

**PECAN WOOD**  
**SMOKED**  
**RAISING**  
**THE BAR IN**  
**BAR-BE-QUE**



**CULINARY**  
**INNOVATION MEET**  
**OPERATIONAL**  
**EFFICIENCY**

Award-winning pecan-smoked BBQ served in a fast-casual format designed for consistency, speed, and growth.

# THE FIRST NATIONALLY SCALABLE VENTLESS / HOODLESS **BBQ** **BRAND.**

To become the first nationally scalable, authentic BBQ brand built on a ventless, all-electric, low-labor model — bringing premium smoked meats to urban, suburban, and non-traditional locations across the country.

## ✓ **CHEF DRIVEN**

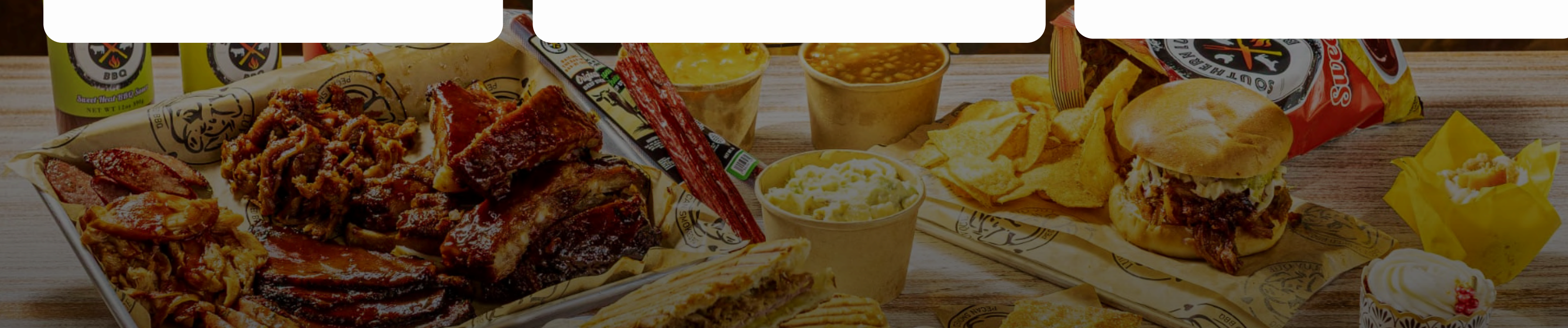
Competition-level pecan-smoked BBQ, delivered consistently at every location, every day.

## ✓ **SIMPLIFIED OPERATIONS**

A system designed from day one to run lean, replicate fast, and scale without friction. AI integrated

## ✓ **FLEXIBLE EVERYWHERE**

A 600–1,000 sq ft footprint that goes where traditional BBQ concepts simply can't.



# A \$5B+ INDUSTRY. WIDE OPEN. READY TO BE LED.

BBQ is one of the most beloved food categories in America — and one of the most fragmented. No dominant national fast-casual player exists. Traditional concepts are too complex, too costly, and too difficult to replicate. That's the gap Southern Luv BBQ was built to fill.

## FRAGMENTED MARKET

Few dominant national players. No clear fast-casual BBQ leader. The shelf is wide open.

## BROKEN MODEL

Traditional BBQ is labor-intensive, capital-heavy, and nearly impossible to scale consistently.

## RISING DEMAND

Growth in off-premise dining, smaller footprints, and simplified operations is accelerating — not slowing.

**Southern Luv BBQ solves all three.**





## **600-1,000 SQ FT**

Full operation in a fraction of traditional restaurant space. High-visibility locations at low rent.

## **COUNTER-SERVICE MODEL**

Speed and efficiency built into every touchpoint. Designed for volume.

**REAL BBQ.**  
**MODERN SPEED.**



# ALL THE FLAVOR. NONE OF THE WAIT.

We've reimagined the BBQ experience — bringing together deep flavor and fast-casual efficiency. The result is a concept that no one else in the market has executed at this level. We have partnered with Chain Reaction Lab to create a 24/7 AI supervisor to watch out for Brand Standards, SOP's and overall efficient team support.



