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WITH

**BILLY•SMOKES**

Barbecue

# BILLY·SMOKES

## Barbecue

## WHAT WE DO

*We cook quality ingredients with fire and smoke to produce tasty dishes with a distinctly British feel. Think of us as halfway between a great British summer barbecue and a smoky Texan food truck. We care a lot about great food and memorable experiences, which to us means warm hospitality and excellent service.*

*Sourcing is a big deal for us, so whether it is our meat, our vegetables or our wood, we only use ethically sourced British produce from suppliers we trust.*

*We are delighted to work with McCain on the live event. All the products perform brilliantly, and of course they are all British, which is really important.*



## WHO WE ARE...

*Billy Smokes was set up by former sustainability consultant Will Griffiths in 2015, after a life-long passion for food and cooking over fire. Will's background in science fuelled a hunger to learn more about what exactly makes great barbecue, so after a self-enforced barbecue boot camp and an enlightening trip through the southern states of America, Billy Smokes was born.*





## SMOKED AGED BEEF TOPSIDE WITH HORSERADISH BUTTER, SERVED MEDIUM RARE, SLICED ON MCCAIN SIGNATURE GASTRO CHIPS

RRP  
£14-£18

The beef has been smoked in our barbecue at about 110 °C for 2 hours. This gives the beef a wonderful flavour that doesn't overpower the beef taste but complements and enhances it.

Cooking this way is not that quick or easy to master. Serving in this case is relatively simple as it is sliced to order and finished with horseradish butter sauce.

### Why it is popular

Almost everybody loves beef. As much as we try to increase uptake of other meats by inventing innovative and exciting dishes, beef has always been the most popular choice. We always try to emphasise that bbq is about cooking with smoke and fire, not about purely meat. However, so many people who come for bbq have a hunger for smoke and a craving for red meat... this dish never fails to deliver on both. Our customers want to know about the meat, they want to know that it is free range and locally sourced.

### Specific ingredients

British rare-breed, free-range, grass-fed, aged beef. Topside is chosen here, but if you stick to these key factors, the flavour should be great whatever you choose. The more aged the beef, the more concentrated the flavour becomes, and when taken really far it develops an almost funky taste which is very memorable. Fresh horseradish butter sauce is easy to make and is so much better than bought-in sauces. The smell of it is so fresh and peppery, it will make any beef dish really sing.

### Special techniques used

Indirect barbecuing, also known as hot-smoking. We use a combination of lumpwood charcoal and English oak logs.

### Profit margins

We aim for 70% GP across our menu. Beef like this is expensive so we only really use it when we are doing special events such as group feasts. That way we are serving it as a plated meal with lots of lower-cost items and we can forecast volumes better.

### The waste story

It's SO good there is rarely ANY waste! Usually we only buy in for specific groups so we can plan exact volumes. In cases where there are leftovers, we cross-utilise in other dishes such as bbq beans.

### Sustainability

By buying this quality of meat we are supporting extensive farming, which is better for the environment than intensive factory-farmed meat.



**Beer pairing:** a high-ABV ale, or strong-flavoured ale such as Howling Hops Ruby Red

**Chip:** McCain Signature Gastro- closest to homemade, with blown edges for crispy texture and crunch



**SMOKED 3-JOINT CHICKEN WINGS,  
WITH OUR SIGNATURE FINISH OF  
PICKLED CHILLIES, CORIANDER,  
LEMON ZEST AND MENU SIGNATURES  
STAYCRISP MEDIUM SKIN-ON CHIPS**

We brine the chicken for 2 hours in a 5% brine with some aromats. Then we sprinkle with our house bbq rub before smoking on the barbecue for 45 mins. We then brush with a special bbq baste (secret recipe!) before cooking for another 45 mins. The wings are garnished with pickled chillies, lemon zest and coriander.

As you can see from the above, it is not the easiest way to cook wings - but we think it is worth the effort.

