

SPICEOLOGY

Southern BBQ

AKA THAT MEAT, SMOKE, SALT, & SOUR.

There are few cuisines that evoke such a visceral reaction than Southern Barbecue.

Just the mention or thought of it and smells and visions of smoke, sweat, soot, sauce, and the slow-roasting of meats materialize until every cell in your body is clamoring for that smoky-charred piggy goodness. That vinegary tang that quite literally cuts through the fat. Those burnt bits that only time and flavor can create.

We're taking on the Barbecue Belt and talking proteins, rubs and sauces - from ubiquitous Carolina pulled pork to Murphysboro micro-moment chops. And for the millions of us that don't live in the hallowed and sacred barbecue lands of the south - we're sharing ways to impart those iconic flavors through some straight up Spiceology sorcery.



CRED Check

MEET STEVEN RAICHLEN

From Le Cordon Bleu cuisine beginnings to ash-covered open fire pits around the world, Steven Raichlen has dedicated almost 40 years to his craft and is considered the foremost authority on modern barbecue.

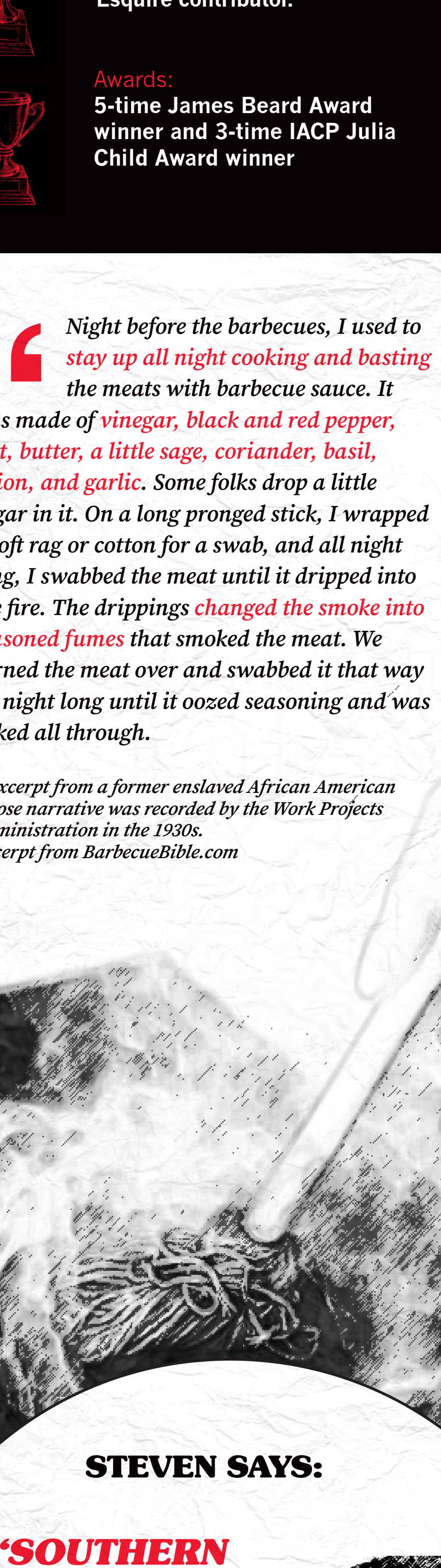
Name: Steven Raichlen

That Handle: @stevendraichlen

In the Industry: Almost 40 years

Known For: Being a barbecue guru and author of 32 books, including international bestsellers *The Barbecue Bible*, *How to Grill*, *Planet Barbecue*, and *More*. Member of the Barbecue Hall of Fame since 2015. *Food & Wine*, *The New York Times*, *National Geographic Traveler*, *Bon Appetit*, and *Esquire* contributor.

Awards: 5-time James Beard Award winner and 3-time IACP Julia Child Award winner



THE BRIEFEST HISTORY LESSON

Here we go - a brief history of Southern barbecue, and we are going to try our damndest to not overuse the term "melting pot". Because as with many culinary traditions of our young country that were forged by an eclectic mix of cultures who found themselves in this new world - the same rings true for barbecue.

