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Sample long form sales letter

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PECAN LODGE

Join the ranks of BBQ connoisseurs today!

Brisket...Ribs...Hot Mess...Trough...all for a taste buds exclusive! Join the crowds in the know for the best BBQ in Dallas!

Dear friends,

It's not unlike other buildings in the area—bare bricks and cinder blocks—except for a fresh coat of sage green paint and a patio with strung lights and bright red umbrellas shading the picnic tables. Yet the pungent aroma that wafts across gentle breezes to tease your senses as you get out of your car in the parking lot is unlike any other...smoked wood and meat.

That aroma announces that you have made it to the high point of Dallas barbecue...Pecan Lodge in Deep Ellum...and that you would soon be awarded with the best barbecue in Dallas, and the second-best in the state of Texas!

Owners Justin and Diane Fourton (he's "pitmaster," she's "boss lady") couldn't have foreseen a brick and mortar restaurant when they set out in 2009 to sell Southern barbecue comfort food from the smoker they pulled behind their pickup truck set up in business parks in the Dallas, Texas suburb of Frisco.

Their barbecue was so popular that before long they were asked to cater parties and corporate functions.

They couldn't have foreseen a restaurant when they first met on a snowy evening in Charlotte, North Carolina in January 2000 and shared a laugh and a snowball fight outside the Selwyn Avenue Pub. The 6'7" Justin and petite Diane soon became inseparable after discovering they both had Texas roots and a family love of cooking.

They certainly couldn't have foreseen a restaurant as they lived first in Denver, Colorado and then Hermosa Beach, California as management consultants with the consulting firm of Accenture before moving back to Dallas. Then came corporate downsizing.

They both took severance packages from Accenture and decided to take the risky step of starting a catering business. And the rest, as the story goes, is history.

From back-of-the truck catering in 2009 ... to a stall in Shed #2 of the Dallas Farmers Market in 2010 ... to the permanence of their 4,850 square foot building in Deep Ellum in 2014, the Fourtans have continued to be true to their craft, and to produce top-quality barbecue and sides. They've also added two smokers to try and ensure they don't run out of meat.

Pecan Lodge (named after the casita on Justin's grandfather's ranch near Abilene, Texas where he had played as a child) seats 70 in the dining area plus has room for more at the picnic tables in the landscaped patio.

The dining room sports an eclectic mix of chairs arranged around wood tables, with a corrugated metal roof with the ductworks showing, concrete floor, and decorations of license plates and photos; framed awards also figure prominently.

Rolls of paper towels on the tables invite the use of fingers and plastic squeeze bottles of barbecue sauce and pork sauce are available for seasonings if you so desire.

The menu, refined over the years, is printed on a large blackboard on the back wall. They're open for lunch Tuesday through Sunday and dinner Friday and Saturday nights.

Ready to try some good ole mouth-watering Texas BBQ? Follow me through the menu – you won't be disappointed! And everything that can be homemade is—from the stuffed sausages to the desserts.

Finger-lickin' good barbecue and sides

But of course, you've come for the brisket! Texas is beef country and brisket is considered the very height of barbecue beef. Pecan Lodge serves up the best in north Texas, according to *Texas Monthly* (2013), *"As for the brisket, the first bite reminds us of the heights that this cut can achieve in the right hands. Each bite has the aggressive smokiness we expect from mesquite, but it*

doesn't come along with any of the creosote flavor that is often that wood's downfall... If too much dried-out barbecue has you questioning the simple perfection of smoked brisket, Pecan Lodge will restore your faith."

I hope you've brought your appetite because the servings are hearty...though the price is not.

The brisket is served lean or fatty, or a combination of the two—two huge thick slabs of meat make up the half-pound serving.

Brisket can also be had in the two or three meat plates, along with your choice of sausage (regular or jalapeno), beef or pork ribs (average one pound each) or a mound of pulled pork and a side, all served on a metal tray with butcher paper.

