



MEADOW CREEK NEWS



Dealer Profile:

Coalway, LLC of Applecreek, OH

Winter 2010

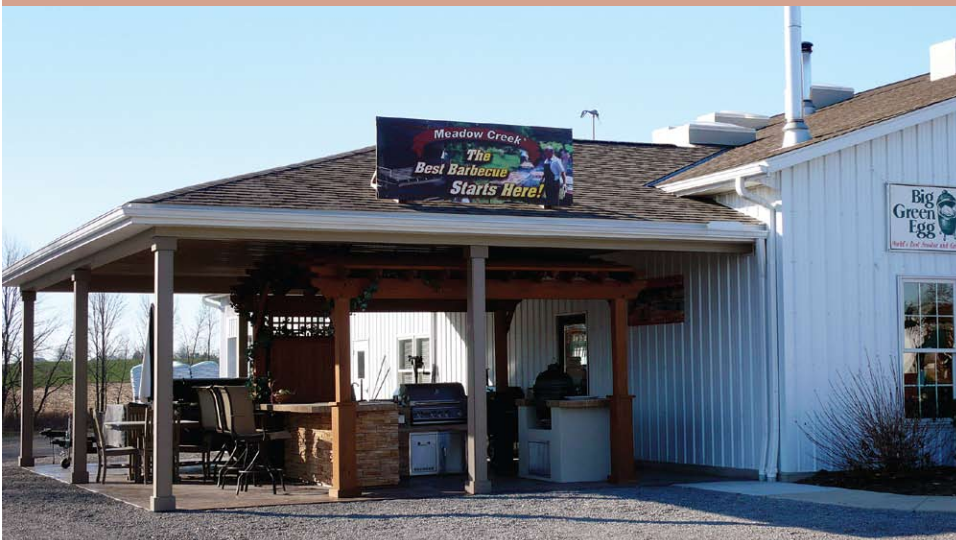
Off the Grill



Hello friends and fellow Q'ers, greetings from Meadow Creek! Barbecue is alive and well in spite of, or maybe because of, the economic challenges we are facing. The barbecue industry seems to be doing very well. I talk with many caterers and they seem to be as busy as ever.

At the time of this printing, the holidays will be over and we'll be into a new year. It's amazing that we are ten years beyond that much anticipated and, at times, feared Y2K, and life keeps going on. We are in challenging times to say the least, with all the corporate collapses, government bailouts, banking corruption and bank failings. I thought the crazy financing was supposed to be fixed but very recently a family bought a house for \$129,000, drew a mortgage for \$143,000 and paid \$43.00 down. That doesn't sound fixed to me. How can we possibly get out of the current situation if banks and mortgage companies continue to give sub-prime loans? Our current administration not only tolerates it but supports and promotes it!

Looking ahead into 2010, we will be holding our suggested retail pricing. The cost of materials has been staying steady but is beginning to creep up. We will also be holding our 2nd annual barbecue auction in April. Please see the insert in this newsletter for an early listing of items that have been consigned. If you have larger barbecue items you would like to consign, please contact us and we will promote those for you.



Coalway began as a source for coal and other solid fuels some thirteen years ago. Andy Kauffman was a building contractor and to balance out his sales through the winter months he decided to sell coal. That led to selling coal and wood stoves and fireplaces. He set up an area of his barn as a showroom and eventually left the building industry to be a full-time dealer of those types of home heating products.

Having made that move, he then needed to round out his sales in the warmer months and added outdoor buildings such as gazebos, sheds, playsets, and lawn furniture to his growing list of products. Andy added Eli Troyer to his staff as a salesperson and, in 2000, a decision was made to stock outdoor cooking equipment. Coalway became the local source for the Big Green Egg, Bull Products, and some Weber products, along with accessories and related equipment. In 2006, Coalway built a new showroom along the highway on which the farm is

located. People no longer had to drive into the farm to see the extensive line of products that the company was now selling.

