

Red Hot and Blue is a full-service, casual-themed restaurant chain and caterer featuring delicious award-winning ribs, Memphis-style barbeque, smoked wings, and Southern sides and desserts. The atmosphere is steeped in legendary and contemporary blues music and delivers a large dose of Southern hospitality in a fun and entertaining dining environment.



**History:** The first Red Hot and Blue restaurant opened in Arlington, Virginia in 1988, started by Lee Atwater, Don Sundquist and friends. Don Sundquist was from Memphis and served in the House of Representatives and as governor of Tennessee. The late Lee Atwater was an amateur blues musician and political figure that managed George H.W. Bush's successful race for the presidency.

These men were friends who longed for authentic Memphis-style barbeque and great blues music. Unable to find that combination anywhere in the Washington, DC area they decided the only way to get it done was to open a restaurant of their own.

In the early days, Red Hot and Blue had one portable, outdoor smoker in which all the meats were smoked. The Alexandria county health department didn't allow outdoor smokers so whenever the smoke was billowing high; a health director inevitably arrived and asked them to turn it off. Pitmaster Sonny McKnight was Red Hot and Blue's very first employee and he recalls how he would load the portable smoker onto his truck and drive for hours until the food was cooked to avoid

confrontation with the health director. “After a couple hours on the freeway, I’d come back and we’d unload the meat at the restaurant,” McKnight said.

From the beginning, the Arlington Red Hot and Blue restaurant was a bipartisan hot spot. “It was common to see Congressmen from opposing political parties playing in the band together or sharing a rack of ribs and a cold brew,” McKnight said. “Red Hot and Blue was the first to introduce Washingtonians to full-flavored, authentic Memphis-style barbeque and true Southern hospitality.

Dancing Pigs, LLC, purchased the barbeque chain in 2006. Investors John Walker, chief executive officer and Randy McCann, president, head the Dancing Pigs, LLC management team. Both Walker and McCann are Southerners, blues fans and avid barbeque-lovers. The company moved its headquarters from Arlington, VA to Winston-Salem, NC in the fall of 2007 to be centrally positioned for the growth of franchised locations nationwide.



The rest is history. Today there are 25 Red Hot and Blue restaurants in the U.S. Each feature Blues themed memorabilia and a huge “Dancing Pig” logos in their buildings. The pigs -- plus the wonderful hickory aroma of barbeque that permeates outside – entice customers into Red Hot and Blue restaurants across the country. There are 22 full-service dine-in, take-out and catering units in Annapolis, MD; Arlington, VA; Cherry Hill, NJ; Dallas, TX; Fairfax City, VA; Flower Mound, TX; Fort Worth, TX; Gaithersburg, MD; Joplin, MO; Herndon, VA; Alexandria, VA; Las Colinas, TX; Laurel, MD; Leesburg, VA; North Richland Hills, TX; Plano, TX; Raleigh, NC; Sterling Heights, MI; Waldorf, MD; Warrenton, VA; Williamsburg, VA and Winston-Salem, NC.

Red Hot and Blue also offers three “express” quick-serve units located in Falls Church, VA; Manassas, VA; and on-campus at George Mason University in Fairfax, VA.

The Memphis-style barbeque chain celebrated its 25<sup>th</sup> Anniversary in 2013 by partnering with a charitable organization at 24 different restaurant locations. The yearlong celebration culminated in the presentation of thousands of dollars in donations to local charities.

**The Name:** The name, “Red Hot and Blue” is taken from the title of D.J. Dewey Phillip’s radio show that that aired on WHBQ-AM in Memphis, Tennessee in the 1950s. This radio show launched the careers of Elvis Presley, Jerry Lee Lewis and Johnny Cash and broadened the audience for artists such as BB King, Muddy Waters, Robert Cray and Rufus Thomas.

**The Menu:** The core of Red Hot and Blue’s offerings is hickory-smoked meat - ribs, pulled pork barbeque, smoked-chicken, tender beef brisket, smoked-sausage, southern-fried seafood and a line of branded barbeque sauces.

Only the finest U.S.A.-produced meat, fresh produce and ingredients are used. And all barbeque is cooked slowly using hickory logs, at low temperatures and long cooking times. All meats served are from the United States. Freshness is key, for example, the potato salad is homemade in 12-pound units every four hours so it is always fresh.

Menus feature “starters,” salads, entrees including ribs, pulled pork, brisket, chicken, beef, and seafood, a variety of Southern sides and homemade desserts. Since its founding, more and more delectable items have been added. Depending on location, customers are able to sample traditional Memphis-, Texas-, North Carolina- and other style barbecue. Red Hot and Blue personnel have made every attempt to design menus catering to local preferences.



