

RICH'S® SMOKEHOUSE BAR-B-Q™

**BIG**  
**OPPORTUNITY**  
**BOLD**  
**FLAVORS**

**RICH'S**

**SMOKEHOUSE BAR-B-Q™** 

*RECIPE*



# DOWN-HOME GOES UPTOWN

Bar-b-q fires up menus from coast to coast.

Small town bar-b-q has hit the big time. And it's not just hot, it's smokin'! A true American original has gone mainstream and Main Street—heating up menus across all segments.

## CONSUMERS LOVE BAR-B-Q:

**77%** More than 3/4 of consumers have been to a bar-b-q restaurant in the past 6 months.<sup>1</sup>

**33%** One third of consumers say that bar-b-q restaurants are their first choice when dining out.<sup>2</sup>

**17%** The increase in bar-b-q items on menus of non-bar-b-q restaurants since previous year.<sup>3</sup>

Hot flour tortilla wraps around pulled bar-b-q pork with red and green peppers and crisp onions.

Rich's® Smokehouse Bar-B-Q™ Double-Rub Pork (#09067)



# RICH'S® SMOKEHOUSE BAR-B-Q™

## REAL EASY

Authentic bar-b-q just doesn't get any easier. We've done all the hard work—from smoking our meats up to 18 hours to selecting just the right sauces to best complement our pork, beef and chicken varieties. All you do is thaw, heat and serve. Choose our convenient 5-lb. boil-in-bag, 5-lb. disposable foil tray or 5-lb. plastic tub. We've even left some dry, so you can sauce 'em yourself.



Rich's® Smokehouse Bar-B-Q™ Pulled Pork with Traditional Sauce in the convenience of a 5-lb. tray. (#09750)

Just getting started in bar-b-q? Try our 3-oz. preportioned servings. They're the easiest way to introduce bar-b-q to your menu.

## BAR-B-Q: THE NEW BURGER

Chains know bar-b-q beats burgers for premium pricing opportunities. Just by adding bar-b-q sandwich items, QSR, mid-scale and casual dining restaurants can turn menu excitement into enhanced margins.\*



## FROM TENNESSEE TANGY TO TEXAS HEAT

Rich's® Smokehouse Bar-B-Q™ brings you sauces and marinades in 15 different flavor profiles to satisfy every taste preference and menu type.

### PORK

- TRADITIONAL
- SIMPLY SOUTHERN SAUCE
- COWBOY'S SAUCE
- SIGNATURE SAUCE
- SOUTHERN SAUCE
- CAROLINA SAUCE

### BEEF

- TRADITIONAL
- TEXAS SAUCE
- WESTERN SAUCE
- COUNTRY BEEF SAUCE
- BRONCO SAUCE
- COWBOY'S SAUCE

### CHICKEN

- DELUXE SAUCE
- SOUTHWESTERN SAUCE

-  TOMATO-BASED SAUCES
-  UNIQUE BLEND SAUCES
-  VINEGAR-BASED SAUCES

### MARINADES

#### PORK

- EASTERN MARINADE
- SMOKY MARINADE

#### BEEF

- SMOKY MARINADE
- SEASONING MARINADE

\*Source: MenuTrends Direct: July-Dec. 2005, 5000 Chains and Independents Database & 500 Top Chains Database.

# RICH'S® SMOKEHOUSE BAR-B-Q™

# NEW DOUBLE-RUB PORK

**VERSATILITY ON THE DOUBLE**

Our double-rub pork is first hand-rubbed with a blend of kosher salt and course ground pepper to draw out mouthwatering flavor. The meat is then smoked—real slow. Afterwards, the meat is hand-pulled from the bone resulting in only lean, succulent meat. All you need to do is heat, add your own signature sauce and serve.



Rich's® Smokehouse Bar-B-Q™ Double-Rub Pork is rich in flavor and versatility—even before you add your own signature sauce. (#09067)



Smoked all night, pulled by hand from the bone, Double-Rub Pork sits on a bed of roasted red peppers and lettuce served on a freshly toasted ciabatta roll.

Rich's® Smokehouse Bar-B-Q™ Double-Rub Pork (#09067) and Rich's® Sliced Ciabatta Bun (#11948)

# RICH'S® SMOKEHOUSE BAR-B-Q™

# PORK

Lean and succulent, our bar-b-q pork is slow-cooked in our smokehouse, using natural hickory wood, then hand-pulled for the ultimate texture and taste. Flavor spoken here.