The brisket is moist and well-seasoned with its crusty edges blackened by the heat, the sausages plump, and the ribs thick and juicy, also with a blackened crust.

Sandwiches offered are chopped brisket, pulled pork or the "pitmaster," a mammoth sandwich of brisket, pulled pork and sausage topped with slaw, barbecue sauce and fresh sliced jalapenos served on a hearty bun (fork and knife a necessity here!)

Generous sides consist of mac 'n cheese sprinkled throughout with green chiles and bacon bits, West Texas pinto beans, fried okra, collard greens with a hint of brown sugar, and coleslaw.

The house special is what's called the "hot mess," a jumbo sweet potato, shredded brisket, chipotle cream, cheese, butter and green onions. It may sound daunting, but fans swear by it.

And if you want some good Southern comfort food, Pecan Lodge includes crispy Southern fried chicken.

Or come with a group of four or five friends, skip the line and go directly to the express register, and order up the Trough...a sampler platter with beef ribs, pork ribs, brisket, pulled pork and sausage links.

You can order as much or as little as your taste buds dictate, all washed down by soft drinks, iced tea, beer or (surprise! surprise!) one of nine varieties of wine.

Leave room for dessert

The dessert menu is simple...Texas Tumbleweed cookies, a banana pudding, and peach cobbler. I recommend the peach cobbler...it's tasty yet not too sweet.

Top reviews

Have I mentioned that Pecan Lodge has received rave reviews starting with their very first year in the Farmers Market?

- Best new restaurant (2010)
- Best of Big D: Best Barbecue (2011, 2012, 2013, 2014)
- Reader's Choice: Best Barbecue (2013 and 2014)
- Best Comfort Food: Best Fried Chicken (2013)
- 100 Best Restaurants (#9) (2013)
- *Texas Monthly* (2013): second-best barbecue in Texas (and therefore the rest of the world!)
- *Southern Living* (June 2014): in the top 20 restaurants in the South for pulled pork
- Featured in the Food Network's popular series *Diners, Drive-ins and Dives* with Guy Fieri (May 2012)

And fans share the food critics' opinions of the food at Pecan Lodge. When the Harlem Globetrotters came to Dallas in January, where was one of their must stops?...You guessed it—Pecan Lodge.

And when a guest at an exclusive Dallas hotel wanted to know how to get to Pecan Lodge, the concierge volunteered to have his order picked up!

Yelp! had 344 reviews with an average rating of 4 out of 5 stars as of mid-February 2015.

Says J. S. of San Antonio, *"Brisket was really worthy of the hype... From smoke ring, to bark, from taste to texture this was the *--* and again worthy of the praise... The Day I ate I'm positive I had the "brisket gods" smiling down on me and my server."*

L. F. of Dallas agrees, *"Believe the hype people. This is the real deal, the must-see, the can't miss, the gotta have it. Yes, it's even worth standing in the super long line to get into the place. Pecan Lodge is 100% pure Texas BBQ and every human must eat here before they die. Actually, once you eat here you will want to die, since BBQ is so good that you cannot exist in life after this place."*

A. Z. of Dallas writes, *"The line isn't as long as it looks! The 30-40 minutes fly by as you admire their wall of accolades, and not-so-secretly salivate over the sizzling meats on*

fellow diners' platters... My companion LOVED the brisket and swore it's the best he's ever had."

A. D. of Fremont, CA, reports, "Overall, this is one of the best BBQ places I've been to in Texas, and worth checking out if you're a BBQ fanatic."

You're invited. Are your taste buds watering yet? I (and they) are so glad you are making Dallas one of the stops on your business trip to the South. I know you love barbecue, so...once you're in Dallas, you've just GOT TO go to lunch with me at Pecan Lodge. Pick you up at 11:30 Thursday morning? I think we'll miss the long line at that time of the day. You won't regret it.

P.S. Lunch is on me. I'm that convinced you'll LOVE the food at Pecan Lodge. See you Thursday!