

Business Opportunity: Blue Collar Barbecue, LLC

Prepared For: Buyers

Prepared By: Shaun Rogers & Nate Romans, Founders

Location: Coeur d'Alene, ID 83814

Contact: (208) 771-1725 | shaun@bluecollarbbqcda.com [\[1\]](#), [\[2\]](#)

1. Executive Summary

Blue Collar Barbecue, LLC is a premier, highly successful mobile food kitchen situated in the vibrant City Coeur d'Alene, Idaho. Founded by local tradesmen Shaun Rogers and restaurateur Nate Romans, the business leverages over 20 years of combined experience in "blue-collar hunger," restaurant management, and artisanal wood smoking. [\[1\]](#), [\[2\]](#), [\[3\]](#)

Blue Collar Barbecue has filled a critical market gap in North Idaho by serving authentic, slow-smoked meats with an "Idaho twist" starting at 6:00 AM daily—capturing the high-margin breakfast commuter demographic alongside traditional lunch and dinner crowds. Operating out of a state-of-the-art, custom-built 20-foot commercial kitchen trailer, the brand has secured a fierce cult following, rapid sell-outs, and a perfect 5.0-star reputation. This proposal outlines our turn-key operational model, premium asset base, and strategic growth framework for a buyer looking to acquire an elite Pacific Northwest culinary brand. [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#)

2. Company Description & Market Analysis

Concept & Values

Our motto is simple: *Bringing authentic barbecue flavors to the streets, building America, and making friends*. We cater heavily to the hardworking local community, blue-collar tradespeople, and first responders, offering a structural 10% discount to all military, LEOs, and first responders. [\[1\]](#)

Geographic Advantage & Market Analysis

Coeur d'Alene (CDA) has experienced massive population expansion and a booming tourism industry. Positioned at **2002 E Sherman Ave**, Blue Collar Barbecue was located in a high-foot-traffic corridor known for its communal food truck culture. [\[1\]](#), [\[2\]](#)

- **The Early Morning Advantage:** While traditional BBQ joints open at 11:00 AM, Blue Collar Barbecue opens its windows at **6:00 AM**, capturing early-morning construction crews, commuters, and logistics drivers with hearty breakfast burritos. [\[1\]](#), [\[2\]](#)
- **High Scarcity / High Demand:** Operating on a "till we sell out" model creates an organic sense of urgency, driving massive midday volume. [\[1\]](#)

3. The Menu & Service Lines

Blue Collar Barbecue utilizes a proprietary blend of hardwoods to slow-smoke premium cuts. Our highly efficient menu is engineered for fast ticket times and high profit margins. [\[1, 2\]](#)

Signature Plates & Sandwiches

- **The Foreman (\$17):** Tender slow-smoked brisket on a toasted brioche bun, dressed in, gluten-free, HFCS-free BBQ sauce, topped with a crispy fried cheese basket. Served with a side and a drink.
- **The Journeyman & The Apprentice:** Handcrafted specialty sandwiches built around our low-and-slow meats.
- **Pitmaster Plates:** Premium Brisket (\$19), Pulled Pork (\$17), 1/2 Chicken (\$18), and 1/2 Rack of Ribs (\$22).
- **Shareables:** Full Rack Rib Plates (\$38) and Whole Chicken Feeds (\$32) targeting the lucrative family dinner market. [\[1, 2, 3\]](#)

Side Jobs & Add-Ons

- **Sides:** Freedom Fries, Fried Okra, Crispy Onion Rings, and Tradesmen Baked Beans.
 - **Add-Ons:** Individual Rib Singles and Deep-Fried Mac & Cheese Bites. [\[1\]](#)
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4. Operational Assets: Custom Mobile Kitchen Specifications

The backbone of Blue Collar Barbecue is a **Custom 2025 Concession Nation Commercial Kitchen Trailer** valued at a subtotal asset base of **\$77,530.00** before custom design fees. Built specifically to comply with rigorous **Idaho State Health Codes**, this mobile asset features premium, heavy-duty industrial materials meant for high-volume execution.

