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Critically Acclaimed Barbeque Restaurant Opening in Tappahannock, Va., May 14

(TAPPAHANNOCK, Va.) – Dunnsville residents Eddie and Carol Williams will open the doors to their new Virginia Barbeque restaurant in Tappahannock on May 14.

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 White Oak Shopping Center, 1832 Tappahannock Blvd, and doors will be open everyday from 11:00 a.m. to 8:00 p.m. The quick serve restaurant is expected to be a popular lunch haunt since its 3-5 minute order delivery time will accommodate tight lunch breaks. The franchised restaurant will provide dine-in, carry-out and pick-up catering. Orders faxed to 804-443-5355 will be ready for customers to pick up at the store.

The husband and wife team decided to build a business closer to home so Eddie Williams could eventually stop commuting three hours a day to and from his job as a supervisor at Smith Lake Water Treatment Facility, where he has worked for the last 19 years. Moving to the city was simply not an option. "It was important to us that we stay in Essex County where Eddie could hunt with his friends, our four kids could be raised in a safe and quiet community, and where there was enough room for all our animals," explained Carol Williams, who will run the restaurant full-time until it is profitable enough for her husband to retire from the facility and dedicate his full time to the restaurant, which is only a seven-mile drive from their home.

The Williams decided to turn to Virginia Barbeque because it provided more support than they would get as a small business start-up. "We liked the idea of having a team behind us to help our business grow, and Virginia Barbeque offers just that! My grandmother owned Ralph's Grill on Rt. 1 in Stafford County for 50 years, and I have very fond memories of watching her work there. This sparked my interest in opening my own restaurant," explained Eddie Williams.

Virginia Barbeque is a franchise system headquartered in Fredericksburg with eight restaurants open throughout Virginia. The next restaurant scheduled to open will be in Newport News, Va.

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Editor's Note:

To view the Virginia Barbeque menu, visit www.virginiabbq.com

JPEGs of the restaurant available upon request.

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)