



## **BEEF LOVING TEXANS' "BBQUEST" SEASON 3 COMING THIS SUMMER**

*"BBQuest: Beyond the Pit" to Take Viewers From Restaurants to Ranches to Define What Makes Texas Barbecue Undeniably Unique*

AUSTIN, TX (March 21, 2022) – Following two successful seasons, Beef Loving Texans' award-winning original online video series "BBQuest" is taking on a new quest: "Beyond the Pit." In the third season, Jess Pyles, live fire cook, author of Hardcore Carnivore and Season 1 alum, joins BBQuest host Kelsey Pribilski to go "Beyond the Pit" and delve deeper into the world of Texas barbecue. Together, they'll be discovering stories of dedicated pitmasters and ranchers who make the state's favorite staple so special while enjoying delicious Texas barbecue along the way.

"BBQuest has already featured some of the best barbecue joints in Texas, going to various cities throughout the state to highlight different barbecue styles and special menu items these restaurants are known for," says Rachel Chou, Beef Loving Texans' Director of Consumer Marketing. "This season, episodes will center around different themes, allowing the co-hosts to discover what really makes Texas barbecue so unique. Kelsey and Jess will visit more of our state's best barbecue joints, along with trips to nearby cattle ranches to highlight the beef ranchers who make it all possible."

The Texas barbecue restaurants featured during Season 3 were selected based on recent accolades and rankings. These restaurants represent a range of both old- and new-school preparation, smoking methods and flavor profiles. The ranches that BBQuest will visit this season were selected based on their histories and backgrounds.

Below is a snapshot of the four Season 3 episodes:

### Episode 1 - Legacy & Tradition

- Ranch: Saunders Ranch (Weatherford)
- Restaurants: Micklethwait Craft Meats BBQ (Austin), TRUTH BBQ (Houston) and Pinkerton's Barbecue (Houston, San Antonio)

### Episode 2 - Creativity & Innovation

- Ranch: Graham Land & Cattle (Gonzales)
- Restaurants: Loro Asian Smokehouse & Bar (Austin, Dallas and Houston), Blood Bros. BBQ (Houston) and Curry Boys BBQ (San Antonio)

### Episode 3 - Texas Trailblazers

- Ranch: Caney Creek Ranch (Fairfield)
- Restaurants: Briscuits (Austin), Interstellar BBQ (Austin) and Goldee's Barbecue (Fort Worth)



#### Episode 4 - Family & Community

- Ranch: J.D. Hudgins, Inc. (Hungerford)
- Restaurants: Smoke Shack, Smoke Shack Meat Market (San Antonio) and Panther City BBQ (Fort Worth)

Streaming on YouTube and [BeefLovingTexans.com](http://BeefLovingTexans.com), *BBQuest* has been viewed by fans more than 2.9 million times. *BBQuest* has received an Award of Excellence from the Communicator Awards, a Gold Hermes Creative Award and recognition as a SABRE Award finalist.

Season 3 "Beyond the Pit" will premiere this summer. Learn more about *BBQuest* and watch Seasons 1 and 2 at [BeefLovingTexans.com](http://BeefLovingTexans.com). Beef Loving Texans is the consumer-facing brand of the Texas Beef Council. For more information about Beef Loving Texans and the Texas Beef Council, visit [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com).

#### *NOTE TO MEDIA:*

Production for Season 3 runs from March 21 to April 20. If interested in a behind-the-scenes look while filming at the ranches or restaurants, please contact Sarah Sutton ([sarah.sutton@hahn.agency](mailto:sarah.sutton@hahn.agency)) for the schedule.