

Roland Dickey, Jr. Congratulates This Month's Brand Champions Marc Cohen

Texas barbecue chain Dickey's Barbecue has a new brand champion thanks to CEO Roland Dickey, Jr., who has announced Jamie Bynum as the latest franchisee to earn the title.

Dallas, TX -- February 2, 2016 (FPRC) -- Roland Dickey, Jr. says that together with the fundamental menu of his successful Texas barbecue brand Dickey's Barbecue Franchise, two secrets have allowed him to build the brand from twenty to over 500 inside ten years: details, and people. The details that make his stores a success are shared with his franchisees. The franchisees are carefully selected for their personal attributes so they are not only successful but also add to the brand family at Dickey's. Roland Dickey, Jr. is currently celebrating the efforts of franchisees, Marc Cohen, of San Antonio, TX.

Marc Cohen started his career as a chef in restaurants, hotels and even catering for NASCAR races. He worked in high-end venues in Las Vegas and fed people on racetracks all over the country. His first taste of barbecue came from third party vendors on the track, and he was hooked. He loved all the different flavor combinations available to make a truly special and unique barbecue, while staying authentic.

He first learned of Dickey's through his cousin, now business partner. Having lived in the San Antonio area for 40 years, he knew all about great Texas-style barbecue. The two went into business together and spent time researching different concepts. "We chose Dickey's because it was well situated for growth, and we saw that there was a clear strategy in place," Marc says.

Now, as an Owner/Operator, Marc attributes his success to the community marketing tools that Dickey's offers all its franchisees. His favorite community marketing activity is dropping off family packs at local businesses. "I will spend the cost of one family pack to get two new customers every time," he says. "It shows we are going the extra mile." He knows that the business doesn't survive without loyal customers, so he focuses on consistency and quality of all his products. That's what makes Marc this week's Brand Champion!

A spokesperson for Roland Dickey, Jr. explained, "Roland is thrilled to introduce his brand to new territories and has every confidence in Marc for leading this expansion to new audiences. Roland's vision has always been to make Dickey's barbecue the first truly national Barbecue restaurant, and these franchisees are directly responsible for helping make that dream a reality, earning them nothing but gratitude and support from the CEO, who has led the field in franchisee support."

About Roland Dickey, Jr.: As CEO of Dickey's Barbecue, Roland Dickey, Jr. has enthusiastically led his family's company to new heights, overseeing its evolution from local barbecue joint to the fast-casual chain named one of the fastest growing in America. Utilising explosive growth in franchising, Dickey Jr. has helmed the third generation family business to a national audience, while still retaining the brand values of authentic, down-home food, served with a signature brand of southern hospitality.

For more information about us, please visit <http://www.rolanddickeyjr.com/>

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