Let's go back a few hundred years and across a few continents. The indigenous Caribbean Taino tribe developed a unique method for cooking meat over an indirect flame using green wood to keep the food from burning. Once Spanish explorers and colonists landed in the area they borrowed the Taino word for a grill, referred to this new style of cooking as "barbacoa": the original barbecue.

As explorers turned their expeditions west and north, they brought this cooking technique with them, and eventually it made its way to the colonies, traveling as far north as the cities and plantations of Virginia. They also saw Indigenous Native American's techniques of cooking meat and modified the shallow pit method to create what is now known as pit barbecue.

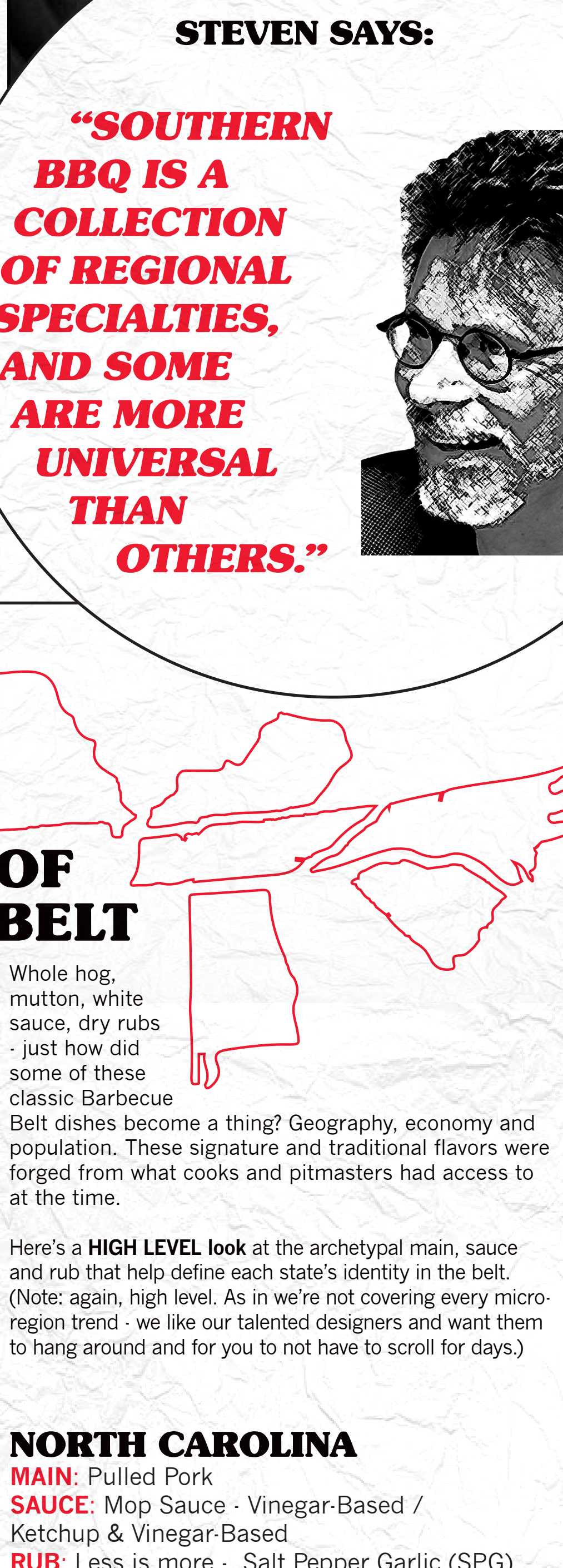
The uniquely hemispheric cooking form was perfected in the hands of Black pit masters in the American South. At plantations throughout the South, barbecues were often staged when there were guests or festivities at the big house. The cooks for these events were enslaved and free black men who used their talents to create an iconic Afro-Southern dish.

