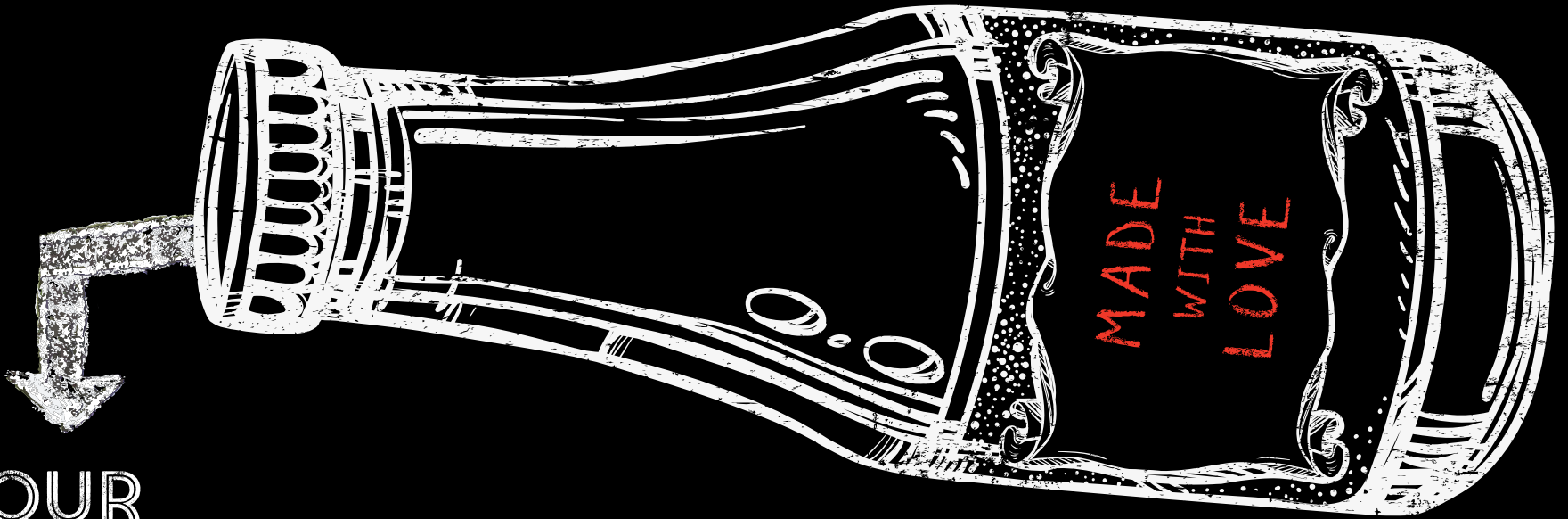




DICKEY'S
BARBECUE PIT

est. 1941

PRESS KIT



OUR SAUCY STORY

Dickey's Barbecue Pit is a true American success story. In 1941, Travis Dickey, a World War II veteran, opened the first Dickey's Barbecue Pit in Dallas, Texas. In the beginning, Dickey's Barbecue Pit was truly a family operation with Travis working the block and his wife serving sandwiches. The menu began with beef brisket, pit hams, barbecue beans, potato chips, beer, bottled milk and sodas.

Brothers Roland and T.D. Dickey took over the business in 1967, continuing their father's legacy of quality, hickory smoked signature meats. Under the direction of the Dickey brothers, Dickey's Barbecue Pit expanded throughout the Dallas Fort Worth area and quickly became known throughout Texas for mouthwatering hickory-smoked barbecue, popular catered events, and the iconic Big Yellow Cups. Franchising began in 1994 after customers and barbecue fanatics wanted more locations. Today with more than 500 locations

in 45 states, loyal guests are what keep Dickey's thriving in every community.

Dickey's Barbecue Pit still slow smokes all meats on-site just the same way they did in 1941. The menu has been updated to feature beef brisket, pulled pork, St. Louis style ribs, polish sausage, spicy cheddar sausage, smoked turkey, and marinated chicken, with an extensive array of homestyle sides from jalapeño beans to macaroni and cheese. Buttery rolls are served with every meal, and just like always, kids eat free on Sunday.

