

SUCCESS STORY

Backwoods Smoke Shack, LLC (Established)

Brian & Kris Patterson, Owners
Backwoods Smoke Shack, LLC
5963 Seven Points Rd
Hesston, PA 16647
www.backwoodssmokeshack.com
Huntingdon County

Industry:
Food Services

Year Founded:
2019

Consultant:
Terry Anderson

SBDC Assistance:
Covid Financing, business planning, financial projections, financing assistance, marketing, growth strategy

Additional Partners:
Startup Alleghenies



**Small Business
Development Center
Saint Francis University**

St. Francis University SBDC
P.O. Box 600
Loretto, PA 15940
814.472.3200
sbdc@francis.edu
francis.edu/sbdc

Special Interest Group:
Rural Development
Underserved Communities
Accelerators + Incubators
Export
Millennials/Gen-Z
Tech Development
Covid-19 Response
Disaster Recovery
Veterans
Women-Owned
Special Populations

Client Impact Stat:
7,000+ unique website visitors
attracted over the past year

Quote From Client:

“We are appreciative of the work the SBDC is doing to help us.”

-Brian & Kris Patterson



Great BBQ Is a Family Affair

Bryan Patterson knows Barbeque. Smoking meats has been a long-time hobby and ultimately a great business opportunity. Taking what he learned and taught himself, he decided to turn his hobby into a seasonal business opportunity, when he saw the lack of a good BBQ restaurant in the region. A region that includes Raystown Lake, a state park and resort, visited by over 2 million tourists annually. Along with his family and his mom, Kris, and dad, Bud, they started working with Jeff Boldizar, Director of the Saint Francis University SBDC, when they opened Backwoods Smoke Shack, a BBQ Food trailer setting up at various locations and events selling some phenomenal BBQ.

Jeff assisted them with securing a marketing grant which helped them provide new signage, create new menus, and develop their initial digital marketing.

After losing part of their year to Covid, the mobile business picked back up and they began looking for a location to expand their services to include dine-in and take out options. In 2021, they began leasing a location close to Raystown Lake. With having to upgrade some equipment and make some renovations to the facility, they again sought out the SBDC for assistance with business planning and financing. Working with Covid Consultant, Terry Anderson, the Center assisted them on a developing a business plan and projections and marketing. They were approved for funding through the JARI Microloan program; however, they ultimately decided to fund themselves instead.

As they continued to expand their offerings and build a reputation for excellent BBQ, they knew they had to develop a stronger online presence. So, they began working with SBDC consultant Jarrod Piper, who assisted with creating a user-friendly, mobile-optimized website for the restaurant, including brand identity development, graphic design, copywriting, and search engine optimization (SEO). Over the past year, the website attracted over 7,000 unique visitors across 30+ states.

In addition to developing and enhancing their online presence, the SBDC continued to work with them on marketing, pricing, and additional growth strategies including the introduction a breakfast menu and online sales of apparel and their own custom BBQ dry rubs. Since the restaurant closes seasonally at the end of October, Backwoods continues to offer catering and online sales of apparel and dry rubs throughout the year.

Backwoods Smoke Shack continues to grow and look for opportunities to expand their brand. As they wind down the current season for the restaurant, the Patterson family continues to work with the SBDC on the marketing for their rubs and apparel. No rest for this family who are passionate about all things BBQ and their community!