

Truth revealed! Size matters – when it comes to Barbecues...

Submitted by: Porter Novelli Ltd

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Barbeque envy has given new meaning to the phrase “Keeping up with the Joneses”. A new survey commissioned by Heinz has revealed that nosy neighbours switch their attentions from the size of next-door’s car, to the size of their barbie during the summertime

The poll of 3,000 barbecuing enthusiasts was conducted by Heinz BBQ Sauce, and found that standing in front of the charcoal with a pair of tongs is enough to turn even the most laid-back man into a feisty Gordon Ramsay-esque competitive chef.

A staggering 65 per cent sheepishly admit to childish behaviour when trying to outdo their neighbours during a BBQ, whilst a further 14 per cent are determined to prove to anyone who will listen that “their food is the best in the neighbourhood”.

One in five long suffering wives and girlfriends also admitted their bloke flips when it comes to burgers for their neighbours, and turns into a competitive nightmare. Although a nationwide problem, the most competitive regions proved to be London, Yorkshire and Wales.

A spokesman for Heinz BBQ Sauce said: “Barbecuing has never been more popular in the UK and people aren’t afraid to try more adventurous foods – especially if it means getting one up on the neighbours”

Two thirds of folk frequently invite their neighbours round for a sociable BBQ during the summer, but 11 per cent say it is no secret that each neighbour is out to impress the other. A whopping one in five admit to fibbing when complimenting their neighbours' BBQ efforts – believing their own food to be much tastier and more exciting. The biggest barbecue fibbers were found in Yorkshire and Wales - where a third of all respondents admit to telling porkies about their neighbour’s bangers to spare their feelings about their flaming awful nosh.

And one in 10 admit they always shop for more exotic foods than the traditional burgers and sausages in an attempt to “get one up” on the neighbours – with the competition heating up nicely in the North East to one in five. One in four blokes say they are confident their BBQ food is a class above their friends and neighbours – although a third worry that next-door’s BBQ really is the best.

Barbecue fanatic Richard O’Connell from London reveals that BBQ envy is infectious amongst his neighbours and friends: “My barbie is the biggest and the best and our posh nosh is envied by the traditional banger and burger bores in our neighbourhood” says Richard.

“I’ve noticed that several of my friends have suddenly bought BBQs very similar to my own and started serving more exotic foods like I do, rather than their usual boring bangers and burgers. Of course tell them that I think their food is great, but really I know when it comes to BBQs I’m the King of the Coals”

ENDS

