**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** **Seasoned Steve**  **Pit Master Mike**

Just beginning or researching Knows his way around a pit Smoked for years and

to get started cooking with but always expanding his wishes to pass down

smoke. knowledge. their experience.

**Comps**

[www.smoking-meat.com](http://www.smoking-meat.com) [www.smokingmeatforums.com](http://www.smokingmeatforums.com) [www.the-greatest-barbecue-recipes.com](http://www.the-greatest-barbecue-recipes.com)