**RRP  
£7**



**Why it is popular**

People love chicken wings with beer. There's something about the combination of a hot tangy snack and a cold beer that people just really go for. Usually we serve them in portions of 5 or 6, which is a good dish to share or have to yourself as a main.

**Specific ingredients**

We use British 3-joint free-range wings, which really make the dish. The 3-joint wing is a lot bigger and is more of a filling version of the usual drumstick or 'wingette'. People are usually very impressed with the look of them because they look more premium than the standard wings served as buffalo hot wings.

**Special techniques used**

Indirect barbecuing, also known as hot-smoking. We use a combination of lumpwood charcoal and English oak logs.

**Profit margins**

We aim for 70% GP across our menu. These usually come out a bit higher than that but the labour cost is high too. Keeping up with demand is also a challenge in a large venue.

**The waste story**

Wings are often discarded in favour of thighs and breasts, so hopefully we are reducing waste.



**Beer pairing:** A light ale or lager beer such as Howling Hops Das Koolsch

**Chip:** Menu Signatures Staycrisp Thin Cut Skin-on Fries - extra-long thin cut fries coated in our unique batter that stays hotter for longer





## CHARRED HERITAGE COURGETTE RIBBONS, WATERCRESS, PINE NUTS, PRESERVED LEMON & HERB DRESSING WITH MENU SIGNATURES STAYCRISP GOURMET CHUNKY CHIPS

**RRP**  
**£8-13**

*The courgettes have been charred over a charcoal grill until nicely coloured, then sliced into thin strips. The dressing contains blended preserved lemons, olive oil and herbs. The pine nuts have been lightly toasted in a dry pan to bring the most out of their flavour.*

*Very easy to cook. This can be done almost as well on a heavy-based griddle pan. The courgettes should be lightly brushed with vegetable oil and placed cut side down on the grill pan when very hot. Preserved lemons can be made quite easily but take a bit of time to be ready.*

### Why it is popular

Vegetarianism and veganism are increasingly popular, so it's important that we showcase great bbq dishes for this customer group. Veggie dishes bring such great colour and texture to the table, and of course they are delicious when cooked over fire.

### Specific ingredients

We try to update our menu for the seasons, and although it isn't in season now, courgettes are great for the bbq. They char really nicely and have a great bitter/sweet combination. Preserved lemons add to the bitterness and showcase a classic ferment.

### Special techniques used

Allowing the courgettes to colour quite a lot takes a bit of confidence. When you think they are ready to turn, leave them for another 2 minutes... the flavour of the char will be great and you'll be left with a beautifully sweet flesh inside.

### Profit margins

We aim for 70% GP across our menu. Veggie dishes usually deliver better than this due to the lower cost of ingredients.

### Waste story

When these are in season, they are usually produced in great quantities, so this is a great way to reduce waste from the glut. You could also store these (cooked) in a jar and cover with olive oil for use at a later date.


### Beer pairing:

Howling Hops IPA

### Chip:

Menu Signatures  
Staycrisp Traditional Thick -  
new and improved, featuring our  
unique Staycrisp™ batter.  
For the freshest, crispiest chips





## BURNT ORANGE AND CHOCOLATE BREAD & BUTTER PUDDING, WITH ORANGE CUSTARD

RRP  
£4-6

*The caramel is the main step to getting all that burnt orange flavour in, but apart from that it is relatively straightforward. You could char cut oranges on a chargrill to get the same effect.*

*The oranges are burnt on the coals (whole) and allowed to char. This creates a bitter burnt zest and a wonderful smoky, almost caramel-like juice. We then use this to make an orange caramel with sugar, then add this to a homemade crème anglais. This is then poured over the sliced brioche and scattered with dark chocolate chips and raisins.*

### **Why it is popular**

*A modern and bbq-inspired twist on a British classic. Popular as it is delicately flavoured with burnt orange, which gives this well-known dessert a new lease of life.*

### **Specific ingredients**

*The burnt-orange custard base is the main ingredient here; it's where all the flavour comes from.*

