



ASK QUESTIONS, GIVE ANSWERS

As a member of NBBQA, it is important to understand, NBBQA is a networking organization that thrives on all its members to ask questions and give back answers. You may have seen our push to update your member profile the past month on the NBBQA website. Our member directory is the perfect way to ask specific questions to a member that is an expert in that field. Do you need information on selling your BBQ Sauce? Starting a restaurant/catering? Have a Food Truck operation? Looking for that edge to win the big competitions? As a NBBQA Member you have direct contact with the best in the business, willing to share with you their success and failures. NBBQA exists to help its members become successful in the business of BBQ, you only need to Ask Questions. At the convention every year I hear the amazing stories of how a member gave back and helped another member tackle a problem. It reminds me of a quote from Mike Mills that has stuck with me through the years, "you don't see the spaghetti people getting together like us". We truly are a BBQ Family.

Patrick Murty

Patrick Murty,
Company 7 BBQ,
NBBQA President

**"You don't see the spaghetti
people getting together
like this. We are truly
a BBQ Family."**





4 TIPS TO GET YOUR PRODUCT OUT TO THE MASSES

Walking through the outdoor cooking section in Bass Pro Shop the other day I saw a bunch of rubs produced by several NBBQA members. Two thoughts crossed my mind as I'm sure has happened you as well whenever you've see them:

WOW! That is so cool to see my friends doing so well.

How did they get their rubs on the shelf at Bass Pro?

Everywhere you turn there are products either being crowded for shelf space or totally replaced by brand new products. The biggest example of this is when YETI hit the scene. Before then our choices were basically Igloo or Coleman coolers. But as LeighAnn Bakunas, YETI Senior Manager, describes Yeti brought us something new and different from the norm, which has the others looking to catch up. So here are a few tips to help get your product or products out to the masses.

1 QUALITY MATTERS

This goes without saying and cannot be stressed enough when you consider product development. Ford Motor Company believed this so much they designed an entire marketing campaign around, "Quality is Job 1!" YETI founders, out of frustration because the coolers they were using wouldn't stand up to the test of an outdoors hunting or fishing trip, so they created one which would. When I asked Amy Jungk of Old World Spices about tips, quality was first on her list. Amy put it this way in referencing rubs and sauces, "You need a good co-packer to assure quality and consistency. Many retailers and distributors today will insist on 3rd party inspections for Global Food Safety Initiatives before handling your product." Whether it's a rub, sauce or even a cooler, the quality you invest in your product will speak volumes to how serious you will be taken.

2 BE UNIQUE

On a crowded shelf of 20-30 BBQ sauces or rubs, what is going to turn the heads of buyers to want to put you on their shelves? It's being unique that will often makes the difference between getting sold at a store or out of your garage. When you sit back to think about it, you'll agree it takes something unique. The rage on some TV cooking shows, which caught everyone's attention, was the Alabama White Sauce. It catches people's eye because it's different than what we're used to (white instead of deep red) but it also delivers on unique flavor. It's this uniqueness which answers the question posed by Amy Jungk, "Why will consumers choose your product over the hundreds of others on the shelf?" Dewayne Poynter of Rib Lickers BBQ is accomplishing this as he moves forward with the BBQ Brokers because, in his words, "I wanted to find a company that would take care of all my problems, but they are not there. So if I have to build this and develop a system to help me and a process to manage it why not offer this to everyone else that's having the same problem." Part of being unique is filling a void no one else has thought of until you.

3 MARKETING

In a world of celebrity pitch men and women, it really comes down to how strong your marketing game is. Don't misunderstand me here, you still must deliver on quality and uniqueness, but a well laid out marketing plan goes a long way in your push to the top. From a rub and sauce perspective Amy references this when she asks, "Are you a Grand Champion who has proven wins using these products?" In a lot of cases this has sold tons of products, from Myron Mixon's smokers to Boars Night Out White Lightning. But it isn't just this, you must, as Amy wisely expresses, "make yourself highly visible, and keep a positive message. Social Media and digital marketing is the best (and cheapest) way to get the word out. But if your social posts are negative, political, crass, vulgar, you will not be taken seriously. BBQ names used to be about the questionable funny names and tag lines, but consumers are looking for authenticity and a little more class now." In a nutshell, be thoughtful of your target audience when you make your marketing plan then work this plan. We've all heard of the "Five P's," Prior Planning Prevents Poor Performance and this holds true when developing a marketing plan. It will give you arrow like focus rather than a shotgun type pattern.

4 PATIENCE IS A VIRTUE

Fast food, high-speed internet and instant rebates has us all primed for our overnight success. Motivational speaker and 5-time New York Times bestselling author, Gary Vaynerchuk says, "Fast is one of the most dangerous words" because it's how we expect our success to arrive. In relating her story Tyna Mays-Schey of Saucy Minx BBQ simply says it just won't happen. Her gross income one year was \$300 only to grow to a staggering \$600 the next year so her advice is, "do not plan on making a living wage for a few years when you're getting going." But she also gives us hope as she encourages us by saying, "Most of all, believe in what you are doing, and what you want to gain from your business." This patience helps you remain focus as you mature into your business. You may be the one who truly is an overnight success and if so, we applaud you, for it is rare. However, for the rest of us, just sit back and buckle up because it may be a long, bumpy trek. But don't get comfy, just be ready for when your patience pays off.

Although there are plenty of other tips, I hope these four gives you a great place to start as you seek to get your product to the masses and I can't wait to buy it.

**"Most of all, believe in what you are doing,
and what you want to gain from your business."**

NBBQA MEMBER VOICES



**Tyna Mays-Schey,
Saucy Minx BBQ**

"When I was researching BBQ sauce contests, I came across the Awards Of Excellence with the NBBQA. I started messaging with them and they convinced me to join. I did not have a high opinion of BBQ societies at the time, but when I arrived in Fort Worth last year, I found an amazing experience. Never before have I found myself thrust into a group of internationally known folks and welcomed like an old friend. I learned so much to apply to my business, that I will be ever grateful to those who helped me."



**James B. Hare,
Cucamonga Cattle
Company BBQ Rubs & Sauces**

"As a member of NBBQA, I have gained the friendship, knowledge and confidence I needed to take my company to a level not possible without those resources in place, and available when I have to make tough decisions."



**Lynn Gorham Entrekina,
Spices Catering &
Smokehouse Market & Sauces**

"NBBQA has been my guide, for everything BBQ in my business. I learn about new products that have been tested by other BBQ business owners, and their feedback saves me time and money... I've improved my social media skills, how to market my products, catering tips from some of the world's best, and great advice on many different ways to cook BBQ. The most important is networking and the friendships made... To say being a member of NBBQA is important to my business is an understatement. It is one of the most valuable tools I use."



**Dewayne Poynter,
Rib Lickers
Smoke Shack**

"It makes no difference what level of experience you have or where you want to take your BBQ business there are members available to help you that have probably already been there no matter the circumstance that are willing to share their story. As I have grown through different levels of business and experiences there was always someone there that seemed to give me direction to help me make the right decisions. The NBBQA has taken me in like family."