



2016 White Paper



Creating a Healthy Grilling Space

Gas grills often have a long lifespan, but that can be shortened if you don't clean and maintain yours regularly. Burners can get dangerously clogged, gunk can build up so much that it causes small fires, and rust can take over your once-beautiful cooking machine.

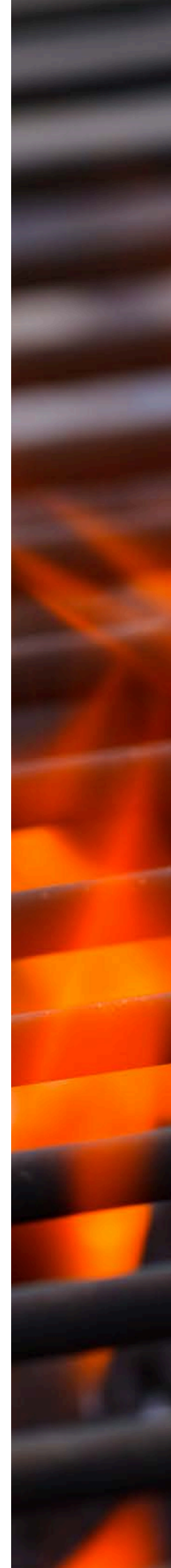
Corrosion. Rust. Grease drippings. Rodents.

This is reality if you don't clean your grill well or often enough. Did you know that if you haven't cleaned your grill in the past six months, harmful carcinogens left behind by old food and rat droppings can cause real health risks?

Nearly 90 percent of all U.S. households own a grill or smoker, and more than 60 percent of those owners use their grills year-round—making a periodic cleaning necessary.²

So, fire it up and clean that grill. Avoid cooking on leftover grease and pieces of char... but that is easier said than done. For example, cleaning with metal bristles could leave a few pieces of wire behind (to be accidentally eaten later).

We recommend calling the professionals. Yes, it's a dirty job, but somebody has to do it.





*97% of grill owners
used their grill in
the past year*

2016 Grilling at a Glance

The barbecue industry will be sizzling in 2016, according to a new survey commissioned by the Hearth, Patio & Barbecue Association (HPBA) that reveals consumers plan to barbecue more, as well as purchase new grills and smokers in the coming months.¹

More than a third (37 percent) of U.S. adults surveyed plan to purchase a new grill or smoker in 2016, while nearly a third (30 percent) of current owners plan to grill with greater frequency. Owners also plan to up their barbecuing proficiency by purchasing a variety of specialized accessories, including pizza stones and broiling baskets. In addition, more than a third (35 percent) of consumers with outdoor kitchens plan to upgrade their space in the next three years.¹

10 percent of grill owners have an outdoor kitchen, featuring primarily premium grills, furniture and lighting. Of these outdoor kitchen owners, 35 percent are likely to upgrade in the next three years.¹

Safety 101

Every year, 7,000 Americans are injured while using backyard barbecue grills. It's usually a case of good products used incorrectly.³ According to a recent feature on ABC News, the following is a quick reference guide of do's and don'ts for cleaning a grill.

DO

- Keep your grill at least 10 feet away from your house
- Clean your grill regularly
- Check for gas leaks
- Keep a spray bottle of water handy

DON'T

- Leave a grill unattended
- Overload your grill with food
- Turn on the gas while your grill lid is closed
- Use a grill indoors

Grilling vs. BBQ

Grilling and barbecue today are used interchangeably, but they're technically not the same thing. Unless you're an outdoor cooking pro you probably wouldn't know that. ⁴ Here are some basics about necessary cooking times as well as the required cooking temperature.

GRILLING = fast and hot, over 310 degrees.⁴

BBQ = slow and low, 225-249 degrees. ⁴



A Clean Barbecue is a Healthy Barbecue

From the beginning, a strong demand for barbecue cleaning services existed in the United States, yet no known regional or national system was servicing this huge market.

And so, Bar-B-Clean was born. Founded in early 2011, Bryan Weinstein went out to his patio one evening to fire up his barbecue for the first time that year. When he opened the hood, he saw an absolutely disgusting barbecue. He not only realized that it needed to be cleaned, but that there had to be a huge untapped market of people, who, like him, needed a cleaning as well.

Bar-B-Clean exists to reduce the amount of grills people have to replace. Barbecues are an expensive investment that are expected to last many years. Exposure to rain and sun will prematurely age them, discolor them, and make them look old and dirty. Applying Bar-B-Clean's Stainless Steel Polish & Protectant to your barbecue and other outdoor appliances will keep them looking like the day they were purchased. It is also excellent for indoor appliances such as refrigerators, dishwashers, ovens, and stoves.

Today, Bar-B-Clean offers residential and commercial customers a convenient, low cost grill cleaning solution. Using a proprietary steam cleaning system that pumps out 310 degree steam vapor at 75 psi, the service – which typically takes between 2 ½ to 3 ½ hours to complete–includes a deep cleaning of the interior and exterior of the grill, as well as a thorough inspection of the burner and ignition systems.

In addition, Bar-B-Clean also offers part replacements and stone rejuvenation services.







Join the Movement

Currently, the company has 20 franchise locations operating in seven states throughout the US, with plans to expand to additional areas. Bar-B-Clean is now focusing on additional key markets throughout the country to secure as much of the available market opportunity as possible.

Franchisees can launch an entire business of their own, benefitting from the ongoing training and support that comes with owning and operating a franchise.

Do you think you have what it takes?

*If you're interested in learning more
about the concept and franchise
offering, please visit
franchise.barbclean.com, call
Bill at 720.354.6298 or email
bwotochek@bar-b-clean.com.*

SOURCES

2015 State of the Barbecue Industry Report. HPBA. December 2, 2015.

Army Veteran Fires Up Entrepreneurial Success with Bar-B-Clean. Franchising USA. July 2, 2015.

10 Tips for Safe Summer Barbecues: Dos and Don'ts That Will Keep You From Becoming a Statistic. ABC News. June 24, 2011.

What is the difference between barbecue and grilling? Forkful. July 1, 2015.



Bill Wotochek 720.354.6298 bwotochek@bar-b-clean.com