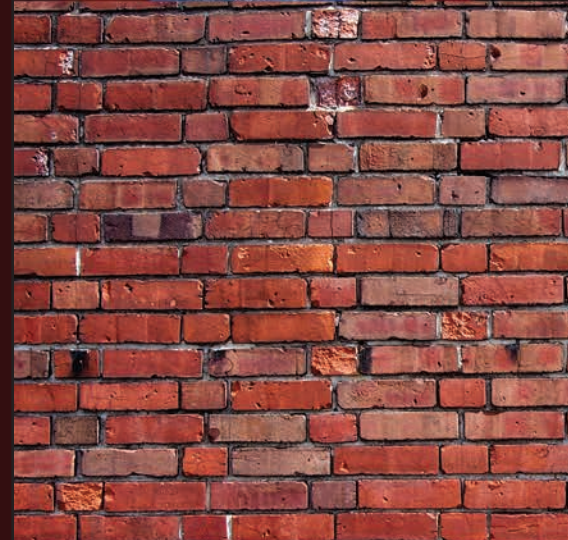


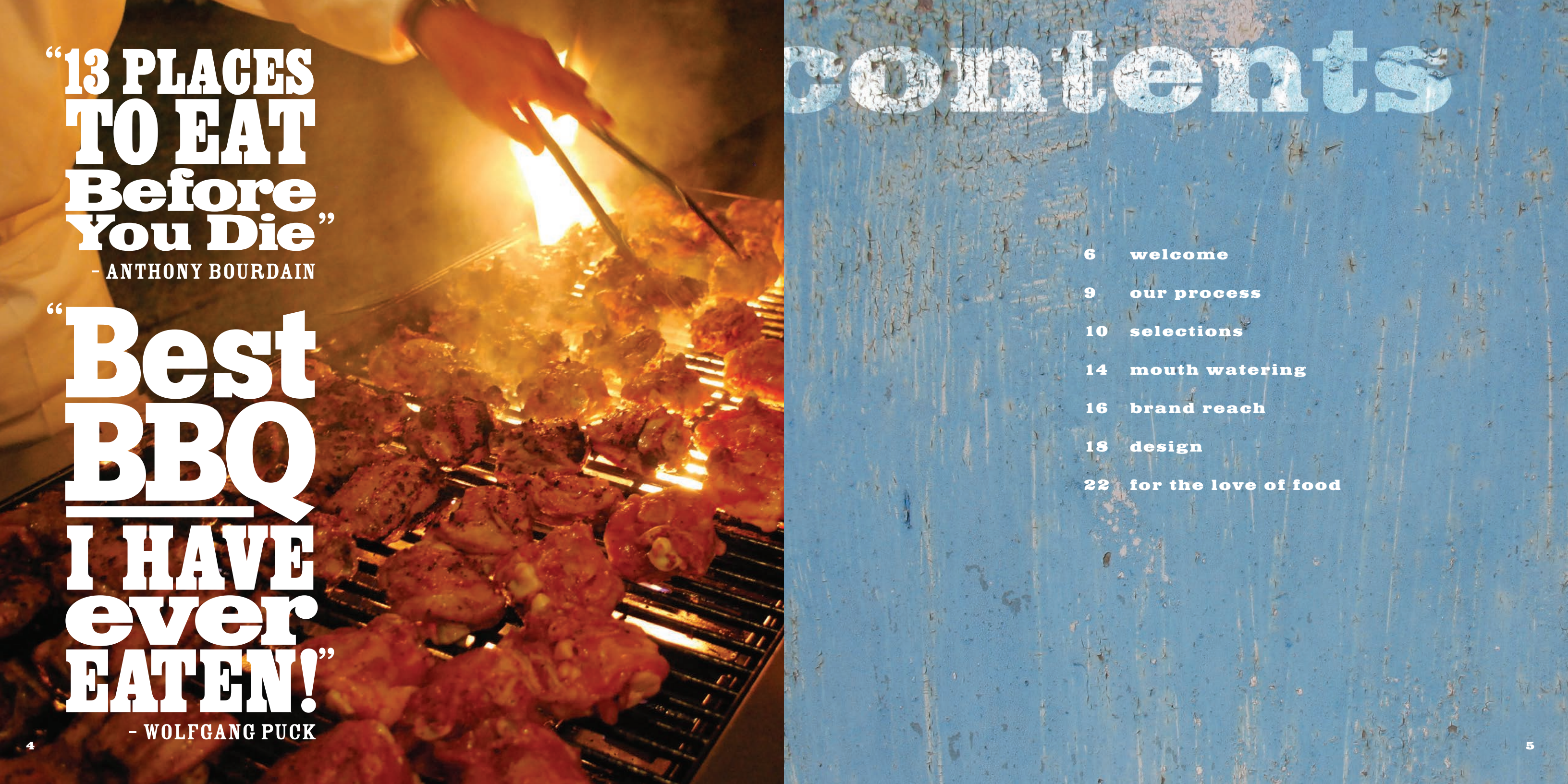
OKLAHOMA

JOE'S

BAR-B-CUE

Joe Davidson was born in Oklahoma and is considered to be the grandfather of the classic offset barbecue smoker for today's consumer. For over **twenty-five years** Joe has lived barbecue. After years of testing and building one of the top brands in barbecue, Joe and his team are providing a few dedicated operators the opportunity to join the **World Championship Oklahoma Joe's** restaurant family.





