

Beef Butter BBQ

Summary Business Plan

Overview

Beef Butter BBQ sells premium Texas Style BBQ out of a mobile kitchen that has established a 5 star reputation in a short period of time. Sales to date have been limited to weekend vending sales at Woodman's Sun Prairie and select corporate and private catering events. Beef Butter BBQ started with mobile vending and catering versus brick and mortar to validate that Madison area residents would appreciate high quality Texas Style BBQ and be willing to pay premium prices.

As can be confirmed via actual sales, Facebook reviews and comments, Yelp reviews, and both corporate and private customer testimonials, demand for Beef Butter BBQ is such that investment in brick and mortar expansion is necessary to meet daily demand for consumer sales and operating space for corporate and private catering events.

Following summarizes the menu, sales opportunities, operational plans to meet production needs, financials, risks and opportunities (SWOT analysis) and next steps.

Menu:

Meats

Beef Butter BBQ has a simple menu with no more than 5-6 smoked meats at any given time:

1. Beef Butter Smoked Brisket (signature meat)
2. Smoked Pulled Pork: another fan favorite due to its smoky taste, smooth texture, and just a hint of sauce.
3. Smoked chicken: boneless, skinless chicken thighs, seasoned, smoked and marinated.
4. Smoked Back Ribs: Perfect brand of meaty back ribs, then smoked to perfection to fall off the bone tender.
5. Smoked Jalapeno Cheddar Sausage: Great by itself, sliced up as an appetizer, or served topped with the smoked pulled pork (unbelievable).
6. Smoked Black Angus Prime Beef Short Ribs: Decadent treat for the sophisticated pallet that's not on a tight budget.

Sides:

1. Smoked Apple Pie Baked Beans garnished with brisket trimmings
2. Kettle chips (fresh fried)
3. Loaded Potato Salad
4. Chopped Cole Slaw

Beef Butter BBQ
Sample Menu
(also attached)

Meats:

Beef Butter Brisket
Smoked Pulled Pork
Smoked Back Ribs
Smoked Boneless Skinless Chicken
Smoked Sausages
Smoked Beef Ribs

Sides:

Smoked Apple Pie Baked Beans
White Cheddar Mac N Cheese
Potato Salad
Cole Slaw
Kettle Chips

Desserts:

Key Lime Pie
Pecan Pie

Drinks:

Pepsi Soft Drinks
Iced Tea
Beer
Wine
Liquor

Smoke Your Next Event with catering from Beef Butter BBQ



MENU

SMOKED MEATS

- Prime Beef Brisket
- Pork Back Ribs
- Pulled Pork
- Turkey Breast
- Prime Short Ribs
- Jalapeño Cheddar Sausage
- Chicken Wings

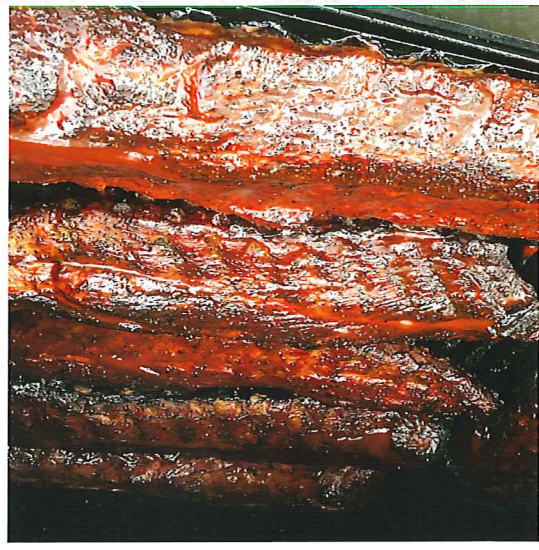
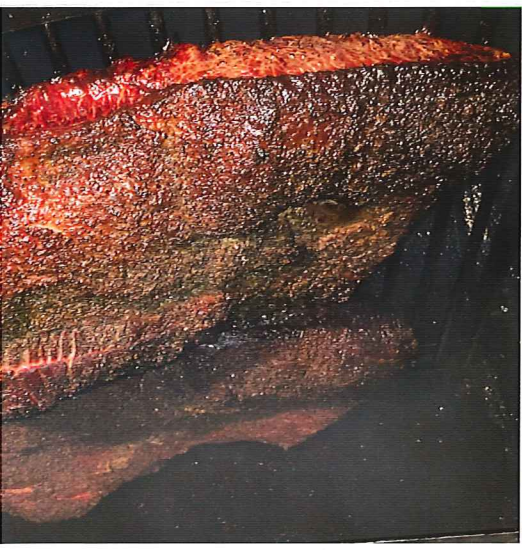
SIDES

- Smoked Apple Pie Baked Beans
- Coleslaw
- Texas Pinto Beans
- Potato Salad

DESSERTS

- Key Lime Pie
- Pecan Pie

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Authentic Texas Smoked BBQ | BeefButterBBQ.com



Beef Butter BBQ is a mobile BBQ restaurant that can continuously produce over 500 lbs. of delicious smoked meats. It's perfect for your corporate event, wedding, or celebration. We are fully licensed and insured as a stand alone mobile restaurant. Hurry, there are only a limited number of dates to book this one of a kind BBQ experience. You will be the hit of the party because our goal is to exceed expectations and make you look like a hero. Experience genuine Texas BBQ today!



Take your event to the next level with Beef Butter BBQ.

CUSTOMER TESTIMONIALS

"Best brisket north of the Alamo, and you can quote me on that!" Sheila Y.

"We had the Three Meat dinner (Ribs, Pulled Pork and Brisket) with the Beans and Coleslaw and an order of the Wings. Everything was falling off the bone delicious. Can't wait until our next visit." Jon S.

"If I was given a last meal request, I would request Beef Butter BBQ. It's that good!" Jeff B.

"Killer Brisket." Dick S.

"Excellent ribs, no fat, perfect sauce." Willy H.

"Perfect for your corporate, school and personal events... even weddings." Bill T.

"I lived in Texas for over twenty years and have eaten at hundreds of barbecue joints all over the state. They say you can tell good barbecue by the brisket. Beef Butter BBQ's brisket is not only exceptional; it's as good as I've had. And, by the way, those chicken wings are dynamite." Tim C.

"Brisket was awesome." Keelie J.

"Your rig is very impressive, and the food was excellent." Don B.