

MEADOW CREEK NEWS

Dealer Profile: Sam Whiting

Summer 2007



After numerous calls attempting to interview Sam Whiting, owner and proprietor of J. Samuel Whiting Smoked/Fresh Meats in New Wilmington, PA, I was finally able to get him out of the freezer for 15 minutes. That's been the story of his non-stop growth in business since he started his retail storefront while still in high school, some ten years ago.

Sam grew up working with his father in the family owned slaughterhouse. Sam's father rented cookers in those days, which were a mix of what Sam considers "Hillbilly" made. As a young man, still in school, Sam opened a small retail shop and sold meats to local customers and continued to handle the rental business. Sam disliked working with cookers that were not efficient, that were hard to clean and big and bulky. After seeing an ad for Meadow Creek® cookers and talking his father into trying a PR60, Sam bought three units.

They now rent fifteen PR60s as well as several BBQ96s and BBQ42s. His cookers are booked every weekend from Memorial Day to sometime in October. Sam says that if he could have gotten more equipment this year he would have all of them rented full time, as well.

Since high school Sam has expanded his buildings twice, most recently adding a building for a new smoker. The bulk of his

retail sales are in smoked bacon, jerky, and other specialty meats such as kielbasa and bologna sold under his own label, and a significant amount which is private labeled.

The rental business represents about 15% of his overall sales with an added value. Sam says that the rental business and retail sales go hand-in-hand, and give him an edge over his competition. People who come there to rent

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Hello Friends And Fellow 'Qers. Greetings from Meadow Creek. At the time of this mailing, summer will be almost over; barbecue season has come and is well on its way for the year.

Here at Meadow Creek we've had some changes. The manufacturing shop has halted all retail sales and will sell strictly

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through dealers. We have opened a small retail store that will carry a full line of smokers and cookers on top of accessories, gadgets, grills, etc, etc. Please work with your local dealer, as they'll be able to help you better on a local level and also help with service, if needed.

If you don't know where the closest dealer is, log on to www.meadowcreekbarbecue.com. If no dealer is available near you, please call 1-877-457-8418 for help.

Lead times- OH MY! In the last issue I made the statement that we would like to keep lead times to 2-3 weeks. I am so sorry that has not been possible and we have been 8 weeks back most of the summer. We are making changes that will help correct that. We've hired another full-time employee

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Off the Grill, Continued

and are in the process of creating another work bay that will focus on trailer manufacturing. So please bear with us, we're doing what we can.

We've also seen price increases, mostly in stainless steel, but we have had to raise prices twice this year creating more headaches for everybody involved. The cost of stainless steel grates has increased almost 300% in the last year. We've gotten notice that surcharges are coming down in August, which should level things off. We will continue to manufacture high quality cooking equipment and try to keep prices at reasonable levels.

There are still some areas of the country in which we have no dealer. If you are interested in becoming a Meadow Creek dealer, please contact me by fax: 717-354-7573, for an application.

Last, but not least, please contact us if you have a problem with any of our dealers.

Until next time, happy cooking!

Melvin Stoltzfus
Meadow Creek Welding, LLC

Continued From Front

Dealer Profile: Sam Whiting

become retail meat customers and those who buy meats become rental customers. A great income producer, each rental totals about \$250.00 in sales considering equipment, meat, charcoal and sauces and seasonings. Regarding maintenance on the equipment, Sam says that other than making sure that a cooker is clean before the next rental there isn't any maintenance or repair. Sam sells each piece at the end of the season and orders replacements for the next year.

Like many farm families, the Whiting farm provides a place of employment for all of Sam's brothers and sisters, and, of course, his father and mother. The fact that Sam and his wife have a new baby brings joy to a lot of people on the farm, which makes it a great place for children to grow up. His sister operates a catering business, which occasionally requires Sam's help roasting a pig. He likes to stuff his pigs with the store's sausage which most people consider a superior product. Sam currently employs eight full-time people.

When asked what Sam expects from the future he says that he will try to keep up with the growth. He is planning on increasing his rental fleet for next year.

Mel's Tips

- ***Spray apple juice on meat while cooking to keep meat from drying out.***
- ***Before wrapping cooked meat in aluminum foil, wrap with heavy duty plastic wrap to keep meat hot and moist.***



New Holland Summer Fest

The New Holland Summer Fest committee would like to invite all barbecue enthusiasts to a weekend of good food, good music and good times for the whole family. Held at the New Holland Memorial Park, this year on August 23, 24 and 25, the facilities are great. In addition to a regulation size swimming pool open to public, there is a huge playground, tennis and basketball courts, a pitch and putt golf course, a street hockey court and lots of shade. There will be barbecue vendors and other food vendors scattered throughout the park. This is a great venue.