**“13 PLACES
TO EAT
Before
You Die”**

- ANTHONY BOURDAIN

**“Best
BBQ
I HAVE
ever
EATEN!”**

- WOLFGANG PUCK

contents

- 6 **welcome**
- 9 **our process**
- 10 **selections**
- 14 **mouth watering**
- 16 **brand reach**
- 18 **design**
- 22 **for the love of food**

Twenty-five years ago after I graduated from college, I went to the Oklahoma State Fair with 12 barbecue cookers that I made in my garage. My sole purpose was to try to make enough money just to pay some bills.

After the Fair was over, I had sold all 12 grills and had orders for 112 more! That's the week that Oklahoma Joe's Barbecue was founded. Over twenty-five years later, we have mastered the art of cooking the best barbecue in the world.

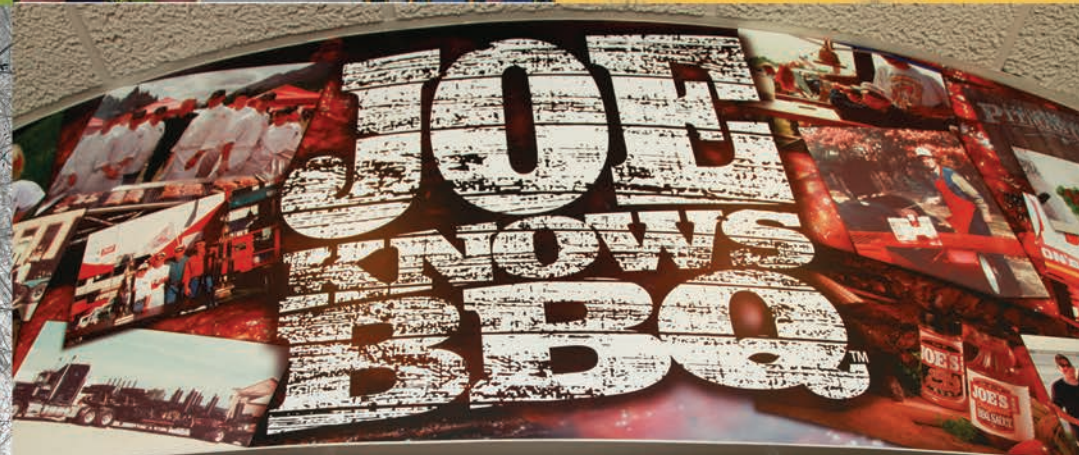
We have won three world barbecue championships, have sold over a million smokers and countless cases of barbecue sauce and spices, run the top barbecue restaurants in the nation, and have received more accolades and media than any other restaurant group in the barbecue sector.

Unlike a lot of companies who develop a concept and then attempt to open as many restaurants as they can, we have spent years working on building a world class brand. We have mastered the operations and processes we think are necessary to enable you to be able to open an Oklahoma Joe's Barbecue and be just as successful as we are today.

Not only do we operate our own Oklahoma Joe's USDA facility that supplies our family of restaurants world class protein and our award winning spices, rubs and sauce, but we also have teamed up with the Wolfgang Puck organization to make sure that all of our operators are successful from day one with high quality training and operations support.

If an Oklahoma Joe's seems right for you, then I look forward to talking with you to explore what it takes to break into World Championship barbecue. We are prepared to make you successful.

Keep Smokin,
Joe
Oklahoma Joe Davidson





The Oklahoma Joe's World Championship Formula

For the past 25 years, Oklahoma Joe's has been perfecting the methods of food preparation and delivery of the "Best BBQ on the Planet." The results have lead Oklahoma Joe's to become the most critically acclaimed barbecue restaurant in the world.

Bringing those critical elements together in a concise method is the hard part. We know that smoking the meats in one location at our USDA inspected facility and providing reliable delivery are the keys to serving the best barbecue, and most importantly, providing our patrons with the same experience at every Oklahoma Joe's location.

At Oklahoma Joe's we start with exceptional meat selection and specifications, then we rub the meats down with our proprietary spices and smoke with only Oklahoma pecan wood on our specially designed smokers.

