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FOR IMMEDIATE RELEASE

44 Farms & Big Al's Smokehouse BBQ Partner

Texas-Based Company to Provide Specialty Product to Iconic Dallas Restaurant

DALLAS, TX, January 21, 2016 — Big Al's Smokehouse today announced an exclusive agreement with Black Angus cattle and steaks provider, 44 Farms ensuring it's signature specialty product, Meaty Beef Back Ribs will remain a part of its daily menu.

In the late 60s, as a meat salesman for Farmer's Meat Market in downtown Dallas, Al Plaskoff sold briskets, hams and other meats to just about every barbecue restaurant in town. "*Travis Dickey, Red Bryan, Bob White – you name it. I sold to all of them,*" Plaskoff recalls.

Plaskoff spent time with these original Dallas Pitmasters, getting to know them and their craft. When Al was offered the opportunity to buy his own restaurant from Loren Brown in 1973, he had the encouragement and support of his old customers – who both shared their secrets to great barbecue and continued to buy their meat from him for the next decade even after Big Al's Smokehouse Barbecue opened its doors.

Plaskoff knew he needed to feature a product not offered by his customers and mentors. He introduced Beef Ribs to the Dallas Barbecue scene as a Daily Special.

"Beef Back Ribs are big and meaty. Most people in Dallas had never seen such a big rib before," Plaskoff said. *"They were relatively cheap to buy because most processors considered them to be a 'by-product' of Prime Rib."*

As Big Al's Smokehouse grew, so did the popularity of the Smoked Beef Rib. Today, many barbecues in town offer a Beef Rib special one day of the week. Some offer an even larger Chuck Rib (taken from the Chuck Roast portion of the animal, a less expensive cut a meat) for up to \$18/rib. Beef Ribs are now highly sought after by barbecue aficionados everywhere. With the surge of popularity of all things barbecue, the quality and availability of this product has diminished, and costs have **skyrocketed**.

"We have struggled to find quality Beef Ribs over the last few years, but discovered 44 Farms and were immediately interested in discussing how we could work together," Plaskoff added.

44 Farms, a locally family owned and operated ranch and the largest Registered Black Angus Cattle Producer in Texas, will now offer its products to Big Al's Smokehouse. 44 Farms offers "All Natural, No Hormones, No Antibiotics, Vegetarian Fed" cattle,

supplying many of Dallas' most notable fine dining restaurants their USDA Prime and Choice beef.

"We are so proud and so excited to be working with the entire team at Big Al's," said 44 Farms President, Bob McClaren. "This is so special to 44 Farms because I knew Al's good friend and BBQ buddy, Red Bryan. To be involved with Al is just so awesome – he's a pioneer in the business."

This exclusive partnership has already garnered outstanding customer feedback, not to mention a huge sigh of relief in knowing at \$9.99 (which includes 2 Sides or a Baked Potato) their coveted Thursday Beef Rib Special will be even tastier for a long time to come.

"We are thrilled to know Big Al's Smokehouse will continue to offer its Signature Beef Ribs on our menu every day – just as we have since the day we opened," Plaskoff said.

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ABOUT 44 FARMS

44 Farms Steaks is the United States premier producer of ethically raised Angus steaks for the home chef and serious amateur cook. Proudly headquartered in Cameron, Texas 44 Farms was founded in 1909 by Sherwood and Josie McClaren and is still family-owned today. For more than 100 years it has been a place customers can know their rancher. Renowned for their fine marbling, 44 Farms Steaks boast superior tenderness, juiciness and flavor, winning them a place at the tables of top restaurants across the country. Boasting a peerless approach to sustainability, animal care and breed research, 44 Farms ranchers produce steaks with no added hormones, antibiotics or artificial ingredients. To make 44 Farms the centerpiece of your gourmet lifestyle, visit www.44Farms.com Follow us: <https://twitter.com/44Farms>; <http://instagram.com/44Farms>; [YouTube.com/The44Farms](http://www.youtube.com/The44Farms); <http://www.pinterest.com/44Steaks/>; <https://www.facebook.com/44Farms>

BIG AL'S SMOKEHOUSE BBQ

Family owned and operated restaurant and caterer since 1973, Big Al's offers a large variety of hickory-pit smoked Choice Meats and house made sides daily to its long time and loyal following. In addition to in-store dining, Big Al's offers take-out, delivery and full-service catering for groups of 10-10,000.

For more information, menus, hours of operation, and catering information, visit our web site at www.bigalsbbq.com, Like us on [facebook.com/bigalsmokehouse](https://www.facebook.com/bigalsmokehouse) and follow us on twitter <https://twitter.com/bigalsbbqdallas> .