This year, 72 teams from all over the East Coast and Canada will compete for over \$15,000 in prize money and trophies. Summer Fest is serious business for these guys.

Thursday, August 23rd there will be a cooking class for everybody who wants to learn just the right thing to get into the next level of barbecue. There is a fee to enter and forms can be downloaded from www.nhsummerfest.org and sent to the P.O. Box address.

Friday the 24th will be set up day for the cooks and also a kid's barbecue contest. Approximately 30 teams will compete in 3 age groups. Prizes and trophies will be awarded to the winners.

Saturday the 25th will be crunch time for the competitors, with 1st entry judging going in at 11:30 AM and continuing till approximately 3:00 PM. Please check out the website for more information: www.nhsummerfest.org.

Back for the 8th year in a row, KCBS representatives John and Lynn Ross will be overseeing the judging and assuring the official rules of the Kansas City Barbecue Society will be followed. Many thanks to them for being with us all these years.



Mark Your Calendars

| August 10-11, 2007 | August 24-25, 2007 | September 22, 2007 | January 5-12, 2008 | February 2-10, 2008 |
|-----------------------------------|---|--|-------------------------------|--------------------------------------|
| BelAir Barbecue Bash - BelAir, MD | New Holland Summer Fest - New Holland, PA | MABA General Membership Meeting and Picnic | PA Farm Show - Harrisburg, PA | Eastern Sports Show - Harrisburg, PA |

New Products & Options

In production this year is a 3-Bowl or 4-Bowl all stainless steel sink for on demand hot or cold running water. The food inspectors love these things, and you will also, as clean up is faster and more thorough. With a 12-gallon fresh water tank, a 16 gallon gray water tank and a 6-gallon hot water heater, which can be fired with propane or electric, or both, these sinks are certainly something that will add to your barbecue experience in a positive way. These units can be added to existing trailers or can be designed into a brand new rig.



Self Contained Sink System For Cookers



Also new this year are roof systems designed and produced for any trailer that we build at Meadow Creek. With a fixed, vented roof the width of the trailer and 4' aluminum diamond plate wings that fold down for transport, the roof systems go a long way to ensure that a good party keeps going.

New options this year are our Slide Out Grates, available for all BBQ trailers. Grates can now slide in and out without being removed for easy one-man operations. The grates can still be used the same way and they can be removed as usual.

Please note, if you are using a roof system on chicken trailers slide out grates are required.



New Roof System

Store Opening



Our retail store, Meadow Creek Barbecue Supply, opened in May and is an all inclusive barbecue source. The store offers a complete line of cookers from: Big Green Egg, Sarka, BBQ Guru, Meadow Creek and Camp Chef. Soon to be added are Bull Outdoor Products which are high-end barbecue grills, island grills and outdoor patio fireplaces, etc.

We'll be able to design an outdoor patio kitchen to suit any application, from umbrellas, refrigerators, sinks, doors, drawers, ice boxes, radios with lots of base choices, from stone, brick, stucco, etc.



We also carry a full line of spices and recipe books, so you can custom design just the right rub for your taste. We carry a full line of Tupperware containers and knives all of which are guaranteed forever. Gift cards are available.

Your contact people at the store will be Jesse or Sylvia at 717-355-0779. Summer hours are Monday - Thursday 8:00 AM till 4:30 PM, Friday 8:00 AM to 6:30 PM and Saturday 8:00 AM to 11:30 AM. We are closed on Sunday.

Meadow Creek Open House

A Certified Barbecue Judging class was held in March at Meadow Creek, in conjunction with the Open House. John and Lynn Ross were instructors and we had a full house as we certified 88 new judges. Also food and demonstrations all day made for a good time, with over 600 people attending.

On The Road

We will not be doing as many shows as we have in the past, but would like to support the dealers with open houses and mini cook-offs. Meadow Creek Barbecue Supply will be exhibiting at some local Pennsylvania shows, but we will be relying on our dealers for added advertising and show attendance.

Looking for a Meadow Creek Dealer?

Art's Commercial & Custom Meat Packing
Tunnelton, WV
304-568-2352

BBQ Supply of New England
Marstons Mills, MA
508-801-1406 • vita@cape.com

Carolina Custom Cookers
Asheville, NC
828-628-1110
email: wkurtz@bellsouth.net

Elite Distributing
Catonsville, MD
888-379-6406
410-379-6406
email: rswaskey@elitebbq.com

Galvinnell 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

Low and Slow to Go
Los Angeles, CA
213-610-2811

Marcacci Restaurant Equipment
Vineland, NJ
856-692-0113

Mason-Dixon BBQ Services, LLC
Chambersburg, PA
717-816-2330
Fax: 717-264-6042

Meadow Creek Barbecue Supply
New Holland, PA
717-355-0779 or 877-457-8418

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

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

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

www.meadowcreekbarbecue.com

cx_4581



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