

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company

This Is It!®
 BAR-B-Q ~ SEAFOOD
 CHARGRILL

Your event deserves a good, healthy meal

**CATERING
 MENU**

**Call Today for Your
 Free Catering Consultation
 678.817.7757**

IT'S THE SIGNATURE SIDES

- ½ Size (Feeds 15-20) 32.99
- Full Size (Feeds 40-50) 57.99
- BBQ Baked Beans
- Slow-Cooked Black-Eyed Peas
- Old-Fashioned Brunswick Stew
- Fresh Steamed Cabbage
- Fresh-Cut Coleslaw
- Fresh-Cut Collard Greens
- Homemade Cornbread Dressing
- Green Beans with Potatoes
- Creamy Macaroni & Cheese
- Homemade Mashed Potatoes
- Southern Potato Salad
- Signature Sweet Potato Soufflé

If you don't see your favorite vegetable or dessert, we will try our best to accommodate your request

IT'S THE HOMEMADE DESSERTS

- Homemade Banana Pudding
- ½ Pan 33.99 Full Pan 68.99
- Original Georgia Peach Cobbler
- ½ Pan 33.99 Full Pan 68.99
- Heavenly Strawberry Shortcake
- ½ Pan 38.99 Full 72.99
- Specialty Cakes**
- Lemon Pound 34.99
- Red Velvet 34.99
- Chocolate 34.99
- Yellow Chocolate 34.99
- Carrot 34.99
- Key Lime 34.99

Mother Lil's Sweet Potato Pie 10.99



Roasted Chicken Special



Also good for Sunday or Special Occasions
(4-6 people) 67.99

- 12 Pieces of Juicy Roasted Chicken
- 6 Pieces of Cornbread
- 1 Gallon of Fresh-Brewed Sweet Tea
- Your Choice of 3 Large Signature Sides
- and 1 Mother Lil's Sweet Potato Pie

- Gallon of Fresh-Brewed Sweet Tea 4.99
- Gallon of Original Georgia Peach Tea 6.59
- Gallon of Fresh-Squeezed Lemonade 6.59

1951 Shelley & Lillian Anthony opened Anthony's Drive In, Tampa, FL • 1976 Shelley (Butch) Anthony, III opened
1991 Private label signature BBQ sauce introduced • 1994 This Is It! Georgia Dome opened- the
1999 Renovated the Superstore without closing • 2000 Largest catering event- fed

