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## **Get Plugged In: Electric Veranda Grill Meets Evolving Consumer Needs**

As U.S. households change in composition and size, homeowners continue to demand products to suit their altered lifestyle. And when consumers speak, smart outdoor product manufacturers pay attention. Masterbuilt is paying attention – and one product particularly suited to changing demographics is its Electric Veranda™ Grill.

“Consumers like outdoor electric grills for a number of reasons: they’re clean, inexpensive, and most of all they’re easy to use. The small footprint of the Electric Veranda means it can be placed in the corner of even the smallest patio or deck. It’s the only choice for multiple unit town house, condo and apartment dwellings,” says Mark Moore, vice president of sales at Masterbuilt. “Its six-foot cord enables more latitude in placement than most electric grills.”

As the population continues to “gray”, which often means moving from a house to a condo or an apartment, and the size of U.S. households continues to decrease (now 2.4 people vs. previous 2.8) industry researchers project that electric grills will grow steadily from their current market share.

Another reason for the increasing viability of electric grills is the robust performance they now provide. The Electric Veranda offers a powerful, controllable 1650-Watt heating element that cooks at high temperatures to

sear steaks, chops or hamburger. Unlike most electric grills from the past, it both heats up and recovers cooking temperature quickly. Once unplugged and cooled it's ready for easy cleanup.

"Some consumers, particularly women, are simply more comfortable with an electric appliance," says John McLemore, Masterbuilt president and CEO. "With the Electric Veranda we are meeting consumer needs at an affordable price."

The Masterbuilt electric grill is as practical as it is attractive, easy to use and quickly assembled. From its dramatic stainless steel dome (which is unique to this product category and of proven appeal to consumers) to its sturdy space-saving pedestal base it reflects the enduring Masterbuilt commitment to quality, convenience and safety. It has a cooking surface of 200 square inches, a heavy-duty stainless cooking grid, easy to use heat controls and a drip tray for simple cleanup. Its suggested retail price is \$199. (The company also offers a propane version for those who prefer cooking with gas, but need a small grill.)

The Electric Veranda is exactly what a growing number of consumers need and it will be the main attraction at any outdoor meal occasion.

The Electric Veranda is available where grills are sold, and at [www.masterbuilt.com](http://www.masterbuilt.com).

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