

“Binge” Eating That’s a Tasty Treat for Everyone

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/EINPresswire.com/ -- When Nardos Mekonnen and Micah Hancock serve food, they like to see people enjoying themselves. So they didn’t name their catering business “Nibble” or “Morsel” or “I’ll have a taste.” No, they wanted to make sure that when people sit down to the food that they’ve prepared, diners are ready to indulge. So they named their business “Binge.”

People love their food, and if you sampled what’s on “Binge’s” menu, you’d understand why. That’s what gave them the idea to expand their business. Food trucks have become an increasingly popular means of dining these days, and bringing the food to the people who want to eat and enjoy it is what “Bingemobile” is all about. They’re calling on Kickstarter for a [crowdfunding campaign](#) that will take their catering business to the streets.

By raising \$10,000 by June 10, the ladies will be able to build on the clientele they’ve already developed, and as the momentum increases, so will their success. They’re both working at other jobs in addition to the time they devote to “Binge”, but they’re proud that they’ve been able to develop a sustainable business plan that hasn’t incurred any debt. They’ve paid for “Binge” out of their own personal savings.

In order to expand their staffing, the two young entrepreneurs have partnered with local human services agencies who will line up refugees looking for work. Not only will this help the “Bingemobile” gain reliable employees with a work ethic that matches that of their bosses, but it helps the company to remain a good community steward.



The winning menu that keeps their catering customers satisfied is going to bring even more smiling faces and hungry appetites when the “Bingemobile” pulls into its stop. Micah makes the best pulled pork you’ve ever eaten, and when she adds apple/pear slaw and puts it on a ciabatta roll, you understand what pulls the pork—sheer flavor!

They had an investor who loved their food and loved their energy, and even shared their vision, but he’s since backed out of the project. The duo wants to keep the momentum running that they’ve build in recruiting staff and vendors and they’re counting on crowdfunding to [help their project grow](#). They’ve partnered with local business for their commercial kitchen/bottling plant; they work with local butchers who sell only locally raised, organic meats, and they also have joined with a local bakery that shares their standards for food. Local businesses have lined up behind them, and “Binge” isn’t going to let them down.

And their menu won’t let anyone down either. If pulled pork isn’t your thing, what about brisket? Smoked brisket, goat cheese, pickled red onions, and blackberry compote, with a sourdough roll. Are you ready to try their St. Louis ribs, made with no barbeque sauce? These ribs are brined and slow smoked with a sweet, spicy dry rub.

Imagine America’s [favorite comfort food](#), macaroni and cheese, in the form of a muffin made with asiago, gruyere, parmesan, and sharp cheddar. Their corn on the cob isn’t just ordinary corn with butter smeared on it, although of course butter is one—yes, that’s one—of the seasonings. When you dine in “Binge” style, your corn on the cob is seasoned with chili powder, onion powder, paprika, and a squirt of lime. How about sweet potatoes? How about sweet potatoes seasoned with chipotle pepper, chili flakes and cumin, topped with a salsa that’s made of cranberries, green onion, ginger, lime, and a bit of black pepper? Hungry for watermelon? Try the watermelon salad, made with watermelon, mint, feta cheese, sweet onion, and balsamic vinegar. How do you like your collard greens? If you like them cooked with red onion in chicken broth, cider vinegar, and brown sugar, red pepper flakes, and thick, Applewood smoked bacon, then your taste buds know what’s in store.

Ready for dessert? There’s old-fashioned peach cobbler, and red velvet cake cookies with cream cheese frosting.

You’re getting hungry just thinking about the menu, aren’t you? Imagine what it’ll be like when the “Bingemobile” heads down the street and the savory smells of delicious food send out the summons that the food is ready. Come and get it!

About Binge:

Nardos Mekonnen and Micah Hancock started Binge (www.bingebbq.com) because they love to feed people. Head Chef Micah attended culinary school; that honed her cooking genius, and CEO Nardos has the marketing education that she’s putting to use to promote their business. Together, they’re two young ladies who put all the money they’d saved into what they believed in—their talent for cooking food that people like to eat—and the enthusiastic results of “Binge” have confirmed that investing in themselves was a smart business move.

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