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company

Packages

INTERNAL USE ONLY

4

CSC Amy

Artist Nick

Change Artist

Proof OK

PROOF #

IH Changes

Client Name This Is It BBQ

Job # MC11_10838

Account # 83817

Proof Date 09/22/2011

©2011 The Menu Company

Atlanta's Original Rib Tips Package

Long Pan of Rib Tips

\$205⁷⁹

Fried Whiting Package

30 Pieces of Whiting

\$146⁹⁹

Slow-Roasted Chicken Package

40 Pieces of Slow-Roasted Chicken

\$146⁹⁹

BBQ Chicken Package

40 Pieces of Cut Chicken

\$139⁹⁹

Fried Tilapia Package

30 Pieces of Fried Tilapia

\$217⁹⁹

Hickory-Smoked Chargrilled Wings Package

100 Wings

\$133⁹⁹

Pork Ribs Package

40 Glazed Chargrilled Rib Bones

\$185⁹⁹

Fried Catfish (Whole) Package

30 Pieces of Whole Catfish

\$217⁹⁹

Grilled Tilapia Over Sassy Rice Package

30 Pieces of Grilled Tilapia

\$236⁹⁹

Beef Ribs Package

40 Glazed Chargrilled Rib Bones

\$188⁹⁹

Fried Catfish Filet Package

30 Pieces of Fried Catfish

\$228⁸⁹

Grilled Whiting Over Sassy Rice Package

30 Pieces of Grilled Whiting

\$180⁵⁹

Chopped BBQ Pork Package

7lbs. of Chopped BBQ Pork

\$188⁹⁹

Southern Fried Chicken Package

40 Pieces of Southern Fried Chicken

\$146⁹⁹

Grilled Salmon Over Sassy Rice Package

15 Salmon Filets

\$208⁹⁹

Chopped BBQ Chicken Package

7 lbs. of Chopped BBQ Chicken

\$188⁹⁹

Southern Fried Wings Package

100 Fried Wings

\$136⁴⁹

Veggie Package

(4) 1/2 Pan of Signature Sides Only

\$125⁹⁹

No bread and no sweet tea

Chopped BBQ Beef Brisket Package

7 lbs. of Chopped BBQ Beef Brisket

\$199⁴⁹

All packages feed up to 15 or more people and include (2) 1/2 pans of signature sides, 20 cornbread muffins or Texas toast and a free gallon of sweet tea

ned Butch's Slide-In BBQ, Decatur, GA • 1983 This Is It! Seafood only store opened • 1987 This Is It! BBQ only store
 only vendor to not sell alcohol • 1996 Restaurant review by the New York Times & CNN • 1997 Won our first B
 ver 1600 people • 2001 This Is It! South Hairston opened • 2003 This Is It! Stonecrest opened and began u

The FDA advises consuming raw or undercooked meats, poultry, seafood or eggs increases your risk of foodborne illness.

Hickory-Smoked Turkey Special

Also good for Sunday or Special Occasions
 Holiday meals will make any occasion special

Turkey Special (10-12 lb) feeds 8-12 people 119.99

- 1 Smoked Turkey
- ½ Pan Dressing
- ½ Pan Signature Side
- 10 Cornbread Muffins
- Gallon of Sweet Tea
- Pint Gravy
- 8 oz. Cranberry Sauce
- 1 Mother Lil's Sweet Potato Pie



Bulk BBQ

Our BBQ meat is marinated, hickory smoked, char-grilled and topped with our original Mild BBQ Sauce. *It's Simply the BEST!*

BBQ or Roasted Chicken
 (40 Pieces) 54.99

BBQ Rib Tips
 ½ Pan 56.99 • Full Pan 117.99

BBQ Ribs (Pork or Beef)
 40 Bones 101.99

Chopped BBQ
 Each of these selections feed 8-12 people.
 (Pork, Beef or Chicken)

- 3 lb. Pork 47.99
- 3 lb. Beef Brisket 50.99
- 3 lb. Chicken 47.99

Hickory Smoked Turkey 37.99

Cajun Fried Turkey 49.99

Fried Fish

Whiting (20 Pieces) 49.99

Tilapia (20 Pieces) 69.99

Catfish – Whole (10 Pieces) 36.99

Chargrilled Wings (50 pieces) 26.79

Don't Forget the Corn Muffins

1 Dozen Corn Muffins 7.39



It's the Daily Specials

- Oxtails • Meatloaf • Salmon
- Chitterlings • Pork Chops
- Spaghetti

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company

opened • 1989 This Is It! BBQ & Seafood combination store opened
 BBQ cookoff and the first This Is It! Express location opened
 using the new logo • 2004 This Is It! Fayette opened

It's the New BBQ Slider

Choose from Pork, Beef or Chicken

20 for 59.99

GREAT FOR GAME DAY!



Boxed Lunch Specials

Starting at 6.99

Free delivery with order of 20 or more within 5 mile radius of location.

Receive a
FREE sweet
tea with each
order

OPTIONS INCLUDE:

BBQ Chicken (dark meat) 6.99
(white meat .50 more)

Chargrilled Wings (7 pieces) 7.99

Chopped BBQ Sandwich 6.99
(chicken or pork)

Atlanta's Original Rib Tips 9.49

2-Piece Fried Whiting 7.29

All orders must come with the same 2 signature sides (Choose from: Mac & Cheese, Collard Greens, Sweet Potato Soufflé, Green Beans, Baked Beans, Potato Salad, Coleslaw, French Fries, Brunswick Stew or Sassy Rice)

Available from 11am-1pm • 24-hour pre-ordering required from location or corporate office. Paperware included.



