



FOOD

BIG DELISH

"When you grow up and live in the state that is the country's second largest hog producer, you naturally develop a love for all things pork. And honestly, there are few things in this world better than fresh sausage."

Few people would argue with that sentiment, which is exactly what owner and founder of Big Delicious, Jim Millican, was banking on when he created his porkalicious brand in 2016, launching a company with a sole product: Carolina Sausage Dip. Might seem a bit risky to hang your hat on just one thing, but he was clearly going whole hog, confident that the flavor and the quality of his recipe would make his dip company a success. Fortunately for this Raleigh, North Carolina boy, that confidence has paid off. By making and selling his dips, he's doing what he loves and continuing traditions his father taught him as a young man; and the launching of his company is, in many ways, leaving a legacy.

"Given that I'm not a 'petite' man, it's obvious that I've never had an issue with appetite," Millican laughs as he begins the tale of when he first began to connect with food. "My love for preparing and serving good food, though, started when I was in my 20s. For years, I had watched and learned at the hand of my dad, who had learned much of what he knew from my grandmother. She was an Alabama native who, at one time in her life, ran a boarding house

in Atlanta. She knew the ins and outs of Southern cooking like no other and made the best fried okra that I've ever tasted—even to this day. I used to sit with my dad and watch how he loved to create in the kitchen. It gave us time to spend together, shoot the breeze, and carry on. Later, living on my own, the food bug bit me. I've always found it to be therapeutic, and I learned early on that folks love it when you cook for them. It's as simple as that."

Simple, perhaps, for those who know how to cook; but for those of us who either don't have the skills to whip up a tasty dish or simply lack the time, we often have to turn to the ready-made offerings at our local grocer. Enter Big Delicious Brand. "My desire was to create food that people really liked and found both comforting and convenient—hence our tagline: 'Hearty, good food.' The dip offers a very full, rich flavor that both pleases and satisfies the taste buds because we use

really fresh sausage (ground and made the same day we cook it) and blend it with deluxe cream cheese, tomatoes, and chilis. It's made by hand, with love, in small batches," Millican says.

Perfect for dipping with virtually anything, it also makes a great topping on everything from French fries and hot dogs to biscuits, stuffed peppers and quesadillas. *(Written by L.S.)*

Big Delicious Brand dip can be found at locations throughout North Carolina, Georgia, and Virginia or online at BigDelish.com.



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