Structural & Exterior Build

- **Dimensions:** 8.6' Wide x 20' Long tubular body construction with a comfortable 7' interior height.
- **Durability:** Rivetless aluminum exterior skin for a clean look, supported by 3/4" PT Nu-Poly rubber-bottom treated plywood subflooring.
- **Axles & Towing:** Dual "Torflex" rubber torsion axles (12,000 lbs GVW) equipped with electric brakes, 16" radial 10-ply tires, and a heavy-duty 4,500 lbs "Husky Brute" electric tongue jack.
- **HVAC:** High-efficiency Lippert Furrion 13,500 BTU rooftop air conditioner keeping staff comfortable during hot summer grill lines. Added conversion heater kit for cold winter days.

Commercial Cooking Line & Exhaust

- **Smokers:** Dual **SmokinTex 1500-CXLD Pro Series Commercial Electric Smokers** (120V, 1400W) integrated seamlessly for maximum daily output. With extra heating element
- **Hot Line:** 24" ServWare Range (4 burners and oven, 151,000 BTU) alongside a heavy-duty 36" ServWare Flat Top Griddle (90,000 BTU).
- **Frying & Holding:** 50 lbs ServWare Deep Fryer (120,000 BTU) equipped with Robert Shaw millivolt control valves and a 2-pan Eagle Group LP steam table with spillage inserts.
- **Ventilation:** 12-foot all-stainless steel commercial hood system (NFPA-96 compliant) with Fire Patrol G-rated filters and dual high-speed centrifugal upblast fans (+1,400 CFM).
- **Safety:** Protex II All-Chrome automated fire suppression system with Mico switch, chemical tanks, and K-Class commercial extinguishers.

Refrigeration & Storage

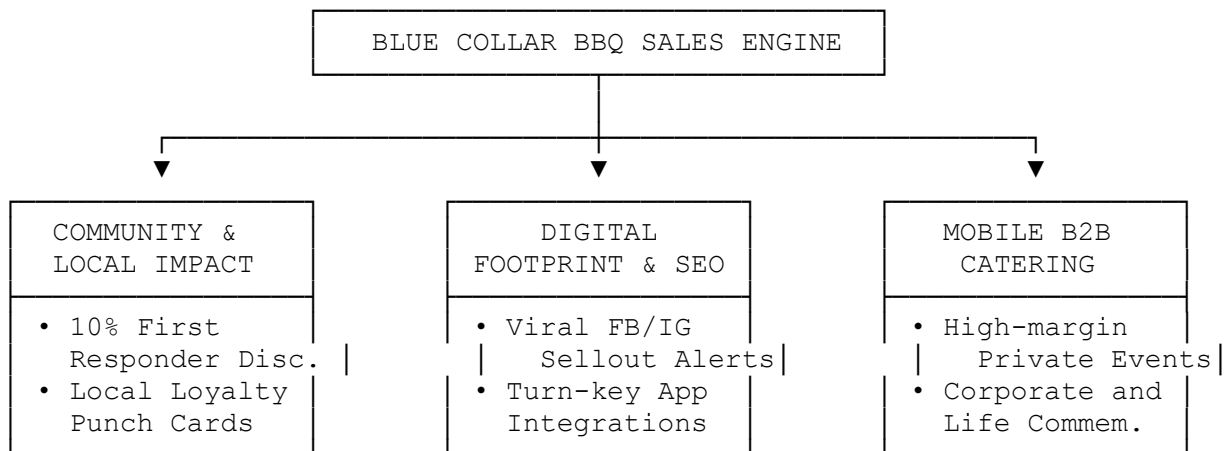
- **Cold Storage:** All-stainless steel ServWare 23 Cu. Ft. Commercial Refrigerator and a matching ServWare 23 Cu. Ft. Commercial Freezer.
- **Warming/Holding:** ATWC-9-DISC Insulated Warming & Holding Cabinet - 12 Half-Sized Pan (Economy)
- **Prep Stations:** 36" ServWare Dual-Door Sandwich Prep Table with built-in digital LED controls.
- **Workspaces:** Multiple NSF-certified stainless steel worktables (30"x48" and 24"x48") and heavy-duty steel wire shelving racks.

