



David Rosengarten,  
Editor-in-Chief,  
*The Rosengarten Report*

# Coming to Your House— the Ultimate July 4th Texas Barbecue Party!

- ✓ Delivered right to your door already prepared—a jumbo package of the most juicy, tender, over-the-top delicious, authentic Texas BBQ meat you and your guests have ever savored—*guaranteed!*
- ✓ So convenient! Just heat on your grill, in your oven or microwave—and serve! No backyard needed ... no barbecue pit ... no charcoal or kindling ... no fussing over hickory wood for 15–20 hours like the Texas “good ole boys” who’ve already done it for you!
- ✓ Here’s everything you’ll need for the greatest BBQ party you’ve ever thrown! Or stash this big hoard of plenty in your freezer and keep it *all for yourself*—and enjoy heavenly BBQ for weeks!
- ✓ Available nowhere else ... and only for a limited time (*please see cutoff date below*).

**This is the authentic Texas BBQ tasting experience of a lifetime—  
the most convenient way ever created for you and your guests  
to experience the ultimate in genuine Texas BBQ ...  
but only if you place your reservation by midnight, Monday, June 12, 2006.**

Dear *Rosengarten Report* Subscriber:

I’ve often dreamt of my personal gastronomic heaven: a rollicking BBQ party, with the most mind-blowing beef and the very greatest pork, served up in eye-popping portions to my family members and very best friends.

Sad to say, I’ve never actually paid a visit to this heaven—because real BBQ has to be made by the pros, in real BBQ pits, and I’ve never had the opportunity to schlep 20 people down to Texas for this mad and mirthful meal. And even if I could rent a small jet—where in Texas would I go? Which southern pit serves the *ne plus ultra* ‘cue?

## **But Now—Hallelujah!—the Planets Have Lined Up in a Trail of Blue Smoke!**

Several developments over the last few years have now allowed me to offer you the ultimate BBQ heaven—attainable right in your own backyard, or even your own kitchen! What I’m

about to reveal—the Texas BBQ brisket and southwest BBQ pork of your dreams—can be the basis this summer of the greatest party you’ve ever thrown, or the source of weeks of delirious eating for just a few people.

## **This Unique Opportunity to Enjoy Authentic Southern BBQ in Your Own Home Took 5 Years to Come Together**

Here’s how it evolved ...

**April, 2001:** I discover that BBQ meat—which in its purest, most delicious form is practically impossible to make at home—ships incredibly well when a great Southern producer overnights it to you.

**May, 2001:** I discover the home secrets of heating shipped Southern BBQ so that it tastes exactly as it does at the pit in the South. And it’s so easy to do! You can heat it on your Weber—but you can also heat it in your oven in an hour or less. Or even in your microwave! (Full instructions, of course, will come with your feast.)

**July, 2003:** I discover that the best-shipping BBQ of all is not ribs, not pulled pork, but huge hunks of meat, which reheat perfectly at home, preserving all their dripping juices. Texas brisket is the prime candidate—but I also discover that a large pork roast made by Willy Ray’s in Beaumont, Texas, is the most insanely delicious hunk of BBQ I’ve ever had!

**May, 2005:** During my month-long tasting of American-style Kobe beef (also known as Wagyu beef) for another project entirely, I discover that some of the best cuts of all of Wagyu beef are not strip steak, not rib-eye, not filet mignon—but normally overlooked cuts like brisket!

**June, 2005:** The idea is hatched. Might it be possible to get a BBQ pit in Texas to smoke a Wagyu brisket for me—which, if done right, should become the most awesomely delectable BBQ brisket on the planet?

**January, 2006:** The negotiations begin ... and conclude! Snake River Farms in Idaho, arguably the country’s top producer of Wagyu beef, agrees to ship highest-quality Wagyu briskets to Willy Ray’s in Texas, one of my favorite BBQ joints in America! Willy Ray’s agrees to receive those briskets, give ’em the full Texas treatment, and ship ’em out to my readers!

## **Another “Aha!” Moment Leads to This Meaty, “Two-Fisted” BBQ Combo**

**March, 2006:** A little time passes. Another lightbulb flashes brightly over my head. Rather than offering you merely the greatest BBQ brisket on earth—as long as I’ve got Willy Ray’s on my team, why not offer you the option of including the greatest BBQ pork roast ever, so that you can throw a memorable, two-fisted BBQ party this summer?

