

PRESS KIT | FLYBY BBQ

What Is Flyby?

Flyby is a BBQ food truck in Dayton, OH serving customizable “build-your-own” smoked meals, smoking fast - for everyone.

Flyby showcases regional BBQ flavors from across the USA while sourcing close to home: only using fresh, natural, high-quality ingredients.

The experience has been referred to as the “Chipotle of BBQ.”

Our menu can be downloaded here: FlybyBBQ.com/Menu

In addition to our Food Truck, we offer catering for events of all sizes (FlybyBBQ.com/Catering) and sell our sauces via our website/select retailers (Lucky’s Market currently)



Company Facts

- Company founded in 2016
- Truck Grand Opening July 8, 2017 - press release here: FlybyBBQ.com/GrandOpening
- Following Grand Opening truck will be open at home base (1855 Successful Dr in Fairborn) for lunch every Wednesday-Friday 11am-3pm and will be traveling to new locations every weekend!
- Headquartered in Fairborn, OH
- Raised nearly \$10,000 from business competitions

Website: FlybyBBQ.com

Social Media: @FlybyBBQ (Instagram, Facebook, Twitter)

Press contact: David Butcher, Founder | david@flybybbq.com | 937-760-9557

We are gaining popularity online with over 7,000 dedicated and highly engaged followers that Flyby will push your coverage to!

Our Story

Origins

The Butcher family is rooted in meat. For generations in Yugoslavia, our ancestors provided their neighborhood with safe, fresh, tasty cuts of meat. After losing this tradition, we decided to revitalize our namesake – and do it in a 21st century way.

The inspiration for Flyby stems from our historic love of BBQ food and the lack of a modern, fresh, and convenient place to get it. We set out to simplify and enrich the entire experience as we saw it: starting with an environment resembling the backyard BBQ gatherings we cherished growing up and ending with great-tasting smoky food made only with the best ingredients.

Flyby's mission is to provide communities with high-quality BBQ experiences and do it with dignity, the way Grandpa "Chick" would have wanted.

Path

Flyby started as an idea when 18 year old David Butcher had returned to his Ohio State dorm room from a break at home. He entered Flyby into numerous business plan competitions (see awards) and by winning, received startup funding to get to work.

After creating a website and selling sauces to his new email list of interested individuals, David partnered with his cousin Mark Butcher to start perfecting their product. Before long, they moved into full scale catering for large events such as weddings/StartupWeekend/other corporate gatherings and hosted numerous pop-ups, testing and gaining momentum for the brand.

Nearly a year later, their work has allowed them to bring their dream to fruition: taking Flyby to the people with their food truck. The team is now serving smiles in Dayton, with focus on the Beavercreek/Fairborn/Yellow Springs area.

Awards

- Founder David Butcher named #1 Student Entrepreneur in Central Ohio & Top 25 in United States by Entrepreneurs Organization
- 1st Place, OSU Best of Student Startups (BOSS) Competition 2017
- 1st Place, Fisher Business Plan Competition 2016
- 1st Place, Business Builders Club IdeaPitch 2016

High Res Images/Logos

Full res pictures and brand assets can be downloaded here:

<https://www.dropbox.com/sh/ag06usi89h5qnhs/AADoTlxwgJJ-OqKDXnusrYgUa?dl=0>

Press Examples

Television

Check out our LIVE interview on

FOX45 In the Morning here:

<http://fox45now.com/news/morning-show/flyby-bbq>



Print/Online

1. OSU Student Makes Good on Last Name, Starts Barbecue Business

Read full story on The Lantern:

<http://thelantern.com/2017/03/osu-student-makes-good-on-last-name-starts-barbecue-business/>

2. Student Spotlight: David Butcher

Read full story on Ohio State University:

<https://honors-scholars.osu.edu/news/Lists/Posts/Post.aspx?ID=131>

FAQ

• What makes you different?

A lot, actually! Here's a few ways:

1. The experience: Build your BBQ meal the way you want it - pick the base, protein, toppings, and sauce of your choosing. It's fun, convenient, and fast!
2. The inspiration: Flyby combines old-school family techniques and flavors from different regions of the US into one glorious food truck, showcasing the best that America has to offer without ever leaving town.
3. The ingredients: Although we feature flavors from across the country, our food is sourced close to home. We use all-natural fresh ingredients that are from the Buckeye state whenever possible. We even have compostable/recycled packaging!
4. The feeling: BBQ normally feels dark and un-inviting. We wanted to make it feel much more like what we had growing up: summer-day backyard grilling with the fam.

• Where are you located?

Flyby is headquartered in Fairborn, OH and the truck will be mainly located in the Beavercreek/Fairborn/Yellow Springs area with appearances throughout the Dayton area. Catering services available for Dayton and Columbus.

Our office is located at 1855 Successful Dr, Fairborn, OH 45324

- **How long does it take to make?**

We smoke all of our proteins for hours over a secret blend of hickory and other local woods with the traditional “low n slow” method. Our pulled pork is smoked for nearly 14 hours.

- **Vegan BBQ? How is that possible?**

We think everyone deserves BBQ. That’s why we have put countless hours into perfecting our vegan protein of smoked BBQ jackfruit. Not only is the plant delicious and mimic the texture of our other pulled meats, it is environmentally friendly. Jackfruit trees can produce over 6 tons of fruit a year.

- **Can we book the truck for our event?**

We do offer booking the truck for certain larger events on Saturdays + Sundays. For inquires, please contact David@FlybyBBQ.com

- **What sauces do you have?**

We currently have four regional American sauces featured on our menu: Ohio Apple Bourbon, East Carolina Hotkiss, Florida Fruity Beachside, and Kansas City Original Tangy.