### **Special techniques used.**

*Indirect barbecuing, also known as hot-smoking. We use a combination of lumpwood charcoal and English oak logs.*

### **Profit margins**

*We aim for 70% GP across our menu. Desserts usually achieve higher than this, but predicting volumes for desserts is usually more difficult, for us at least. For this reason, hot, fresh desserts may only work when volumes are known to be high.*

### **The waste story**

*We sometimes make this dessert using left over brioche burger buns which is a great way to reduce wastage.*



**Beer pairing:** *Howling Hops Chocolate Stout*





# BILLY-SMOKES BARBECUE BOOT CAMP

*Barbecuing means many different things to different people. Everything from the fuel source, to the cooking equipment, to the food most commonly enjoyed, all barbecue cultures have their favourites. To Billy Smokes, barbecuing is about cooking delicious, quality ingredients with fire and smoke, from real wood, to produce tasty dishes with a distinctly British feel.*



*There are many different cooking techniques that can be used when barbecuing, and each is effective for different types of food. In order to get great results when barbecuing, it pays to understand what these techniques are and how you can utilise them.*

*Firstly, let's recap on the main heat transfer processes involved in cooking, explained very simply below.*

1. **Radiation** – electromagnetic waves of thermal energy, the like of which we get from the sun.
2. **Conduction** – heat transferred through contact of a hot object with a cold one, like cooking bacon in a dry frying pan.
3. **Convection** – streams or currents of heat, similar to how a radiator heats a room.

*People tend to understand how to use these processes in the kitchen (e.g. convective heat in an oven for a roast, radiative heat in a toaster), but the lines become blurred with barbecuing, so they tend to worry or guess as to what to do.*





*Cooking with direct heat, like in a frying pan. This is what most people think of, in the UK at least, when they say "Let's have a barbecue!". Grilling makes use of radiative and conductive heat. The radiation (or thermal energy) is transferred from glowing coals to the food above. This is great for cooking steaks, burgers, sausages or vegetables. It's similar to the way your oven grill works, by transferring heat from the heating element to the food below, apart from the barbecue has the heat under the food rather than above. The temperature is (or should be) high and therefore cooks the food quite quickly. It should be hot enough that you can only hold your hand a few inches above the grill for a few seconds. The food should hiss when you put it down.*

*Also, don't be afraid to flip and move food around on the grill so that it is constantly in a hot part of the barbecue. Yes, you may not develop a cross-hatched grill mark, but you will enable a more even cooking, and you will develop a deep, flavourful crust all over.*

*Grilling is good for vegetables, tender meats or minced products as they do not need to tenderise at all during the cooking process.*

## **GEEKY EXTRAS** *(to impress your friends with)*

*The lovely charred bit of a steak is the result of the magical Maillard reaction, which is a set of browning reactions that take place at the surface of the meat when the conditions are right. It creates thousands of flavourful compounds that help us to salivate and adds to the sense of juiciness when we eat the food. It's the same reaction that is used in roasting coffee, baking bread and brewing beer. One worth knowing about then!*

*In addition to these reactions on the surface of the meat, more flavour is generated when juices from the meat drip through the grill, hit the hot coals and instantly evaporate back up, engulfing the meat in the aromatic steam.*

# GRILLING



# SMOKING:

*This is cooking with indirect heat, that is to say there is no direct path between the fire and the food. This makes use of convective heat transfer like in your oven at home. This tends to be much lower temperature than when grilling, usually between 100 °C and 140 °C. This is often done in a different kind of barbecue but can also be done in a normal kettle-style barbecue if set up correctly. The diagram below shows a kettle-style barbecue set up for smoking (left) and grilling (right). On the smoking set-up the heat is indirect as the food is not directly above the fire. The placement of 2 pans of water (see above and next to the charcoal on the smoking diagram) will aid the cooking by creating moisture and heat currents.*



