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PRESS RELEASE

Germany as a nation loves barbecues and German food – a WMF survey on dining together

- "German cuisine" is by far the most popular, closely followed by "Italian"
- Most Germans cook from fresh at least three to four times a week
- BBQs are the trump card: When it comes to dining together, barbecuing is by far the best known choice
- Much importance is given to having a beautifully laid table
- During the coronavirus pandemic, people ate together less often

Geislingen/Steige – A traditional German dish or a barbecue in a relaxed atmosphere with family seated around a beautifully laid table – this is what Germans love most when it comes to eating together. This is the conclusion of a survey conducted by market research company YouGov on behalf of WMF, a leading premium supplier of household products. According to the survey, the majority of Germans cook from fresh at least three to four times a week and enjoy inviting people to eat together for various occasions.

"Our representative survey paints an interesting picture of table culture in Germany," says Oliver Kastalio, CEO of WMF. "One in two people invite friends and family every two to three months to a barbecue, for instance, but also to enjoy other ways of dining. For many people, cooking and eating together within their own four walls is a very special occasion. Accordingly, attention is paid to fresh ingredients, tasty dishes, a relaxed atmosphere and the right table decorations. The survey respondents also said they are generally willing to invest more money and time. And around one in three people assume that after corona, eating together will take place more frequently in the future."

Cooking from fresh is very popular – but fewer people came together during the coronavirus pandemic

German people like to cook for themselves: Around three quarters of those surveyed (73 percent) cook from fresh at least three to four times a week, and 17 percent do so every day. In daily life, people most often cook together with their partner (33 percent), followed by their family (22 percent). In contrast, people rarely cook together with friends (7 percent).

Contrary to expectations, the frequency of eating together at home decreased during the corona period. Although restaurants have long since ceased to be a meeting point, more

than half of those surveyed say they have met less frequently on such occasions within their own four walls (56 percent). This could be due to the fact that gatherings in larger groups were not allowed due to the corona restrictions, since most meals with friends and family take place in groups of five to ten people (48 percent). But the prospects are good: Almost one in three people (29 percent) assume that eating together will take place more frequently in the future.

Taste and fresh ingredients are important – calories are counted less

Generally, the Germans attach great importance to cooking with fresh ingredients: Nine out of ten people consider fresh ingredients to be important. In the home kitchen, taste comes first: 94 percent say taste is important to them, while calories play an important role for less than half (41 percent). It is striking that, at 45 percent, significantly more women than men (36 percent) consider calories to be an important aspect of cooking. When cooking in their own home, care is also taken to ensure that the dish contributes towards a balanced diet (78 percent) and that the food is regional (72 percent) and seasonal (71 percent).

German cuisine is by far the most popular – and BBQs are what people love most

German cuisine is the absolute favorite with 69 percent. Italian (61 percent), Asian (38 percent) and Greek (33 percent) are also very popular. Comparatively few people prefer vegetarian (16 percent) and vegan (6 percent) cuisine.

At 81 percent, barbecuing is one of the best known "shared pleasures", followed by raclette (79 percent), fondue (75 percent), table grilling (60 percent) and cooking a meal with several courses (49 percent). In contrast, more "exotic" options such as pizza raclette (27 percent) or hot pot (17 percent) are even less well known. Around a quarter of those surveyed (24 percent) invite people to a barbecue at least once a month on average, and more than half organize a barbecue at least every three months. In contrast, for raclette or fondue, for most people there is only one invitation per year – traditionally this tends to be in winter.

Most often, people meet to eat together on weekends and public holidays

For many people, eating together is an opportunity to consciously take the time to cook and spend time with their fellow human beings. 69 percent stated that they take a particularly long time when eating together. Therefore, the majority invite people at the weekend (65 percent) or on public holidays (36 percent); only 7 percent of those surveyed invite people during the week. These kinds of meals are most frequently organized for birthdays (66 percent), but are also frequently arranged for no special reason (55 percent). The preferred season depends on the style of cooking. Naturally, shared barbecue evenings mainly take place in summer (82 percent), whereas 59 percent of those surveyed invite people to enjoy a meal with several courses at any time of the year.

For many, a beautifully laid table is part of enjoying a meal together

Three quarters of those surveyed (74 percent) consider a beautifully laid table to be important or very important. Among women, 79 percent attach great importance to it – 10 percent more than among men. Nevertheless, the Germans prefer a relaxed atmosphere when enjoying a meal together, such as when barbecuing (95 percent). Only when cooking a meal with several courses, for example, is the mood more festive for half of the survey respondents. The most important accessory on the table is napkins (57 percent), followed by water glasses (44 percent), tablecloths (43 percent), wine glasses (37 percent) and candles (37 percent). Some people also like flowers (30 percent), followed by high-quality crockery (26 percent) and cutlery (23 percent) as well as high-quality electric appliances (15 percent).

Further information and infographics are available to download [Here](#).

Methodology

The data used is based on an online survey conducted by YouGov Deutschland GmbH, in which 1,569 people took part between February 14 and 16, 2022. The results were weighted and are representative of the German population aged 18 and over.

About WMF

WMF, short for Württembergische Metallwarenfabrik, is a leading premium supplier of household products, professional coffee machines and hotel equipment. WMF stands for innovation from tradition and never fails to impress thanks to development and design "Made in Germany".

Under the WMF, Silit and Kaiser brands, the company offers products for use at home for preparing, cooking, eating, drinking and baking. Business customers, especially from the catering and hotel industry, can choose from a range of products for coffee preparation, table setting and buffets under the WMF, Schaerer, Curtis and Hepp brands.

WMF is represented with its products in over 120 countries and has more than 6000 employees. WMF has a total of around 350 of its own shops in Germany, Austria and Switzerland, but also in the rest of Europe and worldwide, such as in China for example. Founded in Geislingen an der Steige in 1853, the company has been part of the French Groupe SEB since the end of 2016.

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