But I wouldn’t want you to have two hunks of meat that have gone through exactly the same process—so my right-hand palate, T.J. Robinson, winged down to Texas to develop, with

## What Real BBQ Is ... and Isn't

*If you're a Yankee (like me), y'all listen up now—  
and discover what Southerners mean by "great 'cue"!*

I am suggesting in these pages that with these incredible meats, you can throw the best damned BBQ party ever at your house.

However, depending on where you live, you may have a very different definition of "BBQ."

Where I grew up, Yankee that I am, having a "barbecue party" meant throwing some hot dogs and hamburgers on the grill in the backyard and cooking them quickly over high heat. In fact, in most of the country, when people say, "Let's have a barbecue!" that's exactly what they mean.

That's *not* what "barbecue" means in the South.

Southern 'cue is the diametric opposite of Yankee 'cue. It means meat cooked very slowly, having indirect contact with the low-temperature smoke that comes off of smoldering hardwood, resulting in a deep, complex taste and juicy, velvety texture that's out of this world.

For example, a hot dog might take two minutes to "barbecue." But an authentic Texas BBQ brisket usually takes 16 hours!

It is difficult to make the food for a BBQ party of this kind, even in the South, because real Southern BBQ takes so much time, technique, and experience. Southerners usually just go with family and friends to the local BBQ joint and happily pig out there.

What I'm suggesting in these pages is that *the BBQ joint come to you* ... no matter where you live!

Southern BBQ ships so well and arrives in such great condition that all you have to do is heat it up (using your Weber, oven, or microwave) and get ready for the squeals of joy.

Think about this! This BBQ party that I'm proposing requires no charcoal, no wood, no gas grill, no timing anxiety, no fretting with kindling—nothing of the sort!

As host, you need only wrap these meaty prizes in foil and reheat them—amazing your family and friends with an over-the-top taste experience of authentic Texas BBQ. And if you'd rather not turn this treasure into a "BBQ party," you can hoard it in your freezer, in chunks, ever-ready to defrost some BBQ and transport your mouth to the South in the blink of an eye.

Willy Ray's, a Rosengarten-inspired Southwest BBQ Pork Roast. This baby is marinated, seasoned, smoked, then rubbed with a unique seasoning powder, guaranteed to make you feel like a southwestern cowpoke. It is Willy Ray's renowned BBQ Pork Roast elevated to a dizzying new level.

## Pass the Red Mud, Please

**April, 2006:** How to close the deal on this package? I realize that two sauces would lift these meats to celestial heights: my favorite molasses-flavored Texas BBQ sauce, Red Mud, for the brisket, and a smoky capsicum-spiked beauty, the Pasilla de Oaxaca Chile Sauce, made by Fischer & Wieser, for the pork. In case I haven't layered this package with enough intensity, I also decided to develop and throw in a special jar of Rosengarten's Dry Rub BBQ Seasoning, so you and your guests can shake it 'til the cows come home.



**STEVEN RAICHLEN**, author of *The Barbecue Bible*, *BBQ USA*, and host of *Barbecue University* on PBS.



"This is damn good barbecue from one of the top smokehouses in Texas. The brisket melts on your tongue like butter. The pork roast explodes with spice and smoke. It's the real deal, folks."

### "A revelation!"

*We asked some of our readers to sample these BBQ meats. Here are their comments...*

"We shared the brisket with friends, and our reactions were unanimous. The perfectly smoked Texas style Kobe beef brisket was a revelation! Moist, tender, and so buttery rich that we served it as an appetizer. And the BBQ smoked pork roast was the best I've ever tasted! Just the right texture, smoke flavor, and juiciness. A beautiful dark exterior crust with pure pork heaven inside. The selected sauces and seasoning mix were great accompaniments to the smoky BBQ meats. This incredible Smokehouse package is definitely going on my gift list for family, friends, and clients. Talk about making a lasting impression!"

—Blake & Vicki DeBoest, Chicago, IL

"The brisket was some of the most tender meat one could feast on...Adding the Rosengarten Dry Rub made it live up to perfection...Just a sprinkle of the rub made this a perfect brisket. The pork roast came out juicy and sliced perfectly. Nice red ring around the outside of the roast...The tenderest pork roast we have eaten! Again, this was great alone, but a sprinkle of the Dry Rub was welcome. The Chile sauce had great flavor, just hot enough and was a terrific accompaniment for the pork. Can we have some more please?"

—Howard Levine, Fresh Meadows, NY

"The barbecue sauce was quite delicious and did not have that sugary/syrupy taste that you get from most store-bought sauces. Of course, the real stars of the package were the brisket and the pork. They both provided a great smoky, complex barbecue flavor explosion in the mouth. I intend to try the Chile sauce that you sent soon, but I have not yet. I did not want to cover up the wonderful taste of the meat! I highly recommend this package to all barbecue lovers."