Smoking is chosen when a bigger or tougher cut of meat needs to be cooked lower and slower. It is also good for thicker or tougher vegetables when you want a smoky flavour to be imparted in the flesh of the veg. The magic of smoking meat is when the collagen in the meat turns to gelatine and a previously tough cut of meat becomes juicy and unctuous. This takes time and must not be done at a high temperature or all the moisture will evaporate from the meat before the magic reactions can happen. Smoking, as its name suggests, also imparts a smoky flavour of wood onto the food as the logs burn. It's important that the amount and flavour of the smoke is suitable for the food as nobody wants to just taste smoke. Smoke should play a selfless supporting role to the food. Think of smoke as a seasoning that brings out the best in the flavour of what you are cooking and eating.

## SMOKING



## GRILLING






## GEEKY EXTRAS

*(to impress your friends with)*

*The surface of meat during smoking will develop a dark, even black exterior which is called bark. It is not burned, it is the Maillard reaction happening. This is what gives a large joint of meat a great colour, texture and taste on the surface. It is highly desirable and, given the choice, people will always pick these bits first off a plate.*

*Another desirable quality of slow-smoked meat and one that you should look for when tasting great slow-cooked barbecue, is the smoke ring. This is the pink-coloured flesh of the cooked meat that is just a few millimetres below the surface. This is usually a sign that the meat has been cooked with real wood smoke in a real fire. Myoglobin usually turns from pink to brown when meat is cooked, but the presence of these wood compounds (oxides of nitrogen to be more specific) prevents this normal decolouration, and the pink colour is retained. Usually these compounds can only penetrate a short distance before the cooking process starts happening, so this is why it is usually only seen close to the surface.*



*The pinkness is not a sign that the meat is still rare, it is due to good chemicals in the wood smoke binding to a compound in meat called myoglobin.*





# CHARRING *OR* 'CLINCHING' *OR* 'COOKING DIRTY'

The coals should be white hot, and if you are still tentative about this you can even blow off any surface ash using a stiff bit of cardboard or a hairdryer.

*This is when food is cooked directly in the coals. Yes, that's right, no grill at all, with the food lying there on the hot dirty coals. Important things to note first. You should only do this when using natural lumpwood charcoal and when you have not used any lighter fluids or firelighters to get the fire going. The heat transfer here is conduction (directly from the coals to the food), and some radiation from coals not in direct contact with the food.*

*The benefit of cooking meat directly on the coals is that there is no space for flare-ups, which occur when fat dripping from the meat causes flames to lick the meat, leaving an undesirable bitterness. Instead there is a quick, short-distance version of the process described for grilling, whereby aroma-full steam is generated from the meat juices hitting the hot coals. Sure, there may be some ash left on the meat but once the meat, is put to rest, this will dissolve on the surface and create a wonderful smoky seasoning.*

*For vegetables, try cooking on the coals with a range of your favourites. Try leeks, courgettes, tomatoes, cauliflower or onions. What happens with vegetables is the surface will char very heavily to the point where it burns, but don't worry about this. This is not like the burnt and raw sausages on the food safety adverts; this is a vegetable, which can be eaten raw. But, by applying a high heat on the outside, the inside layers are actually being steamed and smoked simultaneously. When you remove the veg, you can cut or peel the most burnt bits, but try to leave some and reveal the juicy, smoky inner layers. You can make a great charred salad of this veg by simply dressing it with olive oil, lemon juice, salt, pepper and some freshly chopped parsley.*



# NOTES ON FUEL

*To Billy Smokes, barbecuing is about using live fires fuelled with charcoal and wood to cook delicious meat, fish and vegetables. We don't use gas barbecues, but you can apply some of the same principles if you have a gas barbecue; it's just the flavour won't be as good, in our opinion.*

*We use a combination of wood logs, lumpwood charcoal made from hardwoods, and briquettes or engineered charcoal, made from compressed sawdust. This combination of fuels gives a great blend of flavourful smoke, consistent heat and longevity.*

