



charts that explain UK attitudes to... barbecuing

It's official: beer and burgers rule supreme on British barbies. One in four (75%) of the 1,000 people we grilled put burgers in their top three when firing up the coals (**chart four**); and 79% say they're most likely to wash it down with a beer or two (**chart nine**).

The weather, of course, can make or break a barbie. Blue skies and warm sun are the top reason for dusting off the barbecue tongs for 83% of people (**chart two**). Conversely, 84% say bad weather is their top reason for deciding against a BBQ (**chart three**), while 33% cite lack of time or motivation.

The second most cited reason for barbecuing is general get-togethers (75%), followed by birthdays (39%) and bank holidays (38%). The latter stat bodes well for the extra bank holiday in May to mark King Charles III's coronation. Hellmann's owner Unilever describes this as one of the events that retailers can plan for with strong BBQ ranging and coronation-themed lines.

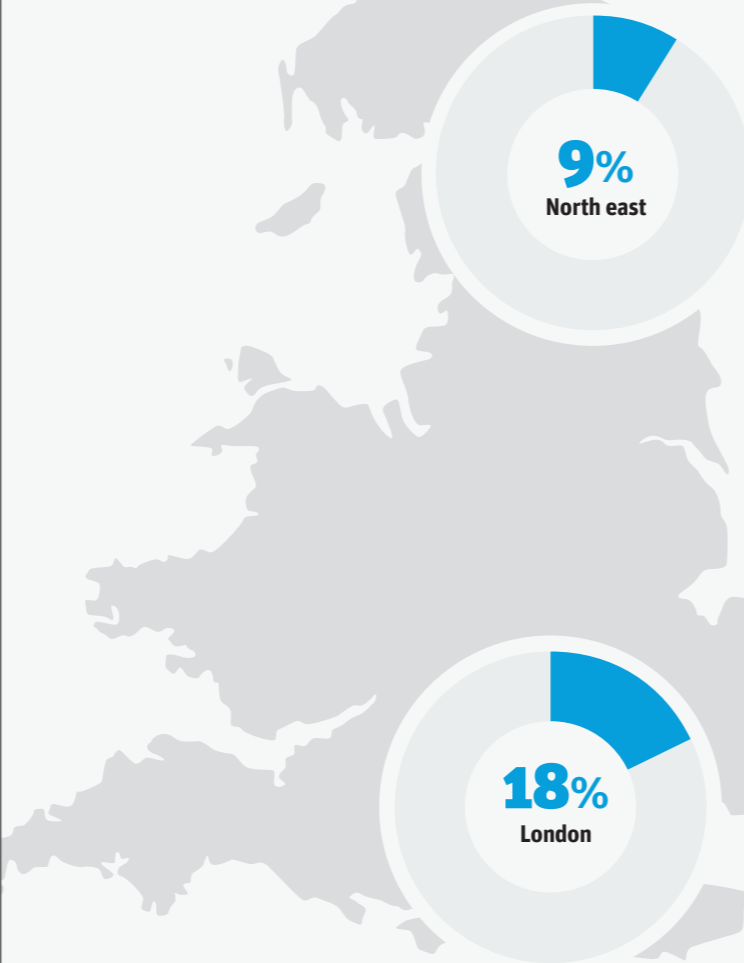
Dig deeper and there's evidence of how British barbecuing is changing. Thirty-nine per cent now say it is important to have a vegan option on the grill. That number is highest among people aged between 35 and 44 (**chart six**). "Plant-based is a trend that isn't going anywhere any time soon," according to Georgina Bradford, marketing director nutrition at Unilever UK&I, who says plant-based condiments are growing in popularity as a result.

Condiments and dressings are also important for salads, which are a must at a barbecue for a third (32%) of people (**chart four**). The top choice of condiment to serve with salad is mayonnaise, chosen by 44% (**chart seven**), followed by salad cream (39%) and garlic & herb dressing (30%). Mayonnaise is more important at barbecues for people in Yorkshire – 55% of people there choose it.