Our Pitmasters have years of experience at smoking BBQ to perfection. We have a unique packaging system so each and every kitchen team can bring our meats back to the perfect temperature using our one-of-a-kind Oklahoma Joe's "ORS" process.

Oklahoma Joe's is world famous for serving our patrons smoked meats that are tender, sweet and smoky. We get it right every time and you will too!

Our process achieves a consistent award winning taste, and also a positive impact on your investment. The greatest expense for a BBQ restaurant is the high cost of equipment, maintenance and labor. Variations of wood supply, Pitmaster experience, meat supply and human error can have disastrous results. Our system takes all of those challenges out of the equation so that you can focus your team's efforts on customer hospitality and sales. Your savings on labor alone will exceed 10% and our fast line speeds will support heavy traffic and time sensitive demands for today's consumer.

When you combine our reputation and systems with the capabilities of Wolfgang Puck Worldwide, you have the team and support it takes to exceed industry expectations in terms of customer satisfaction and ROI. No matter the size of your location or fast-casual versus a full-service experience, we have models to support 400-6,000 square feet facilities.



selections

Grand Champion Platter \$19.99

Features Joe's award winning meats. Brisket, Pulled Pork, Bologna, Sausage, Hot Link, and Ribs. This platter includes 3 sides; The Best Beans on the Planet, Spicy Slaw, and Baked Potato Salad, Texas Toast

BBQ Sandwiches Regular Jumbo

PULLED PORK (the house specialty) 5.39 6.99

BEEF BRISKET..... 5.39 6.99

SMOKED TURKEY 5.39 6.99

BBQ BOLOGNA 5.39 6.99

COMBO SANDWICH any two meats listed above ADD .45

SMALL "OKIE" JOE 5.39 6.99

(chopped beef & pork on a bun)

JOE'S BBQ SAUSAGE OR

HOT LINK ON A BUN 5.09

PULLED CHICKEN 5.39 6.99

Specialty Sandwiches

CAROLINA STYLE SANDWICHES..... 6.39

Choice of pulled pork, brisket or turkey, pulled chicken served on a bun topped with spicy slaw & Bubba's Sauce

THE HOG HEAVEN 6.39

Pulled pork & sliced sausage on a bun

OPEN FACED LEAN~N~MEAN 6.39

Smoked turkey on Texas toast topped w/ spicy slaw

SMOKED CHICKEN BREAST SANDWICH.... 6.79

Boneless chicken breast w/ BBQ mayo, lettuce & tomato

THE Z~MAN SANDWICH 6.79

Brisket, smoked provolone topped w/ two onion rings on a kaiser bun

JOE'S DIPPED BRISKET WITH AU JUS 6.49

Tender brisket simmered in beef stock with bell peppers and onions served on a wheat hoagie and topped with smoked provolone and au jus.

THE BARN Z~MAN SANDWICH 6.79

Pulled chicken, smoked provolone topped w/two onion rings on a kaiser bun

Rib Dinners*

Served with Texas Toast and choice of 2 sides: BBQ Beans, Spicy Slaw or Potato Salad

RIB DINNER (1/2 SLAB) 13.99

SLAB DINNER (1 FULL SLAB) 21.99

Burnt Ends

PER POUND 14.99

BURNT ENDS DINNER 13.99

BURNT ENDS SANDWICH..... 8.49

BURNT END Z-MAN 9.99

Burnt Ends, smoked provolone topped w/two onion rings on a kaiser bun

Just Ribs

FULL SLAB OF RIBS 19.99

Great for Carry-Out (Serves 3-4 people)

SHORT END 14.49

LONG END 12.29

Salads

PIG SALAD 7.59

WARM Pulled Pork w/ Toasted Sesame Ginger Dressing on top

GRILLED CHICKEN SALAD..... 7.59

HOT Boneless chicken breast on top

PIT BOSS SALAD 7.59

Cold Sliced brisket, turkey w/ cheese

SIDE TOSSED SALAD 4.29

DRESSINGS: Peppercorn Ranch, BBQ French, Toasted Sesame Ginger, House, Blue Cheese, Fat Free Ranch, Fat Free Italian

Loaded Baked Potato 8.99

Butter, sour cream, cheese & chives w/choice of any meat and topped with BBQ Sauce

Chicken

SMOKED CHICKEN DINNER* (1/2 Chicken)..... 8.99

Served with Texas Toast and choice of 2 sides: BBQ Beans, Spicy Slaw or Potato Salad

1/2 CHICKEN (no sides)..... 7.99

FULL CHICKEN (no sides) 12.99

Meat by the Pound

(Sliced and available HOT or COLD; 1 lb feeds 3 adults)

BRISKET \$13.99/LB.

