THE WALL STREET JOURNAL.

High-End, Built-in Barbecues Get Hot

Growing numbers of upscale homeowners are installing elaborate grills in their backyards to create 'outdoor kitchens'

By AILI MCCONNON July 22, 2015

To find one of the most popular cooking appliances in a new upscale home, head outside to the <u>built-in</u> <u>barbecue grill</u> in the backyard.

Instead of being wheeled out on a cart, many luxury barbecues are built into elaborate islands that form <u>the heart of the "outdoor kitchen."</u> These days at least 75% of sales of high-end grill companies like Kalamazoo Outdoor Gourmet, Alfresco Open Air Culinary Systems and RH Peterson are generated by built-in models, versus cart versions. And that percentage has steadily increased over the last 10 years.

Tricking out one's outdoor kitchen adds up. People typically spend around \$15,000, but that cost easily rises to \$100,000 for a larger project with amenities like a built-in pizza oven, kegerator and weatherproof pantry unit.

As built-in barbecues become big-ticket purchases, female shoppers have also been drawn into what was a "good ol' boy industry," says Jim Buch, CEO of Lynx Grills. "Guys care about the gauge of the steel and how hot the grill will get, whereas women care about the elegance of the product, safety features and how long it will last."



Here is a sampling of four upscale built-in barbecue grills for every type of home griller.

PHOTO: LYNX GRILLS, INC.

High-Tech

New this year, Lynx Grill's "Smart Grill" can detect and maintain a precise grill-grate temperature and text the home chef when it is time to flip the steaks or turn the corn. The grill also boasts a weatherproof microphone that uses voice recognition, so home cooks multitasking nearby can ask for an update and the grill will tell them what is happening with the food. One notable technological feature the Downey, Calif.-based company decided against: turning it on remotely, in case someone left the cover on or a child was playing nearby.

Price: \$8,499 for a 42-inch Smart Grill