—Dwight Smith, Leesburg, VA

## And Now ... It's Here!

And the choice is yours. Fangs dripping with incredible BBQ savor, we are all ready to ship. So the only remaining question is—are *you* ready to blow everyone's mind with the best BBQ they've ever tasted? Right at your home?

I am prepared to send you my *Rosengarten Smokehouse Combination Package* in plenty of time for your July 4th celebrations, or any other BBQ occasions you've got in late June and early July. It includes:

- \* **A Smoked Kobe-Style Wagyu Beef Brisket from Willy Ray's in Texas**, one of the all-time BBQ masterpieces—and one that is absolutely unobtainable by any other means! Only you will know this BBQ magnificence! It will weigh between 9 and 10 pounds (no bones!). It will easily feed 20 people and seriously change the life of any 10 people who choose to share it.

Or, if you're thinking in smaller numbers, it can be cut in chunks, frozen, and defrosted whenever you're ready for a scintillating sandwich.

It is dark and crusty on the outside, the result of its 16-hour encounter with hickory smoke at a very low temperature. Inside, the striations of Wagyu marbling will astonish you.

We've all had brisket that makes us say, "*That's delicious—but a bit dry.*" You cannot possibly say that about Wagyu brisket! This is the lushest, juiciest, richest, tenderest brisket you've ever tasted—brought to a smoky apex by the master smokers at Willy Ray's!

Wrap the whole beast in foil and heat it for an hour or so in your oven or under the cover of your Weber. Or cut it in thin slices, arrange them on a plate, and microwave them for 20 seconds or so. You cannot lose! Slap those slices on some white bread or a roll, add some BBQ sauce, sprinkle on some dry rub seasoning if you like—and you will soon be howling at the moon!

- \* **For your BBQ sauce, I'm including a big bottle of the Texas-made Red Mud BBQ Sauce**—a medium-thick brownish-red sauce that's an incredible blend of molasses flavor and cowboy-tomato goodness, with subtle smokiness and a buttery finish.
- \* **For your dry rub seasoning, I'm including a big shaker filled with Rosengarten's Dry Rub BBQ Seasoning**—concocted by me from various chiles and peppers, garlic, cumin, cilantro, oregano, and a few secret spices. It is the liveliest rub I've ever tasted—and I'm tasting rubs all the time!
- \* **A Southwest-Rubbed Smoked Pork Shoulder from Willy Ray's in Texas**—which I think goes over the tippy-top in the BBQ pantheon! Your shoulder will weigh between 6 and 7 pounds and will easily feed 12 people (or, once again, you can cut it into chunks and freeze some of it).

The outside is a crazy-crusty black, flecked with the soft, red spices of my spectacular rub. When you cut into it, however, the thrill goes from solid to liquid—for just under your knife, a virtual geyser of porcine juice erupts, sending rivulets coursing throughout the white, succulent meat. The balance of smoky flavor and deep, rich, porky flavor is a miracle of nature—a miracle nudged toward El Paso by the special seasoning we've given this thing.

- \* **A big bottle of a second sauce—the Pasilla de Oaxaca Chile Sauce made by Fischer & Wieser** in Fredericksburg, Texas, right in the heart of Texas hill country (a Texas BBQ

*In case you were wondering ...*

### **What on Earth Is Your Faithful Editor Doing in the BBQ Business???**

Here's how I see my mission in life.

First and foremost, I'm a food journalist; I live to discover the greatest foods in the world for you to savor and serve your guests.

However, every now and then I'll come across a rare, extraordinary product—or in this case, a combination of products—not available through normal commercial channels.

Since it is my job to bring you the most delicious examples of everything, I see it as a natural part of my mission to step into the breach and bring you extraordinary products that you never could have tasted otherwise.

My *Rosengarten Smokehouse Combination Package* is a perfect example. You simply cannot obtain this extraordinary, authentic, "best-in-class" BBQ meat, produced precisely according to my obsessive seasoning instructions, anywhere else ... which is why I decided to bring it to you. You will be astounded by the culinary heights that truly miraculous BBQ can reach!

*David R.*

mecca!). The sauce is a rusty orange-brown, medium-thick, with a slightly lumpy look, containing lots of little bits of fruits, vegetables and nuts—some of them firm or semi-firm. Remember, this is what you'd call a sauce, not a salsa (though those words technically mean the same). It feels good in your mouth—substantial, real, fairly smooth but not over-refined. Then comes the taste!

