Super Smokers BBQ

Barbecue is more than a business at Super Smokers BBQ … it’s a way of life. With an Old Route 66 theme, Super Smokers BBQ is a classic example of an American barbecue joint. The restaurant, located in Eureka, MO, near St. Louis, offers a menu and atmosphere that perfectly reflect the classic theme of The Mother Road. The key to Super Smokers BBQ trademark flavor is rotisserie-smoking meats over apple wood in two Fast Eddy’s by Cookshack smokers, after rubbing with their signature dry rub.

For proprietor Terry Black, there’s much more to the story than a successful restaurant; he actually got his start in 1987 when he entered the annual Memphis in May World Barbecue Championship. The competitive fire has burned as hot as his smokers ever since, as Terry has gone on to win dozens of awards, including the Memphis in May World Championship in 2000.

Continued inside …
Super Smokers BBQ (... continued from front)

Inspired by his victories on the competition circuit, Terry helped to start a catering business in 1995. After a year of filling orders and cooking in their backyards, the partners opened the Super Smokers BBQ restaurant. The endeavor was different, but the mission was similar: to win customers with the same consistent quality that had won the cook-offs.

“Competing on the Memphis In May circuit has pushed us to develop our best dry rubs, barbecue sauces and marinades,” says Terry. “Today, the combination of our recipes with apple wood smoke and a rotisserie smoker produces melt-in-your-mouth barbecue.”

Even as his restaurants thrives, the Super Smokers BBQ catering business continues to serve fans of the St. Louis Rams and the St. Louis Cardinals, workers at every major corporation in town, and thousands of families; they have even prepared meals for celebrity clients, including catering for the White House. Nothing surprises Terry, who just considers himself lucky enough to live in a country where he can barbecue every day for a living.

Additional information about Super Smokers BBQ is available by calling (636) 938-9742.

When Pigs Fly!

When Michael Linn told his wife Sharyl that he wanted to open a barbecue restaurant, her reply was, “When pigs fly!” So that’s what he named the restaurant.

When Pigs Fly opened on October 2, 2006 with a Cookshack Model SM160 and an expectation of grossing $650 to $750 per day.

In fact, by the second week they grossed over $9,500. Their first month brought in $30,000 and sales have continued to average about $8,000 per week.

Congratulations to Michael on his success!

We Want You for On Q!

If you would like to see your business featured in On Q, contact Donna Johnson at d_johnson@cookshack.com or 405.361.2196. You must have been a Cookshack customer for at least a year, and we will need a photograph or your logo to publish. Submissions with recipes and photos get first consideration as this is what our readers enjoy.

Source: Cookshack Smoked Game Cookbook

Wild Game Chili

**Cook Time:** 4-6hrs  **Temp:** 225°F

- 3 Slices bacon, chopped
- 1 Large onion, finely chopped
- 3 lbs Venison or wild hog, ground or in small cubes
- 1 qt Beer or water
- 1 C. Can chopped green chiles
- 1 Tbsp Cumin seeds, crushed
- 1 qt Tomato juice
- 1 Tbsp Hot pepper sauce (optional)
- 2/3 c Cookshack Chili Mix
- 1/2 c White cornmeal or masa
- 1 c Beans (optional)

Sauté bacon and onion in skillet until onions are transparent and bacon is slightly browned. Add meat and sear. Mix in saucepan 1 ½ c beer, green chiles, cumin, and Cookshack Chili Mix. Simmer until it reaches gravy consistency. Add remaining beer, tomato juice, and hot pepper sauce. Pour in pan and place in smoker. Smoke-cook for at least 4 to 6 hours at 225°F.

Before serving, stir in cornmeal or masa to thicken (and beans if desired) and simmer for 20 minutes. Serve with pinto beans and flour tortillas.

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**Series of Pellet-Fired Smokers**

- **FEC100**
- **FEC500**
Papa Russ’s BBQ

For a real taste of Texas, look no further than South Carolina. Papa Russ’s BBQ, a casual family dining restaurant located in Aiken serves Texas-style pit barbecue. Owner Russell Richardson—who operates the restaurant with his wife Jennifer—says the authentic Texas flavor is a hit with the numerous Lone Star transplants in the area.

Papa Russ’s is unique among local barbecue restaurants in that it's cafeteria-style. Customers choose their meat, sides, and desserts, and then sit down to enjoy them, rather than having to go back and forth for “all-you-can-eat.” Signature offerings include smoked, pulled Boston pork butt, pork spare ribs and chicken, and certified Angus beef brisket smoked with cherry wood. All side dishes are made fresh at the restaurant using Jennifer’s home-style recipes, and are the perfect compliment to the restaurant’s smoked favorites—which are available for take-home and catered events as well.

Russ opened his restaurant in August of 2006 with no previous food service experience, after attending a Cookshack cooking school nine months prior. Since then he’s hired an experienced staff, including a cook who attended Johnson and Wales University culinary school. Besides providing his training, Cookshack continues to contribute to Papa Russ’s success, as the restaurant uses Cookshack Model SM250 and SM350 smokers and sells Cookshack Spicy Barbecue Sauce under its own label.

Russ says that the experience of opening a restaurant has been wonderful, and that his food and atmosphere has been well received by the community. In the short time the restaurant has been open, it’s already been named by National Barbecue News as one of the “Best of the Best” barbecue restaurants.

Additional information about Papa Russ’s BBQ is available online at www.paparussbbq.com.

IQ4 Controller Now Available!

IQ4 Controller Now Available on All Fast Eddy’s by Cookshack Pellet-Fired Pits!

After intensive research and development, the newly developed IQ4 Controller finally met Cookshack’s high quality standards and was released into production. The IQ4 controller allows the user to set the pit’s cooking time and temperature, along with the holding temperature. Pellets are automatically augered into the smoker’s burn pot as needed to maintain a consistent temperature.

Call 1-800-423-0698 and learn how the new IQ4 controller can improve your profits and make your life easier.

Additional information about the IQ4 Controller is available online at www.cookshack.com.

FEC750

DO YOU Q?
On The Road Again ...

February 18-20, 2006 – The Canadian International Food & Beverage Show – International Centre, Toronto, ON; Booth #2622

February 25-26, 2006 – North American Pizza & Ice Cream Show
Greater Columbus Convention Center, Columbus, OH; Booth #701

March 4-5, 2006 – The BC Foodservice Expo
BC Place Stadium, Vancouver, BC; Booth #908

March 4-6, 2006 – International Restaurant & Foodservice Expo of New York
Jacob K. Javits Convention Center, New York, NY; Booth #1418

For more information about trade shows we are attending, please visit our Web site at:
www.cookshack.com