



2019


BROWN JORDAN
OUTDOOR
KITCHENS

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BROWN JORDAN
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Outdoor
Living
Report



MESSAGE FROM THE PRESIDENT

As the industry leader in stainless steel outdoor kitchen cabinetry, Brown Jordan Outdoor Kitchens keeps a constant pulse on the industry and ever-changing landscape of the spaces we call home. This keeps us at the forefront of enduring design with unparalleled durability.

Demand for outdoor living spaces across the country has never been higher, and the lines between indoor and outdoor spaces continue to blur. The result: a shift in lifestyle as the heart of the home grows to include the great outdoors.

We are delighted to present our first-ever **Outdoor Living Report** — cultivated from over 20 years of expertise and boots-on-the-ground insight from thought leaders in the building and design industries, as well as our trusted network of dealers. As we look ahead to 2019, we hope our Outdoor Living Report provides insight and inspiration to help grow and advance your business.

Mitch Slater

President and Owner, Brown Jordan Outdoor Kitchens + Denver

Twenty years ago, Danver, a stainless-steel cabinet manufacturer, pioneered the design of outdoor kitchens as we know it with the introduction of cabinetry and exquisite door styles made entirely of stainless steel. Fueled by innovation, 5 years later they took the industry to an entirely new level as the very first in the category to powder coat stainless steel for added beauty and protection from the elements. This instantly made them a category leader and led to the launch of Brown Jordan Outdoor Kitchens, licensed through the high-end outdoor furnishings brand.

Today, Danver and Brown Jordan Outdoor Kitchens are at the forefront of timeless, enduring design — partnering with builders, architects, and designers to create outdoor spaces that become a new heart of the home.



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European-Inspired Design

With their clean lines, integrated storage drawers and sleek form, European-inspired outdoor kitchen cabinets are making headway – particularly in urban markets where rooftop applications and multi-family developments are prevalent. With it comes a modular approach and aesthetic complete with furniture-inspired details.

[LEARN MORE HERE](#)



Our modular, European-inspired styles offer it all: Highly functional solutions for different appliances, and a sleek look. While we were the first to market, we've only scratched the surface and look forward to unveiling more European-inspired design concepts later this year."

Mitch Slater, President and Owner
Brown Jordan Outdoor Kitchens + Denver



Foodie Culture Finds the Outdoors

The rise of backyard organic gardening and influence of sharing recipes and cooking demonstrations across social media has inspired homeowners to embrace a new culinary culture rooted in the pride of what is homegrown. The result: unforgettable moments in outdoor living spaces for family and guests.

Beyond the Grill

More homeowners are making room — both in budgets and floor plans — for specialty appliances. Yesterday's mammoth grills have been replaced with a collection of right-sized appliances to heighten experience and increase functionality of the space. Outdoor appliances on the rise include:

- Argentinian grills
- Smokers
- Side burners
- Pizza ovens
- Drawer-style undercounter refrigerator storage
- Kegerators and wine fridges
- Outdoor dishwashers



Bead Board Door Style Powder Coated in Mica.
Photography: Steven Paul Whitsitt Photography



Specifying Specialty Appliances

Pizza ovens, Argentinian grills and other appliances often require careful considerations when integrated with cabinetry and other outdoor living elements.

Pro Tip: Enclosing Argentinian grills in cabinetry requires non-combustible materials (like stainless steel); cabinets should also be lined with firebrick to avoid discoloration from exposure to extreme heat. Also, many times it's better to enclose these types of grills in masonry surround rather than a cabinet.

To learn more about Brown Jordan Outdoor Kitchens' appliance specification and installation processes, [CLICK HERE.](#)



An Elevated Finish

Today's homeowner desires an outdoor living experience with a heightened level of comfort, finish, functionality and connectivity. They expect outdoor living spaces to function independently from the rest of the home. Cold beverages, food and entertaining staples must be in close proximity and at the ready. As a result, the demand for outdoor rated sleek storage solutions, elevated fabrics and furnishings, and outdoor appliances has never been greater.



Outdoor living is evolving to mimic the finish and functionality once only offered indoors – from luxurious textiles, lighting schemes, and soft-close storage. These details encourage people to lounge and linger – and truly live outdoors.”

