



# BARBEQUE RESTAURANTS IN DFW FEASIBILITY STUDY

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# Introduction

In Texas, BBQ is more than just something to eat, it's an experience! The primitive act of cooking meat on a wood fire seems to transport you to a more simple time, where plates and utensils are a luxury, and all that matters is good meat and good company. This simplicity only serves to spotlight the taste of the meat, and in Texas the meat of choice is brisket. As residents of this great state we are all given a rare privilege to have amazing BBQ on almost every corner. This study is not designed to be a taste test, because let's face it BBQ in Texas is all good (at least for the most part) and because taste tests are pointless and unrealistic to say the least. Taste is a subjective feeling and each individual will have their own opinion. Our study will look at the experience that our favorite BBQ places provide and using four criteria price, atmosphere, cleanliness, and BBQ sauce to determine which is best!

## Methods

Each member of the group went to a restaurant and researched the price, tast of barbeque sauce and the atmosphere. We also visited the website of each restaurant. We put our information together and compared.

## Why these options and criteria?

### < Four options >

#### 1. Chasin' Tail

Sometimes the best restaurants are the ones the locals go to. A little hole-in-the-wall or local diner can provide good food, a quiet atmosphere, and low prices. Chasin' Tail is a small restaurant operated by a BBQ Competition Team that just wants to provide good food to good people.

#### 2. Lockhart

Lockhart smokehouse BBQ restaurant is famous for their barbeque with no sauce. However, there is only one in Texas. This will be a great way to let people know about this restaurant.

#### 3. cooper's

Cooper's is home the world famous "big chop". This is a great place to go before a night of dancing in the Fort Worth stockyards. BBQ has never tasted better.

#### 4. Hard eight

Great BBQ is more than just the taste of the meat and the sauce, great food encompasses all your senses. Mesquite smoke that travels for miles and rustic look and experience that takes you back to the old west, Hard Eight delivers an experience that is Texas BBQ.

### < Four criteria >

#### 1. Price- comparing Brisket and Sausage

Most customers care about the price of food. They try to find inexpensive places to eat. Comparing prices of four different restaurants helps readers to choose the best one. However, some people want to try new places even though it's expensive. Instead of putting the average price of food, we chose the price of brisket and sausage because these meats are the most popular.

#### 2. Atmosphere

Imagine the family wants to go out to eat. When they get there, they might discover that people are allowed to smoke inside or the place is not appropriate for children. The restaurant needs to have information not only what food they serve, but also the atmosphere of their restaurant.

#### 3. Cleanliness

Cleanliness is one of the important factors to attract customers to restaurant. No one would go to the restaurant that is contaminated with germs. So it is really important to let people know how clean the restaurants are.

#### 4. Sauce

Barbeque restaurants have different sauces. It can be their own special sauce or the ones sell in the market.



8656 Stemmons Freeway  
Hickory Creek, Texas 75065

### Price

Brisket: \$11.98 per pound  
Sausage: \$9.98 per pound

### Sauce

Two homebrew sauces: Sweet and spicy

### Cleanliness

A clean and tidy restaurant with sanitary bathrooms. The entire kitchen is in full view of the customer. A standard of cleanliness to be proud of.

### Atmosphere

The atmosphere was very down to earth. They had classic rock playing over the speakers. The clientele was made up of blue collar workers on lunch break and a couple seniors discussing the UNT vs Rice game and the food.



## Lockhart BBQ restaurant

400 W. Davis st. Dallas, TX 75208

Open 11am, 7 days a week

Close: until all the customers leave

### Price

Brisket - \$7.50 for ½ pound

Sausage - \$5.00 each

With Jalapeno - \$5.25 each

### Sauce

The restaurant's motto:

“NO FORKS! NO SAUCE! NO KIDDING!”

### Cleanliness

We always make sure the restaurant is clean. The area where we cut the meat is in plain view of the customers, so they know everything is clean and sanitary.

### Atmosphere

Friendly workers!

A full bar open all day and no smoking.

Great for family with kids.

ONLY ONE IN TEXAS!



## Cooper's Old Time BBQ

301 Stockyards Blvd. Fort Worth, TX  
76164

Hours of Operation:

Sunday through Thursday: 11am –  
8:30pm

Friday through Saturday: 11am –  
9:30pm

### Price

Brisket: \$13.49/LB

Sausage: \$9.99/LB

### Sauce

A famous vinegar based sauce

### Cleanliness

Very clean and bathrooms are clean as well

### Atmosphere

Family fun and great times. There are live bands every Saturday and Sunday night.

**IT's All About The Meat!!!!**



## Hard Eight BBQ

Locations in : Coppell, Stephenville, and Roanoke

### Hours

M - Th: 10:30 – 9 pm

Fri - Sat: 10:30 – 10 pm

Sun: 10:30 – 6:00 pm

Live music every Friday/Saturday night on the patio!

