



1814 Country Road • Beaverdam • VA • 23015 • (800) 429-9965

FOR IMMEDIATE RELEASE

Media contact: Amy Bannon,  
202-789-1940

### **Critically Acclaimed Barbeque Chain Coming to Delaware First Restaurant Slated To Open in Middletown This October**

(FREDERICKSBURG, Va.)– Townsend, Delaware, resident Dan Maher signed an area development deal with the Virginia Barbeque franchise and will open a dozen restaurants across his territory that includes parts of Delaware and Pennsylvania, announced Virginia Barbeque CEO Rick Ivey today.

Maher plans to open his first Virginia Barbeque restaurant in Middletown, Delaware, this October in the Middletown Crossing shopping center. He will open at least four more restaurants throughout his territory of New Castle and Kent counties in Delaware and Chester county in southern Pennsylvania. He will develop the rest of his territory by selling restaurant locations to other potential franchisees. A typical Virginia Barbeque restaurant costs approximately \$120,000 to open.

Declared “the region's Best Barbeque” by Richmond Magazine, Virginia Barbeque is a fast food restaurant known for its authentic southern barbeque served with a focus on speed and value. Average order time is five minutes or less and a family of four can eat for less than twenty dollars.

The pork is slow-smoked over hickory logs for 12 hours and prepared in two different regional barbeque styles: Virginia with a tomato-based sauce, and North Carolina with a vinegar-based sauce. Texas Smoked Beef Brisket BBQ hand-pulled and tossed with natural juices is also a customer favorite.

Maher decided to turn his hand to franchising to gain a greater level of control over his career. The former Vice President of Technical Services at Whale Communications became a corporate refugee when the IT company specializing in remote access applications was bought out by Microsoft last July. “At that time, I had been in the corporate world for 13 years, had reached the peak of my career, and still had no real control over my career. I decided that I wanted the level of control only obtainable by owning the business,” explained Maher.

Once he decided on small business ownership, buying a franchise was an obvious choice for Maher. “I decided to purchase a franchise in order to leverage the experience of the franchisor. I wanted the safety-net of a franchisor to assist me by delivering a template for running a business and to avoid having to learn the restaurant business through trial and error.”

Virginia Barbeque is a franchise system headquartered in Fredericksburg, Va., with 10 restaurant locations.

###

#### **Editor's Note:**

Headshots of Rick Ivey and Dan Maher available upon request.

Additional awards and restaurant reviews for Virginia Barbeque:

“My favorite has to be the hush puppies—those little bits of cornbread dough that are deep-fried and deeply addictive. It would be worth stopping by Virginia Barbeque just for those morsels.” - Washington Post, March 2007 (Prince William Extra)

“Simply the best Barbeque in the Region” - Free Lance-Star in 2004

“The Best Potato Salad Ever Eaten” - Richmond Times Dispatch Dec. 2000

“Freddie Award” & “Best Barbeque” - Fredericksburg Guide Book 2004, 2005

“Hall of Fame Award” to the Richmond restaurant for receiving a year of perfect inspections from the Virginia Department of Health.

“Ribs with a side of Ambition” - Washington Post, June 2004