

Hess's BBQ & Catering Wins Beef Backer Award



Kelley Shearer, foodservice coordinator for the Pennsylvania Beef Council, presents the Beef Backer Award to Lloyd, left, and Paul Hess, owners of Hess's Barbecue Shop and Catering.

HARRISBURG (Dauphin Co.) — People still want beef, just more variety, says Lloyd Hess, co-owner of Hess's Barbecue Shop and Catering, recently named the 1993 Beef Backer by the Pennsylvania Beef Council.

Hess's, owned and managed by Lloyd and Paul Hess, have understood and adjusted to meet consumer needs for the past 15 years. Hess's, Willow Street, have expanded from a small butcher shop, initially, to the fourth largest catering service in Pennsylvania, a start to the finish beef butchering operation and two barbecue take-out shops.

Kelly Shearer, the foodservice coordinator for the Pennsylvania Beef Council, presented Paul and

Lloyd Hess with their 1993 Beef Backer award at the opening celebrations of Hess's second barbecue take-out shop, on July 25.

Lloyd says Hess's opened their second barbecue take-out shop in response to consumer's increased demand for take-out meals. The recently opened shop is located at their Willow Street catering headquarters. Their other barbecue shop is located in Roots Farm Market, which is open every Tuesday evening.

Hess's has also noticed an increase in catering; they presently serve between two and three thousand people per week. Hess's catering features only USDA choice meat that is slow cooked in custom pit roasters over charcoal, basted in their secret award winning barbecue sauce.

Beef constitutes 65% of Hess's sales and their menu features beef ribs, prime rib and chopped sirloin steak.

Although Hess's notices a demand shift towards catering and take-out meals, Lloyd says he is proud to own such a diverse food-service business. "We can slaughter your beef for you as well as cook it and serve it," says Lloyd.

"The Beef Backer award is our way of thanking Hess's for representing and promoting only the highest standards for beef," says Shearer. "Hess's has been innovative and aggressive in marketing quality beef products."

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