Jessica B. Harris, Author of *High on the Hog: A Culinary Journey from Africa to America* - excerpt from *BarbecueBible.com*

Post Emancipation, southern states leaned into their unique flavors and techniques, slingshotting the cuisine into the 20th century, through the Civil Rights movement and cementing the presence and influence of barbecue restaurants across the region.

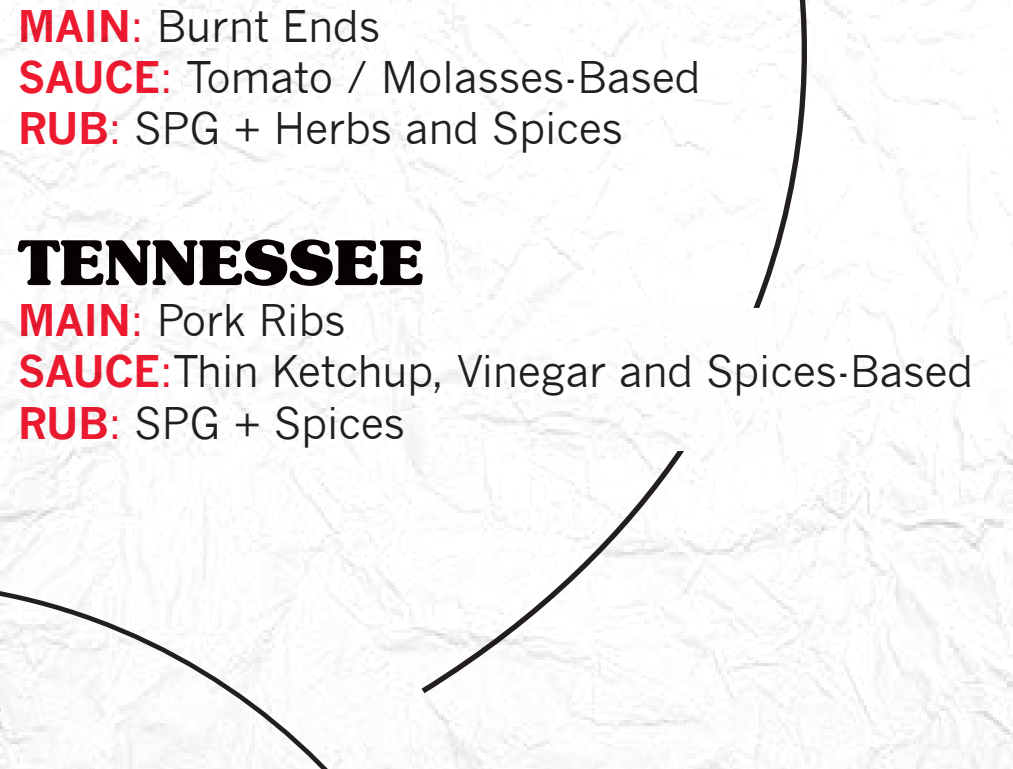
“Night before the barbecues, I used to stay up all night cooking and basting the meats with barbecue sauce. It was made of vinegar, black and red pepper, salt, butter, a little sage, coriander, basil, onion, and garlic. Some folks drop a little sugar in it. On a long pronged stick, I wrapped a soft rag or cotton for a swab, and all night long, I swabbed the meat until it dripped into the fire. The drippings changed the smoke into seasoned fumes that smoked the meat. We turned the meat over and swabbed it that way all night long until it oozed seasoning and was baked all through.”

- Excerpt from a former enslaved African American whose narrative was recorded by the Work Projects Administration in the 1930s. Excerpt from *BarbecueBible.com*



STEVEN SAYS:

“SOUTHERN BBQ IS A COLLECTION OF REGIONAL SPECIALTIES, AND SOME ARE MORE UNIVERSAL THAN OTHERS.”



THE Distinct FLAVORS OF THE BBQ BELT (& YES, WE'RE INCLUDING TEXAS.)

