

MEDIA KIT



**Famous Dave's®**

**America's Favorite BBQ**

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Famous Dave's has a passion for authentic BBQ. The menu features award-winning BBQ and grilled meats, a large selection of salads, side items and sandwiches, plus unique desserts.

The menu and BBQ technique were inspired by Famous Dave's founder, Dave Anderson, who traveled to top BBQ destinations to curate the best BBQ methods and recipes.

Famous Dave's has won more than 700 awards in a variety of categories. From "Best Ribs" to "BBQ Sauce" to "Best Cookbook" to "Top Barbeque Restaurant Franchise," Famous Dave's takes its 'que seriously.







## HOW IT STARTED

BBQ is a passion for Famous Dave's founder, Dave Anderson, who inherited the interest from his father, a Southern rib-connoisseur who brought Dave to the street-corner vendors with their 55-gallon smokers, a tradition of the Deep South.

Dave Anderson spent 25 years visiting thousands of BBQ joints across the country, a journey that led him from Memphis storefronts to the huge mesquite pits of Texas to backwoods and smokehouses in the Appalachians. Anderson was on a quest to learn from legendary Pitmasters. After spending years pulling his own all-night cooking sessions to perfect his 'que, he felt he was ready to open his own BBQ place in 1994. Famous Dave opened his first BBQ Shack in 1994 in Hayward, Wisconsin. It became immensely popular among locals and beyond, serving up to 5,000 people a week in a town of only 1,800. Today, Famous Dave's boasts 28 company-owned casual-dining locations and an additional 129 franchise locations in 34 states, Puerto Rico, UAE and Canada.





**Famous Dave's®**

**ASCEND**  
HOSPITALITY GROUP

## **OLYMPIC BBQ**

With four locations in Washington and three in Utah, Famous Dave's Olympic BBQ franchise is owned and operated by Ascend Hospitality Group (AHG), a black-and female-led, locally owned, independent restaurant group based in Bellevue, Washington. AHG is a collection of concepts ranging from fine-dining to fast-casual, and proudly employs more than 700 people in Washington, Oregon, and Utah.

Committed to elevating the communities it serves, AHG invests wholly in both its team members and its guests to uphold service to a higher standard.

## **THE AHG DIFFERENCE**

Raising the bar on authentic BBQ.  
It's beyond good, it's beyond great — it's Famous.





## OLYMPIC BBQ CONCEPTS

### *Fast Casual*

The fast-casual dine-in atmosphere is the way BBQ was meant to be enjoyed: comfortably and deliciously in a spacious, modern BBQ environment, with conveniently fresh, high-quality eats.

LOCATIONS: Tukwila, Everett, Tacoma, WA; Layton, West Jordan, UT



### *Ghost Kitchen*

One of the first to act on the virtual kitchen concept, the Famous Dave's Ghost Kitchen boasts a smaller footprint and was developed specifically for off-premise delivery and catering of the Famous Dave's menu.

LOCATIONS: Northgate/Seattle, WA

### *Quick 'Que*

Quick 'Que is America's Favorite BBQ in a convenient, fresh and ready-to-dig-in and drive-thru format. Olympic BBQ was the first to bring this line-service, drive-thru format to life for the corporation overall, providing a convenient experience without compromising food quality.

LOCATION: Coming soon to Salt Lake City, UT







## OUR APPROACH TO BBQ

Famous Dave's pitmasters start early each morning to season and smoke Famous Dave's award-winning menu items. Meats are hand-rubbed with a custom blend of spices and cooked for hours over live-wood smokers with genuine hickory logs.

Ribs are tossed on the grill to caramelize sauces to create a chargrilled sweetness while locking in the deep-down smoky flavor.

Famous Dave's uses the highest quality meats and seasons with the freshest ingredients available.







## WHAT MAKES FAMOUS DAVE'S FAMOUS

### *Layers of Flavor*

At Famous Dave's flavor isn't just something that happens. It's our business and we take it seriously.

**MARINATING:** We know that great BBQ takes time. Our chicken breasts are marinated for at least 8 hours before we serve them and our Country Roast and BBQ Chicken soak for even longer.

**SEASONINGS:** We have 12 proprietary seasonings that are either hand-blended in each restaurant or made professionally and delivered to our back door. Dave Anderson spent years perfecting these blends that are lovingly hand-seasoned by Pitmasters on our various smoked, grilled, and roasted meats. To create layers of flavor, Pitmasters create layers of seasoning such as dark brown sugar and cracked black pepper followed by a special blend of secret herbs and spices.

**SMOKING:** Our St. Louis Style Ribs, Baby Back Ribs, Pork Butts, and Beef Briskets are cooked over smoldering Shag Bark Hickory to add another one-of-a-kind BBQ flavor.

**GRILLING AND CHARRING:** All of our ribs are finished over a hot grill to lock in the previous layers of flavor. By finishing the ribs over flames, we bring out new flavors by caramelizing the sugars in the rub. Charring and crisping up the membrane on the bone-side of the ribs also adds extra flavor.

**THE AWARD-WINNING BBQ SAUCE:** Finally time to add the sauce. Adding sauce too soon is one of the most commonly made mistakes in BBQ. If you add the sauce before you char the ribs, you miss out on the great crispy texture that makes our ribs Famous. Sauce should be slathered on both sides of the rib and each side cooked just long enough to caramelize the sauce. Overcooking the sauce could mean a loss of flavor.





## AWARDS & PRESS

### *America's Most Award-Winning Restaurant*

Famous Dave's is consistently chosen as America's favorite BBQ restaurant. Pitmaster teams continue to compete in national BBQ competitions to perfect their craft. To date, Famous Dave's has won more than 700 awards.