For several years Andy and Eli discussed carrying a line of commercial barbecue equipment. They had seen Meadow Creek cookers but hadn't quite figured out how to sell to the professional/competition market. Given an opportunity to represent the line in their area as fully authorized dealers in 2008, they signed on. Today they stock the full Meadow Creek line, maintaining an inventory of at least one of each model.

Having made a significant investment, they then had to get out and sell the equipment. They were encouraged to exhibit at local trade shows and BBQ cook-offs and that's when things started to get interesting. While no one at these events was using Meadow Creek units, the team had great success selling 6-8 cookers. As a result of their efforts

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Off the Grill, Continued

In conjunction with our Open House in April, we will again hold a CBJ class. Please check the Open House schedule on the newsletter insert for the registration and fee required. KCBS representatives, John and Lynn Ross will be the instructors. We are also inviting some of our vendors to our Open House. If you have an interest in displaying a product please contact me at 717-354-7533.

Our Dealer Profile in this issue will be Coalway, LLC of Apple Creek, Ohio. We are very pleased to have them as a dealer!

Until next time....happy cooking!

Melvin Stoltzfus
Meadow Creek Welding, LLC

Welcome to our newest dealer



Meadow Creek Barbecue Supply of Indiana is operated by Sam Schmucker and his crew and stocks the full line of Meadow Creek® outdoor cooking equipment as well as all of the Meadow Creek® sauces and seasonings. They also carry Bull™, and Big Green Egg™ outdoor cooking equipment. Sam intends to develop his store into a complete source for outdoor cooking needs. Meadow Creek of Indiana has an extensive line of accessories, cookbooks, and solid fuels available by the bag or by the skid.

Sam is a licensed contractor who specializes in the design and installation of outdoor kitchens, has an extensive knowledge of barbecue and can recommend the ideal setup for specific requirements. The showroom is open Monday through Saturday and evenings by appointment.

On The Road



In 2010, we will be going to the same shows that we attended last year. From January 9th through 16th, we will be at the Pennsylvania Farm show in Harrisburg with our New Holland retail store. Then on January 15th and 16th, we will be sponsoring the KCBS Banquet in Philadelphia, with our dealer Smoke'n Dudes.

From February 3rd through the 6th, we will be in Memphis, TN for the NBBQA Convention. We will be doing this with our dealer, Smoky Mountain Barbecue from Pikeville, TN.

From March 6th through March 13th, we will be back in Harrisburg, PA with the New Holland retail store at the Homebuilders show. From spas to outdoor kitchens, this show has it all! On March 24th and 25th, we will be in York, PA for the Keystone Wholesale Show. This show features sheds, gazebos, pergolas and outdoor furniture. We will be trying to set up more dealers in new areas.

On April 9th and 10th, we will be back in New Holland for our Open House, Auction and Multi-Family Yard Sale. See the insert in this newsletter for more information.

On May 21st and 22nd, we will once again be in Harrisburg at the Fire Expo. Fire apparatus and fundraising equipment is featured at this show.

We will also attend multiple cook-offs throughout the year and we would be very happy to see and talk with you at any of these events.

New Products!

We are always looking for ideas on improvements to make on our cookers and have recently developed an insulated pig roaster. Insulating a roaster keeps the heat more even than one that has not been insulated and we have installed a gas spring assist in the lid to make it easy to lift with the extra weight.



Heavy metal! Here you can see the increased weight of the steel construction.



Spring assist helps lift lid.

There's More at the Store!



We are always adding new products that help to make us the all-around barbecue store. Our new Charcoal Gas Lighter from MAXBBQ eliminates the hassles involved with getting your grill going. No more hassles with newspaper! This basket, with an igniter, will have your charcoal ready to go in just 7 to 8 minutes!

Stop in today to see the latest in barbecue best buys!



Win A TS120 with trim package and BBQ26S!

