

BBQ&A: Rick & Ryan of The North Carolina Barbecue Company

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Rick Scott and Ryan Pitz teamed up to form The North Carolina Barbecue Company, a mail order business established “to deliver to doorsteps across the country the unique culinary culture of our great state.” The North Carolina Barbecue Company is unique in offering both Eastern and Piedmont/Lexington-style ‘cue and slaw for delivery. Recently I sat down (at my laptop) and interviewed Rick and Ryan about how they got into the barbecue business, battle boxes, and why mail order hush puppies are an elusive goal.

BBQJew: How did you two decide to go into business together and create The North Carolina Barbecue Company?



Ryan Pitz - Rick and I started touring BBQ joints throughout NC roughly four years ago. Rick, as a traveling furniture rep and a High Point native, has extensive BBQ experience and has eaten at many BBQ joints throughout the state. He’s the real “NC BBQ purist” in the operation and has educated me over the years about true NC ‘cue. The inspiration for our venture was a combination of our ideas, Rick’s BBQ knowledge and my marketing background. On our return trips from several BBQ tours, we’d talk about ideal locations for a great BBQ joint in downtown Greensboro. This was during the height of some of Greensboro’s downtown restoration. Considering Greensboro’s historical significance in the history of NC BBQ we had hypothetical conversations about how great it would be to have a true pit cooked (over wood of course) BBQ

joint in the heart of the city. At that time, after further contemplation, neither Rick nor I would seriously consider the risk and overhead associated with owning and operating a physical restaurant location, instead an internet based store front was the ticket. I know, the Internet is a long way from having a physical store front in downtown Greensboro, but Rick and I both agreed it was doable (at least in our naïve, idealistic, BBQ mind’s eye it was). We immediately started doing research online for NC BBQ.

The concept of mail order BBQ in general was not new, but throughout our research online we found NC to be significantly under represented, particularly with regard to the Piedmont style of BBQ. Of course we talked about doing mail order NC BBQ over beers for several months, and both of us continued to slog away at our day jobs, while mulling the possibilities of launching an authentic NC BBQ mail order company online. We would brainstorm different business concepts for doing mail order ‘cue. About that same time [Gary Vaynerchuk’s book Crush It!](#) was all the rage and I read several reviews. I went online and watched several of Vaynerchuk’s videos. I never actually read the book (don’t think Rick has either), but after seeing

Vaynerchuk's concept, that was the tipping point for me. We both committed to making our mail order BBQ business happen.

We both concluded that it had to happen. America, heck the world for that matter, needs to be exposed to true 'cue via internet mail order, thus The North Carolina Barbecue Company was born. We took it from concept to reality in Dec 2009. At least on paper it became a reality and the commitment was made...there's a lot more to the story though.



Rick Scott - We decided to go into business together after initially just talking about BBQ in general. Most people would just tune me out, but Ryan actually responded to my rants about this place and that place. I would make comments about the lack of representation on the web concerning NC BBQ. I would Google “BBQ” and “mail-order BBQ” just to see what was out there. Overwhelmingly, the search engines pointed at Texas, Memphis, Kansas City, and BBQ grills. I thought, “Wow. North Carolina is not even on the first page?” I always felt that our barbecue story was so rich, if not divided, and that its story is best told through actual interaction; eating it. Not just seeing a piece on television. So Ryan and I talked

more. He encouraged me to buy a domain name; one that we are not currently using.

After a few more conversations (it really was like we were trying to talk ourselves into actually doing this) we starting looking into the feasibility of this whole thing. I have a friend in the food distribution business, so we consulted with him and their pick-n-pack division. There were a lot of doubters about the marketplace. There were only a couple of other guys shipping North Carolina barbecue, and both were well established restaurants who happen to do it as a side business. But the internet was full of other kinds of food and gift marketers who really concentrated on it, and did it really well. So we started building it up the way we wanted it to look, taste, and smell. Ryan is really easy to work with because his energy is unmatched by anyone I have ever worked with. He figures out how to get things done, despite the obstacles and doubts. If I said I wanted to do things a certain way, instead of being hesitant and obtrusive, he found out how we could do it. I really fed off of his energy and in turn it was just a good working relationship. I call him The Implementer because he takes ideas and makes them happen. And that is why we are here, in business now as The North Carolina Barbecue Company.

BBQJew: What were each of you doing prior to starting this business? Did your family and friends think you were geniuses, crazy or something else entirely for venturing into the world of mail order pork?

