



It's more than Barbeque!

**Franchise
Information
Packet**

Family Owned & Operated:

Stonewall's has been a family owned business since its conception in 1995. Since then the family has grown, but one thing is the same...the BBQ is still great!

The Smith Family has over 60 years of experience serving up some of the best food in South Mississippi.

Stonewall's is not just about serving great BBQ, but about people. Our family has a passion for God, people and serving great food! Come by, give us a try, and let us share our passion with you.

Stonewall's has the best "Q" in the Yune! No kidding...just ask around town and you'll see that Stonewall's has set the standard for great BBQ in South Mississippi and the surrounding areas. Slow cooked *Baby Back Ribs* and *Smoked Chicken* that just melt in your mouth served with our Award Winning BBQ Sauce and freshly prepared sides. It is a winning combination.

If you would like more information about Stonewall's BBQ & Catering or how to become part of the Stonewall's Franchise family, contact Tony Smith at tony@stonewallsbbq.com or call 601-569-0691.



www.stonewallsbbq.com

Where We Got Started:

The history of Stonewall's starts in a small rural town of Poplarville, MS. Tony and Angie Smith started this venture with a friend in 1995 on Hwy 53 South just outside of Poplarville. The original restaurant was a hand hewn log barn that dated back to the 1850's. The barn was actually located in the foothills of the Smoky Mountains near Knoxville, TN. The barn was part of an old homestead with a working dairy. Due to a highway widening project the barn had to be moved and relocated to where it currently stands today.



Always smiling and serving great food!

At the original location near the Tennessee River, cannon balls from civil war battles were found around the barn. Legend has it that Stonewall Jackson camped at this location with his men. Every piece of the original building was used in the reconstruction of the barn. Much detail was taken to make sure all the logs were put back into its original place.

The Name:

Stonewall's comes from a Confederate General in the Civil War---Thomas Jonathan Jackson. Jackson was a deeply religious man, and stories tell of him leading hundreds of men to Christ.

When reading of Jackson's beliefs and how he stood like a "stonewall" we felt this is just what the old barn did. Survived years of change and we wanted to continue its history in South Mississippi. The old barn still stands today in Poplarville.

The "Q":

Our Mission Statement is simple:

***"Be America's Best Quick Service
Barbecue Restaurant"***

At Stonewall's we are still committed to providing a high quality product with fast food speed. We use the best loin back ribs, fresh chicken and pork shoulders available. Using our "secret" Stonewall's Rib Rub, we marinate our ribs, chicken and pork then slow cook them till the meat will just melt in your mouth. Then we top it off with our Award Winning BBQ Sauce on the side.

Stonewall's BBQ Sauce was recognized as the Best (1st place) at the Mississippi Gulf Coast BBQ Festival sanctioned by Memphis in May BBQ Competition and even had a Proclamation by Governor Kirk Fordice attesting to the tasty favorites of Stonewall's BBQ!



Folks waiting in line for some great Stonewall's BBQ!

Freshly Prepared Sides & More:

All of our sides are made from my Dad's original recipes (with a few wrinkles here & there). Our sides include Cole Slaw, Potato Salad, Cheesy Potato Casserole, Baked Beans and Homemade Bread Pudding.

Our fresh brewed iced tea has become just as popular as our great BBQ! Make sure to include our tea with your next order.

Our Advantage:

What is our competitive advantage? *It's more than Barbeque!* Serving BBQ with passion and keeping it very simple! Sure, many restaurants serve bbq, but Stonewall's does it different. We cook our "Q" throughout the day making sure it is always hot, fresh and never cooked days ahead.

What's It Like:

Stonewall's is very casual, friendly and family oriented. You can dine in or carry out. No matter what you choose to do, one thing is for sure, you will love our great BBQ!

Catering Services:

Why put up with the hassle of cooking when Stonewall's can do it for you. We have catered events for current Mississippi Governor Haley Barbour, former Mississippi Governor Kirk Fordice, United States Senator Trent Lott, "Major Dad" Gerald McRaney, ABC's Good Morning America Crew, MS Highway Patrol, School Districts, Backwoods Legend J-Remy, Churches, Local Businesses and many more. Stonewall's can handle large groups or just a small family gathering. Give us a call for details.



On-Site Catering also available

Franchising Info:

If you have an interest in owning your own business, Stonewall's is now looking for great people to partner with. Starting your own Stonewall's Franchise is a great way to have your own business. Compared to others, Stonewall's offers a very affordable option with low overhead costs for you to consider. Please contact Tony for more information and areas that are available.

Locations:

The word is catching on about Stonewall's award-winning barbeque, and more restaurants are opening all the time. Please visit us online at www.StonewallsBBQ.com for a complete list of locations.

Franchise Questionnaire:

Personal Data

Name _____ Age _____
Address _____ City _____
State _____ Zip Code _____
Home Phone _____ Business Phone _____
Cell Phone _____ Email _____
Best Time to Call _____

Employment/Business Record

Current _____ Position _____
How Long? _____
Previous _____ Position _____
How Long? _____

Personal References

(Please list Persons Who Have Known You For Two Or More Years)

Name _____ Phone _____ Yrs. Known _____
Address _____ City _____ State _____
Name _____ Phone _____ Yrs. Known _____
Address _____ City _____ State _____

Financial Information

Your approximate net worth? _____
Name of Partner(s) _____
How do you plan to finance this project? _____

Business History

Do you currently own any other restaurants? _____

Have you ever owned another franchise? _____

Have you ever failed in any business venture? _____

Have you ever filed bankruptcy? _____ Details _____

Have you ever been involved in litigation regarding your business interests? _____

Details _____

Market Preference

(Large Markets or Cities May Be Divided Into Smaller Territories)

First Choice Location _____ Second Choice _____

When would you plan to start? _____

If you have any questions or comments before you submit this Questionnaire, please call us at 601-569-0691 or email us at **tony@stonewallsbbq.com**

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