Product Code	Product Description	Unit Wt.	Case Ct.	Case Wt. (lbs.)	Case Cube (ft.)	Block/Tier
<b>Pork Bar-B-Q (Shelf Life: 12 Months, Frozen)</b>						
<b>Dry/Lightly Marinated</b>						
09067	Double-Rub Pork Bar-B-Q - No Sauce - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
81901	Pulled Pork Bar-B-Q - No Sauce - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
09814	Pulled Pork with Eastern Marinade - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
09700	Pulled Pork with Smoky Marinade - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
81601	Deli-Pulled Pork with Smoky Marinade - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
<b>Premium Pork Bar-B-Q with Sauce</b>						
09750	Pulled Pork Bar-B-Q with Traditional Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
83001	Pulled Pork Bar-B-Q with Cowboy's Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
09742	Pulled Pork Bar-B-Q with Southern Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
81301	Pulled Pork Bar-B-Q with Signature Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
83701	Pulled Pork Bar-B-Q with Carolina Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
09749	Pulled Pork Bar-B-Q with Traditional Sauce - 4/c Trays	5.00 lbs.	4	22.10	0.60	11 x 7

Products are available in plastic tubs, boil-n-bag or foil trays designed to fit steam tables, warmers and chafing dishes. To prepare, simply thaw, heat and serve.

Product Code	Product Description	Unit Wt.	Case Ct.	Case Wt. (lbs.)	Case Cube (ft.)	Block/Tier
<b>Pork Bar-B-Q (Shelf Life: 12 Months, Frozen)</b>						
<b>Original with Sauce</b>						
09259	Pulled Pork Bar-B-Q with Traditional Sauce - Tubs	5.00 lbs.	4	22.10	0.79	9 x 7
07966	Pulled Pork Bar-B-Q with Traditional Sauce - Bags	5.00 lbs.	4	22.00	0.65	11 x 7
09232	Pulled Pork Bar-B-Q with Traditional Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
09620	Chopped Pork Bar-B-Q with Traditional Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
83501	Deli-Pulled Pork Bar-B-Q with Cowboy's Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
81150	Deli-Pulled Pork with Simply Southern Sauce - Tubs	5.00 lbs.	4	22.30	0.65	9 x 5
09267	Pulled Pork Bar-B-Q with Southern Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 7
81101	Chopped Bar-B-Q Pork with Signature Sauce - Tubs	5.00 lbs.	4	22.30	0.65	9 x 5
09900	Bar-B-Q Singles™ - Pulled Pork Bar-B-Q Patty with Traditional Sauce	3.00 oz.	60	12.40	0.25	11 x 7
<b>Pork with TVP</b>						
09056	Traditional Bar-B-Q Sauce with Hickory Smoked Pork & TVP - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
83301	Chopped Pork-Chicken and TVP with Cowboy's Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
83601	Chopped Pork Bar-B-Q and TVP with Carolina Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
70501	Cowboy's Sauce with Chopped Pork and TVP - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
<b>Other Bar-B-Q (Shelf Life: 12 Months, Dry)</b>						
89277	Cowboy's Choice Bar-B-Q Sauce - Jug	1.00 gal.	4	41.00	1.21	9 x 4
80801	Pork Bar-B-Q Sandwich with Cowboy's Sauce	5.00 oz.	12	4.50	0.45	15 x 6

## RICH'S® SMOKEHOUSE BAR-B-Q™ PORK SAUCES

A RANGE OF FLAVOR PROFILES TO SUIT YOUR MENU

### TRADITIONAL SAUCE

Its All-American flavor appeals to any bar-b-q lover. A tomato-based sauce combining sweet, smoky and spicy flavor with a hint of pepper.

### SIMPLY SOUTHERN SAUCE

Down south delicious: a tomato-based sauce with a balance of sweet, smoky and spicy flavors perfect for pork bar-b-q.

### COWBOY'S SAUCE

A smooth blend of tomato and brown sugar, with a hint of natural smoke flavor for an authentic taste of the Wild West.

### SIGNATURE SAUCE

From the original Byron's BBQ™, a sweet blend of tomatoes, vinegar and a few spices for that uniquely hometown Tennessee taste.

