

MEADOW CREEK NEWS

Summer 2006

Customer Profile: S&S Grilling and BBQ



The Sheffields

When folks in the New Holland area think of barbecuing, they think of S&S Grilling and BBQ. Those in the barbecue industry equate S&S with Chuck Sheffield, but in fact, it's a family affair. What started out as Jackie's Snackette, a Saturday-only lunch counter in Blue Ball, has evolved into the family's restaurant with a few detours along the way.

Chuck and Gerry Sheffield's three children, Jackie (and her husband, Henry), Deb and Art, and grandchildren Toby, Lynn, Amber, Scott and Lance, all play a part in the restaurant and catering. In addition to the relatives, S&S employs friends who have become part of the family.

Jackie's husband, Henry had the initial idea of taking the enterprise on the road, and in the summer of 1992, the gang set up a stand at the "Bridge Bust" on the Columbia Bridge over the Susquehanna River. For the rest of that season, S&S was busy each weekend. Jackie,

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Dealer Profile: Mox & Associates

George and Linda Mox have been dealers for Meadow Creek for approximately eight years. George retired from the automotive forging business in 1997 and, after a few months at home with Linda, and getting tired of yard and housework, he decided he wanted something more to do.

George was attending an Outdoor Show in Kentucky when he was introduced to Ivan Stoltzfus who was there representing Meadow Creek BBQ. From this meeting with Ivan, George's second career began. Linda, on the other hand, was perfectly satisfied with the yard and housework. Soon the business became too large for George and Linda began helping.

Continued inside



Hello Friends And Fellow 'Qers.

We are pleased to welcome these new dealers:

Yoder's Farm Store, Houston, DE
Plateau Metals, Crossville, TN
Art's Commercial & Custom Meats, Tunnelton, WV

BBQ Supply of New England,
Marston's Mills, MA

We encourage anyone in those areas to stop in and see what they have to offer.

We will no longer consider Genesee Regional Distributors, Rochester, NY an authorized dealer. Any inquiries from old or new customers should be addressed to BBQ Supply of New England (see back page) or directly to Meadow Creek.

The new TS Series smokers have gained "real" industry acceptance. While they have certainly found a permanent spot in the line, we will continue to make improvements wherever possible. We encourage input regarding any "design" changes that you feel will benefit these and any other of our products.

Continued inside

Off the Grill Continued

The "introductory price" for the TS (smoker) series is no longer available. See your price sheet for current prices.

Meadow Creek is pleased to once again be a sponsor of the New Holland Summer Fest. The event will be held on August 25th and 26th at the Community Memorial Park in New Holland, PA. this family event includes not only one of the best competitions in the country, but food, music, and good times for everyone.

You'll notice that in this issue we are featuring both a User's and a Dealer's profile. If you find these to be of interest we will include stories in future issues.

Unfortunately, we are once again faced with adjusting our prices to keep up with the increasing cost of materials. While the cost of steel is not in our control, we do apologize.

Also, we are no longer able to offer a 2-3 week lead-time. We are currently running about 6 weeks out, but are working hard to improve our turn around, without sacrificing quality. We ask that you bear with us. Thanks in advance.

Until next time, Happy Cooking!

Melvin Stoltzfus

Meadow Creek Welding, LLC

New Holland Summer Fest, Bigger and Better Than Ever!!!!



Now in its 7th year, the New Holland Summer Fest has become one of the premier events on the East Coast. This year NHSF will host 60 (or so) adult teams and 30 "Kid's Q" teams. Prizes this year will exceed \$10,000.00 with proceeds benefiting the Liberty Fire Company and the new Holland Community Memorial Park.

Meadow Creek will again sponsor the "Whole Hog" category. First Place winner in that category will have the option of either a Meadow Creek PR60T pig cooker or \$1,000.00 in cash as their prize.

All sites are on grass with many under historic shade trees. NHSF offers real restroom facilities, water, and electric (optional). This is a competitive cooker dream come true. Entertainment on Friday night is provided by the Bluegrass Band, Shiloh Ridge, and Saturday afternoon by the Rock and Roll Time Machine. Saturday also features a motorcycle ride in the morning and bike show and flea market in the afternoon.

A great time is had by all attendees for a modest entrance fee of \$1.00 per person.