Daniel Germani
Architect + Designer



Embracing Color

As design between indoor and outdoor spaces becomes more seamless, industry professionals and homeowners alike are increasingly mindful of how colors, materials and textiles connect and complement to create a greater sense of flow.



Both indoors and out, blues and greens are gaining traction. Blue is beloved, and green exudes wellness. When colors complement the surrounding landscape — be it a wood grain or particular hue, it deepens the connection to the outdoors. Think of it as bringing the practice of forest bathing to residential spaces!”

Laurie March
Industry Influencer + Remodeling Professional



Top 10 Powder Coat Finishes

While finish popularity does vary by region, the below are among the top ten selections nationwide.

WOOD GRAINS

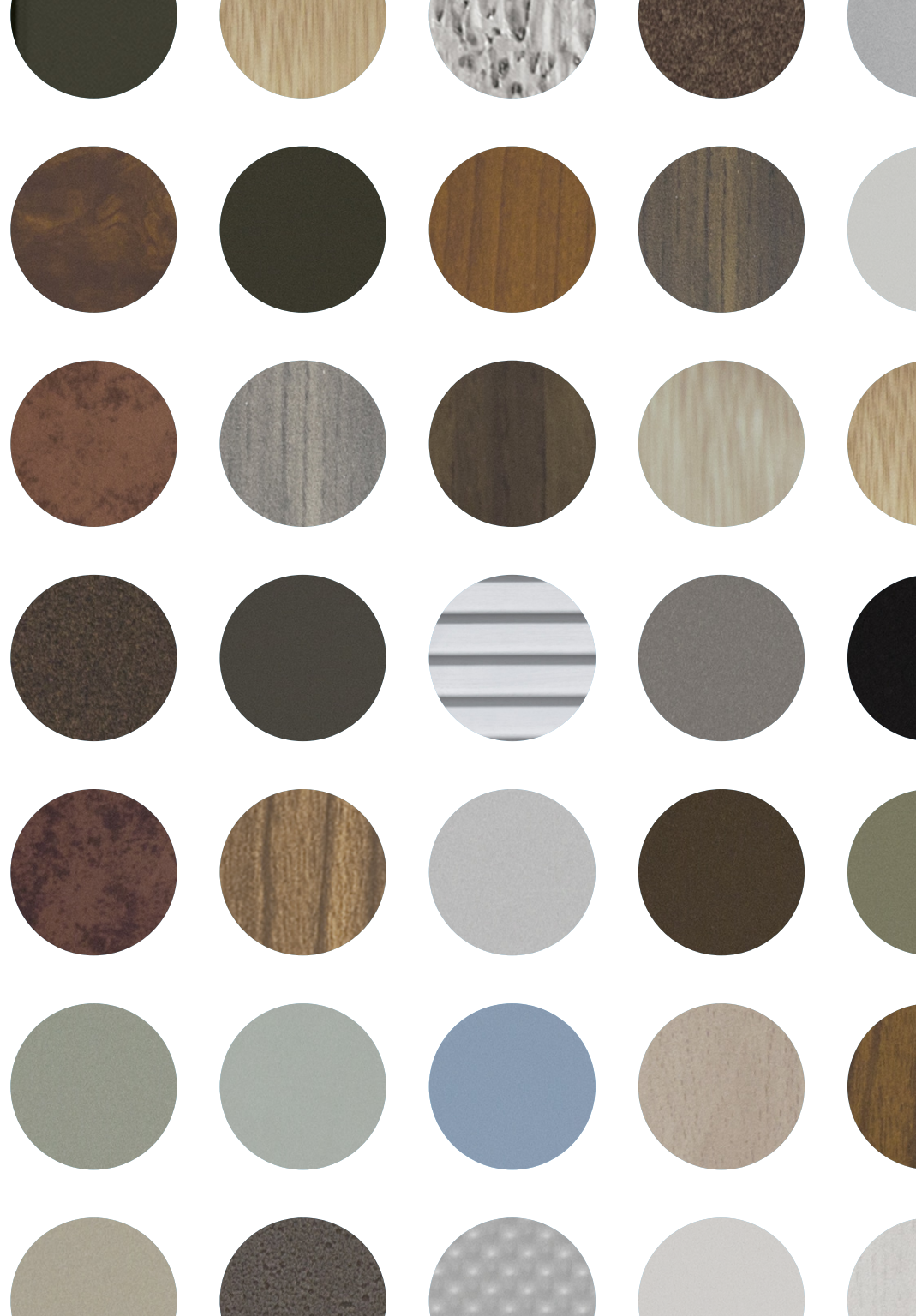
- Teak
- Cherry Flame
- Drift
- Horizon

MOODY HUES + NEUTRALS

- Boysenberry
- Mica
- Night
- Nu-Black Hammertone
- Grey

METALLIC POPS

- Metallic Bronze Matte
- Champagne 304 Metallic



Colors on the Rise

BACK TO BLACK

More homeowners are returning to black as a neutral, whether through dark appliances, accents, cabinetry or countertops.

CEMENT-INSPIRED LOOKS

Through its advancements in powder coating technology, Brown Jordan Outdoor Kitchens now offers powder coated finishes that capture the texture of Industrial-inspired concretes and cements to complement ultra-durable countertops from the Dekton Industrial Collection by Cosentino.

INDUSTRY FORECAST:

SATURATED HUES

Moody color palettes will pave the way in 2019 and beyond for deep, highly-saturated hues rooted in nature, like boysenberry, olive and dark blue.

Regional Insights

ON THE WEST COAST, sculptural forms and art influence design: Minimal, conceptual furniture, planting walls and green enclosures, as well as patterned flooring and encaustic tiles.

THE SOUTHWEST, where masonry and materials that reflect a desert palette kept a stronghold, is showing a growing interest in cabinetry in warmer hues to maintain cohesion with the environment.

THE MIDWEST has also seen a rise in larger kitchen design, incorporating appliances like pellet grills and wine coolers. Cabinetry in black, champagne and Pompeiian gold are also popular.

IN THE EAST AND SOUTH CENTRAL STATES, outdoor cooking is a lifestyle. In turn, outdoor kitchens are larger to accommodate multiple appliances like a smoker, barbecue and cooktop.

