



DAVILA'S BBQ

PRESS KIT



GIANT NOISE





DAVILA'S BBQ

Location: 418 W. Kingsbury St. Seguin, Texas 78155

Website: <http://www.davilasbbq.com/>

Boiler Plate:: In 1959, Davila's BBQ was first opened by Raul Davila in an old abandoned school house in Seguin, TX. With no decorations and no cash register, the Davila family nestled in the back two rooms of the restaurant and opened for business. Nearly sixty years and three generations later, Davila's BBQ has continued to grow and been nationally recognized as one of the top BBQ places in Texas. Third generation Pitmaster Adrian Davila now leads the restaurant and continues the tradition with passed down family recipes. Adrian celebrates traditions of Latin America and Texas, taking inspiration from the vaquero lifestyle of his own family history, infusing classic brisket, ribs and sausage with Latin flavors and ingredients. In 2018 Adrian released his first cookbook, *Cowboy Barbecue*, which has been featured on the *Today Show*, *The Washington Post*, and *Texas Monthly*.

Owner: Edward & Adrian Davila

Pitmaster: Adrian Davila

Hours: Monday - Closed

Tuesday-Sunday - 11 a.m. - 8 p.m. .

Media Contact: Natalia Prieto | natalia@giantnoise.com
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Pitmaster Adrian Davila

Adrian is a third-generation pit master, barbecue chef and restaurateur at his family's acclaimed Davila's BBQ in Seguin, Texas. He continues to honor his family's legacy and the traditions of Mexican-American cooking, all while exploring his own unique identity. His grandfather, Raul Davila, opened Davila's in 1959, and passed the secrets of his smoked barbecue to Adrian's father, Edward. The family is proud of their commitment to creating the best barbecue in Texas. Adrian credits his grandfather and father with teaching him the value of hard work. Most of his youth was spent in the kitchens of the restaurant, learning the special techniques until he could prepare everything on the menu to perfection.

Adrian still practices those skills today, and has since created his own unique recipes for the restaurant as well as its extensive catering business. He has also taken some of those creations on the road to special events across the state in the restaurant's food truck. He continues to expand his culinary knowledge and skills through research and travel, most recently throughout Europe, with a special stop in the city from which his family once hailed, Avila, Spain. In 2018, he finished his first book, *Cowboy Barbecue*, working alongside noted culinary author Anne Volkwein, and has promoted the book across the country. Adrian has been featured on Cooking Channel's *Man Fire Food*, as a judge on the Travel Channel's *American Grilled*, as a contestant (and first-place winner) on the Food Network's *BBQ Blitz* "Texas Takedown," as a guest chef on the Food Network's *The Kitchen*, as a judge on the Food Network's *BBQ Kids Champion*, and on *Tastemade*. He has recently completed filming in Food Network's newest show, "BBQ Beatdown," soon to air.

As the restaurant's spokesman, he has appeared on *The Today Show*, *Tastemade*, *KSAT 12's SA Live*, *WOAI News 4's San Antonio Living* and *KENS-5's Great Day SA*. He and the restaurant have been featured in the *San Antonio Express-News*, *Texas Monthly's BBQ* issue, *San Antonio Edible Magazine* as well as the *Seguin Gazette* and *Seguin Magazine*.





DAVILA'S BBQ

PRESS HIGHLIGHTS



GIANT NOISE

TexasMonthly

Davila's BBQ SEGUIN



BARBECUE

Small Town Smokers: Davila's BBQ

At Davila's BBQ in Seguin, barbecue (and a legendary sausage recipe) is kept all in the family. Three generations later, the Davila family tradition is going strong.

JANUARY 11, 2018



COOKINGSM



CHANNEL

Barbecue and Barbacoa

Roger Mooking heads to the Lone Star State to meet a family that specializes in two fiery traditions: Texas barbecue and Mexican barbacoa. Pitmaster Adrian Davila of Davila's BBQ shows Roger their massive smoker and shares the secrets to their legendary brisket and spicy beef sausages that the locals call "hot guts." Once smoked, these two meats come together in a Texas favorite, Frito Pie. Then Adrian invites Roger to his family's ranch for traditional Mexican barbacoa. They wrap seasoned lamb in maguey leaves and cook it in the ground before firing up an Argentinean grill to toast fresh tortillas and crisp up the lamb barbacoa.

San Antonio Express-News

3/30/18

FOOD // BBQ

52 Weeks of BBQ: Davila's BBQ



Chuck Blount | March 30, 2018



1 of 19



The Davila's BBQ board consists of (clockwise from top left) mesquite-smoked chicken, beef sausage, brisket, Spanish rice, cole slaw, spare ribs, lamb ribs, ham, green beans, turkey and mac and cheese.