Utility Systems (Water, Propane, Power)

- **Plumbing:** Shurflo industrial water pump (45 PSI), 42-gallon fresh water tank, and a 52-gallon waste water tank. Equipped with a high-capacity Eccotemp Propane Endless Water Heater (6.8 GPM, 140,000 BTU) and full PEX plumbing with mandatory backflow preventers.
 - **Sinks:** Full 3-compartment dishwashing sink with integrated drainboards, a dedicated commercial hand sink with dual splash guards, and an auxiliary 1-compartment produce sink.
 - **Electrical:** 125 Amp breaker box feeding 110V commercial interior lines, 6 exterior/interior GFI outlets, and a Reliance PB50 220V-50A single-phase power inlet.
 - **Propane:** 1" heavy galvanized steel fuel lines running from dual 100 lbs top-fill multivalve propane tanks secured in lockable steel exterior brackets.
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5. Marketing, Sales, & Branding Strategy

Blue Collar Barbecue represents an elite, highly market-vetted brand identity. The business has successfully capitalized on the following marketing channels:



- **The Custom Wrap Visual Anchor:** The trailer features a premium, eye-catching 8x20 custom 3M vinyl exterior wrap with a built-in 16" illuminated Lexan marquee sign. It acts as a permanent billboard on Sherman Avenue.
- **High-Engagement Social Media:** Active channels on Facebook and Instagram alert customers daily on menu variations, weekly features, and immediate "sell-out notices" to drive intense demand.
- **Loyalty & Retention Program:** Turnkey loyalty punch cards ("Buy 10 meals, get 1 free," excluding the legendary OSHA combo) guarantee repeat local traffic and highly predictable cash flows.
- **Delivery Infrastructure:** Fully integrated into [Uber Eats](#) and [DoorDash](#) delivery networks, expanding the kitchen's reach beyond physical diners. [1, 2, 3, 4, 5]

6. Financial Overview & Growth Potential

Blue Collar Barbecue is a highly optimized, low-overhead business designed for clean profitability.

- **Low Overhead Real Estate:** Operating in a food truck court bypasses the staggering commercial lease, property tax, and utility expenses associated with traditional brick-and-mortar restaurants.

- **Proven Turnkey Scaling:** The sale includes the pristine, fully licensed custom trailer, proprietary recipes (including our signature artisan Tradesmen Baked Beans.)
- established vendor relationships, and a spotless, automated operational setup.

[1]

Immediate Growth Vectors for a New Owner:

1. **Catering Expansion:** Actively capitalizing on the booming Coeur d'Alene wedding, corporate, and private party catering markets using the mobile capabilities of the asset.
2. **Expanded Operational Schedule:** Transitioning the truck back to a full 6-day operating week (including high-volume Saturdays) to instantly scale revenues by 20%.

7. Your Business Opportunity Awaits:

Blue Collar Barbecue represents an incredible business opportunity in **Coeur d'Alene, Idaho**, tap-in ready for an entrepreneur or restaurateur looking to capitalize on a booming culinary market. Coeur d'Alene has established a highly vibrant food truck culture, centered around dedicated spaces like the **East Sherman Food Truck Court** where Blue Collar Barbecue has historically built strong community roots, highly-rated reviews, and a loyal customer base. [1, 2, 3, 4, 5]

The food truck industry is projecting resilient growth, reaching an estimated **\$2.9 billion nationally in 2026**. This business package offers a premium, commercial-grade mobile kitchen asset that avoids the immense stress, lengthy build delays, and volatile equipment price inflation of buying new. With the asset already fully constructed, heavily insulated against North Idaho winters, and highly reviewed by the community, this represents the ultimate chance to buy a proven, top-tier mobile culinary operation.

8. Links:

1. <https://youtu.be/1seOTDZzz7o>