



THE NEW ERA OF BBQ: ELEVATION, COLLABORATION, AND PERSONAL BRANDING

Duce Raymond

WELCOME

Before we get into the nitty gritty, let's go over a couple of my credentials allowing me to speak before you today





THE **SBR**^{events group} FAMILY OF BRANDS



TRUE
Cuisine
catering • special events



ABOUT ME

- Kendall College 4-year degree
- I've played many roles in the hospitality industry
- Managing Partner and Director of Culinary for SBR Events Group, a collection of brands including Sweet Baby Ray's Catering and True Cuisine Catering
- Over 100 local, regional, & national awards for BBQ & catering
- Averaging 2.4 million impressions a week on social with over 740,000 followers across all platforms
- We've doubled our sales numbers since the pandemic
- 9 million in sales this year



HOW TO ADD BBQ TO YOUR EXISTING CATERING BRAND

- You already have the systems and processes in place with your existing brand
- Labor Saving & Food Cost
- Trim one piece of meat for many servings
- BBQ is ideal for catering because of holding times

HOW TO ADD BBQ TO YOUR EXISTING CATERING BRAND

- You will need to invest in a smoker
- There are different types with different features, as shown below
- You may also want to consider a holding unit (such as a Winston or Alto-Shaam)



Ole Hickory



Southern Pride



Traditional Off-Set

HOW TO ADD BBQ TO YOUR EXISTING BRAND

- BBQ is cool and on-trend, put a modern spin on it for weddings/events
- Consider new hors d'oeuvres
- Add new and interesting stations
- Other catering brands incorporate BBQ too



Catering by Design



Keith A. Lord



TWO WAYS TO THINK ABOUT BBQ



- Drop-offs
- Elevated and Full-serviced events
 - Traditionally smoked meats with international flavor profiles



EXAMPLES OF PLATED DISHES

- Korean BBQ Brisket
- Plated Wagyu
- Grilled Tri-Tip
- Smoked Salmon



EXAMPLE OF BBQ BUFFET



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A top-down view of a BBQ buffet spread on a black and white checkered tablecloth. Several aluminum trays are filled with different BBQ items: pulled pork in a large tray, ribs in a tray on the left, brisket in a tray at the top right, and chicken pieces in a large tray at the bottom right. A tray of cheesy bread is in the bottom left. To the right, a black plate holds several round, golden-brown fried items, possibly hushpuppies. A white napkin with a black band is also visible.



BLUE PLATE X SWEET BABY RAY'S CATERING





HOW TO BRAND IT

- Personal brand
- People connect with people, a personal brand builds trust
- Be authentic, you need to be YOU
- Social media & the digital landscape is where the attention is



OUR SOCIAL MEDIA STRATEGY

- Pillar Content with weekly video shoots
- 1 video shoot equals 20-30 pieces of micro content
- Be the Show, Not the Commercial
- BBQ Education is what I do (find your niche!)
- Leveraging media to create opportunities, the more you do it, the more exposure you'll get, and the more opportunities that come our way



130,000 followers



405,000 followers



71,000 subscribers



64,000 followers

SUMMARY AND KEY TAKEAWAYS

- How to add BBQ to your existing brand
- How to elevate it
- How to brand it
- BBQ is approachable, interactive, and nostalgic
- 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



Q&A



FIND US ON SOCIAL



@duceraymond

@sweetbabyrayscatering

@truecuisine

sbrcatering.com , truecuisine.com , sweetbabyraysbbq.com , duceswildbbq.com

FIND US AT CATERSOURCE

Duce Raymond will be giving a talk called “**Be the Show, Not the Commercial**” on Tuesday 02/25 from 4pm-5pm with Shawn Walchef