Rick - We still are actually running other businesses as well as this one. Ryan has a business called New Call Solutions which sells software that tracks phone numbers for a variety of businesses. He is very “computery”, but not as a programmer. I have a furniture business that

distributes custom upholstery made in High Point, NC to interior designers across the country, as well as representing a couple of import lines to other distributors and retailers (and I am not very “computery” at all). I am from North Carolina, so furniture and BBQ are in my blood. I am definitely doing what I know. We are both serial entrepreneurs. Which I think means we would make horrible employees for other people and that we are terrible golfers.

I would have to say that to a person, people thought we were crazy. And they still do. My wife did not even want to hear me talk about it, so I basically was starting this company without real interaction with her concerning the state of things. I think she thought that I would run myself tired like a dog tied to a line in the backyard. Friends may have acted interested to our faces, but I’m pretty sure they thought we were crazy once we left the room. Although some actually said to our faces that it just seemed implausible. Eye rolling was common. As was brow furrowing. And there were a few blank stares. Actually more than a few. Until we actually started putting together our logo and company name, basically the theme and vibe of how our company would look, did people start nodding their heads in approval and understanding. We had real answers for all of their questions. People finally became interested. Now when we go to parties and dinners, it is all they want to talk about. Hopefully if we become really successful I can get my wife’s chronic eye-rolling problem fixed.



Ryan - After graduating from Hampden Sydney College in 2000 I moved to Greensboro and started working for a consulting company. Because I was “the young guy” I was assigned to that “Internet thing”. I was in charge of lead generation, email newsletters and general website marketing – this was in the early years of web marketing when a lot of companies were still trying figure out how to use the web as a viable business tool. After leaving the consulting firm I started a software company called New Call Solutions, which I still own and operate today. We help businesses track the effectiveness of their marketing and sales effort using call tracking technology (boring stuff compared to BBQ, but highly relevant to getting this venture off the ground).

I have somewhat of a serial entrepreneur streak and because I had already ventured out on my own to start a business, the idea of starting a mail order BBQ business (although seemingly out of left field, compared to my other work) was not a shock to my friends and family. Although, I know there was some justifiable eye rolling going on. Rick and I constantly talked ‘cue to our friends (and still do) and the zeal for good squeal isn’t always appreciated, but once we launched our website people started saying “wow, you guys are really doing this.” This isn’t just some beer induced harebrained scheme. There are many highly successful mega mail order companies, selling everything from food to flowers, who aren’t delivering the same kind of value

we can deliver with our BBQ gift boxes. The history of NC BBQ has such a long and rich tradition, you can't deny a good thing. We realize that the phenomenon of true NC BBQ can be universal, if only folks had an opportunity to experience it. If you took a random selection of a thousand people from any state, other than NC, and feed them NC BBQ, I believe a large percentage would like it a lot. And a certain percentage of those people would LOVE it. As you know, Porky, some people can become fanatical about this stuff. [Editor's note: Who, me? Never.]

BBQJew: How long did it take between the time you first came up with the basic concept and when you actually opened for business? What were the biggest challenges during that process?

Ryan - 2 years?? I'm not completely sure, because we had a lot of fun just talking about it for a long time, and of course sampling 'cue from many parts of the state. The fun factor, complexity and painstaking work ratcheted up once we committed to making it happen and started taking steps to implement. Neither Rick, nor I had any experience in the food business, so we had that shroud of mystery about the industry and a naïve babe-in-the-woods perspective from the outset, which I think worked(s) to our advantage. There we were (are) two blissfully ignorant 'cue enthusiasts traipsing around the state trying to put two distinct, authentic NC BBQ styles in a box and ship it across the country. Simple concept right – HA!

From the outset we knew our ideas and mission would be slapped down from many directions, and it was, but we just kept taking the hurdles and hopping them one by one. For me, the most difficult challenge(s) during that time was finding clarity from sheer chaos and identifying the right people to work with, processing the BS information to realize what we could and could not do, and developing a product that didn't compromise our mission to deliver an authentic product or diminish our overall marketing vision. Of course, doing all of this while running other businesses wasn't easy for either of us.

We basically threw ourselves into the world of barbecue, bottling, and a laundry list of other unknown territories to make it happen, and we devoted countless hours and resources, in many cases learning our lessons the hard way. Of course it wasn't all pig headed determination and painstaking work on our part, we've had tremendous amount of fun in the process and help from many, many folks throughout NC (people in the food business), vendors, NC State University, Department of Agriculture. The generous time and education we received from these folks made it possible to launch our venture.