INTERNAL USE ONLY

4

CSC Amy

Artist Nick

Change Artist

Proof OK

PROOF #

IH Changes

Client Name This Is It BBQ

Job # MC11_10838

Account # 83817

Proof Date 09/22/2011

©2011 The Menu Company

The Lillian Room

With full-service banquet facilities

**3523 Camp Creek Parkway
East Point, GA 30344**

**2853 Panola Road
Lithonia, GA 30058**

404.629.1114

770.817.5400

**Private Banquet Facility • Seats 60 Guests Comfortably
Media Capabilities • Customized Menus or Menu of Choice
Special Lunch Pricing • Private Wait Staff**



**405 Pavilion Parkway
Fayetteville, GA 30214
678.817.9299**

**2532 S. Hairston Road
Decatur, GA 30035
678.418.6699**

**4065 Memorial Drive
Decatur, GA 30032
404.292.5616**

**7331 Stonecrest Concourse
Lithonia, GA 30083
678.526.2636**

**6045 Old National Hwy.
College Park, GA 30349
678.827.8500**

**2776 Cumberland Blvd.
Smyrna, GA 30080
770.435.3159**

©2011 www.themenuco.com • 888-9MENUCO • 888-963-6826 • MC11_10838_09_11

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company



**We offer delivery and
service 6 days a week**

MARK THE APPROPRIATE BOX

After reviewing this entire menu it is:

APPROVED

APPROVED WITH CHANGES

No additional proof needed.

NOT APPROVED

Make changes and submit another proof

PLEASE SIGN ONLY IF ENTIRE MENU IS APPROVED

X _____

Signature Required

Printed Name _____

Date _____

This form can be faxed (717) 358-2588 or mailed.
A signed proof approval and full payment must be received prior to going to print.

FULL VIEW

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company

CLIENT RESPONSIBILITIES

Please check all applicable information below for completeness and accuracy.

FRONT COVER

- Phone & Fax Number
- Street Address
- Web Address
- Hours
- Credit Cards

PANELS / PAGES

- Menu Sections
- Menu Items
- Descriptions
- Prices
- FDA Warning (if needed)

COUPONS

- Offers
- Phone & Fax Number
- Disclaimers
- Expiration Date

PLEASE NOTE:

Your contract allows 2 rounds of changes after receiving your first proof. A production fee of \$65/hour (half hour minimum) will be charged for each additional proof. Additional charges must be PAID IN FULL before printing occurs.

PROJECTED PRINT DATE: _____

PANEL 1

PANEL 6

PANEL 5

It's the New BBQ Slider
Choose from Pork, Beef or Chicken
20 for \$9.99
GREAT FOR GAME DAY!

Boxed Lunch Specials
Starting at 6.99
Free delivery with order of 20 or more within 5 mile radius of location.

OPTIONS INCLUDE:
BBQ Chicken 6.99 (includes bread & honey)
Char grilled Wings 7.99 (chicken or pork)
Chopped BBQ Sandwich 6.99 (chicken or pork)
Atlanta's Original Rib Tips 9.49
2-Piece Fried Whiting 7.99

Receive a FREE sweet tea with each order

All orders must come with the same 2 signature sides. (Choose from: Mac & Cheese, Collard Greens, Sweet Potato, Soyfrits, Green Beans, Baked Beans, Potato Salad, Colelaw, French Fries, Brunswick Stew or Sassy Rice)
Available from 11am-10pm - 24-hour pre-ordering required from location or corporate office. Paperware included.

The Lillian Room
With full-service banquet facilities

2853 Panama Road
Lithonia, GA 30058
770.817.5400

3523 Camp Creek Parkway
East Point, GA 30344
404.629.1114

Private Banquet Facility - Seats 60 Guests Comfortably
Media Capabilities - Customized Menus or Menu of Choice
Special Lunch Pricing - Private Wait Staff

405 Pavilion Parkway
Fayetteville, GA 30214
678.817.9299

2332 S. Hairston Road
Decatur, GA 30035
678.418.4699

4065 Memorial Drive
Decatur, GA 30032
404.292.5616

7331 Stonecrest Concourse
Lithonia, GA 30083
678.526.7636

6045 Old National Hwy.
College Park, GA 30089
678.327.8500

2726 Cumberland Blvd.
Smyrna, GA 30080
770.485.3159

We offer delivery and service 6 days a week

This Is It!
BAR-B-Q ~ SEAFOOD
CHANGRILL

Your event deserves a good, healthy meal.