OUR BREAD & BUTTER



Roland Dickey Jr.
Chief Executive Officer
Dickey's Capital Group

Roland Dickey, Jr. is the Chief Executive Officer of Dickey's Capital Group, the parent company of Dickey's Barbecue Pit. Dickey's is a Dallas-based, third-generation family business that has expanded from 20 locations to nearly 500 nationwide under Dickey, Jr.'s decade-long leadership.

Roland prides himself on taking his family's business to new heights by leading its evolution from a local barbecue joint to the wildly successful fast-casual chain it is today. Through its franchise program, Dickey's has seen exponential growth and earned the title of the nation's largest barbecue chain.

He joined the family business in 1999 after gaining valuable leadership experience in the restaurant industry. He was appointed as CEO in 2006. Fast-forward to 2018 and Roland is still pioneering Dickey's Capital Group through the fast-casual restaurant space, while keeping true to his Dickey's family roots.



Laura Rea Dickey
Chief Executive Officer
Dickey's Barbecue Restaurants, Inc.

Laura Rea Dickey currently serves as Chief Executive Officer of Dickey's Barbecue Restaurants, Inc.

After graduating from Texas Christian University in 2001, Laura went on to work at agencies all across the United States. Laura soon found her way to Dickey's Barbecue Pit and slow-smoked her success by serving in roles for the marketing, IT and training departments over the course of 15 years.

Laura lead a family-owned business through a technological revolution by giving the barbecue franchise the added spice of industry innovation it needed. Laura still reigns as pit-master of Dickey's Barbecue Restaurants Inc. and is consistently cooking up new ways to keep the franchise a leader in the restaurant industry.

THE BEST...AMAZING FOOD AND WONDERFUL STAFF - ANGELA CA. AMAZING
FOOD!! MY OFFICE WAS SO HAPPY TO GO TO THIS PLACE (AND EXTREMELY FULL!!)
I LOVED THE BAKED POTATO CAULIFLOWER SLIE, OK. FOOD WAS DELICIOUS!
THE SERVICE WAS GREAT! I HAD A GREAT TIME. THEY WERE COOKED PERFECTLY
WITH PLENTY OF MEAT. THEIR DRINKS WERE SO GOOD I
BOUGHT A BOTTLE TO TAKE HOME. I'M GOING BACK EVERY DAY!
IN AGAIN. - NATHAN PA. THIS PLACE IS A MUST TRY WITH
VERY NICE STAFF. I WILL BE BACK SOON.
YOUR ORDER EVEN BETTER THAN THE LAST TIME. I'M A MAN
CA. ONCE YOU HAVE BEEN HERE, YOU'LL NEVER WANT TO GO ANYWHERE ELSE AND
WHEN WE WENT TO PANAMA CITY, FLORIDA, WE HAD TO STOP HERE FOR THE GOOD!
- KRISTEN TN. FOOD WAS GREAT!! SOME OF THE BEST BARBECUE
I'VE HAD IN A LONG TIME, STAFF WAS FRIENDLY AND HELPFUL. UP. - JUAN CA.
WENT HERE FOR MOTHER'S DAY & OMG IT WAS PERFECT. I ORDERED BRISKET
WITH CREAMED SPINACH. MY HUSBAND AND DAD HAD RIBS & MY SON
HAD BRISKET. WE ATE UNTIL WE WERE STUFFED. VERY DELICIOUS FOOD.
BEST FAST FOOD BBQ JOINT AROUND, DEFINITELY RECOMMEND IT!!!! - BRE TX.

500+

LOCATIONS.