THE MID-ATLANTIC is shifting toward sleek and contemporary design, and are more inclined to match or coordinate their outdoor aesthetic with the kitchen proper.

NEW ENGLAND continues to embrace grey palettes more than any other market. While their outdoor living spaces may be more compact, they're quick to opt for upgrades that make a statement and impact.

How do materials, colors, form and lifestyle distinguish each market from the next? Our expert network of dealers shared their insights.

Style that Lasts

When it comes to the color and design of permanent elements in an outdoor living space, homeowners are adamantly trend averse—opting for a timeless canvas they can infuse with of-the-moment influences and colors through throw pillows, blankets and plants. “The outdoors demands durability, and homeowners are catching onto what makes a smart investment,” Slater says. “Technological advancements offer enduring style with the same level of comfort and finish of what they have indoors.”



Today’s consumer is beginning to realize that they only have to buy it once if they buy it right. It’s an evolution in both product and behavior.”

Laurie March
Industry Influencer + Remodeling Professional



Most Popular Door Styles

KEY WEST

This classic, five piece, shaker-style door is a fit for more traditional homes – best embracing its Key West-inspired roots when powder coated in cheerful colors or warm patterns.

TECNO

Offering a sleek, frameless design with integrated pulls and single-height facade, this minimalistic design offers a clean aesthetic for a modern yet long-lasting style.

BEADBOARD

Building on the classic Key West style, this door includes a beadboard center for those seeking added detailing and design flair.

SEA GLASS

Bringing further color and variation to the Key West style, this door offers three unique frosted glass centers, in Sky Blue, Seafoam Green and Cloud White.



Powder Coating 101

In addition to creating a sleek aesthetic, powder coated stainless steel beautifully defends against weather damage, corrosion, stains, spills and daily wear, ensuring durability and style for any space. With over 20 years’ experience, Brown Jordan Outdoor Kitchens provides the leading quality powder coating knowledge and service for outdoor kitchens, available in an unmatched range of colors and textures, including wood grain and stone looks.

