

BBQ Boom: Survey Reveals America's Best Local BBQ Supply Stores as Shoppers Push Back Against Big Brands

MarketBeat, a financial media company, surveyed 3,009 consumers, asking them to identify the best independent BBQ stores across the country.

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Barbecue season may look like a backyard ritual, but it is also big business.



From grills and smokers to sauces, rubs, meat, charcoal, pellets, coolers, patio furniture, and grocery baskets, America's summer cookout economy reaches deep into Wall Street. Publicly traded companies such as Traeger, McCormick, Kraft Heinz, Tyson Foods, Hormel, Walmart, Home Depot, Lowe's, and Costco all have a stake in how Americans spend when the weather warms up and the tongs come out.

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Barbecue season is where Main Street meets Wall Street. Big brands have a stake in how Americans spend, but local shops, butchers, sauce makers, and BBQ specialists keep the culture alive.”

*Matt Paulson, founder of
MarketBeat.*

But while national brands dominate much of the category, barbecue culture itself is still often shaped locally.

[MarketBeat](#), a financial media company, wanted to explore the competition between Main Street barbecue culture and Wall Street's summer grilling economy. The company surveyed 3,009 consumers, asking them to identify the best independent BBQ stores across the country.

The top 10 were as follows:

#1. All Things Barbecue, Wichita, Kansas

It's rare for a local shop to have this kind of broader name recognition, but All Things Barbecue in Wichita's Delano district has built a national following thanks to Chef Tom's YouTube channel,

and the brick-and-mortar shop itself is just as serious, stocked deep with Yoder grills, smokers, rubs, and sauces. A destination stop for serious barbecue fans passing through Kansas.

#2. Jeff's Backyard, San Antonio, Texas

Jeff's Backyard in San Antonio is a premier independent grill dealer and also offers propane refills, a small but genuinely handy service for regular grillers. Not having to track down a propane swap separately saves a real trip. A practical, full-service stop for San Antonio backyard cooks.

#3. BBQ Outfitters, Austin, Texas

A familiar name across a big stretch of central Texas, BBQ Outfitters has grown into a true Texas regional retailer with locations in both Austin and San Antonio, stocking Kamado Joe, Yoder, and pellet smokers throughout. A dependable choice no matter which side of I-35 you're on.

#4. Chuds Provisions, Manchaca (Austin), Texas

Chuds Provisions near Austin operates by appointment, giving shoppers a more personal, focused look at their Chud Box smokers and pits without the distraction of a crowded showroom floor. That appointment-only setup means you get real one-on-one attention rather than browsing on your own and guessing. A worthwhile call ahead for Austin-area smoker enthusiasts who want it done right.

#5. Original Grills – Outdoor Kitchen & Grill Store, Durham, North Carolina

A nice, unexpected touch for cooks who care about the whole prep-to-plate experience, not just the grill itself, Original Grills in Durham stocks Recteq and Coyote grills, along with full outdoor kitchens and a solid knife selection that most grill shops wouldn't think to carry. A well-rounded stop for the Durham area's serious cooks who like a complete setup.

#6. BBQ Pits by Klose, Houston, Texas

BBQ Pits by Klose has earned a renowned reputation in Houston for its custom offset smokers and pits, the kind of equipment that serious pitmasters seek out by name. That level of craftsmanship doesn't happen by accident. A legendary stop for anyone serious about true offset smoking in Texas.

#7. The Grill Store by Prestige, Frisco, Texas

The staff can really walk you through every option on the floor at The Grill Store by Prestige in Frisco, which focuses on premium backyard entertaining, pairing luxury grills and smokers with elite patio design. A reliable stop for the northern Dallas suburbs looking for genuine specialty expertise.

#8. Oklahoma BBQ Supply, Tulsa, Oklahoma

Oklahoma BBQ Supply offers a comprehensive selection of grills, smokers, sauces, and rubs right in the heart of the city. That extensive inventory gives shoppers a built-in sense of credibility before they even walk through the door. A reliable Tulsa stop for stocking up on the

essentials.

#9. The Kansas City BBQ Store, Olathe, Kansas

The Kansas City BBQ Store in Olathe stocks grills, smokers, rubs, sauces, and even meat, making it a true one-stop shop for a full cookout. Kansas City takes its barbecue seriously, and this shop reflects that with a deep, well-curated selection. A reliable pick for anybody in the KC metro looking to stock up properly.

#10. Atlanta Grill Company, Roswell, Georgia

A one-stop shop for folks building out their whole outdoor cooking arsenal, Atlanta Grill Company has stayed an independently owned operation in Roswell, rounding out its Yoder smoker lineup with knives, pizza ovens, and all the accessories a serious cook could want. A trusted Atlanta-area name for grill enthusiasts.

<https://www.marketbeat.com/articles/top-135-best-locally-owned-bbq-supply-stores-in-the-us-according-to-survey/>

The survey also found that many Americans believe barbecue season has become heavily commercialized. When asked which part of BBQ season feels most over-commercialized, the top answer was expensive grills and smokers, chosen by 27% of respondents. Fourth of July promotions followed closely behind at 22%, while 15% pointed to premium meat prices.

Other responses included:

- Branded sauces and rubs: 12%
- Patio furniture and outdoor kitchens: 9%
- Grill accessories and gadgets: 5%
- Grocery store BBQ displays: 5%
- Social media BBQ content: 4%

Despite the rise of national retailers and big-name food brands, Americans still see barbecue as something rooted in home, family, and local culture. Asked what is most responsible for keeping American BBQ culture alive, 39% said family traditions, making it the clear top answer. Local BBQ restaurants came next at 19%.

By comparison, big-box retailers barely registered, with just 2% of respondents saying they are most responsible for keeping barbecue culture alive.

The full breakdown was:

- Family traditions: 39%
- Local BBQ restaurants: 19%
- Independent BBQ stores: 9%

- Local butcher shops: 9%
- Social media influencers: 7%
- Small sauce and rub makers: 5%
- Supermarkets: 5%
- National food brands: 5%
- Big-box retailers: 2%

Americans also appear to have a strong appetite for local flavor. Nearly two-thirds of respondents said they would rather buy sauces, rubs, or seasonings from a small local maker than a national brand.

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