45 STATES.

2 COUNTRIES.

ALL TO SERVE THE GROWING

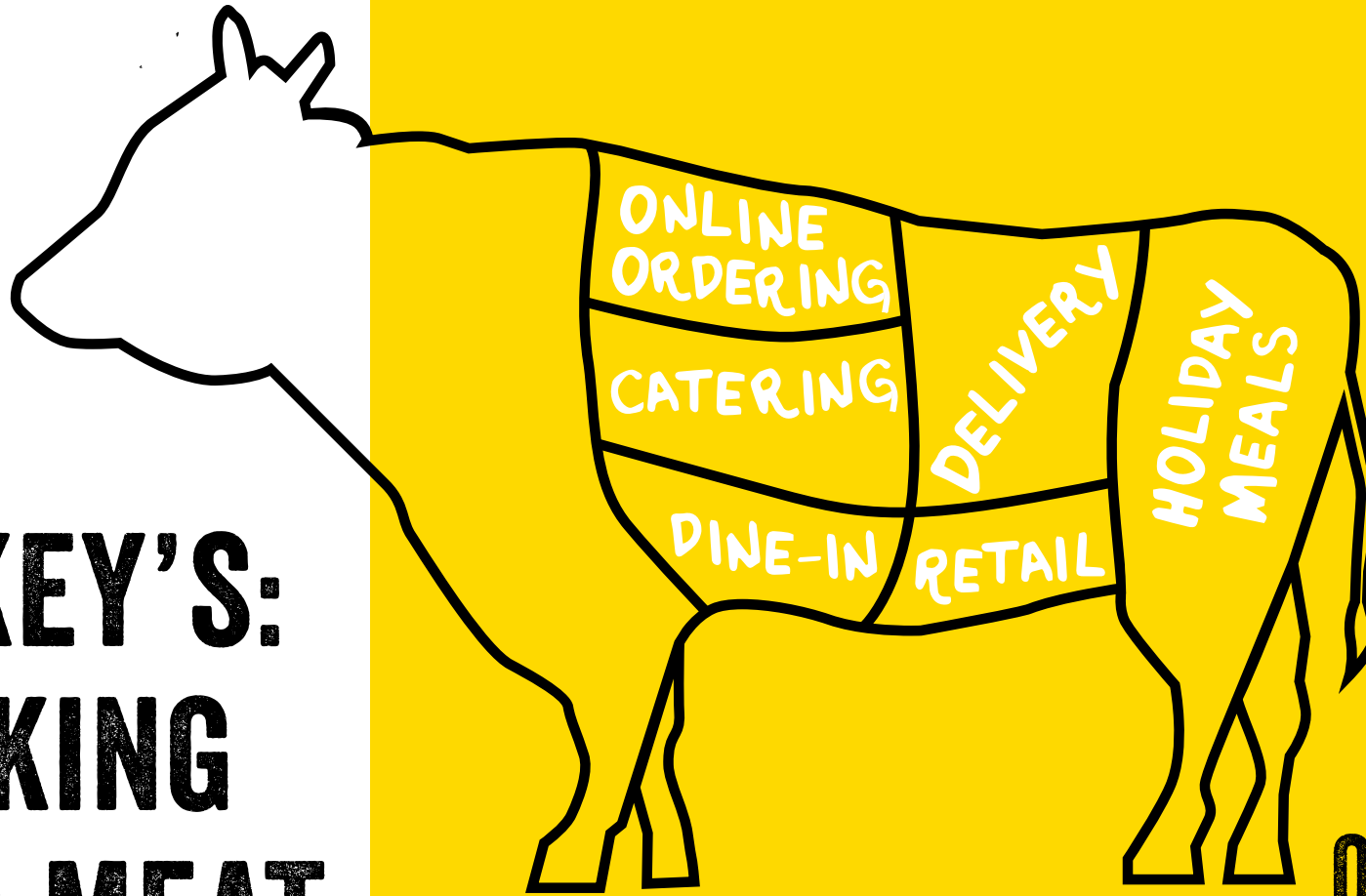
NUMBER OF OUR

SATISFIED

GUESTS.

