Dear Restaurant Enthusiast,

Think back to the last time you took your family out for dinner. It may have been in celebration of a birthday or maybe it was a spur of the moment "just because" meal. I want you to remember how that evening went. Was it successful? What I mean by that is, were you wowed by your food and the service? If the food was bland and boring, and your family ate quietly, not wanting you to know that they weren't having a great time, then you *need* to find yourself a new favorite restaurant. Maybe the food wasn't terrible, but you noticed that it just didn't whet your appetite like it did before. If you noticed that everyone picked through the menu, unexcited about anything on it, then you need to try a new restaurant. A place that you will give your family an *experience* instead of just dinner.

If you want your family to feel like they're enjoying a fantastic treat, let me introduce you to Kansas City Barbecue. You're wondering what's so great about a barbecue joint? Walk in with your family, and the laughter and conversation you'll hear in the restaurant is the first glimpse you'll get that you're in for a good time. You'll smell our hickory-smoked barbecue before you're seated, sure to make your mouth water.

Our menu boasts not only beef and pork 'cue, but we also have *award winning* lamb ribs, hickory smoked beans, and cheesy corn bake.

You'll be able to get your evening started right by offering your guests their beverage of choice - from beer and wine to a mojito or a chocolate martini. Then you can peruse our menu while you enjoy your *complimentary* Burnt End appetizer.

Your guest with the truly hungry appetite can have his choice of a full rack of our low-and-slow cooked ribs - and remember! His choice of beef, pork, or lamb. We still believe that once we rub down our ribs, they deserve to be cooked for hours in our hickory-smoked barbecue pit, so they'll slide right off the bone.

For our guests with choosy appetites, we even offer seafood (which also gets our brick oven treatment) and vegetarian options.

Is it unusual for a barbecue place to offer so many choices? Absolutely. I know you might be thinking of the last time you had barbecue - a whole lot of nothing special from some big chain restaurant, or some place where the food is great but there are peanuts on the floor. We wanted to be better than your average barbecue in every way, both in the classy, white tablecloth, atmosphere of our restaurant and our many, many delicious choices.

Trust me, it wouldn't be on our menu unless we could serve it proudly. If you peruse your Zagat guide, you'll find we've been ranked the best barbecue house in the country, and our lamb ribs and hickory pit beans are especially notable. And if you happened to pick up the annual barbecue issue of Midwest Magazine this past fall, you saw *our* ribs on the cover. The Food Network loved our Hickory Pit Beans so much that Bobby Flay visited us to learn our secret.

Most importantly, we get rave reviews from our guests, too. Alex A. gushed, "I have to admit, I didn't think I was in the mood for barbecue. I only eat red meat if it's a special occasion. But my father in-law suggested I try your Burnt Ends, and I liked them so much as an appetizer that I ordered the Burnt End dinner special, too!"

"I always bring my out of town guests to Kansas City Barbecue, because I know everyone will love it," says Nancy S. "That way we don't wind up at a big chain they've been to a million times, and I know there will be something for everyone. My brother loves the Baby Back Rib Special, and I just discovered your Barbecue Shrimp - it's my new favorite!"

Just to give you a taste of our hickory smoked goodness, we'd like to offer you a complimentary Burnt Ends appetizer. In case you're not familiar with this Kansas City delicacy, burnt ends are savory cubes of meat, smothered in our delicious barbecue sauce. Traditional burnt ends are beef brisket, but since we love variety here at Kansas City Barbecue, we also offer pork, ham, and sausage. These flavorful bits of meat will give you and your guests a perfect introduction to our menu.

Of course, if we offered this every day, we'd be eaten out of house and home. So we've decided to offer it to you *if* you dine in with us this Saturday night, or any night before February 1st. Come join us! I promise your family will be begging for more.

Sincerely,

Dana Smith, President

P.S. One other thing I forgot to mention... When you eat with us, we offer our first time guests a special 15% discount on our delivery services. That's right, we ship our barbecue across the country, so whenever you want to give a friend or relative the gift of award winning, authentic, Kansas City Barbecue, you can do so with just a click or call.

P.P.S. Since we know a lot of our regulars love our curbside pickup service, we'll give you 20% off your first carry out order, too. Hurry in though, I know this is the only time this year we'll be handing out such generous offers!