Whole hog, mutton, white sauce, dry rubs - just how did some of these classic Barbecue Belt dishes become a thing? Geography, economy and population. These signature and traditional flavors were forged from what cooks and pitmasters had access to at the time.

Here's a HIGH LEVEL look at the archetypal main, sauce and rub that help define each state's identity in the belt. (Note: again, high level. As in we're not covering every micro-region trend - we like our talented designers and want them to hang around and for you to not have to scroll for days.)

	NORTH CAROLINA MAIN: Pulled Pork SAUCE: Mop Sauce · Vinegar-Based / Ketchup & Vinegar-Based RUB: Less is more · Salt Pepper Garlic (SPG)
	SOUTH CAROLINA MAIN: Whole hog SAUCE: Carolina Gold · Mustard-Based RUB: SPG + Sugar and Spices
	ALABAMA MAIN: Chick & Chicken SAUCE: White Sauce - Mayo-Based RUB: SPG + Sugar and Spices
	KENTUCKY MAIN: Mutton SAUCE: Black Dip · Worcestershire-Based RUB: SPG + Sugar and Spices
	TEXAS MAIN: Brisket SAUCE: Drippings / Thin Mop Sauce RUB: Dry Mustard and Chili Powder-Based
	MISSOURI MAIN: Burnt Ends SAUCE: Tomato / Molasses-Based RUB: SPG + Herbs and Spices
	TENNESSEE MAIN: Pork Ribs SAUCE: Thin Ketchup, Vinegar and Spices-Based RUB: SPG + Spices

STEVEN SAYS:

“IN PARTS OF TEXAS THEY DO SOUTHERN BARBECUE, BUT IN TEXAS HILL COUNTRY WHERE THEY DO BRISKET - THAT'S NOT SOUTHERN. IT ALL GOES BACK TO THE DOMINANT ANIMAL OF A PARTICULAR REGION: THE SOUTH WAS PIG, HOG AND CHICKEN COUNTRY. AND TEXAS REALLY WAS AND IS CATTLE COUNTRY.”



As more immigrants settled around the U.S their traditions and cultures shaped regional barbecue technique and flavors. Foreign influences, industrialization, and even an early version of New-stalgia (when old trends become new trends... again) helped define the Southern Barbecue we still know, love and crave today:

The technique of adding sauce to the meat as it cooks came from British colonists who incorporated the idea of basting to preserve the juices within the meat with the Caribbean barbecue technique. **North Carolina's** vinegar-based sauces are also a remnant of the Brit's preference for a tart sauce.

Since **South Carolina** housed a large population of French and German immigrants, a mustard-based sauce was adopted - a reflection of the immigrant populations' traditional preferences.

German immigrants in **Texas** had the land to cultivate cattle, and it wasn't long before Texans were applying Carolina techniques to a different sort of animal entirely - beef!

The ultimate amalgamation of East and West Texas barbecue largely thanks to chef and restaurateur Henry Perry. He followed the style of his Memphis roots, using a sweet and spicy barbecue sauce, but didn't stick to pork-only barbecue, adding beef and other meats to the **Missouri** menu, as well.

In Memphis, **Tennessee**, the regionally unique sweet, tomato-based barbecue sauce was born from the city's status as a popular port along the Mississippi River. Memphis residents could easily obtain a variety of goods, including molasses, which provided the region's sweet barbecue taste.

“From the Madison County anti-barbecue campaign of the 1820s and 1830s, the end of the Civil War and the Civil Rights movement, **Alabama** barbecue attained its defining traits, set itself apart from other forms of barbecue in the region, and became increasingly inclusive.” - albbqhistory.org

With its own interpretation of the westward migration of barbecue culture, **Kentucky's** barbecue tradition goes back to 1792 when mutton was the meat of choice - a dish that's still popular in western Kentucky. Louisville and Lexington are more of a melting pot with everything from beef brisket to dry-rubbed ribs, and western Kentucky pork and mutton.

