



Franklin Barbecue: A Meat-Smoking Manifesto

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A *New York Times* best selling complete meat- and brisket-cooking education from the country's most celebrated pitmaster and owner of the wildly popular Austin restaurant Franklin Barbecue.

When Aaron Franklin and his wife, Stacy, opened up a small barbecue trailer on the side of an Austin, Texas, interstate in 2009, they had no idea what they'd gotten themselves into. Today, Franklin Barbecue has grown into the most popular, critically lauded, and obsessed-over barbecue joint in the country (if not the world)—and Franklin is the winner of every major barbecue award there is.

In this much-anticipated debut, Franklin and coauthor Jordan Mackay unlock the secrets behind truly great barbecue, and share years' worth of hard-won knowledge. *Franklin Barbecue* is a definitive resource for the backyard pitmaster, with chapters dedicated to building or customizing your own smoker; finding and curing the right wood; creating and tending perfect fires; sourcing top-quality meat; and of course, cooking mind-blowing, ridiculously delicious barbecue, better than you ever thought possible.

Franklin Barbecue: A Meat-Smoking Manifesto Details

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From Reader Review Franklin Barbecue: A Meat-Smoking Manifesto for online ebook

Eric Moote says

Overall: a repository of Central Texas Barbecue history and methods of turning the toughest, cheapest piece of meat and turning it into the most delicious, tender and awe-inspiring bite of your life. A true miracle.

Aaron Franklin has gone from regular guy to world renown BBQ rockstar for a reason: his meat is good. People ask me, "was waking up at 7 am to stand in line for 5 hours worth it?" If you have ever eaten at Franklin Barbecue, then you know my answer: "A resounding Yes!" I cannot think of a better way to spend a morning than taking part in this Austin (albeit quickly becoming American) ritual. It's as worthy a cause as watching the sunrise over the Grand Canyon, watching a baseball game at a historic field, or driving across Route 66. And it may be more rewarding.

I digress. "Franklin Barbecue" puts all of Aaron Franklin's secrets out there in printed form. All of this information is already out there on YouTube and PBS, but having it in a handy coffee table book with pretty pictures makes it that much more real. Why would a man who has found fame in smoking meat give all his secrets away? Because he knows that you can try to replicate, but you will never duplicate what he does? Because smoking meat is an art and a fickle mistress? I like to think it's because he knows what the people like and he loves to give it to them (see: cutting brisket for all of his customers, taking pictures with fans, doing a show on PBS!).

Aaron Franklin is the rare breed of celebrity who is just like the next guy. He drinks beer, loves food and is willing to show you what, how and why he does the things he does. I love a man who is humbled by his notoriety and you will too. His Texas roots and southern charm will have you wanting a copy of his book for your coffee table, not only for reference, but for the connection you feel you have made to the BBQ Royalty who is as knowable as the dude next door.

I would recommend this to: you. Everyone. Don't like BBQ? Read this book and discover how it should be / could be / is being done by the right people.

John says

From backyard griller, to owning and operating the most famous barbecue restaurant in the world. This is the story of Franklin Barbecue's Aaron Franklin. When I ordered the book, I wasn't really sure what I'd be getting, but I knew I had to read it. The book is Aaron Franklin's story, and he should be admired for his apparent lack ego and pretense.

The themes running through the book are about the quality of the meat, fire (and smoke) management, the quality of the wood, and to never cut corners. There are very few simple recipes he generously shares that take the mystery out what he does.

Franklin's story has inspired me to plan a pilgrimage to Austin to eat at his fine establishment.

Brian says

Last night, I smoked first rack of ribs since reading this book. They were markedly better than I've done any time recently. Enough little tips across this book made for a much better result.

Carine Bouery says

This is not your ordinary recipe book, it's a manual on how to make the most delicious BBQ on the planet. My husband and I were in Austin recently and waited in line for 2.5 hours at Franklin's BBQ. The food was amazing and we both agreed without hesitation that we would wait in that line again. Aaron Franklin is a genius and everything we ate was sublime; brisket, ribs, turkey (I don't even like turkey!), pinto beans and cole slaw. We devoured everything on our tray without adding BBQ sauce to any of the meat. I am a serious cook and my husband enjoys smoking meat so naturally we had to buy this book. What I love about this book is he takes you through every aspect of the preparation; the smoker, the wood, the meat, trimming the meat, tending the fire, and so on. He is very generous in sharing his techniques and the right technique is what separates a decent meal from a meal so delicious that you keep an eye out for cheap flights to Austin.

David King says

This is what a cookbook ought to be: 130+ pages of explanation before about 50 pages of recipes, which are also mostly explanation. Oh, and the pictures are glorious too.

We must go to Austin.

Aaron Cochrill says

If you are looking for recipes, this isn't the book for you. But if you are looking for insight about the passion and techniques in genuine BBQ, Aaron Franklin offers insightful advice and direction for the novice enthusiast! I loved this book.

Russell Branca says

This is a tome on the art and theory of smoking meat, and it contains a wealth of wisdom and know how. As a geek interested in the details and technique of barbecue, this book is truly a diamond in the rough and one I cannot recommend highly enough.