The symphony opens with an explosion of smoky flavor—good smoky flavor, not the burned-house variety, but the smoke of roasted chile skins (pasilla, in this case). Nutty flavors follow. Just below that, one senses a terrific tomato sauce with lovely acidity. This sourness is balanced by a little sweetness, but not very much; one of the sauce's high points is the inclusion of pineapple, which adds just a little natural sweetness and a hint of tropical fruit.

Happily, there are other fruity flavors as well—namely, the kind of “fruit” that rises off a good, hot chile. And, make no mistake about it, there are good, hot chiles in here. This sauce tastes great spooned right over the hunks of Smoked Pork Shoulder—but if you wanted to throw in a few tortillas, wrapping up the pork in them with some sauce, and some cilantro/onions/avocados/tomatoes, your party will take on a whole new character, amigo.

### **And So, in Summary ...**

*The Rosengarten Smokehouse Combination Package* is two huge hunks of otherworldly meat (weighing in at somewhere between 15 and 17 pounds altogether), two big jars of targeted sauces, and a big shaker of BBQ dry rub ... all for just \$199 plus shipping.

Now, if for some reason you'd prefer to order just the brisket, or just the pork shoulder ... we can accommodate that as well!

**If you order only the Smoked Kobe-Style Wagyu Beef Brisket**, weighing between 9 and 10 pounds, I will also send you the Red Mud BBQ Sauce and a shaker of Rosengarten's Dry Rub BBQ Seasoning. Total cost of the package is \$129 plus shipping.

**If you order only the Southwest-Rubbed Smoked Pork Shoulder**, weighing between 6 and 7 pounds, I will also send you the Red Mud BBQ Sauce (which goes well with the pork, too), the Pasilla de Oaxaca Chile Sauce, made by Fischer & Wieser, and a shaker of Rosengarten's Dry Rub BBQ Seasoning. Total cost of the package is \$99 plus shipping.

With any of these orders, of course, you will get:

1. Complete, ridiculously easy cooking instructions.
2. Recipes for side dishes to round out your BBQ party.
3. Beverage suggestions for your BBQ party.
4. Suggestions for leftover beef and/or pork from your BBQ party.

**We Must Receive Your Order No Later Than  
Midnight, Monday, June 12, 2006**

I must tell you, however, that supplies of this made-to-order Texas BBQ meat are quite

limited, not only by small quantities, but especially by time. Your order can be accepted only if we receive it by midnight of Monday, June 12, 2006. Any orders received thereafter will be reluctantly returned.

Your jumbo BBQ package will be shipped for guaranteed delivery during the week of Monday, June 26. This means that if you're planning to throw a spirited BBQ bash on July 4th, the party's star attraction (other than yourself, of course) is guaranteed to arrive in plenty of time.

But it's also why we can accept no orders after midnight, June 12.

Have your order in our hands before the clock strikes twelve, however, and all the buckaroos who mosey over to your ranch this July 4th will be *yee-ha!*-ing with delight. They'll agree that this is the best, juiciest, most flavorful and tender BBQ feast they've ever tasted. *You'll see!* This experience is going to spoil you and them forever for all other forms of 'cue!

So if you want to serve and savor the ultimate Texas 'cue without flying to the famed BBQ joints deep in Dixie, let me send the ultimate BBQ joint to you, by way of my *Rosengarten Smokehouse Combination Package* ... or, if you prefer, just the *Smoked Kobe-Style Wagyu Beef Brisket* ... or just the *Southwest-Rubbed Smoked Pork Shoulder*.

The choice is yours, but whichever option you fancy, I urge you to lasso this opportunity before it gets away. Just return the Order Form on page 8 of this announcement, or you can phone or fax your order in as well.

Yours for outrageous BBQ,



David Rosengarten

**P.S.** Your purchase is protected by my 100% money-back satisfaction guarantee.

***"Oh my gosh, how tender. It just falls off your fork."***

"The pork has a nice, smoky flavor...oh my gosh, how tender...it just falls off your fork...The sauce makes it heaven..."

"I grew up in Texas. I really wanted to understand how to shoot the moon with this barbeque. Leftovers from Sunday night's dinner came out of the fridge on Monday night."

"I bought flour tortillas, heated them in low oven. I took the remaining pork and shredded it with two forks. I mixed into the meat all those wonderful dark black flavorings on the outside of the

pork and jumbled it all up. Put in the microwave for 30 seconds. I then took the Oaxaca Chile Sauce and poured it into a small skillet and heated it almost to a boil. Took a hot flour tortilla and smeared the chile sauce on it then put a half cup of the shredded pork, rolled up the tortilla and baby we are now cooking with gas!!!! My significant other squealed with delight, and I thought it was just about the best pork BBQ ever.