KC Specialties is pleased to announce the Barbecue Auction!

Do you like to sell your new and used products on auction sites? Tired of having your products get lost in the Beanie Babies, and grilled cheese sandwiches with the face of Madonna on them? Then check out www.bbqauction.com! The auction site is dedicated to new or used barbecue equipment, barbecue products accessories, etc.

Want a presence on the internet, but find your own site too expensive? Set up your own store (like eBay stores) at the BBQ Auction. People looking for your kind of products won't get lost in the used cars, or collector's plates.

Charges are similar to the "we sell everything" sites, but our auctions are targeted to your type of products. You can use your PayPal accounts,

upload pictures, set opening bids, set reserves, have Dutch Auctions, Stores; everything you'd expect in an online auction.

Check it out today at <http://www.bbqauction.com>, or you can reach it from the Main Menu at www.kcspecialties.com.

John Ross

KC Specialties

www.kcspecialties.com

www.bbqauction.com

www.rcs-kc.com/shop

"Best of the Best"



Meadow Creek is honored to have been awarded "Best of the Best" at the 2005 National BBQ Festival, Douglas GA. for our Hickory Smoke sauce. To be considered for entry into that contest, individual sauces had to have been awarded First Place in other prominent contests in the past year. We were able to enter both our Apple and Hickory Smoke.

Mark Your Calendars

August 24th	August 25-26	November 3-4	January 6-13, 2007	February 3-11, 2007	March 22, 2007
Cooking Class - New Holland, PA	New Holland Summer Fest	2006 National BBQ Festival	PA Farmshow, Harrisburg, PA	Eastern Outdoor Sports Show Harrisburg, PA	MCW Dealer's Meeting



a mover and shaker, booked the group into the New Holland Summer Arts Program, 3 nights a week, requiring that her father get serious about helping. Chuck had always enjoyed cooking, often preparing holiday meals, so the request was responded to agreeably.

In 1989, the family volunteered to cook chicken for a fund-raiser for the local Midget Athletic Teams. They cooked 1500 chicken halves using a "pit" that the school assembled and took down each time it was used. They determined from that experience that they'd never cook chicken again.

The family was asked to do the same thing the following year, but decided it would be smarter to rent a Meadow Creek BBQ 144. S&S continues to cook for school fundraisers to this day using not only the company's BBQ 72, but a 5-pit BBQ 180 cooker, which they purchased several years ago, as well.

In addition to chicken barbecues, the family took an interest in barbecue competitions, and traveled to North Carolina soon after Chuck, Jackie, Henry and Scott became certified KCBS judges. This piqued Chuck's interest, and before he knew it, was part of the steering committee

Mox & Associates Continued

Their daughter Chris and son-in-law Terry are also very much involved in the business. They have two children, ages 7 and 10, who often help with cleaning and other tasks around the office. Of course Grandma and Grandpa enjoy this very much.

George and Linda have been married for 43 years and have two sons who live close by. George and Linda are able to enjoy all the activities of their eight grandchildren. George is active with the Chamber of Commerce and also on the Walnut Grove Cemetery Board. When Linda is not working at the business, she volunteers at the Church Women United Thrift

to form the New Holland SummerFest Barbecue Cook-off.

Over the years, both of Jackie's children helped with tasks at the various events. While Amber went on to earn a degree in business management from Bloomsburg University (her mom expects her to join the company whenever Chuck decides to retire), Scott followed his interest in cooking to earn a degree in Culinary Arts from the Culinary Institute of America, Hyde Park, NY. In 2005 he was inducted into

the Lancaster County Career and Technology Center Hall of Fame at the Mount Joy campus. He has been a member of the S&S Grilling "cook-off" team from the time he was 14 and has now joined his grandfather and mother in the full time operation of the restaurant.

Scott brings an eclectic taste in food together with barbecue basics to create the menu. The restaurant specializes in BBQ (slow cooking) pork, chicken, brisket and ribs. S&S offers homemade soups, appetizers, daily specials, sandwiches, entrees including crab cakes, and homemade desserts. They grill sausage, burgers, steak and fish. Meadow Creek sauces and seasonings are an integral part of the restaurant recipes. Their sauces are on every table, and are also for sale. Employing 15-20 people, they also provide "pick-up" catering for business meetings and small affairs. They serve, on the average, 150 sit-down meals per day, with another 50 or so take-out, plus pick-up and on-site catering. Outdoor catering and competitive cooking is done on the team's BBQ 72 and 180, as well as a custom PR60 and custom PR48.

