



SMOKEY AND THE BRISKET

CUSTOM  BBQ CO.



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HOURS

CLOSED MONDAY

TUESDAY - THURSDAY
from 11 a.m. to 8 p.m.

FRIDAY - SATURDAY
from 11 a.m. to 9 p.m.

SUNDAY
from 11 a.m. to 8 p.m.



FAQ / FACT SHEET

DATE OPEN: December 2020
SQUARE FOOTAGE: 5,000 sq. ft.
PATIO SPACE: Yes

FAQ / FACT SHEET

ABOUT SMOKEY & THE BRISKET

Experience the Thrill of Custom BBQ and speed on over to savor the smokey goodness of vintage, wood-burning cuisine. Smokey & The Brisket is all about BBQ prepared the old-fashioned way, with custom techniques that are revved up with flavor and quality. They're the real deal when it comes to the "Art of BBQ," dedicating all of the time and effort it takes to create "next level," brilliantly seasoned slabs of ribs, brisket, pulled pork and chicken specialties straight out of their in-house smoker! One taste and you'll understand the importance of proper spicing, texture and smoking techniques and how they translate to a fantastic flavor experience.

Shifting over to the other treats that make Smokey & The Brisket a winner, their bold flatbread selections will "wow" you, using their own handcrafted dough and

unique toppings. Savor the Smoked Meat Lovers' Flatbread, or Roasted Veggie Flatbread for starters. For a little twist on the greens, the Burnt Carrots & Cauliflower Salad is a winner, with arugula, goat cheese, and cilantro lime vinaigrette.

Smokey & the Brisket's lively décor features a vintage 1960's Dodge A100 van transformed into a bar, a toolbox counter service station, industrial-style garage doors and video game wallpaper adorning the restrooms' interiors. Motorheads and grease monkeys (along with everyone else) are invited to come enjoy family, friends, and fun times - with BBQ specialties, robust beer and wine selection and lively ambiance. They even feature televised motorsports in the background, broadcasting nNASCAR, MotoGP, Motocross and monster truck events.



ABOUT THE OWNER: ALBERTO MORREALE



The seasoned San Diego restaurateur behind such concepts as Farmer's Table and Farmer's Bottega, Smokey & the Brisket is owner and chef Alberto Morreale's second La Mesa eatery. He is proud to be part of such an amazing community. Growing up near Palermo, Sicily, Alberto Morreale had no inkling that he would one day become a master chef and restaurant owner. At age 14, he began cooking for his family, igniting his love for the craft. Morreale attended the Culinary School of Milan and fine-tuned his cooking skills with apprenticeships in Northern Italy at the Matahari Bistro and the Vincenzo Trattoria in Bergamo.

In 1995, Morreale's passion led him to the United States where he settled in San Diego. Starting out as a sous chef at Osteria Panevino, Morreale went on to open four more restaurants with the restaurants' parent company. He transitioned with the company into corporate chef positions at Portobello, Panevino Las Vegas, Osetra Fishhouse and Greystone Steakhouse. Morreale later became the executive chef at La Focaccia Gourmet Pizza and Exotic Salads in Hillcrest. Running three restaurants as corporate chef and overseeing more than \$10 million in yearly sales with 100 employees, established Morreale as a recognizable name among the nation's most notable chefs.



OMEDIA CONTACT

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