**Lighter Fare:** In 2012, Red Hot and Blue introduced a “Lighter Fare” menu section in response to requests from its calorie conscious guests. It includes 8 new offerings, all 305-505 calories. New items

include: grilled baramundi platter; grilled salmon (offered as a salmon platter and a salmon salad); garlic chicken and vegetable wraps; turkey salad; a turkey burger and a veggie burger.

**Gluten Free:** Red Hot and Blue also offers many gluten-free menu suggestions for those guests with special dietary needs.



**Starters** (or “appetizers”) include onion rings with BBQ Ranch dipping sauce, catfish fingers, nachos, fried pickles, sweet potato fries, chili cheese fries and BBQ wings with 12 different flavor of sauces and rubs:

- |                     |                   |                   |
|---------------------|-------------------|-------------------|
| Mojo Mild           | Big Mamas Mustard | Garlic Pepper     |
| Hoochie Coochie Hot | Memphis Dry Rub   | Sweet Red Chili   |
| Double Trouble      | Buffalo           | Lemon Pepper      |
| Sufferin’ Sweet     | Bourbon Molasses  | Hard Luck Vinegar |

**Salad and Soup/Stews:** A variety of salads is available from basic house or Caesar to pulled chicken, Cobb salad, smokehouse to garden veggie; combos include salads accompanied by award-winning “Burnin’ Luv Chili,” Brunswick stew and soups of the day such as chicken corn chowder or Baja chicken enchilada.



**Ribs:** The restaurant chain’s award-winning St. Louis cut ribs are smoked low and slow over hickory wood for hours and are available in the 12 different flavors (same as the wings). Combo rib platters include the Delta double, Tennessee triple, ribs and tenders and BBQ surf and turf – ribs and golden fried farm-raised catfish filets.

**Platters:** Platters include the Five Meat Sampler including ribs, pulled pork or chicken, beef brisket, smoked sausage and smoked ¼ chicken. Other southern entrée favorites are Delta catfish, chicken tenders and fried shrimp.



**Sandwiches:** Sandwiches run the gamut from pulled pork and chicken to beef brisket, catfish and smoked sausage. In addition, Red Hot and Blue offers some of the best burgers around including the “All-In” burger (Imagine your burger piled high with BBQ, smothered in cheese and topped with crispy onion straws and your favorite barbeque sauce), hickory cheeseburgers, and the unique spicy treat, the “Hoochie Coochie” burger.

**Southern Sides:** And who could forget such traditional Southern sides as Grandma’s Potato Salad, coleslaw, BBQ beans, fried okra, collard greens, mashed potatoes, Memphis fries, sweet potatoes, hushpuppies and seasonal vegetables.



**Desserts:** Desserts include a variety of fruit cobbler, banana pudding, bread pudding, Oreo® sundaes and homemade pies.

**Bar Services:** The 22 full-service locations also offer full-bar facilities with favorites such as Appletinis, Bahama Mamas, Hurricanes, King Cosmos, Lynchburg Lemonade and Pink Cadillac Margaritas – all keeping with the Southern motif. In addition, “suuuuhweet” Southern brewed iced tea, soft drinks, coffee and lemonade are available.



**Catering:** Red Hot and Blue restaurants offer special catering menus. Prices, services and food offerings may vary from location to location; however, guests can rest assured that they will be receiving the same recipe for award-winning slow-smoked ribs, pulled pork, beef brisket, chicken and other Southern-style fixings that are Red Hot and Blue’s trademark.

“Catering is a very large and growing part of Red Hot and Blue’s business,” said Randy McCann, president. He also noted that some markets have dedicated separate catering facilities to handle major catering events. Whether you’re planning a small gathering or large event, the friendly, professional and experienced catering crew at Red Hot and Blue will do all the cooking, set up, serving and cleanup. Popular catered events include:

- Backyard barbecues
- Reunions
- Family picnics
- Private parties
- Social club functions
- Rehearsal dinners
- Birthdays
- Graduation
- Company picnics
- Office parties
- Retirement parties
- Staff luncheons
- Employee recognition
- Tenure parties
- Weddings
- Construction topping-off parties

Some of the most memorable Red Hot and Blue catered events nationwide include:

- An event at the Pentagon, Washington, DC, for veterans returning from Iraq –catered for 1,500 people.
- Topping off ceremonies for the Nationals baseball team at the new stadium in Washington D.C. The event was sponsored by Clarks Constructions and was attended by 1,400 people.
- InNova Hospital, Virginia event for employees and their families - catered by Red Hot and Blue multiple years in a row – 900 people.
- PS Business, a property management team in Rockville, MD, hosted a party for its many tenants and their families – 2,000 people attended.
- A VIP party for the US Women’s Soccer team at the Naval Academy Stadium in Annapolis, MD. Players, their families, friends and special guests participated. Catered 400 meals.
- A fund-raiser for breast cancer – “Race for the Cure” -- sponsored by Vice President Dick Cheney at his home – 2,500 people attended.

