

2022

BLACKSTONE GRIDDLING REPORT

THE DATA BEHIND THE STEEL

HOW OFTEN DO YOU USE YOUR BLACKSTONE?
1,696 CUSTOMER RESPONSES

38.7% 2-3 TIMES A WEEK

92% use their griddle more than once a month

28.5% DAILY

67% use their griddle more than once a week

17.2% ONCE A WEEK

11.7% MONTHLY

3.9% A FEW TIMES A YEAR

More than **2,400,000** griddles sold in 2021



7,000,000 griddles sold since 2008

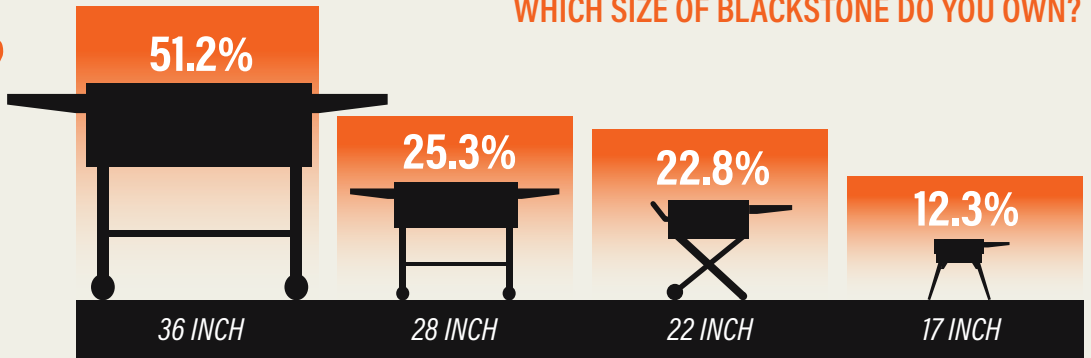
TIKTOK SENSATION

OVER 1.2 BILLION VIEWS FROM VIDEOS USING THE HASHTAGS #BLACKSTONE & #BLACKSTONEGRIDDLE

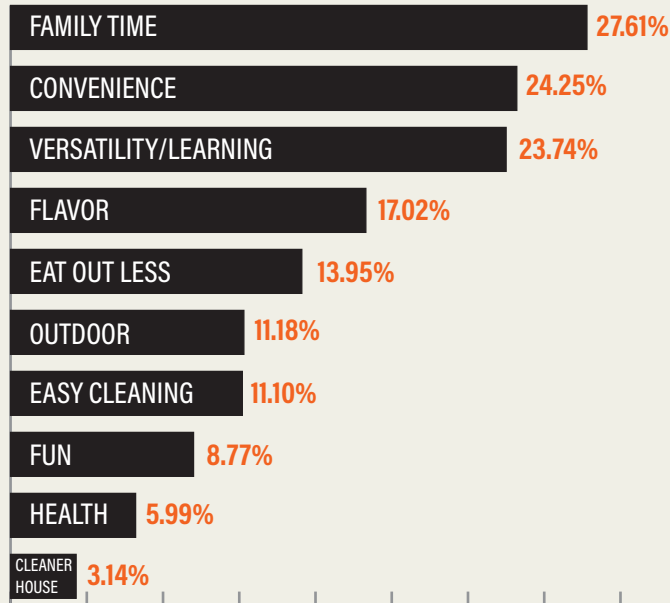


99% OF VIDEOS ARE FROM FANS

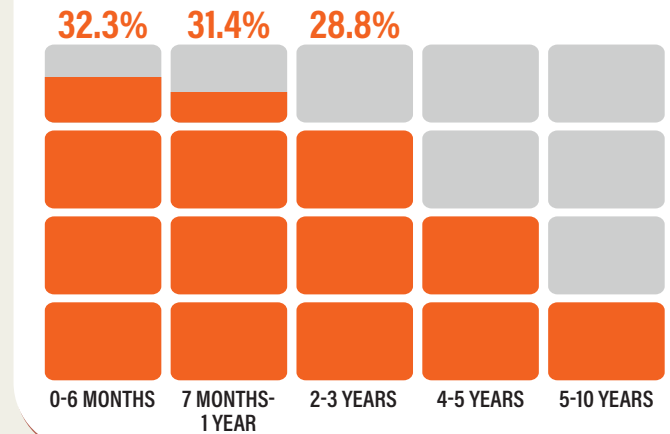
WHICH SIZE OF BLACKSTONE DO YOU OWN?



GREATEST BENEFIT FROM USING A FLAT TOP GRILL?



HOW LONG HAVE YOU USED A BLACKSTONE?



1696 RESPONSES, WEIGHTED BY BLACKSTONE PRODUCTS.
SURVEY DATES 4/22/2022 TO 4/26/2022 ©BLACKSTONE PRODUCTS