



# **BARBECUE ELEVATED**

How You Can Take Barbecue to the Next Level

**With Duce Raymond**



# DUCE RAYMOND

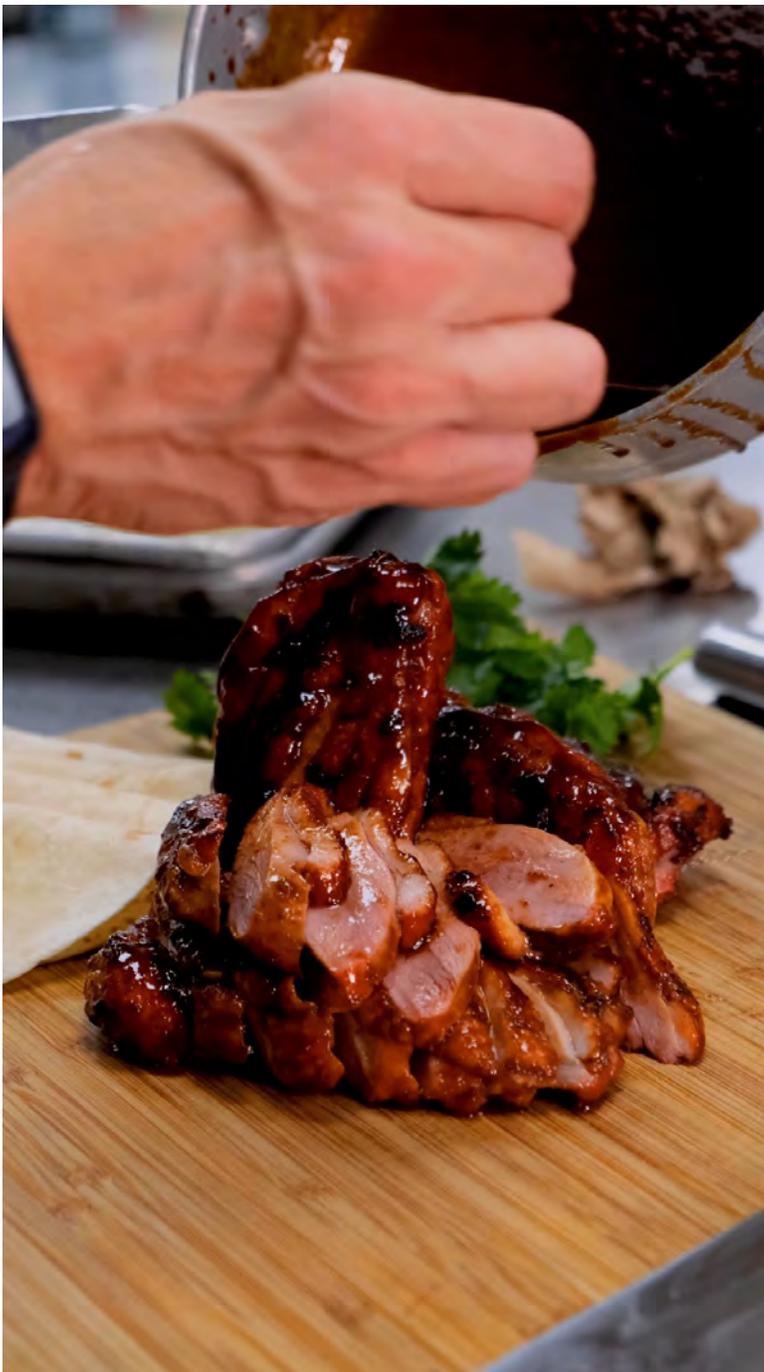
- Managing Partner and Director of Culinary for SBR Events Group, a collection of brands including Sweet Baby Ray's Catering and True Cuisine Catering
- I've played many roles in the hospitality industry
- Over 95 local, regional, & national awards for BBQ & catering
- Averaging 1.2 million impressions 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 white plate featuring three thick slices of grilled tri-tip steak. The steaks are cooked to a medium-rare doneness, showing a pinkish-red interior and a dark, charred exterior. They are garnished with fresh green basil leaves, small purple microgreens, and sliced red and yellow bell peppers. A light-colored, possibly citrus-based sauce is drizzled around the steaks, with several small, circular dollops of a darker green sauce scattered on the plate. The plate is set against a light, neutral background.

# 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



@duceraymond

@sweetbabyrayscatering

@truecuisine

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