### SOUTHERN SAUCE

For pork bar-b-q diehards, a thick blend of tomato, mustard, and spices with a tart and tangy flavor profile.

### CAROLINA SAUCE

True to Carolina tradition, this vinegar-based sauce gets its kick from a blend of both black and red crushed pepper.

## PORK MARINADES

LIGHT MARINADES TO COMPLEMENT YOUR FAVORITE SAUCE

### EASTERN MARINADE

A mild vinegar-based marinade that enhances the flavor, moisture and tenderness of smoked pork bar-b-q. Just add your own sauce for perfection.

### SMOKY MARINADE

A hint of smoke results in perfect flavor enhancement of both pork and beef bar-b-q. All that's left to do is add your signature sauce.

Juicy, fork tender Pulled Pork, smoky and sassy, with pickles, tomatoes and lettuce on a sub roll.

Rich's® Smokehouse Bar-B-Q™ Pulled Pork with Traditional Sauce (#09750) and Rich's® Deluxe Sub Roll, 5 ounces (#89201)



# RICH'S® SMOKEHOUSE BAR-B-Q™

# BEEF

We start with select cuts of fresh USDA beef brisket, carefully trimmed. Then comes the best part: slow-cooking using natural hickory in our authentic smokehouse. Add our blend of savory sauces, and you understand why we were born to bar-b-q.



Rich's® Smokehouse Bar-B-Q™ Whole Smoked Beef Brisket serves up ready-to-slice convenience. (#09160)

Product Code	Product Description	Unit Wt.	Case Ct.	Case Wt. (lbs.)	Case Cube (ft.)	Block/Tier
<b>Beef Bar-B-Q (Shelf Life: 12 Months, Frozen)</b>						
<b>Dry/Lightly Marinated</b>						
09068	Double-Rub Pulled Beef Brisket with Seasoning Marinade - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
09160	Whole Smoked Beef Brisket - Bags	7.00 lbs.	2	15.00	0.58	10 x 7
86301	Sliced Beef Brisket - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
09800	Pulled Beef Brisket with Smoky Marinade - Bags	5.00 lbs.	2	11.70	0.38	18 x 8
<b>Premium Beef Bar-B-Q with Sauce</b>						
09419	Mini-Sliced Beef Bar-B-Q with Western Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
86877	Sliced Beef Bar-B-Q with Cowboy's Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
87101	Chopped Beef Bar-B-Q with Cowboy's Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
86977	Mini Sliced Beef Bar-B-Q with Cowboy's Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
09418	Mini-Sliced Beef Bar-B-Q with Western Sauce - 4/c Trays	5.00 lbs.	4	22.10	0.60	11 x 7
<b>Original with Sauce</b>						
09726	Mini-Sliced Beef Bar-B-Q with Bronco Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 7
09355	Traditional Sauce with Shredded Beef Bar-B-Q - Tubs	5.00 lbs.	4	22.00	0.65	9 x 7
09304	Chopped Beef Bar-B-Q with Texas Bar-B-Q Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
<b>Beef with TVP</b>						
09427	Bronco Sauce with Beef Brisket and TVP - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
88101	Cooked Beef and TVP with Country Beef Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
87177	Cowboy's Sauce with Diced Beef and TVP - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
88313	Cowboy's Sauce with Chopped Beef and TVP - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
09426	Bronco Sauce with Beef Brisket and TVP - 4/c Trays	5.00 lbs.	4	22.10	0.60	11 x 7

Products are available in plastic tubs, boil-n-bag or foil trays designed to fit steam tables, warmers and chafing dishes. To prepare, simply thaw, heat and serve.

## RICH'S® SMOKEHOUSE BAR-B-Q™ BEEF SAUCES

A RANGE OF FLAVOR PROFILES TO SUIT YOUR MENU

### TRADITIONAL SAUCE

Its All-American flavor appeals to any bar-b-q lover. A tomato-based sauce combining sweet, smoky and spicy flavor with a hint of pepper.

### TEXAS SAUCE

Lone Star savory...a thick tomato sauce mildly spiced with chili powder and other southwestern spices just right for the land where beef reigns.

### WESTERN SAUCE

The West was won with this thick and smoky tomato sauce with a hint of brown sugar and mild spices.