DICKEY'S: MAKING ENDS MEAT

Dickey's Barbecue Pit began in 1941 as a brick and mortar store that was churning out Texas style brisket the only way it knew how, slow-smoked for 14 hours. You can still get that same smokey-flavored brisket, but delivered if your own bricks suit you better. Or catered. Or how about ordered online? However you prefer it chopped, Dickey's has you covered. Our persistence to always provide great barbecue keeps our guests saying--Whole(y) cow.



01 No surprise that the food came first. Everything else after that is just an extension of the slow-smoked barbecue served up in a fast-casual atmosphere you know and love.

02 Legend has it that the chicken crossed the road to deliver a Dickey's two meat plate. That chicken goes by the name of Uber Eats, Grub Hub, Postmates and many of our other proud third party vendors who help us bring the 'cue to you.

03 Dickey's established Barbecue sauces, rubs, and a "Mr. Dickey's Barbecue Cookbook" all for retail, because great barbecue is meant to be shared.

04 When dining-in isn't feasible, we bring the 'cue to you. Our national catering hotline (866-BARBECUE) vets almost 3,000 calls and online inquiries monthly. Through this sales continue to break monthly records.

05 Cow got your tongue? That's no excuse with the Dickey's online ordering tool. An app is also available for Dickey's Barbecue Pit, incase that cow has your laptop too.

06 Pitmaster is a title that is earned, not given. Therefore, Dickey's is the name of the game during the holiday season. Turkey, prime rib and ham are all available for purchase to keep spirits bright and Uncle Kevin away from the deep fryer on Thanksgiving.




KEEPING IT IN THE {EXTENDED} FAMILY

Dickey's Barbecue Pit is a family affair, but family at Dickey's isn't just about sharing the famous last name. At Dickey's, Franchisees and Home Office employees are considered extended family, and we all share the same passion for Legit Texas Barbecue. From the Pit-Crews and Pit-Bosses at our 500+ locations, to our field team and home office, we all work together to keep our successes always on 'cue.

Communicating the route to success is no small feat when the family tree expands across the globe. Ensuring that our Pit-Bosses from Hawaii to Dubai receive consistent communication and top of the line training from the Dallas Home Office and the field operations team is one of the

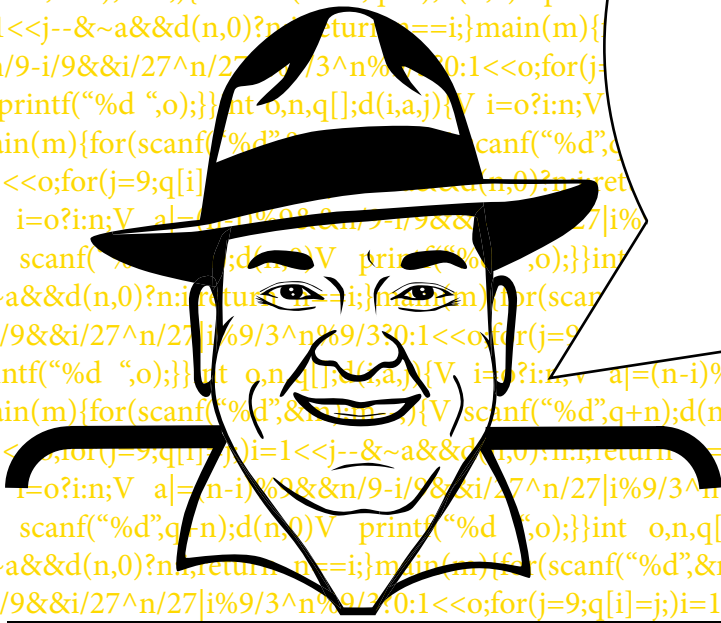
reasons Dickey's is the largest barbecue concept in the world.

Our communication smoke signals include: a daily Morning 'Cue newsletter that goes out to all of our franchisees and Home Office staff and our twice daily Shift Management Training Videos (SMTV) that are seen by our thousands of pit-crew members. Staying connected also extends to in-person meetings with area franchisees hosted by Home Office executives to ensure the entire Dickey's family understands and collaborates on the brand vision. We've built an emphasis on making sure all members of the Dickey's family know all the when's, where's, why's, how's and what's to put in their pits for smokin'.



