

FROM THE DESORA TEST LAB:

Engineering the Perfect Brisket

A SMARTER, BETTER
WAY TO SMOKE

GIVE A MAN A BARBECUE, AND FEED HIM FOR A DAY.
TEACH A MAN TO BARBECUE, AND FEED HIM FOR A LIFETIME.



ABSTRACT

Our goal was not to create the perfect smoker. We set out with a greater mission in mind: **to make the perfect brisket.**

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FUN FACT!

THE VERY FIRST WHITE
HOUSE BBQ WAS
HOSTED BY LYNDON
B.JOHNSON, WHO
ENJOYED BARBECUING
SO MUCH HE HAD
GRILLS INSTALLED ON THE ROOF OF THE
WHITE HOUSE.



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MISSION

DATA, DATA, DATA

5

SOLUTION

ENGINEERED
FROM THE
GROUND UP