Meadow Creek is a sponsor of the NBBQA Convention & this unit might be yours!
Enter to win on www.nbbqa.org



Coalway, LLC Profile, cont.

they are still addressing inquiries generated at the outings. One of the potential buyers has had them spec out a \$30,000.00 custom unit and the deal looks very promising.

After attending a number of business workshops, Andy became enlightened to the value of operating his business more efficiently. Specifically, he learned the importance of including all of his costs into his selling price and that being cheaper wasn't being better. Today his goal is to sell only the best that is available in his product line and believes that quality and service, not price, is what buyers are more interested in.

Coalway, LLC employees 3 full-time people, one three-quarter time, and one part-time person. Andy looks forward to Coalway's future with Meadow Creek and is very excited about the potential that he sees in the industry. We wish him well!



2010 Dealer Open House Dates

April 3	Mason-Dixon BBQ Services, Greencastle, PA. Grand Opening/Open House. Call 717-816-2330 for information.
April 9-10	Meadow Creek Barbecue Supply of New Holland, New Holland, PA. Call 877-457-8418 for information.
May 7-8	Galvinell Meats, Conowingo, MD, Open House/MABA Cook-off. Call 410-378-3032 for information.
May 8	Whiting Family Foods, New Wilmington, PA, Open House/Backyard BBQ Cook-off. Call 724-946-8633 for information.
May 15	Coalway, Apple Creek, OH, Open House/EggFest. Call 330-857-3096 for information.
June 12	Meadow Creek Barbecue Supply of Indiana, New Haven, IN, Open House/EggFest. Call 260-414-6200 for information.

Looking for a Meadow Creek Dealer?

Carolina Custom Cookers

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

Coalway LLC

Apple Creek, OH
330-857-3096

Custom Sheds

Schenectady, NY
518-377-5959
custmsheds@aol.com
www.customsheds.com

Elite Distributing

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

Galvinell Meat Co.

Conowingo, MD
410-378-3032 • Fax: 410-378-3635

Grillbillies Barbecue LLC

Cranford, NJ
Cell: 908-531-8997
bill@grillbilliesbarbecue.com
www.grillbilliesbarbecue.com

Hogtails BBQ

Waterloo, ONT CAN.
519-212-0997 • Fax: 519-888-7313
www.hogtailsbbq.com

KC Specialties

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

Kewaskum Frozen Foods

Kewaskum, WI.
262-626-2181 • Fax: 262-626-2692
www.kewaskumfrozenfoods.com

Lamoille Woodcraft

990 VT 15 E.
Hyde Park, VT 05655
866-812-3689 • Fax: 802-888-6653

Marcacci Restaurant Equipment

Vineland, NJ
856-692-0113

Mason-Dixon BBQ Services, LLC

Chambersburg, PA
717-816-2330 • Fax: 717-264-6042
www.mdbbqservices.com

Meadow Creek Barbecue Supply

New Holland, PA
717-355-0779 or 877-457-8418

Meadow Creek Barbecue Supply of Indiana

New Haven, IN
Cell: 260-414-6200

Mill Valley Barbecues

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

Mountain State BBQ

Tunnelton, WV
304-568-2352

PP Agro Services

Konnuslahti, Finland
358-41-444-1966 • Fax: 358-17-610-228
Email: strohecker@kolumbus.fi

Plank's Enterprises

Sarasota, FL
941-343-0936 or 877-227-8957
www.meadowcreekbbqequipment.com

Penn Dutch Furniture

Shrewsbury, PA. (York)
717-227-8143

R.S.S. Distributors

Manheim, PA
800-233-0175
email: jimm@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

Whiting Family Foods

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

Yoder's Smoky Mountain Barbecue

Pikeville, TN
www.smokymbbarbecue.com
423-413-2644

Alpha E-Sales

www.meadowcreekbbq.com
866-772-9524

www.meadowcreekbarbecue.com

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Dealer Profile: Coalway, LLC
New Products
There's More at the Store
A New Dealer
Dealer Open House Listings
... and more!

In This Issue

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New Holland, PA 17557

221 Jalyn Drive

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