CATERING MENU

Call Today for Your Free Catering Consultation
678.817.7757

MARK THE APPROPRIATE BOX

After reviewing this entire menu it is:

APPROVED

APPROVED WITH CHANGES

No additional proof needed.

NOT APPROVED

Make changes and submit another proof

PLEASE SIGN ONLY IF ENTIRE MENU IS APPROVED

X _____
Signature Required

Printed Name _____ Date _____

This form can be faxed (717) 358-2588 or mailed. A signed proof approval and full payment must be received prior to going to print.

FULL VIEW

INTERNAL USE ONLY

4	CSC	Amy
	Artist	Nick
	Change Artist	
	Proof OK	
PROOF #	IH Changes	
Client Name	This Is It BBQ	
Job #	MC11_10838	
Account #	83817	
Proof Date	09/22/2011	

©2011 The Menu Company

CLIENT RESPONSIBILITIES

Please check all applicable information below for completeness and accuracy.

FRONT COVER

- Phone & Fax Number
- Street Address
- Web Address
- Hours
- Credit Cards

PANELS / PAGES

- Menu Sections
- Menu Items
- Descriptions
- Prices
- FDA Warning (if needed)

COUPONS

- Offers
- Phone & Fax Number
- Disclaimers
- Expiration Date

PLEASE NOTE:

Your contract allows 2 rounds of changes after receiving your first proof. A production fee of \$65/hour (half hour minimum) will be charged for each additional proof. Additional charges must be PAID IN FULL before printing occurs.

PROJECTED PRINT DATE: _____

PANEL 4

Hickory-Smoked Turkey Special

Also good for Sunday or Special Occasions
Holiday meals will make any occasion special

Turkey Special (10-12 lb) Feeds 8-12 people \$119.99

- 1 Smoked Turkey
- 1/2 Pan Dressing
- 1/2 Pan Signature Side
- 10 Cornbread Muffins
- Gallon of Sweet Tea
- Pine Gravy
- 8 oz. Cranberry Sauce
- 1 Mother Lila's Sweet Potato Pie



Bulk BBQ

Our BBQ meat is marinated, hickory smoked, then grilled and topped with our original Mild BBQ Sauce. It's simply the BEST!

- Hickory Smoked Turkey** 49.99
- Cajun Fried Turkey** 49.99
- Fried Fish** 49.99
- Whiting (20 Pieces)** 69.99
- Trout (20 Pieces)** 69.99
- Catfish - Whole (10 Pieces)** 36.99
- Chargrilled Wings (50 pieces)** 26.79
- Don't Forget the Corn Muffins** 7.39
- 1 Dozen Corn Muffins



It's the Daily Specials
Oxalis - Meatball - Salmon
Chitlings - Pork Chops
Spaghetti