"As for the beef brisket: I'm used to brisket fighting you back when you chew it. For me, this was an unusual beef brisket because of its tenderness."

—Jan Whitener, Washington DC

"The brisket was delicately smoky, tender without being mushy and incredibly rich and silky on the tongue."

—Jacqueline Chasey, NY, NY

"The pork was moist and tender. Sliced easily and was very juicy. My husband said he was surprised this quality of smoked meat could be ordered online and felt that the way it was packaged and delivered it would make a great gift...The beef was very tender which melted in your mouth...Lots of comments about the Wagyu beef and for a party where you have a bunch of foodies, this might be a reason alone to order it...Compared to normal brisket, it was not even in the same category. Sublime compared to a normal brisket."

—Lisa Bls-Johnson, Dundee, OR



# Rosengarten Texas BBQ Order Form

*RSVP by Midnight, June 12, 2006*

**Yes!** I want to savor the ultimate in true Texas 'cue—the best BBQ I've ever tasted in my life—as produced, seasoned, and smoked according to David's obsessive instructions. I am placing my order as follows:

☐ **Best deal—The Rosengarten Smokehouse Combination Package, just \$199 (plus \$20 FedEx shipping).** I will receive a Rosengarten Kobe-Style Wagyu Smoked Beef Brisket (9-to-10 pounds, no bones) and the Southwest-Rubbed Smoked Pork Shoulder (6-to-7 pounds). I will also receive the amazing Red Mud BBQ Sauce for the brisket ... and the Pasilla de Oaxaca Chile Sauce that goes so perfectly with the pork shoulder ... plus a big shaker of Rosengarten's Dry Rub BBQ Seasoning. In all, it's a rollicking "BBQ-party-in-a-box," rushed to me by FedEx and ready to heat on my grill, in my oven or microwave—and serve! I11854

If I like, I can keep this heavenly hoard to myself—by cutting it up into chunks and storing them in my freezer for weeks of outrageously juicy, flavorful, velvety, authentic Texas BBQ any time I want over the summer—for weekend get-togethers, picnics, delectable sandwiches by the pool, or any time the craving strikes!

☐ **Just the Kobe-style Wagyu Smoked Beef Brisket, only \$129 (plus \$15 FedEx shipping).** I'll receive the Rosengarten Smoked Wagyu Beef Brisket (9-to-10 pounds, no bones), the Red Mud BBQ Sauce, and a big shaker of Rosengarten's Dry Rub BBQ Seasoning. I11857

☐ **Just the Southwest-Rubbed Smoked Pork Shoulder, only \$99 (plus \$15 FedEx shipping).** I'll receive the Rosengarten Southwest-Rubbed Smoked Pork Shoulder (6-to-7 pounds), the Red Mud BBQ Sauce, the Pasilla de Oaxaca Chile Sauce, and a big shaker of Rosengarten's Dry Rub BBQ Seasoning. I11860

**No matter which option I choose,** my order is guaranteed to arrive by FedEx (chilled and vacuum-sealed) during the week of Monday, June 26, in plenty of time for a July 4th bash that will have me and my guests howling at the moon. If I choose not to eat any of my smoked meat right away, I can store both the unopened brisket and pork in my refrigerator for about one week or in the freezer for several months. No matter which option I choose, I will also receive David's instructions for cooking my brisket and/or shoulder ... his favorite side-dish recipes for creating the perfect barbecue feast ... and his barbecue-friendly wine and beer selections. **I am also fully protected by your 100% money-back satisfaction guarantee.**

**My payment method is as follows:**

☐ Check or money order to *The Rosengarten Report* enclosed.

☐ Please charge my:

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Credit card #                 Expires

Signature (required on credit card orders only)

**My billing address is:**

Name

Street Address (no PO boxes, please)

City  State  Zip

Phone Number (for FedEx use only)

E-mail Address (in case we have questions)

**My shipping address is** ☐ same as my billing address above, or ☐ different, as follows:

Name

Street Address (no PO boxes, please)

City  State  Zip

**Please Mail This Form to:**

*The Rosengarten Report*  
PO Box 4126  
McLean, VA 22103-9815

**Or for Faster Ordering, You Can:**

Call Toll-free: 1-800-832-2330

Or Fax to: 1-703-827-8809