Finally, there's the issue of leftovers (**chart 10**). Three-quarters (75%) save them for later; 35% send them home with guests; and 20% feed them to their pets. Shockingly, 12% throw them out.

For the full report and commentary, visit thegrocer.co.uk

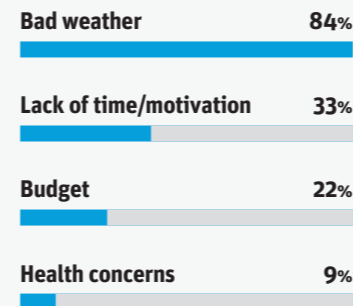
1 I organise a barbecue at least once a month



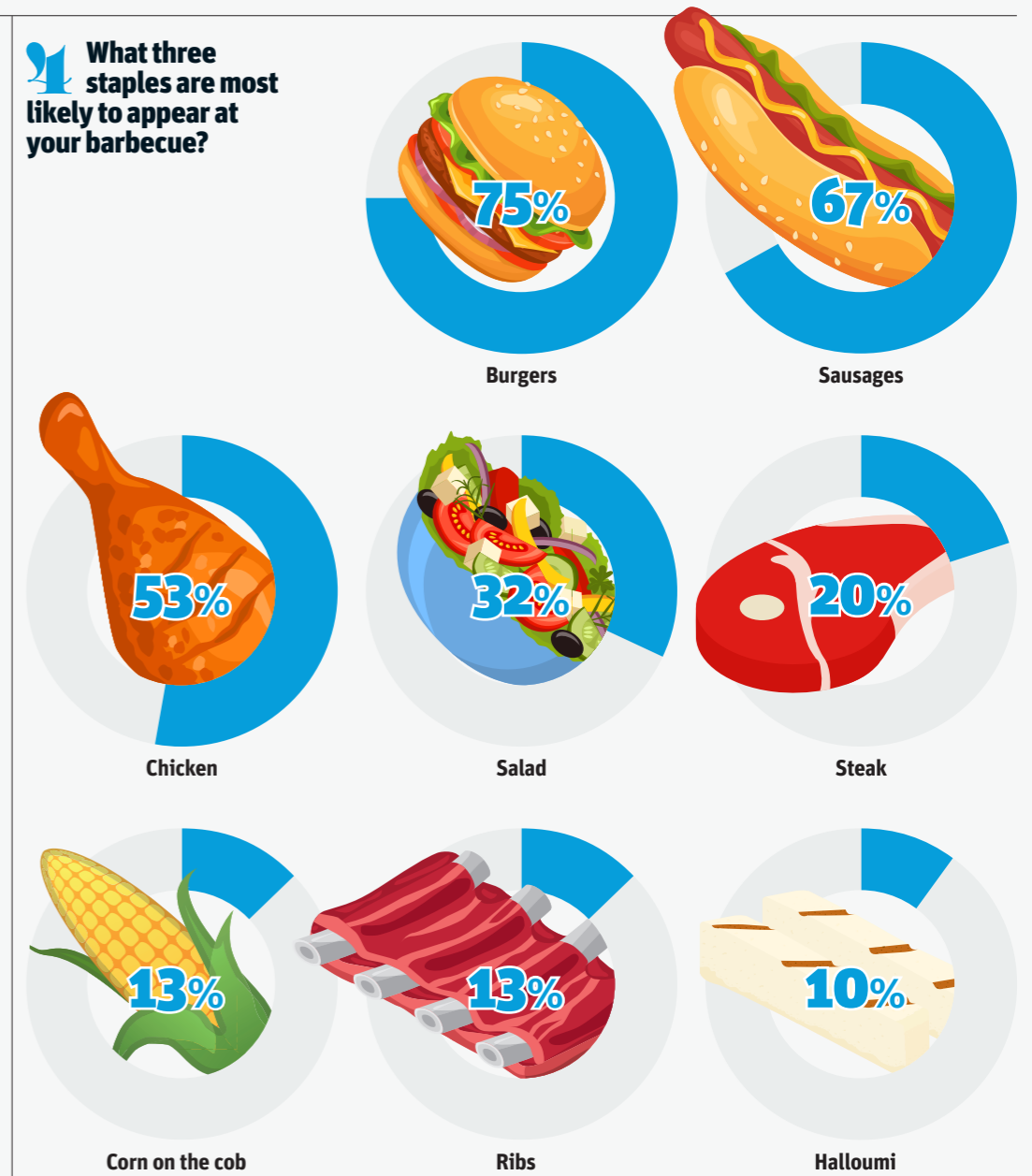
2 What are your main motivations for having a barbecue?