Rick - The actual time from inception to reality was about two years. It took a year of just plain old talking about it and another year to actually do the necessary legwork of finding out how the food industry works. We were two guys with no food experience. So my friend at Southern Foods and consequently Southern Foods in general, became our touchstone for what we were doing. We would go out and find out everything we could from the state and USDA facilities and

then report back to them about what we were told or found out. They had their suggestions and doubts, but at the end of the day, we had a vision of what we wanted and we pushed through plenty of obstacles to meet our goals and standards. All while observing every rule of interstate commerce. There are a lot of assumptions out there concerning regulations, and the only way we were able to get real answers was to get them straight from the government. Answers specific to the questions concerning our business model.

The biggest challenge literally was trying to find the best vendors to work with to produce a product that we were proud of. There was a finite list of potential facilities to produce our meat, slaw, and sauce. We knew that all of our products would be North Carolina products, so the list was just made up of those businesses in North Carolina, certified by the USDA. We met or talked to everyone on those lists until we found the best fit for our needs. We were not going to settle for someone else's product with our name slapped on it. We had standards and a flavor profile that most potential suppliers could not or would not meet. So after spending the better part of 2010 sifting through everything, we finally had our first product lineup set and ready to go in October, after starting last January.

BBQJew: What inspired your idea for the Battle Box, your signature item that offers customers a chance to compare Eastern- and Piedmont-style barbecue and slaw?



Rick - The concept for the Battle Box was really the impetus for the entire idea of the NC BBQ Co. As I was popping around online checking out barbecue in general, and specifically mail-order BBQ, it became apparent that our state's culinary masterpiece was underrepresented. And where it was represented, it was Eastern-style. Lexington-style BBQ was basically

non-existent. There were a couple of wholesale distributors that had Eastern and Western, but I would hardly consider the Western as true Piedmont-style, or Lexington-style in particular. So that was the fuel for incorporating in the first place; to accentuate the Lexington-style side of our concept. The term Battle Box was a working title that I initially thought was a little hokey, even if I did coin it. But the more we kept referring to our concept in this "Battle Box" vernacular, it started to become alliteratively alluring. So after about a month of referring to it as a battle box, with air quotations around each verbal reference, we decided that people reacted positively when we would talk about it. So the Battle Box it was. And is.

Ryan - To truly represent NC BBQ we felt like we had to tell the whole story and offer both styles of BBQ. If we're going to deliver the authentic NC BBQ experience anywhere in the United States we have to give people the opportunity to get in on "the great debate" of our state, thus a Piedmont and Eastern style box, and what better name than to call it a Battle Box. Rick storms into the office one day and says, "I know what to call it! The Battle Box™" and thus was born our flag ship gift box.

BBQJew: Speaking of battles, you have some competition in the mail order North Carolina barbecue world, both from fairly big companies like Brookwood Farms and from big restaurants like King's Oink Express delivery service. What sets your company apart from the competition?

Ryan - I'm going to go ahead and apply this term to all of the bullet points - "not that there's anything wrong with that..."

- We don't sell BBQ at the airport (not that there's anything wrong with that...).
- We don't offer a TVP (Textured Vegetable Protein) based product on our menu.
- We're not a fast food BBQ chain doing mail order on the side.
- We don't use cartoon pigs in our marketing.
- We're not a retail establishment who ships cue as a side business.
- We don't lead customers to believe they're getting the same product they would be from a retail location in box of BBQ (in order to ship BBQ across state lines, technically you're supposed use product that comes from a USDA inspected facility; in many cases these facilities are completely separate from any retail location).
- We offer a complete NC BBQ experience with products from both sides of the state
- We don't require 2 day shipping for all orders (for example if you place an order for BBQ to ship to VA you don't have to pay an exorbitant 2 Day fee because Ground shipping from NC to VA will suffice, your box will arrive in the same timeframe).
- We aren't the cheapest mail order BBQ you can find online.
- Our Eastern BBQ is lightly sauced, so when you order 1 lb of meat you're getting 100% pork BBQ with sauce, not sauce with BBQ.
- Rick has red hair and I'm bald, not sure if the other folks shipping NC 'cue have the same dynamic going on at their companies???