PULLED PORK, SAUSAGE, PULLED CHICKEN

BOLOGNA, HOT LINKS OR TURKEY... \$12.49/LB.

BBQ Dinners

Served with Texas Toast and choice of 2 sides: BBQ Beans, Spicy Slaw or Potato Salad

RIBS & 1 MEAT DINNER 12.99

3 Ribs & choice of brisket, pork, turkey, bologna, hot link, pulled chicken or sausage

RIB & CHICKEN..... 12.99

3 Ribs & 1 quarter Chicken

1 MEAT DINNER 8.99

Choose from: brisket, pork, turkey, bologna, hot link pulled chicken or sausage

2 MEAT DINNER..... 10.99

Choose from: brisket, pork, turkey, bologna, hot link pulled chicken or sausage

SUBSTITUTE FRIES OR POTATO SALAD.... 0.50

Side Dishes

BBQ BEANS · SPICY SLAW

	Side	Cup	Pint	Quart
	2.39	3.49	4.99	8.79
Feeds	1	2	2-3	5-6

FRENCH FRIES 2.79

ONION RINGS 4.49

OKRA..... 3.29

SMOKED WHITE CHICKEN CHILI

	Side	Cup	Pint	Quart	1/2 Gal
	3.29	4.49	6.59	10.99	14.99

CREAMY POTATO SALAD

	Side	Cup	Pint	Quart	1/2 Gal
	2.89	3.99	5.89	9.99	17.99

Kids Menu

(12 and under) Comes with 1 side and small drink.

HOT DIGIDY DOG I'LL BE FRANK \$4.79

LIL' SLOPPY JOE BBQ SANDWICH..... \$4.79

CHICKEN LICKEN' LEG \$4.79

LIL' JOE SANDWICH \$4.79

Choose from brisket, pork, turkey, bologna, or pulled chicken

"RIB IT" (2 RIB BONES) \$5.49

ADULT KIDS MEALS ADD 2.00

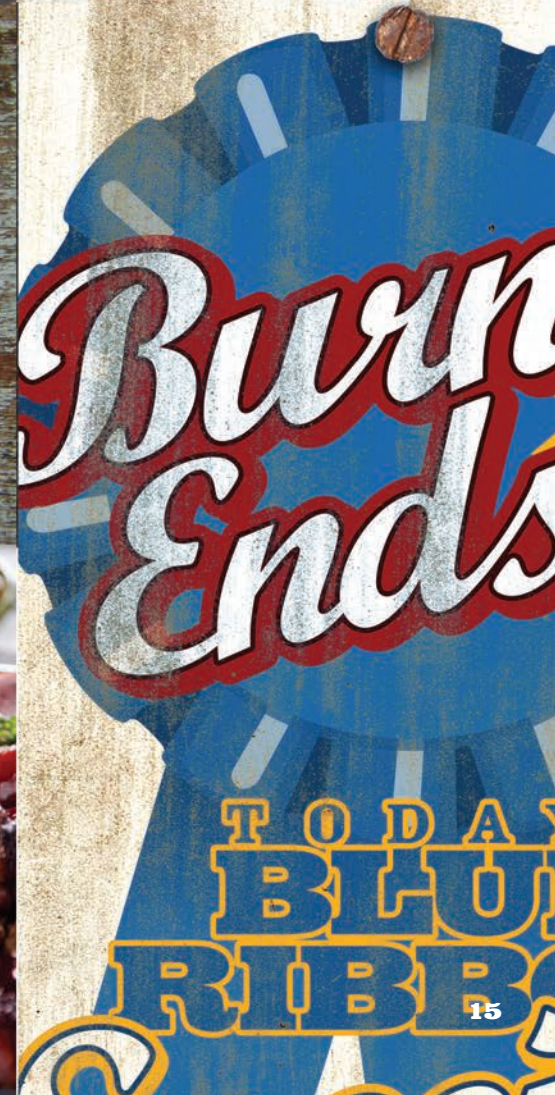
*Substitute Fries or Potato Salad on all dinners 0.50





**mouth
watering**

**NICE
COLD**



brand reach



Across the United States you can find barbecue restaurants of all shapes and sizes. Our first Oklahoma Joe's in Kansas City started in a gas station and is still open today.

Our designs are built around effective use of space and ease of service. We continue to ask ourselves how can we make the customer experience even better.





As you travel through Oklahoma and Texas, the influence of Hill Country design is significant--weathered lap and barn siding, steel roofs and polished concrete. Our restaurants are designed to make you feel comfortable in an extremely relaxed atmosphere where it is clear that you are part of a very special barbecue family.

Every element of the design and the experience come together for guest retention and a profit model that allows you to keep that experience at a level that is rare in the barbecue sector. We continue to challenge ourselves to make the customer experience even better.



for the
love
of food





**For More Information Contact:
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