## VENTLESS BBQ MODEL

No traditional hood or pit required. Lower buildout costs. Access to locations the competition can't touch — malls, airports, urban cores, small footprints.



## ALL-ELECTRIC OPERATIONS

Reduced utility complexity. Easier permitting. Future-proof for sustainability trends. Faster to open, cheaper to run.



## PROPRIETARY SUPPLY CHAIN

Centralized production of pecan-smoked meats. Delivered ready to heat and finish. No pitmasters needed. Consistent quality across every location, guaranteed.

# A NEW WAY TO BUILD A BBQ BUSINESS.

Southern Luv BBQ is engineered to remove unnecessary complexity — without sacrificing quality.

**Ventless /  
hoodless operation**

**Streamlined  
kitchen design**

**Flexible location  
opportunities**

**AI Operational  
Support**

✓ **NO PITMASTER REQUIRED**

Proteins arrive fully smoked and ready to finish

✓ **2-3 EMPLOYEES**

To run a complete service period

✓ **FASTER BUILD-OUT**

Quick conversions, turn key FFE vendors.

✓ **OMNICHANNEL READY**

Dine-in, takeout, and all major delivery platforms.

✓ **EASY TRAINING SYSTEMS**

Minimal skilled labor required

# GO WHERE BBQ HAS NEVER GONE.

## ✘ Traditional BBQ

- High-skill labor required on every shift
- Large, expensive footprints
- Costly hood and ventilation systems
- Inconsistent quality across locations
- Limited real estate options

## ✔ Southern Luv BBQ

- Low-skill system — easy to train, easy to run
- 600–1,000 sq ft — flexible, affordable real estate
- Fully ventless — no hood, no pit, no problem
- Centralized production — consistent quality guaranteed
- Goes anywhere — malls, airports, food halls, campuses

📍 Strip Centers · Food Halls · Airports · Urban Inline · College Campuses · Ghost Kitchens

# PREMIUM PRODUCT. SCALABLE MODEL.



Southern Luv BBQ combines strong customer demand with an operational model designed for growth and repeatable success.

## LOW COST OF ENTRY

- Small footprint (600–1,000 sq ft)
- No hood = major CapEx savings
- Simplified, standardized equipment package
- Build-Out cost \$75-125k FFE included

## LABOR EFFICIENCY

- No pitmaster required
- Minimal skilled labor
- Easy training systems built for rapid onboarding

## SCALABLE OPERATIONS

- Centralized food production
- Standardized processes
- Plug-and-play store model

**Designed for fast ROI and multi-unit scalability.**

THE TIMING & THE PARTNER

# WHY NOW. WHY SOUTHERN LUV.

## WHY NOW

- Rising labor costs → urgent need for simplified operations
- Growing demand for smaller footprints and lower CapEx
- Explosive growth in off-premise dining and delivery
- No dominant modern BBQ chain exists — the gap is real
- Southern Luv BBQ is positioned to fill it.

## WHO WE'RE LOOKING FOR

- Multi-unit operators — ready to scale a proven concept
- First-time operators — seeking low complexity and strong support
- Investors — looking for scalable fast casual with consistent food and labor cost.

**Strong local following · High customer ratings · Authentic Southern identity · Story-driven brand**



# THE FOOD BUILDS THE BRAND. EVERY TIME.

**Sean B.**



"Best BBQ I've had in Tampa. The mac & cheese was loaded with flavor. Ordered the Que-Bano and it was stacked with meat. Can't wait to come back."

**Elizabeth C.**



"The mac and cheese is A-M-A-Z-I-N-G. Brisket is soft, tender and smoky. This will be my favorite BBQ place in Tampa — especially for the price."

**Keith L.**



"The brisket is literally perfect. Hard to believe they can sell it at this price. The mac & cheese was to die for. Highly recommend."

**5.0**

**Google Reviews - Tampa, FL**

Word-of-mouth is the engine. The product earns loyalty that no ad budget can replicate.



@southernluvbbq

REQUEST FRANCHISE INFORMATION



# JOIN THE MOVEMENT RAISE THE BAR.

Authentic flavor. Simplified operations.  
Massive growth potential. Southern Luv BBQ is  
redefining BBQ for scale — and we're looking for  
the right partners to grow with us.



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