If you were to ask what our "unique selling proposition" is... We're the only authentic North Carolina mail order BBQ company offering two distinct styles of BBQ that ships anywhere in the United States (soon to be world), offering "smart shipping" capability with 100% money back guarantee! What is "smart shipping" you may ask? Our system enables customers to use the least expensive method of shipping to deliver a box within a 3 day timeframe.

Rick - The world of mail-order North Carolina barbecue is actually pretty small compared to other types of mail-order businesses. The thing that makes us different from other companies that

are doing this is that we are concentrated in doing this as our primary business. We are not a restaurant that also ships. Restaurants that ship BBQ are not shipping it out of their ages-old kitchen and pits. It is coming from a USDA facility. And according to our research, we know where every one of those is and how they cook. We weeded out a lot of those facilities because of what they were or were not doing. Restaurants are a completely different entity than a business that ships across state lines. There are legalities involved to prohibit restaurants from shipping across state lines.

As for Brookwood Farms, we believe they do a fine job of cooking BBQ. They also do a great job of distributing their BBQ. They have a successful business and a model that has worked great for them. But we are not truly in competition with anyone but ourselves. We know we have a model to reach anyone in the United States who may want BBQ. We have gotten fantastic reviews from all over the US. These are people that either grew up here, worked here, have had family here, or have just visited and been exposed to North Carolina barbecue, and then there are some who are just foodies looking for something different. These people really like our products and have let us know about it. We are not trying to run side by side with the local BBQ joint, our doors are open 24 hours a day to everyone in the United States. All we have to do is reach them. With social media what it is today, we are working our model to great success thus far, and we have only been shipping since October. We are also not tied to one strand of one company's history. We are selling the story of North Carolina barbecue in general, and our plans are to grow the telling of that story.

BBQJew: Tell me about the barbecue, slaws and sauces. Where and how are they made?

Rick - Our barbecue products are pretty unique to our business model. Our Eastern-style BBQ is lightly sauced. It is not 30-40% sauce with finely chopped meat in it. It has a light chop on it and only has a 15% sauce ratio. There are products on the market with much more sauce mixed in, and that have Textured Vegetable Protein added in some cases. We will never have any TVP in any of our products, ever. Period. Our Piedmont-style BBQ is completely un-sauced and also has a light chop on it, leaving it with some pretty good sized chunks in it (kind of like a course chopped and a chopped BBQ product combined). We actually invite people to chop it finer if that is what they are used to. There is not a product like it anywhere in the world of mail-order NC BBQ. It is one of the things that set us apart, and it was also a deal breaker with several vendors we talked with. We were looked at as if we had two heads, which we do, they just happen to be on two bodies. We really think that saucing it on your plate or before you serve it to your guests is best, and the way the best BBQ joints in the Lexington area do it. Both styles are slow cooked for twelve hours and are smoked for four of those hours using hickory chips. There is a nice amount of smoke in the meat but it is not overpowering.

Our sauce is a nice compliment to both styles. The Eastern-style is based on my favorite BBQ joint which is in Greenville, NC. I didn't have the audacity to ask for their recipe, nor did I disrespect them by having it analyzed and knocked off. I wanted our sauce to be in the same

flavor family, which I think it is. It is a simple Eastern-style sauce without a lot of ingredients. Our Piedmont-style dip is meant to be a down the middle Lexington-style profile. As our bottle states, some are spicier, some are thicker, and some are thinner. We feel ours is just right. Once again, not a lot of fancy or different ingredients, just a solid representation of the style. We bottled them in 5 oz plastic bottles so they are perfect for shipping. It also has an orifice reducer, so you can squeeze out the perfect amount as opposed to it dumping out and saturating the meat. [Editor's note: My wife sometimes wishes I had an orifice reducer on my mouth.]



Our slaws are also true to their region. Our Eastern slaw is a sweet white slaw, as I like to call it. It is also a nod to my favorite spot in Greenville, NC. There are other varieties of Eastern-style slaw; yellow, green, with carrots added, or pickles added. But this simple slaw is a great compliment to the meat and by no means is it too fancy or out of place. The same goes for our Piedmont-style slaw. It has ketchup and spices in it and is straight out of Lexington, literally. That is our complete lineup at this point, and we couldn't be happier.

