

# Headline: Why Beefy Boys are really doing so well

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*Date: Thursday 15 March 2018*

Two large restaurants in Hereford Old Market are set to close due to money issues. Beefy Boys, a group of 4 men “barbecuing burgers in their back yard who then realised they could make a living out of it” are defying this down turn and doing really well.

They decided to go full time when they entered the UK’s largest BBQ competition (Grillstock) and won best burger, resulting in them being entered into the World Burger championship in Las Vegas. They came 2<sup>nd</sup> in the world. It was then they decided to quit their jobs and open a restaurant.

The restaurant opened in 2016 to start a change for the Old Market Hereford. In 2017 they won Hereford Restaurant of the Year and are now out selling chain restaurants. From an interview with one of the creators, they think they are doing better than some of the local chain restaurants because ‘chain restaurants are getting boring’.

The name Beefy Boys came from a band they liked, ‘The Beastie Boys’, after hours of consideration.

Beefy Boys are now thinking of extending the restaurants into different cities, as they are doing so well. They have also released their own sauce range and the menu is expanding to have steak pop ups and breakfasts. “I think we’ve been lucky enough to have been part of an independent food revolution in Hereford... Hereford has now become a really exciting place to eat out”.