[LEARN MORE HERE](#)

Spending Smarter

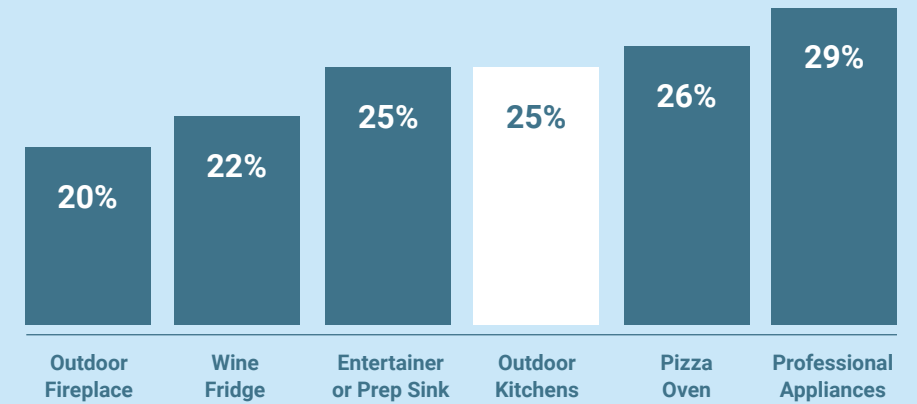
Homes with Outdoor Kitchens Sell for More

According to Zillow®, homes with outdoor kitchens sell for nearly 25 percent more than expected. Of the nearly four million homes nationwide that sold between January 2016 and December 2017, these outdoor features, amenities and design styles made the largest impact on sale price.

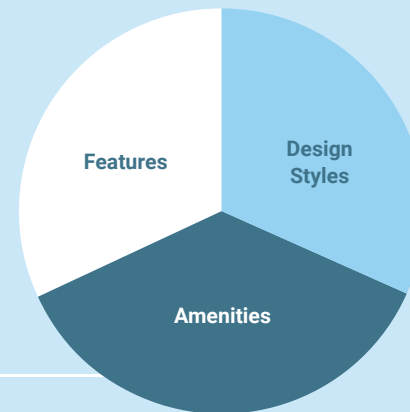


REALIZED INCREASED PERCENTAGES DURING HOME SALE

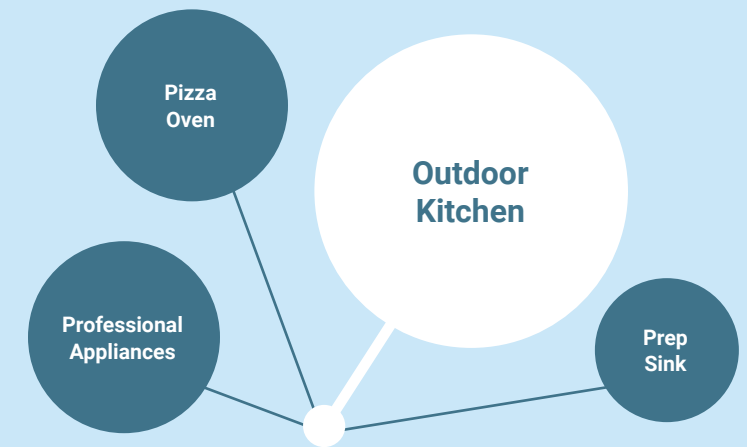
Zillow® analyzed listing descriptions from nearly four million homes nationwide that sold between January 2016 and December 2017 to see how certain keywords referring to home features, amenities and design styles impacted their sale price. (April 4, 2018)



WHAT IMPACTS A HOME'S FINAL SALE PRICE



HOMES TOUTING THESE FEATURES GARNERED A PREMIUM ON THE FINAL SALE PRICE



"CNN Money, About.com and Remodeling Magazine support that outdoor kitchens nationally return 100% to 200% of the improvement cost," adding that, "As with any home improvement, the ROI formula works providing you design and build a kitchen that is proportional to the home value and location."



Outdoor Living for All Seasons

As outdoor living continues to gain popularity across all regions, homeowners are more willing to invest in elements that will extend use past sunset or the warmer seasons.