Ryan - Our barbecue is made on a farm (USDA certified, federally inspected) deep in the heart of Eastern NC. We developed two distinct BBQ's, one using strictly shoulders (Piedmont) and the other we refer to as a modified whole hog using shoulders and hams (Eastern). Both meats are cooked for 12 hours, and smoked with real hickory wood. The pulling, chopping, saucing and packing is stringently regulated based on our proprietary specifications. Our Eastern meat is lightly sauced during the preparation. Our Piedmont meat is unsauced. In short we feel our BBQ is the best mail order cue you can legally ship across state lines, for an authentic and complete NC BBQ experience. Our intention is not to claim our barbecue is better than any of the local retail favorites you can find across our great state. If anything several key restaurant locations in both side of the state were inspiration for shipping our cue, and we've developed a product that can compete well against most restaurants in NC, but has the capability to cross state lines.

BBQJew: Any plans to add other items to your product line? I'll put my two cents in for a hush puppy mix and maybe some collards and other freezer-friendly sides.

Ryan - Yes, we have many plans for several other items and super cool stuff, which you'll be the first to experience.

Rick - We do have designs on growing our product line. Hushpuppies, as you know, barely make it home from the restaurant before they've lost their character. So shipping a hushpuppy mix is probably the best thing. But what you get with that is some serious frying issues. It isn't exactly easy making hushpuppies, even for someone who knows their way around the kitchen.

The oil has to be just hot enough, but not too hot. And for someone with limited kitchen skills, it can be a downright disaster. And people will have to properly dispose of the oil. Restaurants have proper disposal methods that homes across America do not have. But we are awaiting some premade product to come in and taste to see if there is any possibility of a frozen hushpuppy that can be warmed up and bounced back to life, if properly reheated. As for other items, we want to add regionally specific sides, but we have not gotten to that point yet. And yes, a killer banana pudding and/or peach cobbler is in the works. But none of this will be ready to add to our lineup without getting it right. And a fully cooked and smoked Boston butt is a top priority in the first quarter of this year.

BBQJew: How much are you banking on current NC residents buying your pork versus former Carolinians and others who live in places where NC barbecue is unavailable? Frankly, given how many barbecue joints there are across the Tar Heel state, it's hard to imagine that many NC natives are going to splurge on mail order pork.

Rick - There are several types of customers for us, which is better than just one specific customer. The first is of course the transplanted Tar Heel who longs for some real NC BBQ and can't get it where they live. They will hopefully get it and tell friends, and then those friends will want to give it a try. It is a perfect supper club meal. It is fun to receive, present, and talk about. A proud North Carolinian can go on all night about the merits of our great state, barbecue excluded. Someone who is not from our state can get "culinarily educated" pretty quickly with one of our boxes. Another type of customer is the person who sees BBQ on TV and wants to see what all of the fuss is about. There is also the customer that *is* inside our state. It is the person who has a loved one, a friend or associate that they want to send a gift to, whether they live outside the state or inside the state. Not everybody has a favorite BBQ joint. I dare say that folks like us are "one percenters" when it comes to being this fanatical about any given thing. That said, there is a large portion of society that will always get warm and fuzzy about receiving a thoughtful gift through the mail. And if you happen to live in Ahoskie, NC but love Lexington-style BBQ, you are now in luck.

So to answer your question a little more succinctly, a person in Connecticut who used to live in NC will order our BBQ. Also a person who lives in Texas with no ties to NC will order our BBQ, either for himself or his loved ones. And a person inside NC will order and ship it to him or herself, a friend or loved one outside the state, or a friend or loved one inside the state. We received orders during the holidays from all of the people I just described, and in all cases multiple times over. I have friends in Raleigh who ordered a medium Battle Box, had six couples over, threw out some chips, canned green beans, and some buns and had a blast for \$100. That's serving fourteen people in the comfort of your own home. It was BYOB, but still. You can't treat fourteen people to dinner at K&W Cafeteria for less than \$100. They talked about the differences and debated the merits of each style. And they said it was better than any BBQ they could have gotten locally. Now drop that model down in New York City, Atlanta, Chicago, or wherever, and it becomes a more attractive deal. And it's so easy to prepare and clean up.

We also have a very aggressive corporate gift program in place to capitalize on this aspect of gift giving. If you have a business that is North Carolina based, or based anywhere for that matter, why would you send clients nondescript steaks from somewhere in Nebraska?