Britney says

Franklin Barbecue: A Meat-Smoking Manifesto is an excellent meat-smoking resource!

Aaron Franklin, an award-winning pitmaster, shares his knowledge and secrets of success in this meat-smoking manifesto. His love and enthusiasm for Central Texas barbecue is evident and he shares his passion in these pages.

Franklin Barbecue: A Meat-Smoking Manifesto is a book my husband and I both use and enjoy. From building or modifying a smoker to serving and eating, this book is brimming with detailed information and includes step-by-step instructions, beautiful pictures, and mouth-watering recipes. This meat-smoking manifesto is exceptional, and we look forward to using it again and again! Whether you are a beginner looking for direction or a seasoned pitmaster looking to perfect your method, Franklin Barbecue: A Meat-Smoking Manifesto is the book for you!

I received a complimentary copy of this book through Blogging for Books and appreciate the opportunity to offer my honest opinion.

Michael Russell says

Franklin Barbecue in Austin, Texas, is as famous for its mind-blowing array of smoked meats as it is the hours-long line of customers hoping to get barbecue before they sell out. In pitmaster Aaron Franklin's first book on barbecue, he readily admits he's still learning his craft. Co-author Jordan Mackay, credits Franklin's success to being able to "think like smoke." Franklin admits that a barbecue book is daunting because of all the variables that go into the process, and while recipes might look like magic, there is no "just one way" or "black and white" magical method of barbecue. So much of it depends on things like time, temperature, the kind of wood, the placement of the wood, the smoker, the choice of meat, and on and on. Rather than focus on recipes, Franklin focuses on the process of barbecue, including how to build your own smoker. He doesn't even get to the actual cooking of meat until chapter six because he's so focused on all the other things that go into the loosey-goosey it-all-just-depends craft of being a pitmaster. This book is barbecue nerd nirvana, especially considering the detailed science Franklin goes into regarding how barbecue works. Franklin spends the first 37 pages telling the story of how he built Franklin barbecue, more than anything because he wants to show that one of the world's most famous barbecue restaurants started less than a decade ago from absolutely nothing. He had a few dollars of savings, a strong work ethic, and he loved cooking barbecue for people. After one party where the lines stretched down the block (an omen of what was to come), he began thinking he might be able to open a restaurant. Clearly, things worked out. His point, though, is that he started from little more than the average home barbecue fan had. There is plenty of DIY here. Franklin shows how to build your own smoker and modify store-bought smokers, how to split wood and the various properties of different kinds of wood. There are tips on how to build a fire and cheats for the home cook starting out on a tiny grill (like he did). He rhapsodizes for pages on smoke, as that is the heart of his craft, and he also goes in depth with how to buy a brisket, select short ribs and spare ribs, even how to inspect sausage casings. After a long chapter on various meats, he hilariously offers just a single paragraph on turkey. There are a handful of recipes in the book, mostly sauces and sides, things that aren't as impacted by all the other variables involved in creating a perfectly smoked piece of meat. Give this book to anyone with a dream of doing more with barbecue than just tossing some burgers on the propane grill. As the title suggests, this is a meat-smoking manifesto designed to elevate everyone's barbecue game -- with plenty of knowledge from one of the barbecue world's biggest stars.

Kelly (and the Book Boar) says

Find all of my reviews at: <http://52bookminimum.blogspot.com/>

DEAR VEGANS – PLEASE BACK AWAY FROM THIS REVIEW. I PROMISE YOU THERE IS NOTHING FOR YOU TO SEE HERE.

If you know nothing about/are a beginner at cooking on a smoker, *Franklin Barbecue: A Meat Smoking Manifesto* is the cookbook for you. My husband was kind enough to volunteer his services in order to make this a legit review, but like I do with most everything else in my life, I'm going to take his contributions and make a complete mockery out of them. Ready? Me too!

First step, if you don't enjoy the process of outdoor cooking (bees? skeeters? ugh. pass.) you will need to find yourself a ~~servant boy~~ husband who is willing to tend to his meat all day. That shouldn't be hard to do, right? Ha! I'm hilarious. Here's a picture of my husband tending the grill . . .

I don't know who those bitches are in the background, but they better get the f*&^ out of my yard!

Once you've found your ~~sucker~~ ahem, I mean soulmate, have them go rustle up a nice big slab of meat for cooking . . .

I keed, I keed. I would **never** murder Booker T. Django, on the other hand? Perhaps. However, for this review we're using a hunk of pork butt . . .

Hold on tight, those suckers are slippery! Once you've caught your pig, you'll need to slaughter it . . .

[IMAGE DELETED DUE TO ITS EXTREME GRAPHIC NATURE]

The next step is seasoning the meat to your liking (FYI – I have zero originality so I have totally stolen and modified Paula Deen's recipe for rub, which contains the same ingredients this book will tell you about - my husband ~~cheats~~ and uses this - he also likes to slather the whole thing in mustard first) until you get a little something like this . . .

