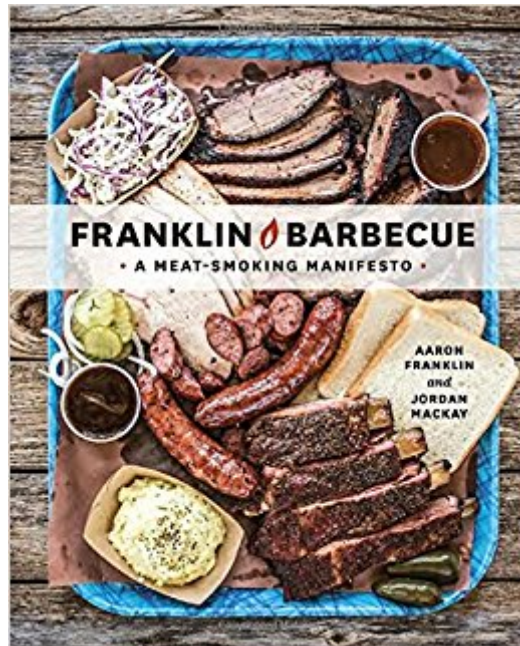




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Franklin Barbecue: A Meat-Smoking Manifesto



Synopsis

A complete meat and brisket-cooking education from the country's most celebrated pitmaster and owner of the wildly popular Austin restaurant Franklin Barbecue. When Aaron Franklin and his wife, Stacy, opened up a small barbecue trailer on the side of an Austin, Texas, interstate in 2009, they had no idea what they'd gotten themselves into. Today, Franklin Barbecue has grown into the most popular, critically lauded, and obsessed-over barbecue joint in the country (if not the world) and Franklin is the winner of every major barbecue award there is. In this much-anticipated debut, Franklin and coauthor Jordan Mackay unlock the secrets behind truly great barbecue, and share years worth of hard-won knowledge. Franklin Barbecue is a definitive resource for the backyard pitmaster, with chapters dedicated to building or customizing your own smoker; finding and curing the right wood; creating and tending perfect fires; sourcing top-quality meat; and of course, cooking mind-blowing, ridiculously delicious barbecue, better than you ever thought possible.

Book Information

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Customer Reviews

New York Times Best Seller "Aaron Franklin makes the finest barbecue I've ever had, barbecue worth waiting for. His work and his words express a truly rare level of commitment and expertise. With Franklin Barbecue, he shares it all in a book that, fortunately, you don't have to wait for." —Anthony Bourdain "I used to think Aaron Franklin was a genius: There was his rise from

backyard dabbler to king of Texas pitmasters; his mind-altering brisket that made normally rational people (myself included) wait hours for the chance to eat it; and his insistence that game-changing barbecue doesn't come from miracles but rather elbow grease. Then he wrote this book and gave all his secrets away. Now everyone—from me to you to your neighbor who can't grill a chicken breast—will be able to make award-winning barbecue. He's not a genius anymore; he's a god. —Andrew Knowlton, restaurant and drinks editor, *Bon Appétit* “The most refreshing barbecue book to come along yet. Rather than preaching about one true way, Aaron Franklin guides you through all the wood and smoke so that you can find your own style. And instead of just listing ingredients and rattling off generic recipes, these pages tell the story of a place and a barbecue tradition steeped in history. This isn't just a book about barbecue; this book is Central Texas barbecue. —Daniel Vaughn, barbecue editor, *Texas Monthly*, and author of *The Prophets of Smoked Meat* “Pure genius! Aaron Franklin has distilled years worth of barbecue knowledge into this book. In it, he exposes the sacred insights of a top pitmaster—information that can otherwise only be learned from long nights spent staring at a fire, shovel in hand, constantly prodding and pinching your meat to figure out that just perfect point of doneness. This book is a game changer: read it, and your barbecue will improve overnight! —Adam Perry Lang, chef, restaurateur, and author of *Serious Barbecue* “A complete meat-and brisket-cooking education from the country's most celebrated pitmaster. More than just a recipe book, this is a master course in the fine art of meat smoking, Texas-style. —Library Journal

AARON FRANKLIN is a native of Bryan, Texas, and the co-owner and co-founder (along with his wife, Stacy) of Franklin Barbecue. Franklin Barbecue opened its doors in 2009, and has since gone on to win many awards, including "Best Barbecue in Texas" from *Texas Monthly* and "Best Barbecue in America" from *Bon Appétit*. Franklin is also the host of the PBS series *BBQ with Franklin*. He and his wife live in Austin with their daughter. JORDAN MACKAY is the wine and spirits critic for *San Francisco* magazine, and the coauthor of the James Beard Award-winning *Secrets of the Sommeliers*. He lives in San Francisco. Photography by Wyatt McSpadden.