Photo: Chuck Blount /San Antonio Express-News



TODAY



ADRIAN'S GRILL TIP

PLACE VEGGIES ON FIRE TO
ADD SMOKY FLAVOR

The Washington Post

7/20/18

Food

The cookbooks you need to raise your grilling and barbecue game



(The Countryman Press)

“Cowboy Barbecue: Fire & Smoke from the Original Texas Vaqueros,” by Adrian Davila, with Ann Volkwein (The Countryman Press, \$25). Third-generation pitmaster Adrian Davila of Davila’s BBQ in the Central Texas town of Seguin assembled engaging recipes that pay tribute to his Latin American heritage, such as smoked beef tongue, in-the-ground cooked beef head, and the ever-popular [Beef Fajitas](#). Engaging cultural, historical and personal overviews, along with unconventional items (goat tacos, peanut butter mole and shrimp in chile broth) expand our knowledge — and our culinary repertoire.



Tastemade

August 21, 2018 · 🌐



This pitmaster barbecue's his meat in an actual pit! [Davila's BBQ](#) serves up succulent, latin inspired BBQ that's literally dug up from the ground like gold.



The Seattle Times

10 new cookbooks that take barbecue way beyond burgers

Originally published August 17, 2018 at 6:00 am



1 of 6 | Beef fajitas from "Cowboy Barbecue: Fire & Smoke from the Original Texas Vaqueros." (Tom McCorkle for The Washington Post)

10 new grilling cookbooks to help you raise your live-fire game.

Ad closed by
Google

By [Jim Shahin](#)

Special to The Washington Post

"Cowboy Barbecue: Fire & Smoke from the Original Texas Vaqueros," by Adrian Davila, with Ann Volkwein (\$25). Third-generation pitmaster Adrian Davila, of Davila's BBQ in the Texas town of Seguin, assembled engaging recipes that pay tribute to his Latin American heritage, such as smoked beef tongue, in-the-ground cooked beef head, and the ever-popular beef fajitas. Engaging cultural, historical and personal overviews, along with unconventional items (goat tacos, peanut butter mole and shrimp in chile broth) expand our knowledge — and our culinary repertoire.

TexasMonthly

BBQ

Here Are the Best Barbecue Books Yet This Year

Get ready for ribeye steak, smoked lamb meatloaf, and kangaroo loin.



BY DANIEL VAUGHN

DATE AUG 8, 2018

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NOTES 0 COMMENTS

Summer is the time for barbecue, but this year's crop of cookbooks, in which Texas authors are particularly well-represented, don't just teach you the basics of how to smoke a brisket. Instead, they offer opportunities for home barbecue innovation, from charred radicchio to peanut butter and jelly wings. Here are some of our favorites, from within our great state and beyond.

Cowboy Barbecue: Fire & Smoke From the Original Texas Vaqueros

by Adrian Davila

Davila's Barbecue was established in Seguin in 1959 by Adrian's grandfather, Raul Davila. The book includes a few recipes straight from Davila's, like their renowned mesquite smoked lamb ribs, but it's more than a restaurant cookbook. The author connects his family's cooking traditions to those of the cattle-tending vaqueros and highlights Latin dishes like pozole, fideo, and a variety of taco recipes. There's not quite enough detail in the brisket or sausage recipes to be useful for beginners, but the series of photos for the barbacoa de cabeza are helpful to anyone willing to dig a massive hole in the ground.

HONEST COOKING

The FOOD MAGAZINE

Tis the Season for Tamales

NOVEMBER 26, 2018 by HONEST COOKING



The holidays and tamales go hand-in-hand and that is definitely the case in San Antonio. Check out this festive tamale recipe from a [Davila's BBQ](#), a favorite spot serving traditional Latin American and Vaquero-style dishes.