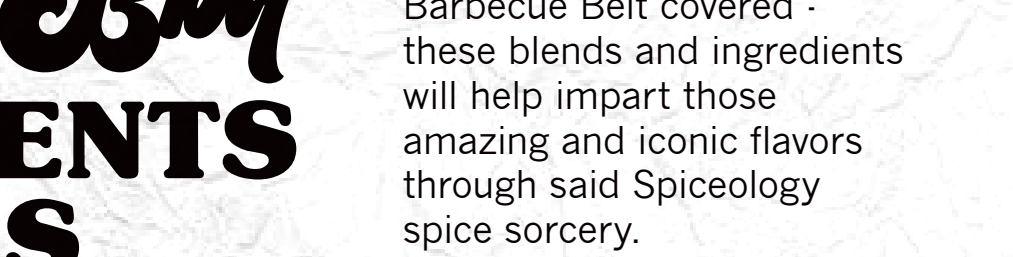
EXPERIMENT WITH FLAVOR

Enough with all the context, research and waning poetic - let's get to the rub. Check out Spiceologists' takes on Southern BBQ classics:

- Breakfast**
Smoky Honey Habanero Pulled Pork Hash
- Lunch**
Nashville Hot Chicken Sliders with Alabama White Sauce
- Appetizer**
Tennessee Smoke Pulled Pork Loaded Fries
- Dinner**
All-Purpose BBQ Rack of Ribs
- Sides**
Maple Bourbon BBQ Beans
- Garlic Junkie**
German-Style Potato Salad
- Salt Pepper**
Garlic Jicama Coleslaw

STEVEN SAYS:

“YOU GO TO A PLACE LIKE MURPHYSBORO, KENTUCKY WHERE THEY DO A WOOD-GRILLED PORK CHOP WITH A SAUCE THAT'S A MIXTURE OF MELTED LARD, HOT SAUCE AND CAYENNE PEPPER. THEY DIP THE CHOP ONCE WHILE COOKING AND THEN DIPPED TWICE RIGHT BEFORE SERVING. YOU'LL FIND THIS DISH MAYBE WITHIN A 30-MILE RADIUS OF MURPHYSBORO AND VIRTUALLY NOWHERE ELSE ON THE PLANET.”



THAT Southern WOOD SMOKE Serenade

By Christian Gill, Southern Gentleman, Chef and Spiceologist

Southern Barbecue is like a cultural square dance, where each participant - wood, rub, sauce - has a role, a step to follow in the greater choreography of flavor. And hickory stands tall as the quintessential smoking wood.

Hickory brings a robust, full-bodied smoke flavor to meat, akin to the depth and complexity of a Cabernet Sauvignon or Merlot in the wine world, where Mesquite is more like the intense Petit Syrah. It also burns cleanly and efficiently, outperforming softwoods like pine and fir, which can overwhelm with their resinous, bold flavors and leave a sticky residue in your smoker.

The South favors lighter hardwoods with hickory and oak setting the stage, but the script is evolving. Fruit woods like apple, peach, cherry, and plum are carving out their niche, each adding a distinct flavor to the culinary ensemble. Also craft woods like beechwood bring new textures and tastes to the forefront.

Imagine a string band, where each type of wood is an instrument, contributing its unique sound to the melody of the meal. This is the essence of Southern Barbecue: a harmonious blend of tradition and innovation, where the selection of wood is as crucial as the spices in the rub or the tang of the sauce.

In the symphony of Southern Barbecue, each wood sings its verse, creating not just a meal, but a legacy - a narrative steeped in smoke and shared under the vast American sky.



Southern Bbq INGREDIENTS & BLENDS

We have the flavors of the Barbecue Belt covered - these blends and ingredients will help impart those amazing and iconic flavors through said Spiceology spice sorcery.

SHOP SOUTHERN BBQ

Blends & Ingredients

REACH OUT TO YOUR DISTRICT REP OR SALES@SPICEOLOGY.COM WITH ANY QUESTIONS.