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New Study Reveals which Backyard Trends Fuel and which Fizzle

TIKI® Brand helps take an outdoor get-together from good to great

MENOMONEE FALLS, Wis. (June 22, 2017) – With summer underway across the United States, consumers are taking their get-togethers outside and updating their outdoor spaces for entertaining and every day dining. To help homeowners fuel the best party on the block, TIKI® Brand surveyed over 1,000 homeowners to find the essential entertaining must-haves and those you should leave behind.

Over 63 percent of Americans view music and/or fire as the top two must-haves for a great outdoor gathering and 81 percent believe that torches, tabletop torches and candles will remain popular for a long time; whereas “She Sheds” and “Man Huts” are fleeting trends.*

“Fire is essential to setting the mood for any party,” said Sara Bendrick, landscape designer, contractor and host of DIY Network’s “I Hate My Yard” and “Lawn & Order.” “When I design backyard entertaining spaces I always make sure to surround the area with outdoor ambient lighting from torches to candles to enhance the backyard atmosphere.”

Even though consumers identify fire as an outdoor entertaining favorite, they hate the smoky, sooty mess.* “To enhance your table with fire, consider adding the TIKI Brand Clean Burn Tabletop System,” added Bendrick. “This system features a bright flame without all the annoying soot and smoke.”

In addition to ambiance, nearly half of all respondents claim that decorative tableware is key to hosting the perfect event.* “A simple way to dress up your tablescape is to purchase re-usable outdoor plates and cups that match your color palette,” said Bendrick. “This is a great way to stylize with colorful or neutral accents and it’s better for the environment.”

For more data points from the survey, visit tikibranddata.com and for more information on TIKI Brand products, please visit tikibrand.com.

*According to an online survey with 1,050 U.S. adults aged 25-64.

About TIKI® Brand

TIKI® Brand is a brand extension of Lamplight Farms Incorporated, headquartered in Menomonee Falls, Wis. The TIKI® Brand features a full line of decorative torches and torch fuels, including some with proven mosquito repellency that enhance the consumer’s backyard, making it the best room of the house. TIKI® Brand is the leader in outdoor torches and torch fuel, and is sold at major retailers nationwide. For more information, visit <http://tikibrand.com/>.