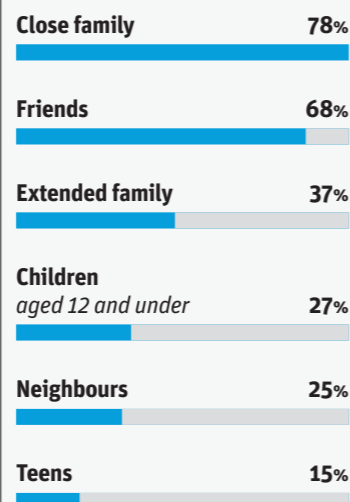
3 What are your main reasons for not having a barbecue?



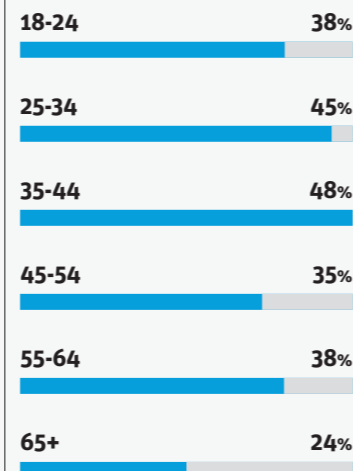
4 What three staples are most likely to appear at your barbecue?



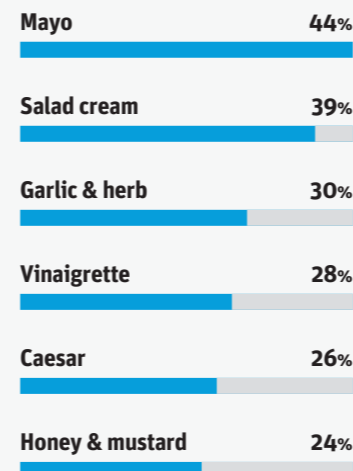
5 Who are your typical barbecue guests?



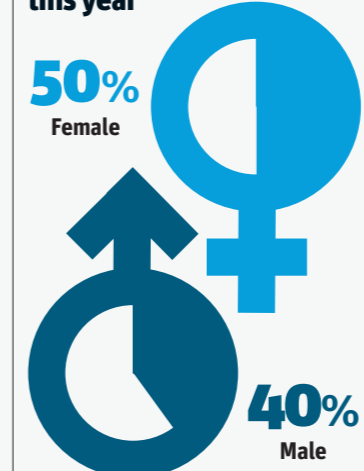
6 It's important to have a vegan option on the grill



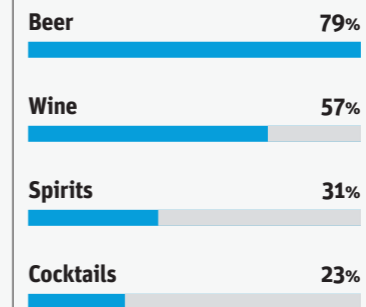
7 If serving salad, which dressing would you choose?



8 I will be paying more attention to my budget when barbecuing this year



9 Which alcoholic drinks are you most likely to serve?



10 What do you usually do with barbecue leftovers?

