

Canadians Gather for Sizzling Experience

The 2020 Barbeque season is off to a big start, bringing Canadians together to enjoy the nostalgic taste of summer.

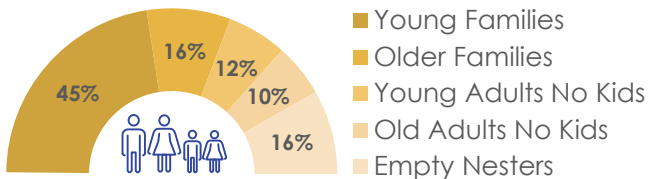
The May 2020 BBQ season marks the revival of a Canadian tradition that has been declining in recent years.

Use of BBQ at Lunch/Dinner



Barbequing is a social family affair for all Canadians with both males (60%) and females (40%) attending to the grill.

The Barbeque is the perfect backdrop for special occasions and events where Canadians gather, converse and share.



83% Shared Occasion (153 Index)

23% of BBQ is for a Special Event or Holiday (164 Index)

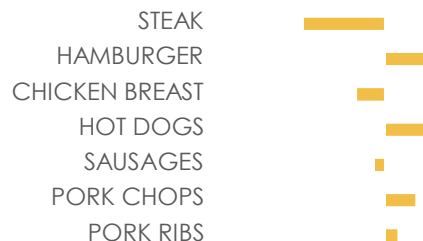
60% Conversing or Sharing with Others (+56% vs. 2019)

19% Watching Programming (+17% vs 2019)

Fastest rising needs driving BBQ consumption demonstrate need for comfort, nurturing, people-pleasing, and customization

- Comforting
- Easy to prepare
- Satisfies my hunger
- Something all HHL D members would like
- Wanted something hearty and filling
- Wanted something new and different
- Can be customized/made the way I want

Top BBQ Meats and Change vs. 2018



Consumption of BBQ'd Burgers and Hot Dog are increasing

Canadians are preparing more than meat on the BBQ with Vegetables, Pizza and Specialty Breads all rising as grilled fare.