

America Loves BBQ

Trends in Barbecue

America's love of BBQ is exploding annually. Not only is it delicious, it's part of our AmericanDNA. BBQ is hot right now, with no signs of cooling off!

1

**\$1.47
Billion**

Worth of grills
Sold in the US
(2016)

2

75%

of US adults
Own a grill or smoker

3

63%

Grill owners
Grill year-round

4

11%

Grill owners
Plan to grill more next year

5

1/3

Grill owners
Prepared breakfast
on the grill

6

5 Most Popular BBQ Days

1. July Fourth
2. Labor Day
3. Memorial Day
4. Father's Day
5. Mother's Day



7

Top 3 Reasons for Cooking Outdoors

1. Improve flavor
2. Personal enjoyment
3. Entertaining family and friends



8

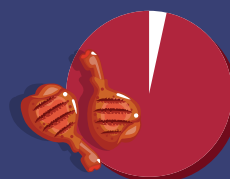
Over 1 Million
Restaurants in the US



9

Only 2%

Of Total US restaurants
Are BBQ restaurants



The #1 BBQ Franchising Opportunity

Join the Chaps Pit Beef franchise family and become a part of the BBQ revolution.

Started over 30 years ago in a shack, Chaps is one of the hottest BBQ franchises in America today! Learn how to take part in our low cost BBQ franchising program at

<https://chapspitbeef.com/bbq-franchising>