

## **Dickey's Barbecue Announces Major Updates To Franchisee Opportunities and Representation**

*Dickey's Barbecue has added a new franchisee to the advisory council and transformed the Franchise page of their website to promote new opportunities.*

San Francisco, CA -- February 2, 2016 (FPRC) -- Barbecue has been a staple of the Texas diet for centuries, and slow smoking meat is the only way to bring out the existing flavor, infuse new accents and keep everything beautifully soft and tender. Dickey's Barbecue is a family owned restaurant chain that has brought Texas barbecue throughout the United States, and has created one of the fastest growing franchises in the country. They have just updated their website with a newly designed franchise page, together with adding their first female member to the franchisee advisory council.

The new franchisee advisory council member is Gina Young, elected in a landslide result by West Coast owner/operators to represent them on the council. Young started her barbecue career in 2012, when she opened her first Dickey's Barbecue Pit in Olympia, Washington, turning it into a successful asset to the brand.

The Dickey's Barbecue Pit Franchise section of the website has also been updated with real insights drawn from existing franchisees who are happy to promote the opportunity, together with a list of franchising awards from the biggest authorities in the industry. It even breaks down the six distinct revenue streams available when individuals join the Dickey's team.

Roland Dickey, Jr. , CEO for Dickey's Barbecue explained, "We are very proud to add our first female member to the advisory council, on whom we heavily rely to represent the interests of our franchisees and maintain a consistent dialogue with our leadership in helping to define the experience and the opportunities going forward. We certainly hope that Gina won't be the last woman on the council, and we want the Dickey's Barbecue brand to be open to more new people than ever. That's why we have overhauled our franchise opportunities page, to better represent how the council is helping us to evolve our offer and create a brighter future for all those we work with."

About Dickey's Barbecue: Dickey's Barbecue Restaurants, Inc., the nation's largest barbecue chain was founded in 1941 by Travis Dickey with the goal of authentic slow smoked barbecue. Today, all meats are still slow smoked on-site in each restaurant living up to the company tagline, "We Speak Barbecue." The fast-casual concept has expanded to over 530 locations in 43 states. For more information, visit <https://www.dickeys.com/franchise>

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### **Keywords**

[Dickeys Barbecue Pit Franchise](#)

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