

Smokin' Hot: Dragon's Den Star Texas Joe Launches Pop-Up BBQ At Brewdog Shoreditch

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Cowboy launches pop-up BBQ joint in East London

Dragon's Den star Joe Walters has today announced the launch of his pop-up Texan BBQ at BrewDog Shoreditch. The maverick cowboy will be cooking up a storm in the East London venue, following his standout pitch for his beef jerky company on the BBC 2 entrepreneurial show in August. Texas Joe's BBQ will serve a full range of smokin' Southern delights including slow-cooked brisket, beef ribs, chili-dogs and fresh cornbread.

Texas Joe's founder, Joe Walters commented:

"Since appearing on the show, the response to our Texan jerky has been so phenomenal that we knew we had to expand our offering and bring a little Southern hospitality to London. With our first pop-up BBQ joint we're giving people a taste of authentic Texan BBQ and we know they are going to love it."

The first Texas Joe's BBQ will be hosted at BrewDog Shoreditch, and the company plans to open a series of standalone restaurants in the coming months. The opening of his first pop-up BBQ joint completes a rollercoaster period for the cowboy, which saw him officially launch his jerky company and secure a nationwide deal with Sainsbury's to stock his product.

The Dragon, the Cowboy and the Punk

Millions of viewers watched Joe pitch his beef jerky company in a rhinestone suit and Stetson this summer on the Den- a pitch that included a performance of the song 'Put that jerky in your mouth' by Sunday Best's recording artists Kitty, Daisy and Lewis.

Joe secured a £50,000 investment from Peter Jones, although the Texan is now operating without the assistance of the 'Dragon'. However, BrewDog co-founder James Watt saw the potential in the Texas Joe's brand and invested. Watt was recently named Scottish Entrepreneur of the Year and BrewDog beers have previously been used in Texas Joe's jerky recipes.

Joe Walters continued:

"It's great to be working with James, someone who is not only a hugely successful businessman but who is also willing to saddle up and pursue a dream without any fear of being bucked. Hosting our first pop-up BBQ at BrewDog Shoreditch was a no-brainer. BrewDog fans know quality when they taste it, and we're sure they will enjoy getting their teeth into our slow cooked meats."

James Watt commented:

"BrewDog and Texas Joe's is a pairing of epic proportions. We both believe in creating big, bold flavours that pack a punch, and we are thrilled to host Joe's first pop-up BBQ in our Shoreditch bar. Drop in and meet the cowboy himself; Texas Joe is the real deal."

Texas Joe's flagship product 'Original Texan Jerky' launched in August and is available online at Texas-Joes.com and will be sold in all Sainsbury's stores nationwide from this month.

--- ENDS ---

What is Texas Joe's?

When you're raised in the Lone Star State you learn a hell of a lot about life and plenty some about food. It was food that landed Joe this side of the pond with his Original Jerky Company, and food that made this cowboy ride with Dragons. It's Joe's authentic taste of Texas that has turned his dream into the best little jerky house this side of Texas. Considered an art form in The Lone Star State, it's been Joe's mission to spread the jerky word for as long as he can recall. And it ain't no Texas 'style' or Texas 'flavoured', it's the real deal. No preservatives, no additives and no surprises. Just great tasting jerky - like it ought to be.

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