If you're looking for that silver bullet that explains why your brisket isn't as good as Franklin's, you won't find it here. The truth is, there is no silver bullet. You want to believe that it's some magic ingredient, temperature, or other trivial element that makes his brisket so good and if you only knew

that 1 secret, yours would be just as good. It's not that easy. It's a process. In all seriousness, he does let you in on the secret behind his great food, but it's not an easy shortcut. He had a passion, he tinkered, he produced some really bad BBQ but persevered, he paid attention to the details, tweaked some to experiment, found out what worked and what didn't and then, over time, became an expert with a well-developed sense of intuition. The truth is that formula has worked for hundreds of people, great writers, radio hosts, businessmen, programmers and other professionals uses that exact same set of steps to become masters, read their biographies and listen to their interviews, it's the same story. It's hard work, it's not because Aaron uses pickle juice blessed by a New Orleans witch doctor during an eclipse as an injection precisely 14.373581 hours before it goes on the grill. It's because he's got years of practice, years of paying attention to the details, learning what matters and what doesn't, and then persevering through the failures those experiments yielded. You might think since I've given away the "secret" to Franklin's BBQ, there's no reason to buy the book, right? You're wrong. In this book he imparts his story, which is interesting, he gives you several clues on which things matter and which things don't so you can start your journey with more knowledge than he did. You won't buy this book and then suddenly be able to cook the best BBQ on the planet, but you'll have a deeper understanding of the craft and you'll know where you should experiment and where you should learn from his mistakes. I found this book immensely valuable in my journey toward becoming an excellent pitmaster. I pre ordered the book and devoured it's info in just less than 48 hours after opening it. I did so because I ate at Franklins and it was the best BBQ I ever had, I made a bet that Franklin's book would be as excellent as his BBQ and I was right. There's a lot of great information here, but it's not like most BBQ books. It's much more about the process than the recipes (though it does have some). If you want a shortcut, look elsewhere but I think you'll ultimately be disappointed in the results. If you truly want to become a pitmaster and you're willing to put in some work, this is an excellent book to guide you in the right direction.

This is not so much a cookbook as Franklins ideology on BBQ. There are recipes and they work great. But these are the simple, perfect things most BBQers have a good idea how to do. If you are into the hobby and want a deeper understanding of what it takes to have a restaurant and one guys journey to get there, then this is perfect. The one tip I took away was wrapping big cuts of meat in butcher paper after a few hours of cooking. It keeps things juicy but does not steam them, allowing a crust to form. I highly recommend this book for certain hobbyists. Maybe check him out on Youtube first and see if his style interests you. I find him brilliant but I'm also not looking for just a basic cookbook.

I started with the Kindle edition & liked the book so much i bought the hard copy version to keep in my kitchen cookbook collection for quick reference. I also moved up to an offset smoker from my beginner's starter model, based on the author's excellent drawings & stories of his learning experiences. I've made several modifications to the new smoker based on his recommendations, and I feel like I almost know him from the easy going style he uses to tell his stories. I now plan to spend an extra day in Austin on my next trip to Texas to take my place in line at his restaurant. Hopefully it'll be a Saturday in order to try the beef ribs, served only on that day. If you are just starting out with the smoking addiction (of meat) or are an experienced smoking veteran, this book will entertain and educate you as well.

Outstanding guide to help you achieve the best BBQ you can make. Remember, these are guidelines, not recipies. I've been following his advice through his video series on youtube, and it has helped immensely. With this manifesto, I should be able to improve even more. Informative and entertaining, I've found myself laughing out loud a few times. Buy this book, make good BBQ.

This is not a cookbook. This is not a recipe book. There are only four recipe "guides" in the whole book. That is, they are not really recipes but merely guides to how you might get started. Some of the wisdom that Aaron imparts is mainly useful for professional chefs smoking barbecue for a living. Very few backyard barbecue chefs are going to build a 1000 pound 20 ft long stick burner like Aaron does. And backyard barbecue chefs do not need to "push" the meat to 100 degrees hotter than normal smoking temperatures just so they can meet a daily production deadline. The book is fun to read since the authors obviously have a great sense of humor. If you want to read about the trials and tribulations of going from amateur failure to commercial stardom in the barbecue world then this book is an entertaining read. If you want to learn how to become a better backyard barbecue chef then there are other better books than this. "Meathead" by Meathead Goldwyn comes immediately to mind.

This book reminds me that you will never become a pit master by reading a book. It took Franklin years to hone his craft and I was foolish to think I would make great smoked meat after a quick read. Most important my equipment is completely different than his and produces completely different results. There is nothing very exciting about cooking BBQ and the book seems to mirror this statement. A few customers complained that there weren't many recipes, but there really aren't

that many recipes in a central Texas BBQ joint. I must say that I am disappointed because the recipes that were include were not very good. Two of the three recipes I made called for an absurd amount of salt, and I love salt! Unfortunately, I followed them blindly and they were ruined. This book is interesting if you want to learn about Franklin. Not so good for learning how to BBQ. See Franklin's series on YouTube those are great!

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