### COUNTRY BEEF SAUCE

Molasses makes this dark tomato sauce thick with a smooth, robust farmland flavor.

### BRONCO SAUCE

Perfectly blends tomato sauce, molasses and brown sugar to truly beef up the flavor of beef bar-b-q.

### COWBOY'S SAUCE

A smooth blend of tomato and brown sugar, with a hint of natural smoke flavor for an authentic taste of the Wild West.

## BEEF MARINADES

LIGHT MARINADES TO COMPLEMENT YOUR FAVORITE SAUCE

### SMOKY MARINADE

A hint of smoke results in perfect flavor enhancement of both pork and beef bar-b-q. All that's left to do is add your signature sauce.

### SEASONING MARINADE

Perfected to lend a pleasant zing to barbecue brisket while preserving the meat's own natural juices. Add your own sauce for a signature flavor.

# RICH'S® SMOKEHOUSE BAR-B-Q™

## NEW DOUBLE-RUB BEEF BRISKET. THE HOTTEST IDEA SINCE SMOKE.



With our special kosher salt and ground pepper rub, all that hearty beef brisket flavor busts loose. Our Double Rub Beef Brisket is lean and boneless. You just heat, add any sauce you like and serve it up. Anyone else who claims to be this versatile is just blowin' smoke.

Rich's® Smokehouse Bar-B-Q™ Double-Rub Pulled Beef Brisket with Seasoning Marinade is ready to heat, sauce and serve. (#09068)

# CHICKEN

Grade A boneless chicken is just the beginning. It's low in fat and cholesterol, too. We smoke it slow and add our irresistible sauce, so you end up with the most satisfying bar-b-q chicken you've ever tasted. Ready to serve in minutes.

Product Code	Product Description	Unit Wt.	Case Ct.	Case Wt. (lbs.)	Case Cube (ft.)	Block/Tier
Chicken Bar-B-Q (Shelf Life: 12 Months, Frozen)						
Premium Chicken Bar-B-Q With Sauce						
09822	Pulled Chicken Bar-B-Q with Deluxe Sauce - Trays	5.00 lbs.	4	22.10	0.60	11 x 7
82701	Chicken Bar-B-Q with Southwestern Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 5
49963	Pulled Chicken Bar-B-Q with Deluxe Sauce - Tubs	5.00 lbs.	4	22.00	0.65	9 x 7
09821	Pulled Chicken Bar-B-Q with Deluxe Sauce - 4/c Trays	5.00 lbs.	4	22.10	0.60	11 x 7

Products are available in plastic tubs or foil trays designed to fit steam tables, warmers and chafing dishes. To prepare, simply thaw, heat and serve.

Slow-smoked Pulled Chicken meets crisp greens, tomatoes and red onions for a bar-b-q salad supreme.

Rich's® Smokehouse Bar-B-Q™ Pulled Chicken with Deluxe Sauce (#09822)

## RICH'S® SMOKEHOUSE BAR-B-Q™ CHICKEN SAUCES

FOR CHICKEN THAT'S SAVORY AND SATISFYING

### SOUTHWESTERN SAUCE

Mild tomato sauce with the perfect blend of both brown sugar and vinegar to give chicken just the right amount of sweet and tangy flavor.

### DELUXE SAUCE

A hearty blend of mustard plus red and black peppers gives this tomato-based sauce its unique zesty, savory flavor.



# MERCHANDISING FIRE POWER

## Saucy POS ideas

To really get your bar-b-q sales smokin', order up some of our eye-poppin' point-of-sale pieces.



# GREAT BAR-B-Q TAKES TIME

## Say...half a century...

At Rich's® Smokehouse Bar-B-Q™, our roots run deep and are steeped in 60 years of tradition, including the Byron's Bar-B-Q™ brand. And our authentic recipes just get better with age as we continually refine, improve and perfect to bring you bar-b-q that your patrons will, well, eat up.

**RICH'S**  
**SMOKEHOUSE BAR·B·Q™**   
*RECIPE*

To learn more about how Rich's® Smokehouse Bar-B-Q™ can fire up your menu, visit our Web site at [www.richs.com](http://www.richs.com) or call 1-800-45-RICH'S.

**RICH'S**

CARING FOR CUSTOMERS  
LIKE ONLY A FAMILY CAN®