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Critically Acclaimed Barbeque Restaurant Opening in Culpeper, Va., August 28

(CULPEPER, Va.) – After more than three years of researching restaurant franchises, Culpeper residents Dee Dee and Michael Walton ultimately decided to buy a Virginia Barbeque restaurant and will open their doors for business August 28.

Declared "Simply the best Barbeque in the Region" by the Free Lance-Star in 2004, Virginia Barbeque is known for its authentic southern barbeque served with a focus on speed and value. The pork is slow-smoked over hickory logs for 12 hours and prepared in two different regional barbeque styles: Virginia with a tomato-based sauce, and North Carolina with a vinegar-based sauce. Texas Smoked Beef Brisket BBQ hand-pulled and tossed with natural juices is also a customer favorite.

The Virginia Barbeque restaurant will be located at the Meadowbrook Shopping Center, and doors will be open Monday through Saturday from 11:00 a.m. to 8:00 p.m. and noon to 6:00 p.m. on Sundays. The quick serve restaurant will provide dine-in, carry-out and pick-up catering. Orders faxed to (540) 727-0418 will be ready for customers to pick up at the store.

The local entrepreneurs arrived at their decision to invest in a Virginia Barbeque restaurant after three years of researching franchises trying to find the golden combination of great food and strong business operations. After talking to their friends Kim and Alan Martinez who opened a Virginia Barbeque restaurant on Route 3 in Fredericksburg, they were sold.

"We knew they were happy with their business," explained Dee Dee Walton, referring to the Martinez family. "This is award-winning barbeque at family prices. A family of four can get dinner for generally less than twenty dollars. The barbeque is smoked off-site, so that keeps everything incredibly clean. The Richmond restaurant just won the 'Hall of Fame Award' for receiving a year of perfect inspections from the Virginia Department of Health."

Virginia Barbeque is a franchise system headquartered in Fredericksburg, Va., with nine restaurants throughout Virginia located in Ashland, Fredericksburg on Jefferson Davis Highway, Fredericksburg on Route 3, Manassas, Moneta, Newport News, Richmond, Ruther Glen and Tappahannock. The Culpeper location will be the tenth store for the chain. Two additional restaurants are slated to open in Middletown, Delaware and Buckeye, Arizona during the next six-month period.

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Editor's Note:

Additional awards and restaurant reviews for Virginia Barbeque to localize story:

"The Best Potato Salad Ever Eaten" - Richmond Times Dispatch Dec. 2000

"Freddie Award" & "Best Barbeque" - Fredericksburg Guide Book 2004, 2005

"The Region's Best Barbeque" - Richmond Magazine 2005

"Ribs with a side of Ambition" - Washington Post, June 2004

"My favorite has to be the hush puppies—those little bits of cornbread dough that are deep-fried and deeply addictive. It would be worth stopping by Virginia Barbeque just for those morsels." - Washington Post, March 2007 (Prince William Extra)