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Aaron Franklin (Author) Jordan McKay (Author) NEW YORK TIMES BESTSELLER - Full training in cooking meat and brisket from the country's most famous pitmaster and owner of the wildly popular Austin Franklin Barbecue restaurant. When Aaron Franklin and his wife Stacey opened a small barbecue trailer on the Austin, Texas interstate side in 2009, they had no idea what they were getting into. Today, Franklin Barbecue has grown into the most popular, critically praised, and obsessed with barbecue joint in the country (if not the world) - and Franklin is the winner of every major barbecue award there. In this long-awaited debut, Franklin and co-writer Jordan McKay reveal the secrets of a truly great barbecue and share years of hard-won knowledge. Franklin Barbecue is the ultimate resource for a backyard pitmaster, with chapters dedicated to creating or customizing your own smoker; Finding and treating the right tree Creating and caring for perfect lights; Finding high-quality meat and of course, cooking a mind-blowing, ridiculously delicious barbecue, better than you ever thought possible. Price \$29.99 \$27.59 Publisher Ten Speed Press Publish Date April 07, 2015 Pages 224 Dimensions 8.2 x 1.0 x 10.1 inch 2.35 lbs English Type Hardcover EAN / UPC 9781607747208 AARON FRANKLIN is a native of Brian, State of Texas, and co-owner and co-founder (along with his wife, Stacey) Franklin barbecue. Franklin Barbecue opened its doors in 2009, and has since won many awards, including Best Barbecue in Texas from Texas Monthly and Best Barbecue in America from Bon Appetit. Franklin is also the host of the PBS barbecue series with Franklin. He and Stacey live in Austin with their daughter Vivian. JORDAN MACKAY is a wine and spirits critic for San Francisco magazine, and co-author of the James Beard Award-winning Secrets sommelier. He lives in San Francisco. Aaron Franklin makes the best barbecue I've ever had, a barbecue worth waiting for. His work and his words express a truly rare level of commitment and experience. With Franklin barbecue, he shares everything - in a book that fortunately you don't have to wait. --Anthony Bourdain I thought Aaron Franklin was a genius: Was his rise from backyard dabbler to king of Texas pitmasters; his mind-changing brisket which made normally rational people (I included) waiting hours for the chance to eat it; and his insistence that the changing rules of the barbecue game comes not from miracles, but from the lubricant of the elbow. Then he wrote this book and gave away all his secrets. Now everyone - from me to you to your neighbor who can't grill chicken breast - will be able to make an award-winning barbecue. He is no longer a genius; He's a god. --Andrew Knowlton, restaurant and beverage editor, Bon Appetit's most refreshing barbecue book to come along yet. And preaching about one true way Aaron Franklin guides you through all the wood and smoke so that you can find your own style. And instead of just listing ingredients and crashing away general recipes, these pages tell the story of the place and the barbecue tradition is steeped in history. It's not just a book about barbecue; this central Texas barbecue book. --Daniel Vaughn, Barbecue Editor, Texas Monthly, and author of The Prophets of Smoked Meat Pure Genius! Aaron Franklin has distilled years worth of barbecue knowledge in this book. In it he exposes the sacred ideas of the top pitmaster - information that could otherwise be extracted only from long nights spent looking at the fire, shovel in hand, constantly nudged and pinched meat to find out what was just the perfect moment of preparedness. This book changes the rules of the game: read it, and your barbecue will improve overnight! --Adam Perry Lang, chef, restaurateur, and author of Serious Barbecue Full Meat and Brisket Cooking education from the country's most famous pitmaster. More than just a recipe book, it's a master course in the fine art of smoking meat, Texas style. -- Library Book Magazine for Cooking VIEW LIST (33 BOOKS) Is an absolutely fantastic book. I bought one for myself... and then bought one for my dad and one for my father-in-law... Probably get one for my stepfather soon as well. I laughed when I read the 1 star reviews. It's not a cookbook. This book is about how Aaron Franklin rose to his position as one of the best barbecue chefs in the country. He talks about what he did, why he did it, and what he learned along the way. He talks about his victories and defeats and how he gained a little knowledge during each cook. What he could use he kept that didn't work, he noted it, and threw it aside. This is a great book about science and the theory of what actually happens when you smoke something. The different types of wood that is used are the kind of smoker he likes, what temperature he prefers (275) that he spritz his meat with while they cook when they pull the meat, when wrap it, what wrap it off, how and why its rest. etc. etc. ... I've been grilling for 20 years and smoking meat for about 10, and this book really taught me a lot, and clarified some things that I noticed but didn't really understand. He explains how to smoke meat in very simple terms. It's just smoking meat... but you can completely mess it up if you don't do it right. A perfect example of what he's talking about, and I did it when I first started, but fortunately realized this years ago is the fact that beginners see that beef is made at 160-165 degrees, and they think welp, it's done, can also pull it off. They pull him and let him sit, and when they slice into it, its stiff or if pork, it doesn't pull or shred at all, and none of the fat has and they think: What happened?? Well, what happened is that yes, the meat has reached a safe pace to eat, but not the OPTIMAL pace for the barbecue. You want to keep the internal tempo at 203 degrees and not so the fat can liquefy and give the meat its juiciness and tenderness. This is just one example. He puts it all there for you and holds nothing back. It's a simple process, but the devil