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Critically Acclaimed Barbeque Restaurant Opening in Chancellorsville, Va., This Thursday

(CHANCELLORSVILLE, Va.) – Fredericksburg residents Alan and Kim Martinez will open the doors to their new Virginia Barbeque restaurant March 15.

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 small business will be the first barbeque restaurant in Chancellorsville, and the second Virginia BBQ franchise in the Fredericksburg area.

The Virginia Barbeque restaurant will be located at 4901 Plank Road, and doors will be open everyday from 11:00 a.m. to 8:00 p.m. Located between two commuter lots, the quick-service restaurant will make the most of its 3-5 minute order delivery time and offer curb-side pick-up and take-out ordering in addition to its more traditional sit-down dining.

New restaurant owner Alan Martinez is a veteran with 20 years of service in the Marines and Coast Guard piloting helicopters. He retired as a Lieutenant Commander after managing the Aviation and Maritime Search and Rescue operations in the Eastern Caribbean where his team seized and destroyed \$560 million in illegal narcotics and saved 450 lives.

“Franchising allows you to open a business with a lot of the basic processes and procedures already established, which like in the military, allows the service member to focus on the critical operational tasks and objectives for success,” explained Martinez. “We chose Virginia BBQ because of the quality of the product, and the excellent groundwork that founder Rick Ivey has done to make the franchise business-friendly.”

Martinez purchased the Virginia Barbeque franchise with the assistance of the VetFran program, an initiative where participating companies offer veterans their “best deal.” Virginia Barbeque offered Martinez a \$5,000 discount on the initial franchise fee in recognition of his service. More than 600 veterans have bought franchised small businesses through the program, with more than 25 of those Virginia residents.

Virginia Barbeque is a franchise system headquartered in Fredericksburg, with additional openings scheduled in Tappahannock, Va., and Newport News, Va.

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Editor’s Note:

Active duty J-Peg and cut-line 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