PANEL 3

Subs

- Slow-Roasted Chicken Package** \$146.99
40 Pieces of Slow-Roasted Chicken
- Hickory-Smoked Chargrilled Wings Package** \$133.99
- Grilled Tilapia Over Sassy Rice Package** \$236.99
30 Pieces of Grilled Tilapia
- Grilled Whiting Over Sassy Rice Package** \$180.99
30 Pieces of Grilled Whiting
- Grilled Salmon Over Sassy Rice Package** \$208.99
15 Salmon Fillets
- Veggie Package** \$125.99
(6) 1/2 Fried Signature Side Only
No bread and no sweet tea
- Fried Whiting Package** \$146.99
30 Pieces of Whiting
- Fried Tilapia Package** \$217.99
30 Pieces of Fried Tilapia
- Fried Catfish (Whole) Package** \$217.99
30 Pieces of Whole Catfish
- Fried Catfish Filet Package** \$228.99
30 Pieces of Fried Catfish
- Southern Fried Chicken Package** \$146.99
40 Pieces of Southern Fried Chicken
- Southern Fried Wings Package** \$136.49
30 Fried Wings
- Atlanta's Original Rib Tips Package** \$205.99
Long Pair of Rib Tips
- BBQ Chicken Package** \$139.99
40 Pieces of BBQ Chicken
- Pork Ribs Package** \$185.99
40 Pieces of Pork Ribs
- Beef Ribs Package** \$188.99
40 Pieces of Beef Ribs
- Chopped BBQ Pork Package** \$188.99
7 lbs of Chopped BBQ Pork
- Chopped BBQ Chicken Package** \$188.99
7 lbs of Chopped BBQ Chicken
- Chopped BBQ Beef Package** \$199.49
7 lbs of Chopped BBQ Beef

All packages feed up to 15 or more people and include (2) 1/2 pans of signature sides, 20 cornbread muffins or Texas toast and a free gallon of sweet tea.

1997 This is it BBQ only store opened - **1999** This is it BBQ & Sassy Rice combination store opened
2003 This is it BBQ & Sassy Rice combination store opened
2004 This is it BBQ & Sassy Rice combination store opened
2005 This is it BBQ & Sassy Rice combination store opened
2006 This is it BBQ & Sassy Rice combination store opened
2007 This is it BBQ & Sassy Rice combination store opened
2008 This is it BBQ & Sassy Rice combination store opened
2009 This is it BBQ & Sassy Rice combination store opened
2010 This is it BBQ & Sassy Rice combination store opened
2011 This is it BBQ & Sassy Rice combination store opened

PANEL 2

IT'S THE SIGNATURE SIDES

- 1/2 Size Feeds: 15-20 - \$79.99
- Full Size Feeds: 40-50 - \$79.99
- 8oz Baked Beans
- Slow-Cooked Black-Eyed Peas
- Old-Fashioned Brunswick Stew
- Fresh Steamed Cabbage
- Fresh-Cut Cole Slaw
- Fresh-Cut Collard Greens
- Homemade Cornbread Dressing
- Green Beans with Potatoes
- Creamy Macaroni & Cheese
- Homemade Mashed Potatoes
- Southern Potato Salad
- Signature Sweet Potato Souffle



Roasted Chicken Special

Also good for Sunday or Special Occasions
(4-6 people) 67.99

12 Pieces of Juicy Roasted Chicken
6 Pieces of Cornbread
1 Gallon of Fresh-Brewed Sweet Tea
Your Choice of 3 Large Signature Sides
and 1 Mother Lila's Sweet Potato Pie



Gallon of Fresh-Brewed Sweet Tea 4.99
Gallon of Original Georgia Peach Tea 6.59
Gallon of Fresh-Squeezed Lemonade 6.59

1997 Shelley & Brian Anthony opened Anthony's Drive In, Tampa, FL - **1977** Shelley (with Anthony) opened Anthony's Drive In, Tampa, FL - **1977** Private label signature BBQ sauce introduced - **1994** This is it Georgia Dome opened - the only vendor to not sell alcohol - **1994** Restaurant review by the New York Times & CNN - **1997** When our first BBQ food truck and the first This is it Express location opened - **1999** This is it BBQ & Sassy Rice combination store opened - **2003** This is it BBQ & Sassy Rice combination store opened - **2004** This is it BBQ & Sassy Rice combination store opened - **2005** This is it BBQ & Sassy Rice combination store opened - **2006** This is it BBQ & Sassy Rice combination store opened - **2007** This is it BBQ & Sassy Rice combination store opened - **2008** This is it BBQ & Sassy Rice combination store opened - **2009** This is it BBQ & Sassy Rice combination store opened - **2010** This is it BBQ & Sassy Rice combination store opened - **2011** This is it BBQ & Sassy Rice combination store opened