Four Amenities to Extend Outdoor Living

More homeowners are making room – both in budgets and floor plans – for specialty appliances. Yesterday's mammoth grills have been replaced with a collection of right-sized appliances to heighten experience and increase functionality of the space. Outdoor appliances on the rise include:

- Layered Heat Sources (Heating Lamps, Fire Pits, Built-in Infrared Heaters)
- Shade Solutions (Pergolas, Retractable Patio Covers)
- Cooling Sources (Fans, Misters, Rugs and Light-Colored Furniture)
- Transitional Rooms with Removable Screens, Doors and Walls

Surge in Seamless Design Elements

As interior design continues to inspire outdoor living, homeowners have been increasingly interested in minimalistic, seamless design elements that offer refined finishes and provide a smooth transition between their spaces. In particular, there's been an increased demand in:

- Cabinet fronts to give a built in appearance to appliances like refrigerators and dishwashers
- Concealed hardware with soft-closing doors and drawers
- Pull-out trash cans, spice racks and sliding shelves
- Hidden televisions and speakers
- Under-cabinet and integrated lighting
- Customized cabinets for grills and appliances



People are looking to bring the style for their interior space outside and create a seamless transition. The line between the indoors and outdoors will continue to be blurred and almost erased as outdoor, all-weather products are offered in increasingly sophisticated designs and finishes."



Daniel Germani
Architect + Designer



Hampton Door Style Powder Coated in Nu Black Hammertone.
Photography: Steven Paul Whitsitt Photography



Made-to-Order Solutions

With made-to-order cabinets in a wide range of sizes and configurations, Brown Jordan Outdoor Kitchens offers designers and architects the freedom to create truly unique spaces tailored to any need, layout, and appliance integration.

To learn more about our cabinetry types and features
[CLICK HERE.](#)

Storage: The Ultimate Amenity

Storage needs know no bounds – especially when it comes to outdoor living, sports and hobbies. But storage isn't about stashing. It's about organizing and caring for the experiences and activities that bring joy to life. It's about keeping everything in its place – in the outdoor kitchen and beyond. Outdoor cabinetry applications quickly gaining traction include:



