



BARBECUE ELEVATED

How You Can Take Barbecue to the Next Level

With Duce Raymond



DUCE RAYMOND

- Managing Partner and Director of Culinary for SBR Events Group, a collection of brands including Sweet Baby Ray's Catering and True Cuisine Catering
- I've played many roles in the hospitality industry
- Over 95 local, regional, & national awards for BBQ & catering
- Averaging 1.2 million impressions a week on social with over 500,000 followers across all platforms
- We've doubled our sales numbers since the pandemic





THIS IS WHAT TO EXPECT FROM THIS PRESENTATION

- How to give your clients an experience through emotional connection and interactive stations
- Why it's a good idea to add elevated BBQ to your catering brand, and how to get started
- How to take traditional BBQ methods and combine them with exquisite presentations or pair them with international flavor profiles





WHAT MAKES BBQ GREAT

Before we can get into how you can elevate BBQ, first let's talk about what makes it great to begin with:

- Comfort food/delicious meat
- America built on it
- Feels more “home-y”
- Plays to the senses
- It's approachable
- It's something different for the millennial bride/groom
- Everyone has fun at a BBQ
- It's a way to connect with people



ADDING A BBQ CONCEPT TO YOUR EXISTING CATERING BRAND

- You can add an additional brand with not much work at a high level
- BBQ is cool and on-trend, put a modern spin on it for weddings/events
- Consider new hors d'oeuvres





ELEVATING BBQ

- Quality Meats
- Cooked Properly
- Elevate BBQ in a tasteful/sophisticated way with superb presentation
- A few of our menu items and buffet options on the next 6 slides

**SMOKED
WAGYU
BRISKET
WITH
PARSNIP
PUREE**





SMOKED SALMON
WITH DQ GLAZE
ON ANCIENT
GRAINS

A close-up, top-down view of a gourmet dish featuring three thick slices of grilled tri-tip steak. The steaks are arranged vertically, showing a dark, charred exterior and a pink, medium-rare interior. They are garnished with fresh green basil leaves, small purple microgreens, and sliced red and yellow bell peppers. A light-colored, creamy sauce is drizzled around the steaks, and a small pool of green herb-infused oil is visible on the left. The entire dish is presented on a white, rectangular plate.

GRILLED TRI-TIP



BBQ BUFFET



BBQ BUFFET



BBQ BUFFET



FUSING TRADITIONAL MEATS WITH INTERNATIONAL FLAVORS

- Traditionally Smoked Meats
- Add your own international spin through different sauces and flavor profiles
- Execution & Plating
- We are happy to share our recipes with you





BBQ FONDUE STATION

- If there's one takeaway from this presentation, it's coming up with a station like this
- It's interactive
- People are coming for an experience, this gives them an experience



OPERATIONAL EFFICIENCY & WHAT EQUIPMENT YOU NEED IN BBQ

- How the meat is prepared and brought to the event
- Carving Station (emotional connection & interactive)
- Hot Box
- Types of Smokers
- Mobile Kitchen

SOUTHERN PRIDE



OLD HICKORY



TEXAS OFF-SET







BUILDING THE **BBQ BRAND** & SOCIAL MEDIA PRESENCE

- GaryVee / Pillar Content
- The only people seeing your posts are typically others in your industry
- Short form video content is how you get attention



OUR ONLINE COMMUNITIES

-  Instagram - 63,500
-  TikTok - 378,900
-  Facebook - 40,000
-  YouTube - 23,300





“BBQ Like a Boss”

SHORT FORM VIDEOS

1.7 million views on Instagram

3.5 million views on TikTok



SUMMARY & KEY TAKEAWAYS

- BBQ is approachable, interactive, and nostalgic
- Simple, high quality meats are the starting point
- Add unique flavors or international influence to elevate your BBQ
- Elevated BBQ is not just about the food, it's also about how you display it
- BBQ is perfect for catering because of the hold time leading up to your event
- Give your clients a memorable experience with BBQ fondue, carving stations, and beautiful presentations

FIND US ONLINE



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