



Re-Up BBQ  
Founding Crew:  
Come in out of the Rain

Prospectus



You  
Founding Crew Member  
November 2011

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The Re-Up BBQ has been a labour of love since it was first founded, serendipitously, after our names were pulled from a lottery for Vancouver's Street Food Pilot Program.

Our group's journey to survive the first year on the streets has been a wild one, but it has shaped our business into what it is today. We wouldn't change a thing.

Now we can boast about two successful downtown lunch locations, a thriving trade in smoked bacon at Farmers' Markets and to restaurants, and a burgeoning catering business that lets us turn up the volume on our street food.

So what's next for the Re-Up BBQ?

We don't rest for long, and are embarking on a whole new adventure in New Westminster. Read on to see how you can be part of our mission.



# The Re-Up Founding Crew:

## Crowdsourcing our way out of the rain

Operating a food cart is, contrary to popular opinion, not an easy, glamorous job. Moving our kitchen many miles everyday, struggling through negative temperatures, snow, rain, and hail can beg question: Why do we do it?

Because we love BBQ, we love cooking and we love making you happy.

We are proud to announce that by late January, we will be opening a new location to serve you better – and it's inside! So, you don't have to get cold and wet to satisfy your craving for our BBQ.

The River Market in New Westminster will be our new home, and we will have a significantly expanded BBQ menu complete with a soda shop. Don't panic, there will also be a deli counter where you can buy our house-smoked bacon and other delicacies for your family and friends.

This is great, you say, so what's the catch? Well, operating a food cart is not the license to print money many people think it is. It's laborious, cold, wet and when you move your kitchen 5 miles a day, something always breaks. So we're going to need a little help to get out of the gate and in from the cold. We'd love to have you along for the journey.

And so the Re-Up BBQ Founder's Crew Membership is born.....

# The Re-Up Founding Crew

## Membership

{

\$1000 to spend at Re-Up in the River Market  
or at the carts downtown

}

(\$100 annually)

{

Every year, one whole pork belly's worth of  
bacon brined and smoked just for you

}

(that's 10lbs per annum, folks)

{

You and a friend are invited as our guest to our  
annual and exclusive Labour Day BBQ Parties  
held at the River Market.

}

{

One very slick membership card

}

{ \$500 }

# What happens when Re-Up hosts a party?

On Sept 4<sup>th</sup>, 2011, we hosted our inaugural Labour Day BBQ in collaboration with Tantalus Vineyards, DJ Rico Uno, East Van Wine Academy's Kurtis Kolt and the Waldorf Hotel. 140 friends and fans came out that sunny Sunday for a marathon of smoked meat and Southern style hospitality. We've also hosted a few killer cocktail and canape parties....but we don't want to brag.

Take a look, instead:





# House Smoked Bacon (And Turkeys?) By The Re-Up

We're still finalizing the menu for Re-Up on the River, but here's a taste of some of the delicious items we make that you may not have heard of:



Succulent smoked ribs, glazed with our signature sauces and honey



Smoked Beef Brisket with hints of espresso, raisin and cumin



House-smoked bacon, brined lovingly in ancho, bourbon and Red Racer IPA beer.



Christmas Turkeys brined in spices before you pick them up fresh for roasting or fully smoked!