Garages



Boat Docks



Pool Houses +
Cabanas



Outdoor
Coffee Bars



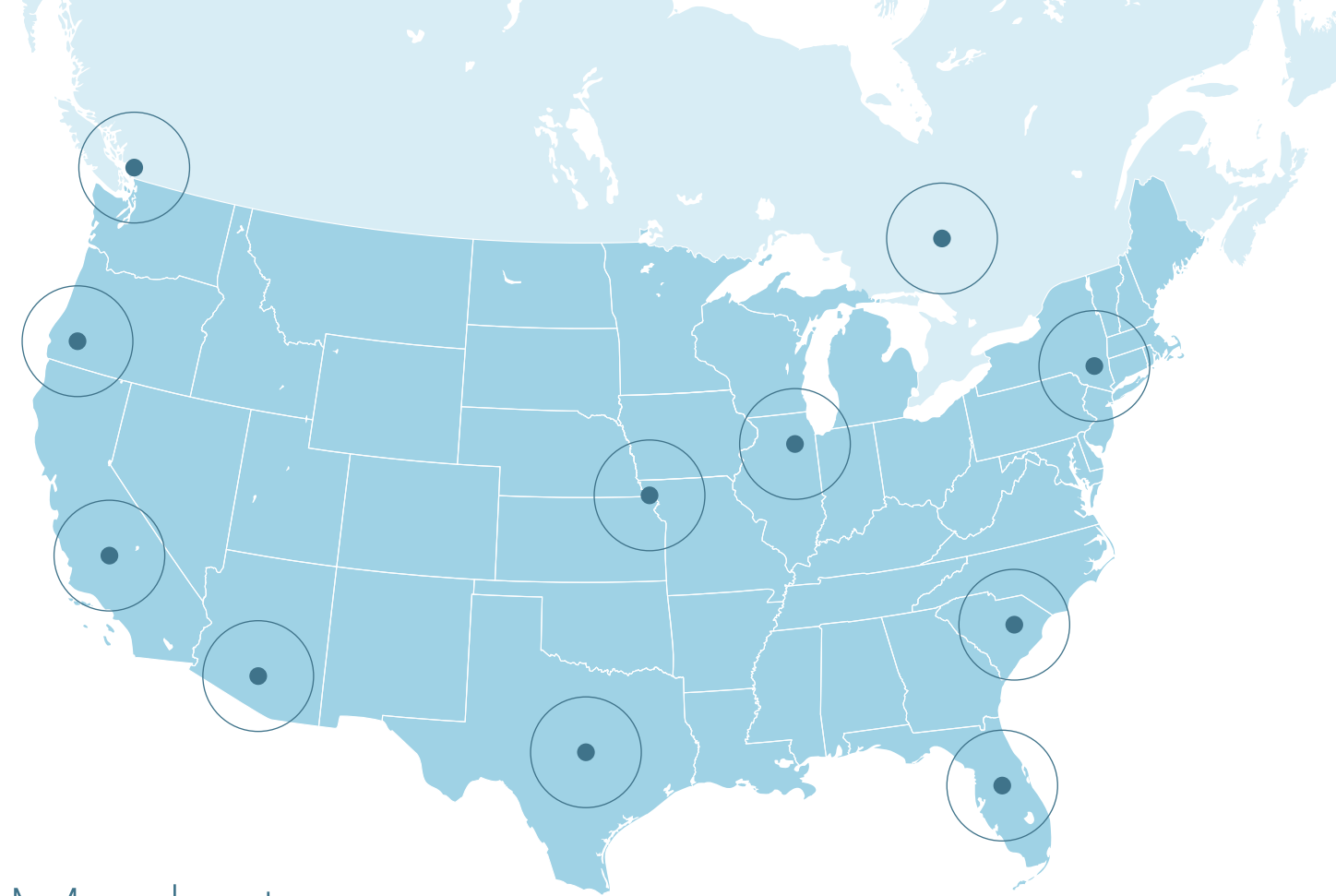
Satellite
Bartending Station



Horse Barns



Tennis Courts



Markets on the Rise

Markets like the Northeast, Texas, Arizona, Florida and California are continuing to invest in outdoor spaces, and builders are seeing a rise in the Pacific Northwest, Mid-Atlantic Southeastern and Canadian markets.

Outdoor Living Takes on the Big City

For luxury condos and apartment complexes, outdoor living spaces instantly create a competitive edge, as city dwellers seek access to experiences once reserved for suburbia's backyards.

Industry Forecast: Condo Balconies

For condo owners, personal outdoor living amenities can be challenging to accommodate within the footprint of a balcony. While patio furniture has long existed within these spaces, the category has begun to expand as advancements like electric grills have made it possible for owners to install outdoor cooking appliances despite strict fire and safety codes. Momentum continues to mount in this market with innovations like Brown Jordan Outdoor Kitchens' Pre-Assembled Outdoor Kitchen, which allows a fully assembled outdoor kitchen unit to be lifted into place by a crane.



Louver Door Style Powder Coated in Mica.
Photography: Steven Paul Whitsitt Photography

Pro Tips for Designing Shared Spaces

Outdoor living for multi-family developments continue to gain popularity across a range of applications, whether specifying product for outdoor grilling areas, club houses, or rooftop lounges. These installations require a unique set of design considerations:

INSTALL PANEL SYSTEMS WITHOUT STORAGE

To extend a workspace while avoiding unnecessary costs, opt for a base unit without storage.

ENSURE COMMERCIAL DURABILITY WITH RESIDENTIAL APPEAL

Materials like powder coated stainless steel, ultra-compact surfacing and stain-resistant fabrics offer a luxurious aesthetic, while ensuring the space will beautifully withstand high-volume use.

SOURCE QUICK-INSTALL PRODUCTS

To save money and time on the jobsite, specify units that install with ease, such as Brown Jordan Outdoor Kitchens' cabinetry and Post and Panel systems.

BE MINDFUL OF ADA COMPLIANCE

Shared spaces must always accommodate residents of all abilities. A growing range of manufacturers now offer ADA-compliant products to support commercial and multi-family design.



Storage-Free Panel System Solutions

A robust solution designed for multi-family common areas, Brown Jordan Outdoor Kitchen's Post & Panel System (PPS) provides added workspace without unneeded storage. Used as a stand-alone island or integrated with traditional cabinets, the PPS offers strength to support countertops and has replaceable panels that can be changed while keeping the counter in place.



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Thank You

Our sincerest thanks to those who shared their insights to help inform our first-ever Outdoor Living Report. We appreciate your partnership, collaboration, and expertise, and look forward to continued collaboration in 2019.

To learn more about Brown Jordan Outdoor Kitchens, visit brownjordanoutdoorkitchens.com, and connect with us on Social Media:

 @BrownJordanOutdoorKitchens

 @BrownJordanOK

 @BrownJordanOK