Ryan - I believe the market for good cue is larger than we think, and that market is hungry for what we have to offer, whether here, there or everywhere. I alluded to this earlier with my statement about good NC BBQ having a solid “fan base” or following or even zealot like customer base. The model for BBQ is clearly a winner in the state of NC, and as much as folks may think, “North Carolinians are different”, the truth is, the love for BBQ is universal (or can be). I’m not saying most of the people in Boston would prefer to substitute Lobster for BBQ, but a segment would trade in ole red claw for piggy in a second if they had the opportunity to taste NC ‘cue.

From what we’ve seen from our initial sales, people in NC are buying our ‘cue and shipping to people in NC, which brings me to another point about what we’re offering. Yes, we’re selling damn good, unique mail order food. But one of the key benefits we’re offering goes far beyond food. We’ve designed our package to be a unique and thoughtful gift loaded with Southern charm, and our customers buy it for the emotional value it delivers. The fact that you get outstanding barbecue along with the gift is only part of the equation.

But let’s talk about why someone in NC would have it delivered to themselves or a loved one in NC from a cold logical perspective and set all that warm fuzzy feeling stuff aside. If you do the math on any of our gift boxes and compare it to ordering BBQ from a restaurant and taking it home we’re pretty darn close, if not better in some cases. Our small Battle Box™ feeds up to 8 people, it costs \$54.95, it will ship anywhere from NC, MA, IL, FL to TX for roughly \$12.00. If the box is shipped somewhere in NC it is more like \$10.00, but let’s conservatively say \$12.00. That brings the total to roughly \$67 / 8 people = \$8.37 per person (plus you get a cooler for future use). If you eat at a local NC BBQ joint and order sweet tea and tip your server, you’ll be lucky to spend less than \$9.00. As you go up in sizes on our boxes the per person cost gets even better. If you want to have a North Carolina Barbecue Party, and you’re in NC, I’d have a hard time believing you could match the value and convenience, and fun factor we deliver directly to your door.

As for out of staters, former North Carolinians or not...you can ship frozen steak, flowers or a complete BBQ kit including two distinct and authentic NC BBQs, slaw and sauce, plus the story of NC ‘cue with a cool map and prep instructions, plus a replacement or 100% money back guarantee... Clearly I’m biased, but most people would agree, what we’re offering is much cooler than your average gift or mail order food. Plus you can keep the cooler and reuse it.

BBQJew: Your packaging is great and I love your logo, a phony state seal that pairs barbecue symbols with the Wright brothers' plane and other NC icons. How did you come up with the logo?

Ryan - Thanks! This was Rick's concoction from the outset. He shows up at the office one day with a scrap of paper with a cut out seal on it and says, "this is our logo." We then proceeded to toy with the concept on illustrator software until we got it just right. I think we should replace the North Carolina state seal with our seal. The only thing it's missing is tobacco, maybe some furniture, NASCAR and #23.

Rick - The logo was in place before we even started talking to vendors. We decided on the name of our company and the seal followed shortly after. I wanted something "official" looking. I Googled a lot of images of North Carolina just to get the juices flowing, but I kept coming back to the seal. I cut and pasted the plane, pig and log, changed the constitution to read "BBQ", we added the forks and changed the Latin phrase to read "for the sake of pleasing". And our company name fit perfectly around the perimeter. Combined with what is the basic NC state seal; the horn of plenty, the ocean to mountain theme, and the boat, it looked exactly the way we wanted it to look. We have gotten a lot of compliments on our logo and title script. We wanted to brand ourselves without using cartoon pigs or fancy graphics. We formulated the look and feel of our product from within our own office of two. I think the logo reflects the thoughtfulness we have put into this entire process. It was never meant to be a gimmick, but to be a brand that travels well.

BBQJew: That makes sense to me. Any final words for our readers?

Rick - We really just want to say we are honored to be included in this BBQ&A. We take our business seriously, as it truly reflects upon our culinary heritage as a state. Our goal is to represent North Carolina with pride as our products travel all over the United States. Sometimes it may be the first taste of what NC BBQ is all about. That is a huge responsibility. But mostly it is comfort food for those who do not have good BBQ close by. We look forward to hearing from any of you anytime. And we invite you to follow us on [Facebook](#) or Twitter @ncbbqcompany. We put up coupons and discounts regularly to our followers on both sites. Of course you can also check us out on our [website](#) or call 866-617-4467.

Ryan - If you've read this far, I have to believe you're a BBQ junkie or at least an enthusiast, so thanks for your interest in what we're doing. Eat more BBQ and be sure to send 'cue to your friends and family.

BBQJew: Thanks guys, outstanding!