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From Backyard Passion to Award-Winning BBQ: The Grizzly's BBQ Story

Grizzly's BBQ is more than just a family business—it's the result of a passion for food, a dream profession, and the relentless pursuit of perfection. Fueled by founder Ryan Hoffman's love for great food and his commitment to sharing it with others, what started as a pastime of smoking meats for family and friends soon transformed into a full-fledged business and a nationally recognized name in the world of BBQ.



Grizzly Family

The Rise of Grizzly's BBQ

Ryan's journey to BBQ greatness began when life took an exciting turn in 2018. With two young daughters, his family was spending more time cooking at home and less time dining out. Ryan started eagerly exploring new ways of bringing flavor to the table. That's when Ryan's father surprised him with his first smoker—a gift that would change everything. Ryan became the go-to pitmaster for family gatherings and his BBQ skills were the talk of every event. The passion was ignited.

As the smoke began to rise, so did the idea of turning this passion into something bigger.

Known as the "Grizzly Bear" at his full-time job, Ryan started brainstorming logos



Ryan's first order - 2018

and names for what would become his eponymous BBQ line. The spark of an idea soon became a reality, and Grizzly's BBQ was born.

Determined to elevate BBQ to extraordinary heights, Ryan threw himself into mastering every element of the process—from smoking the perfect cut of meat to crafting a sauce that would bring it all together. When he couldn't find a sauce that lived up to his standards, he took matters into his own hands. After countless experiments and taste tests, Ryan, with the support of his wife Caitlin, crafted Grizzly's Original Signature BBQ Sauce—a game changer that immediately captured the hearts of family and friends. But the impact didn't stop there. The sauce quickly gained buzz beyond their local circles, becoming a standout favorite in the Community.

Grizzly's BBQ Triumphs Through Challenges

In 2021, Grizzly's BBQ reached a new milestone when their Original Signature BBQ Sauce won a 5th place Beef national title at the Sauces of Honor competition, hosted by Barbeque News Magazine. This prestigious award solidified Ryan's sauce as one of the best in the country, setting Grizzly's BBQ apart from the rest in the BBQ industry. The sauce was praised for its bold yet balanced flavors, and the win helped catapult the small, family-owned operation into the spotlight. However, in 2022, priorities shifted when Ryan and Caitlin welcomed their son, who was born with Down Syndrome and faced medical challenges. During this time, the family became the focus, and while BBQ remained a passion, their energy and attention were dedicated to supporting their son through his medical journey.

Despite these challenges, Grizzly's BBQ persevered. In 2024, they returned to the competition scene with renewed purpose, winning three more national titles at the



Grizzly's Girls

Sauces of Honor competition. A 1st place title in Beef, a 4th place title in Chicken, and 2nd place in the overall category. This time, they not only secured their reputation as an award-winning BBQ brand but also deepened their commitment to balancing family and their love for BBQ.



Grizzly First Packaged Sauce

A Journey of Recognition, Expansion, and Unwavering Dedication

These accolades opened new doors for Grizzly's BBQ. With the increased recognition, Ryan and Caitlin were able to professionally bottle and distribute their Original Signature BBQ Sauce to a wider market. The demand for the sauce has grown rapidly and is now being served in high-end restaurants such as Sullivan's Steakhouse and Eddie Merlot's Prime Steak and Seafood, two well-known establishments renowned for delivering exceptional dining experiences. Grizzly's BBQ sauce is also available for purchase online, gracing tables across the U.S., allowing even more people to experience the unique flavors that earned national acclaim.

Today, Grizzly's BBQ remains a family-owned and operated business, with Ryan and Caitlin at the heart of everything they do. Their mission is clear: to create unforgettable experiences and memorable moments shared over mouth-watering BBQ. For Ryan and Caitlin, BBQ is more than just food—it's about bringing people together, fostering community, and crafting lifelong memories. Built on a foundation of love for food, family, and the art of BBQ, Grizzly's BBQ ensures that every bottle of sauce sold and every plate enjoyed reflects the same care and attention to detail that Ryan poured into his first backyard BBQs. This unwavering commitment to quality is what sets Grizzly's BBQ apart and keeps customers coming back for more.

As Grizzly's BBQ continues to grow, Ryan and Caitlin remain dedicated to their craft,



Grizzly's Professional Bottled Sauce

all while balancing the joys and challenges of raising four children, including their newest addition. They're constantly experimenting with new flavors and techniques, always striving to improve and innovate. Their journey, from smoking meats for fun to winning national awards and landing in renowned restaurants, is a testament to their hard work, passion, and dedication. Be on the lookout for exciting new products from Grizzly's BBQ, and join us in sharing the love for the BBQ community.

