

Cheetah Pit BBQ was born from a passion for flavor and a vision to blend traditional barbecue with the innovative spirit of the Ape community. What started as a simple desire to create more than just heat in a sauce evolved into a full-fledged brand aimed at redefining the BBQ experience. Clawd, inspired by the diverse range of Ape IPs and an early hot sauce project, wanted to craft a sauce that delivers depth and richness, not just fire.

Recognizing the potential for collaboration and growth within the Ape community, Clawd partnered with Tony, an experienced Ape in the sauce and condiment space, to launch Bored-B-Que. This overarching brand not only represents Cheetah Pit BBQ but also paves the way for future expansions into various BBQ sauces, dry rubs, and grilling accessories.

Key Challenges and Opportunities

Launching Cheetah Pit BBQ was not without its challenges. Building the brand in stealth for over a year required meticulous planning and development. However, this approach allowed us to perfect our initial product lineup and create captivating artwork that resonates with the Ape community.

Upon our public debut on January 10th, 2023, we quickly realized the demand for our products surpassed our expectations. Starting with 6.7 oz bottles at Ape events and partnerships with brands like FuckIt Productions, we soon had to scale up to 16 oz bottles to meet the growing demand. This expansion marked the beginning of our journey to bring the unique flavors of Cheetah Pit to a wider audience.

Community Engagement and Expansion

Our growth continued as we applied to the #MadebyApes

program in 2023, gaining official recognition as a #MadebyApes

brand. This milestone allowed us to strengthen our ties with the community and further develop our product offerings, including a new line of cedar planks, cutting boards, BBQ utensils, and a 5-pack variety of Cheetah Pit Rubs.

In 2024, we were honored to be accepted into the second cohort of #ThankApe

, a program that supports Ape-led initiatives. This recognition validated our efforts and provided the resources to enhance our manufacturing process, lower costs, and improve product quality.

Collaborations and Innovations

Our collaboration with FuckIt Productions in 2024 led to the creation of a special edition Pineapple Habanero rub, showcasing our commitment to innovation and unique flavor profiles. We believe in the power of collaboration and continue to work with other IP brands and event organizers to create memorable culinary experiences.

Looking Ahead

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As we look to the future, Cheetah Pit BBQ is committed to expanding its reach and impact within the Ape community and beyond. Our partnership with Thank Ape provides the foundation to upgrade our infrastructure and continue supporting the community. We aim to launch a mutated version of Cheetah Pit, offering new and exciting flavors to our loyal supporters.

Our mission is to deliver exceptional BBQ experiences that combine traditional craftsmanship with the innovative spirit of Web3. By leveraging our expertise and the collective strength of the Ape community, we strive to elevate the BBQ sauce industry and create lasting value for all ApeCoin holders.

Conclusion

Cheetah Pit BBQ is more than just a sauce; it's a movement that brings together flavor, community, and innovation. As we continue to grow and evolve, we remain dedicated to our vision of creating the best BBQ products for Apes and beyond. Thank you to everyone who has supported us on this journey, and stay tuned for more exciting developments from Cheetah Pit BBQ!