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# Franklin Barbecue: A Meat-Smoking Manifesto



## Synopsis

A New York Times best selling 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

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.

I love everything about *Franklin Barbecue: A Meat-Smoking Manifesto* by Aaron Franklin and Jordan Mackay. I initially got this book for my husband, who is an amateur smoker always looking to improve. However, once I started reading, I couldn't put it down. I didn't get halfway through the book before wanting to run to the store to get a quality brisket and make my own smoker. The first chapter of this book is dedicated to how Franklin took his interest in smoking meat from a hobby to a food truck to the successful lunch-only restaurant he runs today. I was really interested in the back story and appreciated his insight into starting a business and following your passion. Chapters 2, 3 & 4 are The Smoker, Wood, and Fire + Smoke. The Smoker covers everything from how to choose your smoker to building your own. In Wood, Franklin discusses how to find the best wood to use in your smoker and how to find a good source for it. Fire + Smoke is devoted to building a fire and creating that magical smoke that will take your meat from good to great. This may sound boring, between the style of writing and the details, I found all of it fascinating. Chapters 5, 6 & 7 are Meat, The Cook, and Serving + Eating. Meat is an incredibly interesting chapter on how to choose good meat and some of the "behind the scenes" from Franklin's restaurant. I went to the store armed with all sorts of things to look for in order to find meat that would be worthy of the time it took to smoke it. The Cook prepares you for smoking your meat and includes a few recipes. At first, I was a bit disappointed at the vagueness of Franklin's recipes. However, he encourages the home smoker to start smoking and develop their own tastes and recipes and I see the value of his words.

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