

*Local Franchisee of Billy Sims BBQ Proudly
Announces Partnership with Arbuckle Fried Pies
with Billy Sims Meet and Greet Event*

TULSA, OKLA — April 13, 2018 — Local resident and franchisee of Billy Sims Barbecue in Ada, is bringing an Oklahoma tradition and local favorite to his restaurant. Arbuckle Mountain style pies have been around since the late 1800's. Enjoyed and loved by many, the pies were first fed to the ranchers in the fields of Oklahoma's Arbuckle Mountains. Now they will be available in 7 delicious flavors (Apple, Peach, Cherry, Apricot, Blackberry, Coconut and Chocolate) for \$3.49 at the Billy Sims BBQ located at 1510 Hoppe Blvd Ada, OK 74820. To kick off the partnership with Arbuckle Fried Pies, Heisman Winner and Former NFL football personality, as well as founder of Billy Sims Barbecue, will be at the Ada location of Billy Sims Barbecue on Friday, April 20, 2018 from 6:00 p.m. to 8:00 p.m. and on Saturday, April 21st 11:00 a.m. to 1:00 p.m. to meet guests and sign autographs. There will be special menu pricing and giveaways to the first 75 guests each day during the event.

“This partnership is exciting for Billy Sims Barbecue and Ardmore, bringing a fan favorite close to home,” said local franchisee Justin Shaw. “I personally love Arbuckle Fried Pies and they are a perfect complement to our slow-smoked barbecue. We have had a lot of excitement from our guests in anticipation of serving the fried pies.”

About Local Franchisee, Justin Shaw

Justin Shaw started out in the restaurant industry at 18 years old. While working in the industry for the past 16 years, Justin has dreamed of owning his own restaurant, and was eager to find the right opportunity. Justin was presented with an offer to purchase a Billy Sim's franchise in Ardmore, OK in the spring of 2016, and gladly jumped at the opportunity. Being that Billy Sim's is a relatively new franchise, the opportunity for growth is substantial. Justin opened his second location in Ada, OK, this past September. Justin hopes to open several more Billy Sim's locations in the near future. Justin is proud to call Ardmore home, and is delighted to provide customers with tasty barbecue, and excellent customer service.

About Billy Sims

Billy Sims is an accomplished athlete and successful entrepreneur whose career highlights include numerous high school, collegiate and professional records that still stand today. Under the guidance of Coach Barry Switzer at the University of Oklahoma, Sims was the national leading rusher and scorer and was also the recipient of the coveted Heisman Trophy. Sims entered the NFL draft in 1980 and was the number one overall draft pick going to the Detroit Lions. He was named NFL Rookie of the Year and contributed to a winning 9-7 season for the Lions versus a 2-14 season the year prior. Sims would ultimately retire from professional football in 1985.

About Billy Sims Barbecue

Celebrating its 14th year, Billy Sims Barbecue is a 50+unit, Tulsa-based fast casual concept serving premium barbecue and traditional sides. Founded by 1978 Heisman Trophy winner Billy Sims, and entrepreneur and retail expert Jeff Jackson, Billy Sims Barbecue is the third largest fast casual style barbecue restaurant in the U.S. Operating in six states, the Billy Sims Barbecue franchise system continues to grow at a steady pace and is actively seeking franchises for multi-unit deals in states throughout the country.

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For more information, press only:

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