

Best Small Business

Big Moe's Barbeque Sauce, LLC

Big Moe's Barbeque Sauce, LLC produces and sells a line of barbeque sauce, "Moe Pritchett's Barbeque Sauce," in supermarkets and specialty food stores. Founder Paul "Moe" Pritchett came to the Kalamazoo College MI-SBTDC hoping to develop a business plan and gain a better understanding of how to successfully operate a business that had very limited funds and is in direct competition with national brands.

Jean Johnson, Business Consultant, assisted Moe in getting legal assistance to reorganize his LLC to more appropriately reflect the roles of all partners involved, and leverage his minority business owner status. She also worked with Moe on marketing and operational issues, while doing extensive industry research and crafting a business plan in order to seek private funding for the business. In the last year, Moe has opened a new restaurant, Big Moe's Barbeque and Grill, and also began running an existing restaurant, which resulted in the creation of eight new jobs. His sauce is currently carried in 1,500 K-Mart locations, 300 Spartan stores, and at select Sam's Club locations in the Midwest. Additionally, Moe created a partnership with Tyson and Koegel Meats to supply meats for in-store demonstrations of his sauce at Sam's Club. Moe has won numerous awards including Grand Champion at the State of Michigan Barbeque Contest.



Paul "Moe" Pritchett