*The choice of wood for what you are cooking is something to think about. Much like beer and food pairing, you don't want one flavour to dominate or overpower the other, rather you want them to complement each other. So dark, gamey meats or red meats can take a heavier, more 'smoky' smoke than say chicken or fish, which need a lighter, more delicate smoke. You can play around with different woods to see what you like and what works with different foods. Never use soft woods or wood that has recently been chopped, known as 'green wood', as it will contain too much moisture and will create a very heavy, acrid smoke. Wood should be partially dried (or 'seasoned'), which can take up to a year in the right conditions. NEVER use wood that has been treated with chemicals, stains or varnishes.*

*Think about how much time you need to smoke the food for. For instance will a few minutes of wood smoke be enough (for a thin piece of fish or a steak perhaps) or do you need hours of smoke (for a large joint of beef or pork)? This will determine how much wood you need and what form it should be in. For instance, if you only need a few minutes of smoke, sawdust or shavings of wood may work well as they will catch quickly. If you need smoke for longer, chunks of wood or small logs may be better as they will give a steady stream of smoke.*

*Don't be afraid of trying new things this summer; with these tips in your pocket, you'll be surprised how instinctive cooking on the barbecue becomes and how diverse the results can be.*



# BILLY•SMOKES

## FAVOURITE INGREDIENTS & RECIPES

### Butterflied lamb leg – Feeds around 4-6

*You will need a temperature probe to cook this dish well, and it will also help with cooking roasts so is a worthwhile purchase. Ask your butcher to butterfly a whole lamb leg so that it is 1-2 inches thick all over. Set up your barbecue for grilling and get the coals ready for a medium heat. Now you need to make a meat mop. Get a small pan and melt 100g of butter and add some grated garlic, grated shallots, chopped thyme and rosemary and a few dried chilli flakes, and cook gently for 5 minutes. Add 100ml vegetable oil and the zest and juice of a lemon. This is your meat mop.*

*Season the meat with salt and pepper and place fat side down on the grill for 3 minutes until the fat starts to drip and flare up. When it does, flip it over to another part of the grill and brush the top (that has just been grilled) lightly with the meat mop using a basting mop or unused paint brush. The mopping liquid will be absorbed into the seared surface and will help to create a fantastic flavourful crust. Repeat this every 2-3 minutes for 10-12 minutes. If the flames build up too much you can use the lid of the barbecue to limit the oxygen, which will tame the flames. After this flipping period, remove the lamb from the grill and put on a warm plate to rest. This allows the heat that you've applied to diffuse through the meat and stops the outside from overcooking whilst you try to cook the middle. You are aiming to get the middle of the meat to 50-54 °C, which it probably won't be at yet, so after a 10 minute pause, return to the grill and begin flipping and mopping again until you have the desired temperature. Allow to rest for 10-minutes before slicing in ½ cm thick slices on a board. Finish with flaked salt and serve with flatbreads and a tomato salad.*



### Fire-baked aubergine dip

*Aubergines are like a sponge for smoke flavour so are great to use for a barbecue. Set up your barbecue and when the coals are white hot, place 2-3 whole aubergines (pricked once with a knife) directly on the coals, spacing them slightly apart from one another, so as to not suffocate the fire. After 2 minutes carefully rotate the aubergines to start to develop an even black skin on all sides. Don't worry if it looks burnt; that's the aim. When they appear to be squishy and soft, carefully lift out of the fire and place on a plate to cool. When cool enough to handle, slice the aubergines in half lengthways and using a spoon, scoop out the flesh into a bowl and discard the burnt skin. Add the zest and juice of a lemon, a clove of garlic grated on a microplane, a teaspoon of tahini paste and some good virgin olive oil. Season with salt and pepper and finish with some chopped coriander leaves and toasted almond flakes. Serve with warm flatbreads.*



**[www.mccainfoodservice.co.uk](http://www.mccainfoodservice.co.uk)**

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