BARBECUE SAUCE DOWN TO A SCIENCE

THE ART OF GREAT BARBECUE MEETS INNOVATIVE TECHNOLOGY



Barbecue that is slow-smoked everyday to perfection doesn't just happen by chance. Dickey's Barbecue Pit has added modern business intelligence platforms to its spice rub in order to continue giving guests that slow-smoked flavor they fell in-love with in 1941.

Dickey's Barbecue Pit needed a system that allowed them to predict when exactly those cows would be coming home. From that need arose Smoke Stack, a business intelligence service that offers real-time feedback on key performance indicators through data points provided by point-of-sale systems,

marketing promotions, loyalty programs, customer surveys and inventory systems. Smoke Stack delivers feedback every 20 minutes, so stores can quickly course-correct to keep moooving in the direction of success.

Smoke Stack directly coincides with Dickey's newest Pit Boss, Alexa. The brains behind the Smoke Stack system leveraged an Enterprise Voice service to build an Alexa For Business Solution that connects to store data, corporate data and business applications. This allows store managers to receive a daily briefing, sales and cost projections,

as well as track and update inventory, food temperatures and cleaning items—all hands free. Dickey's is currently testing Alexa's voice enabled technology in their corporate training location with plans of rolling it out systemwide.

Our store teams aren't the only Dickey's Barbecue Pit fans who are privy to tech-advanced Barbecue. Dickey's launched its very own mobile app, featuring online ordering for pick-up or delivery and a new loyalty rewards program. From their favorite everyday menu items to full-sized catering, guests can now order Dickey's for all

their cravings with the touch of a button. The app also includes a review-based loyalty program which rewards Dickey's guests for feedback on their purchases.

Feedback provided by guests through the loyalty program on the Dickey's app can be looped back to and utilized by our data-savvy Pit Boss, Alexa. Dickey's Barbecue Pit has embarked on an all encompassing, multi-touch point feedback system to ensure guests are always getting that high-quality service and Barbecue they know and love.

the dickey foundation



Since 1941, the Dickey family has taken pride in serving slow-smoked barbecue to their local communities. Today, the Dickey family and its family of restaurants take pride in serving those who protect and serve our communities. This evolution in community involvement and civic stewardship is The Dickey Foundation.

The Foundation, which is enthusiastically led by Maurine Dickey, supports local law enforcement, firefighters and their families. The Foundation is national, yet

support is intensely local — benefiting law enforcement and firefighters who put their lives on the line every day.

Barbecue, Boots & Badges, a program of The Dickey Foundation, works to create partnerships between law enforcement and communities that are crucial in orchestrating crime reduction programs and initiatives. Further, Invest in a Vest is an opportunity for The Dickey Foundation to provide life saving equipment to protect the men and women of law enforcement.

AWARDS & RECOGNITIONS



In 2018 FastCasual.com named Dickey's Barbecue Pit #7 on their list of 100 Top Movers and Shakers.



Dickey's Barbecue Pit makes Nation's Restaurant News' 2017 Power List of Customer Favorites.



RestaurantBusiness.com named Dickey's Barbecue Pit #16 in their 2016 Top 40 ranking of Fast-Casual Chains.



Roland Dickey makes D Magazine's 2015 list of Dallas-Fort Worth Entrepreneurs of the Year.



Franchise Times ranks Dickey's Barbecue Pit #6 on their list of smartest-growing brands of 2016.



Restaurant Business Magazine recognized the Dickey family in their Power 20 list.



Dickey's Barbecue Pit was named the number one barbecue franchise to Entrepreneurs.com list of Top 500 Franchises in 2018.



In 2017 FastCasual.com named Dickey's Barbecue Pit #8 on their list of 100 Top Movers and Shakers.

for a good time

email 

publicrelations@dickeys.com

Continue the good times and check us
out on Instagram, Twitter and Facebook

