

Short Elevator Pitch

A one stop informational website that encompasses all aspects of cooking with smoke.

Long Elevator Pitch

Cookingwithsmoke.com will provide readers with a wide variety of information regarding cooking with smoke. These topics include, but not limited to, recipes for dry rubs and marinades, cooking times and tips for all types and cuts of meat, different smoking methods and of course, common types of wood used for smoking. There will also be an area of the site devoted to information on smoking things other than meat (i.e. – cheese) as well. Website users will be provided an area to suggest their own recipe.

Personas



Beginner Bob

Just beginning or researching to get started cooking with smoke.



Seasoned Steve

Knows his way around a pit but always expanding his knowledge.



Pit Master Mike

Smoked for years and wishes to pass down their experience.

Comps

www.smoking-meat.com

www.smokingmeatforums.com

www.the-greatest-barbecue-recipes.com