### Price

Brisket: 12.50/lb

Sausage: 12.50/lb

### Sauce

A tangy vinegar based sauce with strong pepper undertones.

### Cleanliness

Although the rustic look might fool you the restaurant is spotless as well as the bathrooms, a unique shiny copper sink really helps it stand out from the rest.

### Atmosphere

The atmosphere at hard Eight BBQ is a perfect balance of comfort and rustic feel. With a Full size bar and live music stage it gives you everything you need in a BBQ joint.

**Extra features of restaurants**

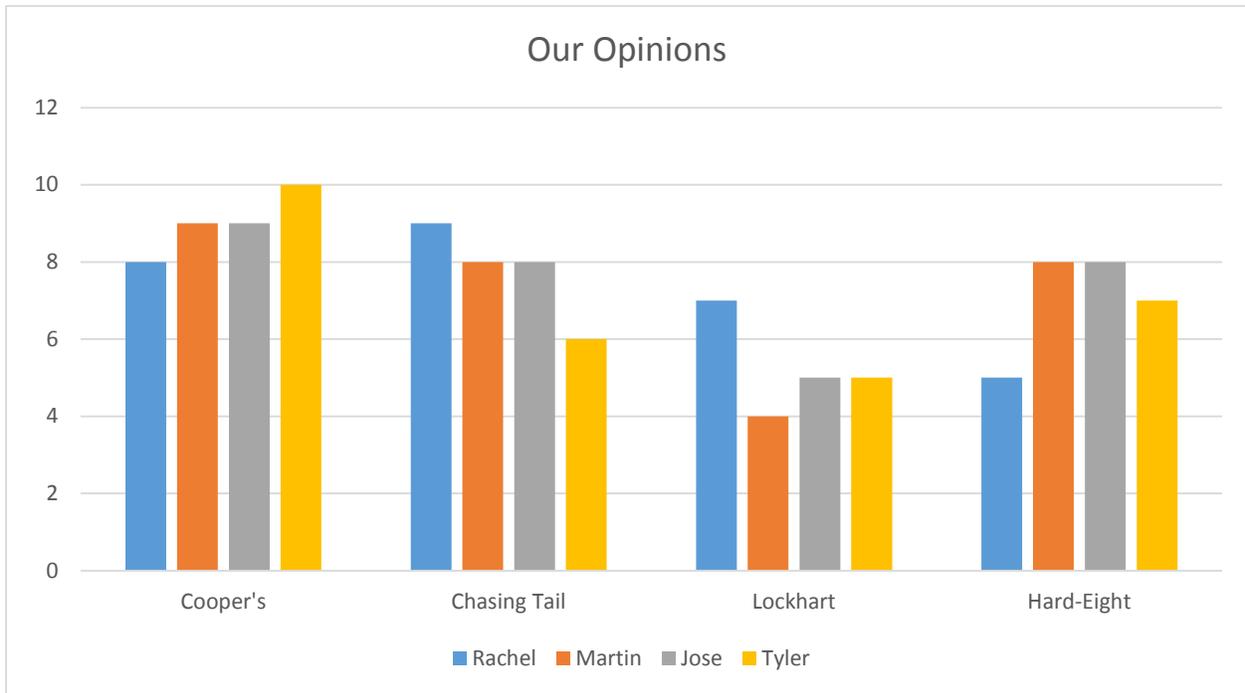
<b>Chasin' Tail BBQ</b>	<b>Sides</b>
Catering: Yes Kids menu: Yes Happy ours: Yes Specials: No	-BBQ baked beans -Fries -Green Beans -Potato salad -Coleslaw
<b>Lockhart smokehouse BBQ</b>	<b>Sides</b>
Catering: Yes Kids menu: Yes Happy hours: Yes Specials: Yes	-Lockhart Slaw -Mac n Cheese -Potato salad
<b>Cooper's Old Time BBQ</b>	<b>Sides</b>
Catering: Yes Kids menu: No Happy hours: Yes Specials: Yes	-Beans -Coleslaw -Corn on the cob -Potato salad -Grilled corn -Mac and Cheese
<b>Hard Eight</b>	<b>Sides</b>
Catering: Yes Kids menu: No Happy hours: No Specials: Yes	-Beans -Coleslaw -Potato Salad -Cornbread Salad

## Conclusion

When you think of outstanding BBQ, where is the first place you think of? BBQ in some ways is a way of life in Texas. We pride ourselves in the taste and want people from all over the world to come and try our BBQ. In just about every town in Texas, there is some sort of BBQ restaurant. Texas will always be known for its finger licking BBQ.



## Recommendation



## Meal Price Graph