is in these details and he is adamant about them. There are SEVERAL recipes in the book, but this is not a cook's book per se. I did both recipes on barbecue sauces though and I've done them all. Aaron keeps it simple and simple. If you don't learn anything from this book, then you're not paying attention. I read a review of 1 star and the guy says: Yes, I learned to use salt and pepper and post oak lame If you have this kind of mentality, then this book is definitely not for you, but if you want to achieve that barbecue and how it's done right, and then you actually do what it says about, you never have a piece of meat again. NEW YORK TIMES BESTSELLER - A full education on cooking meat and brisket from the most famous pitmaster and owner of the wildly popular Austin Franklin Barbecue restaurant. When Aaron Franklin and his wife Stacey opened a small barbecue trailer on the side of Austin, Texas, interstate in 2009, they had no idea what they were getting into. Today, Franklin Barbecue has grown into the most popular, critically praised, and obsessed with barbecue joint in the country (if not the world) - and Franklin is the winner of every major barbecue award there. In this long-awaited debut, Franklin and co-writer Jordan McKay reveal the secrets of a truly great barbecue and share years of hard-won knowledge. Franklin Barbecue is the ultimate resource for a backyard pitmaster, with chapters dedicated to creating or customizing your own smoker; Finding and treating the right tree Creating and caring for perfect lights; Finding high-quality meat and of course, cooking a mind-blowing, ridiculously delicious barbecue, better than you ever thought possible. ISBN-13: 9781607777208 Publisher: Potter/ Ten Speed/Harmony/Rodale Publish Date: 04/07/2015 Pages: 224 Sales Division: 10.162 Product Sizes: 8.20 (W) x 10.90 (H) X 1.10 (D) COAUTHOR'S NOTEINTRODUCTIONBEGINNINGSTHE SMOKERWOODFIRE (SMOKEMEATTHE COOKSERVING) EATRESOURCESACKNOWLEDGEMENTSINDEX ... Make no mistake Aaron Franklin and Franklin Barbecue Jordan McKay ... for the obligatory tongs and testosterone grill book, which descends the pike just in time for Father's Day. Franklin... proposes a manifesto for puff pit enthusiasts who want to drill deep on topics such as reverse-flow smokers and the science of wood drying... For a certain kind of reader, the book is what you might call a category killer. The New York Times Book Review - Jenny 02/02/2015In the introduction to this manifesto of smoking meat Franklin, owner of Franklin Barbecue in Austin, Texas, writes that barbecue does not work with absolutes of temperature, time and measurement. Indeed, he spends much of the book exploring the general mechanics and intangible assets behind the creation of a delicious brisket. As noted in the introductory chapter of his early days, one of the important components of success is the love of a good woman. His wife is by his side in times of poverty and septic catastrophe. Chapter Two provides a comprehensive study of smokers and includes instructions on how to build your own, as well as how to change a cheap shop bought by a smoker. Franklin discusses these devices with a joy-inducing auto mechanic talking engine repair and even dedicates a page to show the homemade slabs he currently uses in Texas, each named as a pet. Chapter 3 covers the tree; Chapter 4 covers what happens to a tree when you set it on fire, or more specifically how to distinguish good smoke from bad smoke. When finally the brisket recipe is offered, at the end of the book, it is a 13-page affair, complete with step-by-step instructions and photos. As Franklin reminds us, Brisket is a big, dumb piece of meat. (April) No, no. Publishers Weekly's Aaron Franklin is doing the best barbecue I've ever had, a barbecue worth waiting for. His work and his words express a truly rare level of commitment and experience. With Franklin Barbecue, he shares it all-in a book that fortunately you don't have to wait. -Anthony Bourdain I thought Aaron Franklin was a genius: Was his rise from backyard dabbler to king of Texas pitmasters; his mind-changing brisket which made normally rational people (I included) waiting hours for the chance to eat it; and his insistence that the changing rules of the barbecue game comes not from miracles, but from the lubricant of the elbow. Then he wrote this book and gave away all his secrets. Now everyone - from me to you to your neighbor who can't grill chicken breast - will be able to make an award-winning barbecue. He is no longer a genius; He's a god. -Andrew Knowlton, restaurant and drinks editor, Bon Appetit the most refreshing barbecue book to come along yet. Instead of preaching about one true path, Aaron Franklin guides you through all the wood and smoke so that you can find your own style. And instead of just listing ingredients and crashing away general recipes, these pages tell the story of the place and the barbecue tradition is steeped in history. It's not just a book about barbecue; this Central Texas barbecue book. -Daniel Vaughn, barbecue editor, Texas Monthly, and author of The Prophets of Smoked Meat Pure Genius! Aaron Franklin has distilled years worth of barbecue knowledge in this book. In it, he exposes sacred ideas Top pitmaster- information that otherwise can only be learned from long nights spent looking at fire, shovel in hand, constantly pushing and pinching meat to figure out what is just the perfect point of readiness. This book changes the rules of the game: read it, and your barbecue will improve overnight! - Adam Perry Lang, chef, restaurateur, and author of Serious Barbecue Full Meat and Brisket Cooking Education from the country's most famous pitmaster. More than just a recipe book, it's a master course in the fine art of smoking meat, Texas style. - Library magazine from the publisher franklin barbecue a meat-smoking manifesto pdf. franklin barbecue a meat-smoking manifesto free download. franklin barbecue a meat-smoking manifesto a cookbook. franklin barbecue a meat-smoking manifesto review

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