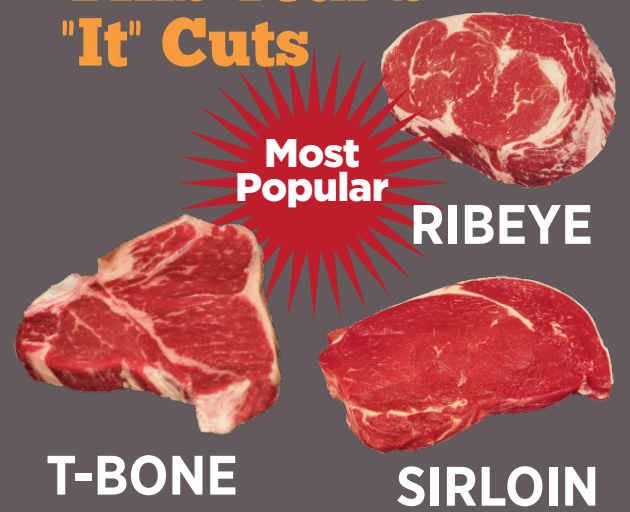
BEEF: AN ALL-AMERICAN TRADITION

When it comes to the grill, Americans reach for beef

Most Grilled Meat



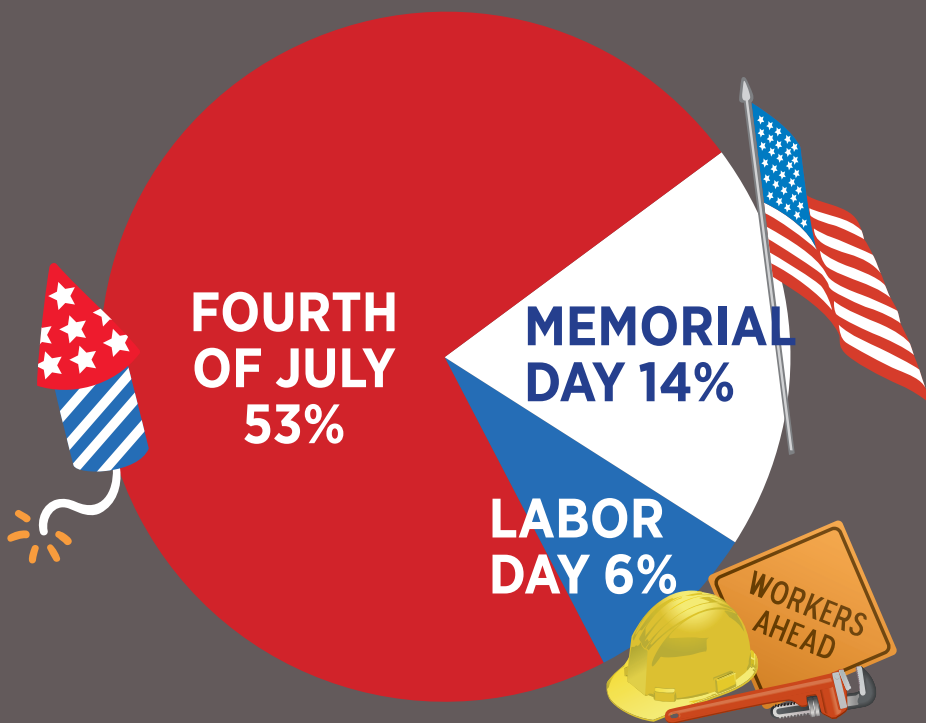
This Year's "It" Cuts



ANYTIME, ANYWHERE

Sleet and snow? Please. To many Americans, you should never have to dust off the grill.

Favorite Holiday to Grill



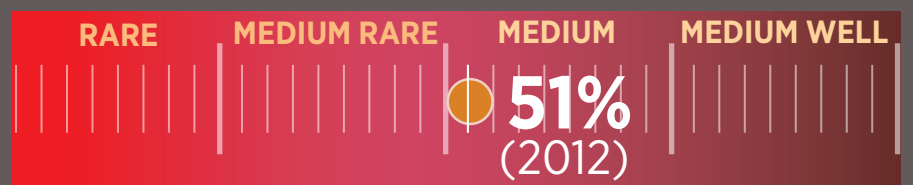
JUST HOW YOU LIKE IT

From customization to ethnic flavors, Americans take their love for grilling to the next level.



50%
CREATE HOMEMADE RUBS/MARINADES

66%
USE NON-TRADITIONAL TOPPINGS



America's Preference for Steak Doneness

is trending toward the recommended medium rare to medium (145°F-160°F) as compared to only 41% in 2005

Going for the Gold

Five rings. Five ethnic flavors. After a heated competition, the results of America's favorite cuisines are in.