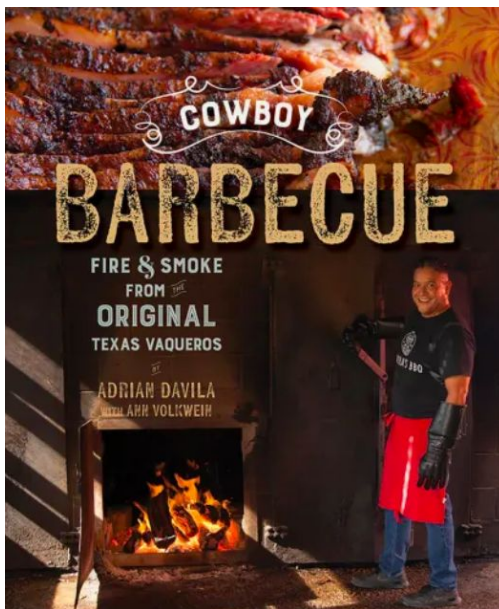


AIROWS

THIS COWBOY BARBECUE COOKBOOK IS THE IDEAL GIFT FOR ANY 'CUE FANATIC

FREDRIC HAMBER · DEC 4, 2018

Adrian Davila has barbecue sauce running through his veins. He's the third-generation pit master at Davila's BBQ in Sequin Texas, a descendant of Spanish horse traders and author of the recently published *Cowboy Barbecue: Fire & Smoke from the Original Texas Vaqueros*. This paperback is a treasure trove of wisdom on direct versus indirect heat, how to slice brisket and mouthwatering recipes from Jalapeño Cheese Corn Bread and Caldo de Res ("my go-to hangover soup," he writes) to straightforward instructions for making beef jerky.



el Restaurante

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Recipe courtesy of Adrian Davila, "[Cowboy Barbecue](#)"

FSD FOODSERVICE DIRECTOR

RECIPES

Pozole Rojo de Puerco (Red Pork Pozole)

INGREDIENTS

Pork

CUISINE TYPE

Latin



Chef Adrian Davila
Seguin, Texas

Pitmaster Davila puts the spotlight on South Texas-style barbecue, a style developed by the Spanish and Mexican cowboys or “vaqueros” who populated the area. This pozole recipe comes from the chef’s new cookbook, “Cowboy Barbecue: Fire and Smoke from the Original Texas Vaqueros.” The Latin-accented dish is based on pork bacibones and hominy, making it a low-cost addition to winter menus.



The Most-Over-the-Top Grilled Cheese in America

We scoured the country to find the cheesiest, most decadent and deliciously excessive grilled cheese around.



Seguin, Texas: Brisket Grilled Cheese at Davila's BBQ

Brisket is a given at a Texas BBQ restaurant, but the brisket grilled cheese at [this one](#) takes it to a whole other level. This mega sandwich is made with American cheese and grated cheddar, caramelized onions, sliced brisket, of course, and a spicy diablo sauce and finished with barbecue sauce.

SA MONTHLY *Magazine*

Adrian Davila



Adrian is a third-generation pit master, barbecue chef and restaurateur at his family's acclaimed Davila's BBQ in Seguin, Texas. He continues to honor his family's legacy and the traditions of Mexican-American cooking, all while exploring his own unique identity. His grandfather, Raul Davila, opened Davila's in 1959, and passed the secrets of his smoked barbecue to Adrian's father, Edward. The family is proud of their commitment to creating the best barbecue in Texas. Adrian credits his grandfather and father with teaching him the value of hard work. Most of his youth was spent in the kitchens of the restaurant, learning the special techniques until he could prepare everything on the menu to perfection. Adrian still practices those skills today, and has since created his own unique recipes for the restaurant as well as its extensive catering business. He has also taken some of those creations on the road to special events across the state in the restaurant's food truck. He continues to expand his culinary knowledge and skills through research and travel, most recently throughout Europe, with a special stop in the city from which his family once hailed, Avila, Spain.



He recently finished his first book, *Cowboy Barbecue* working alongside noted culinary author Anne Volkwein, and has promoted the book across the country. Adrian has been featured on Cooking Channel's *Man Fire Food*, as a judge on the Travel Channel's *American Grilled*, as a contestant (and first-place winner) on the Food Network's *BBQ Blitz* "Texas Takedown," as a guest chef on the Food Network's *The Kitchen*, as a judge on the Food Network's *BBQ Kids Champion*, and on *Tastemade*. As the restaurant's spokesman, he has appeared on *The Today Show*, *Tastemade*, *KSAT 12's SA Live*, *WOAI News 4's San Antonio Living* and *KENS-5's Great Day SA*. He and the restaurant have been featured in the *San Antonio Express-News*, *Texas Monthly's BBQ issue*, *San Antonio Edible Magazine* as well as the *Seguin Gazette* and *Seguin Magazine*. Adrian said it's important to him and his family that Davila's BBQ continues to grow in the hearts of their customers, throughout the heart of Texas and beyond.

THE PREMIER MAGAZINE OF THE WEST
COWBOYS & INDIANS

Recipes: Dishes for Cinco de
Mayo



Davila's Signature BBQ Rub

Courtesy Davila's BBQ/Cowboy Barbecue: Fire & Smoke from the Original Texas Vaqueros by
Adrian Davila (The Countryman Press, 2018)

Forbes

South Texas Vaquero-Style Cuisine Lives On At Davila's BBQ In Seguin



A sampler platter at Davila's BBQ includes home made sausage, smoked brisket and chicken, and the signature lamb ribs, served with tortillas on the side. JULIE KEIM