



KELL PHELPS

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Famous Dave's Now Testing Beyond Meat

Famous Dave's becomes the first major BBQ chain to test meatless options.

Famous Dave's®

Famous Dave's has begun to test several Beyond Meat products at 13 of its' 130 locations across the United States. "We have always been proud to provide our customers a variety of quality menu options and look forward to what these new additions will bring to the table," says Jeffery Crivello, CEO of Famous Dave's. "We are committed to offering our guests the power of choice when it comes to plant-based protein items, which is why we have carefully crafted these four delicious options that are sure to please our beloved customers and encourage new guests to join us at our locations."

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Here is a list of the new trial offerings that you can find at these selected stores.

BBQ Street Tacos: features three corn tortillas stuffed with BBQ seasoned Beyond Meat, topped off with lettuce, tomatoes, red onions, and Fritos Corn Chips.

Fritos BBQ Nachos: Fritos Corn Chips, topped off with seasoned Beyond Meat, BBQ beans, lettuce, chopped tomatoes, red onions, jalapeños and finished off with Famous Dave's Famous Texas Pit Sauce.

BBQ Bowl: features BBQ seasoned Beyond Meat with lettuce, cilantro-lime rice, chili beans, roasted sweet corn, jalapeños, chopped tomatoes, and red onions

Tropical Burger: features a Beyond Burger with grilled pineapple and topped with Famous Dave's Famous Texas Pit sauce and Signature Spicy Hell-Fire Pickles.

Below are the Famous Dave's reported testing locations that are being reported to offer these new creations:

Roseville, MN 55113
Plymouth, MN 55441
St. Paul, MN 55116
Forest Lake, MN 55025
Apple Valley, MN 55124
Woodbury, MN 55125
Minnetonka, MN 55345
Maple Grove, MN 55369
Coon Rapids, MN 55448
Aurora, CO 80016
Colorado Springs, CO 80920
Denver, CO 80238
Thornton, CO 80020

The Dollars and Cents

Famous Dave's saw its shares increase as much as ten

percent after announcing its partnership with the vegan startup Beyond Meat. This positive news was not only welcomed by shareholders of the Famous Dave's brand but was a significant boost to the Beyond Meat supporters. In 2018 Beyond Meat reported a \$30 million loss but this year alone they announced partnerships with Del Taco and Tim Hortons. Beyond Meat had a very successful initial public offering in May, with their shares priced at \$25 and closing at \$65.75. The price of the Beyond Meat stock has continued to rise with a peak price of \$234.90 in July and now stands at roughly \$160 per share.

What Could We See Next?

According to a new report, released by RethinkX, by the year 2030 the dairy and cattle industries will have collapsed as animal-derived foods are replaced by modern equivalents that are higher quality and cost less than half as much to produce. The rest of the livestock industry will suffer a similar fate.



The report details the way different parts of the cow (meat, milk, collagen, and leather) and the markets they serve will be disrupted separately and concurrently by different technologies and business-model innovations that overlap, reinforce, and accelerate one another. The authors refer to this disruption as "death by a thousand cuts." Product after product that comes from the cow will be replaced by cheaper, higher-quality modern foods, triggering a death spiral of increasing prices, decreasing demand and reversing economies of scale for the industrial livestock industry.

Ardie Davis was the first to reveal to the barbecue world just how this revamped plant-based meatless industry has taken to the world by surprise. Seeing now that a giant BBQ brand like Famous Dave's has embraced and invested in the trend we think it will be just a matter of time before these plant-based proteins will be an option for a barbecue turn in at a local barbecue contest or a commonly found item in the standard barbecue joint.

Tell us what you think! Email info@barbecueenews.com or post to us on our social media pages.

