

Willy's OMG! Brisket



Try Willy's new USDA PRIME, Certified Angus Beef Brisket, limited quantities, when it's gone - it's gone! Served fresh from the smoker only! Cooked only twice a day and NEVER reheated!

Announcing Willy's new low and slow "OMG! Texas Brisket". Dry rubbed with Willy's Award Winning BBQ Rub and a little extra course black pepper and sea salt for an extra kick, then smoked for up to 18 hours using a real oak wood fire. We produce this product with knowledge gained, and methods researched, during hundreds of conversations with pit masters over the past 32 years, countless hours in the pit room, and thousands of miles of travel to barbecue joints in Texas and beyond.

We cook two loads of brisket each day to bring you only the freshest and best brisket imaginable - one load overnight for lunch, and another smoked all day long for supper. When it's gone, it's gone - there's no way to catch up when it takes that many hours to smoke, so come early and experience the best Texas style beef brisket available in the West.

Anatomy of the perfect Texas Brisket

When a Texan, or Southerner, rolls out his barbecue pit, he has committed the whole day, and maybe the night to the project. Instead of a tiny 6 oz. filet mignon that will cook on a 600 degree charcoal grill for a mere 4 minutes on each side, he lugs out a gargantuan 15-pound whole beef brisket that will cook for anywhere from 12 to 24 hours over a 200-250 degree fire fueled by any number of hardwoods.

That 15-pound brisket is as sorry a looking piece of meat as you've ever seen. It's flat on one end and twice as thick on the other. The grain runs one way and then the other, one end is very lean and the other is marbled with fat all the way through. It ain't pretty, and before its recent discovery by barbecue fanatics it was pretty affordable, but after a skilled pitmaster gets through trimming it and rubbing it with his secret blend of spices, it will come out of that smoker weighing less than half of what it did when it went in AND put to shame that little USDA Prime, Grass Fed, Kobe, Organic, Filet Mignon!

At Willy's, for our OMG! Brisket, we are using premium USDA PRIME, Certified Angus Beef (C.A.B.) Brisket – the top 1-2% of ALL beef graded in the US. Overkill? Maybe, but give it a try – we hope you will think it's the best brisket you have ever had.

What I look for in a perfectly cooked brisket is a soft, “jiggly” feel to the hunk of meat that tells me the brisket is perfectly moist and tender. If the brisket feels solid or hard – it is not yet done, or is already burned beyond redemption. The hand trimmed and rubbed fat cap on the top of the meat should have turned into a black, sticky, gooey, flavor bomb with the consistency of soft, sticky butter (This is known as meat caramel, or affectionately as meat snot). Upon cutting through the brisket about halfway between the thicker point portion (also called the moist, or fatty portion) and the thinner flat portion (lean), you should find the hidden layer of fat that separates the two muscles to be almost entirely rendered, and having the consistency of soft butter – very flavorful butter.

A whole brisket consists of two muscles; the “Flat”, a very lean, thin muscle, and the “Point”, a thicker, much fattier muscle that sits on top of one end of the flat.



The “flat” - the leaner, drier end of the brisket.



The other end of the brisket with the “Point” muscle on top of the “flat” muscle separated by a layer of buttery, rendered fat.

When we ask if you would like “Juicy” or “Lean” brisket we are referring to the different parts of the brisket, NOT whether there will be fat on a particular serving. In general, there will be less fat, on the flat end of the brisket than the point end of the brisket - but it’s all good.

For a real treat, do what I did this past 4th of July - order a whole brisket, un-cut, for your 4th of July picnic (In Advance). Your brisket will come warm and ready to go, wrapped in the butcher paper it finished cooking in. The cooked weight will be anywhere from 5-8 pounds (yes, they shrink that much during the cooking process) and will feed 20-35 guests depending on your menu. Your guests will be telling you that was the best barbecue they have ever had for years to come.

As always, I am happy to hear from you - feel free to send me a message at jberwald@armadillowillys.com

Health, Happiness, & Good BBQ!

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