Regardless of size, Red, Hot and Blue prides itself in its ability to cater on-site at any location. Most of the full-service restaurant units also feature banquet rooms for special occasions.



**Take-Out:** Nothing travels better than barbeque and the restaurants’ take-out is available in minutes. “Fast, easy and delicious” is the take-out motto. Barbeque by the pound and “Portable Party Packs” are available for picnics, backyard barbeques, tailgating, sporting events, home meals, small gatherings and parties.

**Online Shopping:** Fans can purchase Red Hot and Blue sauces and seasonings, specialty items logo’d apparel and gift cards on-line at [redhotandblue.com](http://redhotandblue.com).

**RHB Club:** Red Hot and Blue also offers members of the RHB Club special discounts and offers delivered via email – including a treat on member’s birthday. Guests may sign up in the restaurant, on the website and through the Red Hot and Blue Facebook page.

**Awards:** In 2014, Red Hot and Blue Restaurants, Inc. ranked in the Top Three Best Barbecue Chains in the America through investigative research performed by *The Daily Meal*. Editor Dan Myers sifted through regional preferences to funnel the most popular chains in his list of the 10 Best Barbecue chains in America. Criteria for selection is based on: local renown, consistency of food across all the locations, adherence to traditional barbecue techniques like “low and slow” on-premise smoking, atmosphere and most importantly, if the food tastes good. Red Hot and Blue President, Randy McCann explained, “We are extremely proud to be included in the top 3 Best Barbecue Chains in America, especially in light of the strict criteria.” The full article may be found online at:

<http://www.thedailymeal.com/10-best-barbecue-chains-america/3414>.

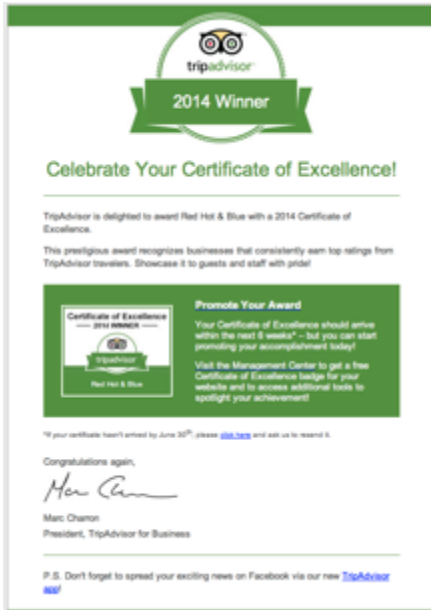
The article was also reproduced by USA Today

(<http://www.usatoday.com/story/travel/destinations/2014/04/19/best-barbecue-bbq-chain/7879133>) and was featured on a segment of MSNBC in April 2014.

In addition, the chain has been named best barbecue in the **Washington Post’s** Readers Poll and was named best barbecue in Northern Virginia in the **Washingtonian** magazine. The chain also was selected as one of seven quick picks for “good food at a good price” by a national consumer magazine. This selection process was not limited to barbecue chains, but included all genres of dine-in restaurants from steakhouses to Mexican cuisine. Red Hot and Blue was the smallest chain (by number of units) to garner this recognition.

Even TV personality Katie Couric boasts of Red Hot and Blue popularity in the September 2012 issue of Southern Living Magazine. Virginian news reporter and show host, Katie Couric. “Virginia is green as far as the eye can see,” she says in the article. “[It’s] one of the things I miss most about my home state.” Couric goes on to say: “If you're in Arlington, don't miss the barbecue joint Red Hot and Blue. They have great ribs, but it's actually all about the sides there—fried okra, coleslaw, collard greens, and green beans cooked within an inch of their lives.” The complete article can be found online at: <http://www.southernliving.com/community/interview-with-katie-couric-00417000079457/>





Red Hot and Blue consistently earns the TripAdvisor Certificate of excellence. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor, and is extended to qualifying businesses worldwide. Establishments awarded the Certificate of Excellence are located all over the world and represent the upper echelon of businesses listed on the website.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor bubble rating of at least four out of five, volume and recency of reviews. Additional criteria include a business' tenure and popularity ranking on the site.

# # #

**For additional information, please contact: Randy McCann, President, Red Hot & Blue Restaurants, Inc., 154 Charlois Boulevard, Winston-Salem, North Carolina, 27103. Phone: 336-714-1510; E-mail: [rmccann@rjdmgtcom](mailto:rmccann@rjdmgtcom). The general web site address for Red Hot & Blue Restaurants is [redhotandblue.com](http://redhotandblue.com).**