



JOURNAL

A PUBLICATION OF THE HEARTH, PATIO & BARBECUE ASSOCIATION

Happy National Barbecue Month!

The weather is warming up and people are heading outside to cook – and we want to know why. And we want to share their reasons because grilling is personal but it unites us as a community.

In 2019, HPBA launched its **#WhyIGrill** campaign. We're creating a growing online community for everyone to share why they grill.

We've turned to current and prospective grillers, from first-time grill owners and award-winning pitmasters to manufacturers and retailers and asked them to share online and through social media their love of barbecuing. Their answers have been as varied as anyone could imagine and we are capturing those reasons on our new **whyigrill.org** website.

This new website is our online hub for this campaign. Each month, we are featuring a grilling “ambassador,” who will share why they grill and encourage others to do the same via images and stories. Our first four ambassadors included former NFLer turned professional chef, Tobias Dorzon; Christie Vanover, owner/operator of Girls Can Grill; grilling expert Matt Pittman, owner of Meat Church BBQ; and Boog Powell, Orioles legend and professional barbecuer.



“THERE’S SOMETHING ABOUT THAT CHARCOAL AND FIRE. MEATS AND VEGETABLES TASTE 100 TIMES BETTER WHEN PREPARED ON THE GRILL.”

“JUST A NEW HOBBY THAT’S TURNED INTO AN OBSESSION.”

“BECAUSE IT’S THE BEST WAY TO COOK FOOD.” | “BARBECUE IS A WAY OF LIFE.” | “FOR THAT SMOKY FLAVOR.”

“LOVE BEING OUTSIDE HOT OR COLD!”

“FUN SEEING THE FACES OF PEOPLE THAT JUST CAME IN FROM THE GRILL IN EVERY WEATHER CONDITION. RAIN IS THE BEST!”

“CAUSE IT’S AWESOME, DUH!”

“I CAN MAKE HIGH QUALITY **BETTER** FOOD AT MY HOUSE THAT’S THAN AT A RESTAURANT.”

#WhyIGrill

For National Barbecue Month in May, we've turned to Stan Hays, founder and CEO of Operation Barbecue Relief. Each of our ambassadors have their own reasons why they love to grill and are spreading that love through social media and on our website.

The WhyIGrill website is also home to recipes to inspire the backyard barbecuer. These will include favorite dishes from our monthly ambassadors, HPBA members, or just our own personal favorites. It includes tips and tricks which will feature information on how to pick the best grill, provide advice on grill safety and cleaning, and guidance on how to grill all year round. We continuously update the site with information about the latest activities and promotions surrounding grilling.

We are calling on the industry to get involved. Engage on social media by using #WhyIGrill to join in the growing community of barbecue enthusiasts as you share your reasons to grill.

Whether it's video, images or a simple text, tell us why you love to grill. We are sharing select posts on our WhyIGrill.org homepage.

Download our toolkit. We've created sample materials that a retailer or manufacturer or any other grilling enthusiast can use to spread their message. **Go to WhyIGrill.org/MemberKit to download the kit which includes logos, graphics, signage, sample posts, and more.**



Example of a social media post found in the MemberKit.

Promote the ambassadors and all our seasonal promotions. Right now it's National Barbecue Month and we are holding contests and offering up 31 Reasons to Grill – one for each day of the month. Later, we'll be highlighting popular grilling days like Memorial Day, 4th of July, and Labor Day. We'll also promote year round grilling with Thanksgiving tips and Wintercure.

Outdoor living is turning into a big business. We want potential grillers to finally take the plunge and fire up that grill! We want grilling enthusiasts to find even more reasons to grill and share their love of outdoor cooking. And we want the grillmasters to tell their story about how they got started, why they do it and why everyone can find the right grill for their lifestyle. It's on us to help consumers realize what grilling means to so many people and #WhyIGrill is a great way to share those reasons. 🔥