Once all that is done it's time for the ~~boring stuff~~ actual cooking. The husband begins with a charcoal stack and then adds his expertly prepared wood (*that's what she said*) . . .

which results in what is apparently professionally known as "clean smoke" – probably since it's so clear you can't even see it (aren't I a genius????) . . .

You then let that little piggy who went wee wee wee all the way home cook ~~for infinity~~ until the handy-

dandy meat thermometer says it's done, while continually checking on/tending to the needs of the smoker (this is the part where you noobs realize you need to buy the book in order to make sure you don't f*&^ everything up). Note: If your pig can still do this . . .

it needs to cook longer.

At the end of ~~infinity~~ the day, you should end up with something that looks a little like this . . .

That will satisfy not only your gluttonous teenager, but also the pickiest of child, and which will obtain a reaction from your wife something kinda along these lines . . .

It's up to personal taste whether you want your pulled pork sammiches Southern style with a big ol' dollop of coleslaw, or topped with a little bbq sauce . . .

No matter what, if you did it right (or married the right fella) it should be delicious and have you retrieving your "Thanksgiving Pants" before you sit down to eat. Bon appétit!

Endless thanks to the hubs for all of the hard labor he put forth in order for me to post this review. Luckily I get paid zeroes of dollars for reviewing so I'm totally willing to split the profits 50/50 with him ;)

ARC provided by Blogging for Books in exchange for an honest review

Clay says

There are two general points that are made clear throughout the book: (1) Aaron Franklin knows what he's talking about and (2) he seems like one of the nicest guys in the world. The restaurant is truly unbelievably awesome and this book shows you how it's done. One day I will have a smoker, and on that day I will have this book at my side.

Bram Cecilius says

So, you've heard of Aaron Franklin and his award winning Franklin's BBQ. But the story of how he got there is the real fun part. He has done what so many other American success stories do, they have a passion, they are willing to work hard, attention to details and he actually cares. This isn't your typical BBQ book loaded with lots of recipes, this is more of a how to testimonial type book. I enjoyed all the background, how-to and

why Franklin does the things he does. Honestly, who are we to argue, he's got the awards and certainly the testimony to back it up. He'll tell you he doesn't have the "tradition or history" that other BBQ legends have, but he goes with what works for him and customers reward his restaurant with their patronage. Aaron discusses his failures, his favorites and what led him to BBQ, truly a fun read on what appears to be a genuine guy (I've never met him). He is well respected in the BBQ community with good reason, his product is legit and people seem to want his opinion on BBQ (food). So, if you want to read up on how to make good brisket or any other smoked meats, this book will put you on your way as it keeps it simple, which is what BBQ should be, simple goodness to be shared with those you love.

Adam says

Anyone with interest in good barbecue, done right, will love this book but so will people who just like reading food stories. Aaron starts with the back story of his restaurant and how he got into smoking meats, so the book reads more like a story. Then he gets into smoker design, wood selection, and finally the cooking techniques/recipes. I've already adjusted the way I smoked meats and I have a strong desire to build my own smoker.

Janel Gradowski says

Barbecue is an art form and Aaron Franklin is a superstar pitmaster. He went from cooking brisket for his friends, to opening a food truck, to owning a now world-renowned restaurant that has sold out of meat every single day since it has opened. People travel from all over the world to sample his barbecue. This book is a detailed chronicle of how he produces his spectacular barbecue.

The first chapter explains how Aaron and his wife, Stacy, came to be the owners of a restaurant where people wait for hours to get a taste of the food. It's a story of humble beginnings, chasing a dream, and dogged determination. Then, the manifesto begins. Everything about the techniques Franklin uses is detailed. If you are handy with a welder, there are instructions on how to build a smoker from scratch, just like the ones they use at the restaurant, but on a smaller scale. Diagrams explain the mechanics of the smoker while photos show the building process. From there the book goes on to what kind of wood to use, how to build fires and how to prepare meats – from the famous brisket to turkey breast.

This is not a cookbook full of recipes, although there are a few for things like beans and espresso barbecue sauce. Instead, this is a step-by-step guide on how to reproduce barbecue similar to what is served at Franklin Barbecue. There is a lot of information, from how to start a proper fire in the smoker to tips on concocting your own rubs. Glimpses of what it's like to run what is probably the most popular barbecue joint in the world right now are offered in between the barbecue-making wisdom. I love that there is an espresso maker in the kitchen for employees, since there are workers there literally around the clock to prepare the thousands of pounds of meat every day. For anybody that is interested in making truly great barbecue, this is a wonderful resource.

I received this book from Blogging for Books for this review.

Greg says

First book of 2018!

Got a smoker for Christmas so grabbed this book based on recommendations. Great book! The author is clearly passionate and knowledgeable about not just smoking meat but the culture and taste surrounding good BBQ. He went in-depth about everything from wood selection to slicing meat well, without being inaccessible or annoying. Also, the photography in this book is excellent and will make you hungry the entire time you read.

Note his smoking techniques are mostly for offset smokers, which I didn't realize until partway into the book. However if you're wanting to learn on a bullet smoker (like me) it is still very worth your time and energy to read this/