Shop. They are also active in the Trinity United Methodist Church where they serve on several committees.

Mox & Associates is located in Delphos, Ohio, a town of around 8,000 people, where a lot of people are getting into the BBQ business. They also sell charcoal, seasonings and are national distributors of the Sarka Stainless Steel Grills, for which Meadow Creek is a dealer.

If you are ever in Delphos, Ohio, stop by and see George, Linda, Chris and Terry at 1875 East Fifth Street. They will be glad to see you.

On The Road

In January we attended the Pennsylvania Farm Show in Harrisburg for the first time. Very intense, but well worth the effort. Lots of hog farmers interested in renting equipment to people who buy whole hogs for roasting.

February, we were back at the Farm Show Complex in Harrisburg at the Outdoor & Sports Show talking with "outfitters". These guys cook a lot of fish and game for their customers.

Also in February we were at the BBQ Convention in Knoxville, TN.

Held during our 2006 Open House in March, the KCBS Judging School, instructed by Carolyn Wells of Kansas City Barbecue Society, certified 66 new judges. Congratulations to all participants and thanks to Carolyn.

That same weekend we sold 85 new cookers and filmed our new DVD, an introduction to using the three categories of cookers. We have an ample supply of DVDs and welcome inquiries regarding their availability. Quite a busy two days.

In May, we attended the Pennsylvania Association of Meat Packers Convention, held at Penn State. We shared responsibility for manning the booth with Sam Whiting, our dealer from New Wilmington, PA. We cooked a whole hog and some beef for their Friday night party.

Also in May we exhibited at the Fire Expo in Harrisburg, PA, hosted by the Lancaster County Fireman's Association. In the two days of the show, 20,000 attendees walked the floor with many of them interested in fund raising. It was a great opportunity for us to demonstrate the potential for raising money with outdoor cooking.

March 23, 2007

March 23 & 24, 2007

April 18-22, 2007

CBJ Class at Meadow Creek, New Holland, PA

Open House Meadow Creek

Smokin' on the Susquehanna BBQ Convention & Trade Show, Lancaster, PA

Looking for a Meadow Creek Dealer?

Art's Commercial & Custom Meat Packing
Tunnelton, WV
304-568-2353

BBQ Supply of New England
Marstons Mills, MA
501-801-1406 • vita@cape.com

Elite Distributing
Catonsville, MD
888-227-7261
410-747-5300

Galvinell Meat Co.
Conowingo, MD
410-378-3032 • Fax: 410-378-3635

J. Samuel Whiting
New Wilmington, PA
724-946-8633
email: ROYALTY99999@yahoo.com

KC Specialties
Kansas City
816-392-4770
jross@kcspecialties.com

Marcacci Restaurant Equipment
Vineland, NJ
856-692-0113

Mill Valley Barbecues
Graves Mill, VA
540-948-3020
millvalleybbq.com

Plank's Enterprises
Sarasota, FL
941-343-0936 or 877-227-8957

Plateau Metal Sales
Crossville, TN
800-468-0149
plateaumetal@aol.com

Mox & Associates
Delphos, OH
877-644-7455
email: grills2@earthlink.net
www.grillsolutions.com

R.S.S. Distributors
Manheim, PA
800-233-0175
email: jimmm@rssd.com

Sam Yoder Farm
Houston, DE
800-329-0929
www.samyoderfarm.com

S&W Swings
New Haven, IN
260-414-6200

Scheffel Equipment
Somerset, PA
814-445-6500
Johnstown, PA
814-266-6767

Smoke'n Dudes
Croydon, PA (Philadelphia area)
www.smokendudesbbq.com
215-603-2508

Smokey Mountain Barbecue
Clarkrange, TN
email: plateauim@volfirst.net
931-863-5323

Alpha E-Sales
www.meadowcreekbbq.com
866-772-9524

cx_3292



CUSTOMER PROFILE:
S&S GRILLING AND BBQ

**THIS
ISSUE**

221 Jalyn Drive
New Holland, PA 17557

Meadow Creek