



LOUIE MUELLER BARBECUE
206 W 2nd St.
Taylor, TX 76574
(512) 352-6206
www.LouieMuellerBarbecue.com

ROBERT (BOBBY) LOUIS MUELLER BIOGRAPHY

Robert (Bobby) Louis Mueller was born July 16, 1939 in Taylor, TX.

Bobby began working in his father's grocery store (Louie Mueller Complete Food Store) at the age of 8 in 1947. He continued to work in the family business through high school graduation in May of 1957. While in high school, Bobby was voted "Most Popular" by the Taylor High School student body while also leading his football and track teams as team captain.

Bobby moved to Fort Worth in the fall of 1957 began his tenure at Texas Christian University where he majored in History. In 1963, Bobby enlisted in the US Army serving a one-year tour of duty in Korea, finishing his service requirement at Fort Bragg, Georgia.

Bobby returned to Taylor in 1965 after his father called to invite him into the family business. Upon returning to Taylor, Bobby began working in the family grocery store's meat market as the store butcher. In 1967, Bobby introduced his personal all-beef sausage recipe to Louie Mueller Barbecue's menu. This is the same sausage (still hand made) that is served at Louie Mueller Barbecue today.

In 1974, Louie Mueller closed his grocery store and sold his interest in the family restaurant to Bobby and officially retired from business. The change in venue also meant a change in his method of sausage stuffing, moving from a hydraulic press stuffer to a manual, hand-cranked 10-gallon stuffer (a.k.a *Ole Cranky*) made in circa 1905. He continued to use this manual stuffer for his sausage production until 2000.

In 1974, Bobby introduced new items to the Louie Mueller Barbecue menu with the additions of beef brisket, coleslaw, and potato salad made from family recipes. Bobby's business strategy focused on three principle goals initially laid out by his father Louie: provide only the highest quality food and friendly family service in an unchanging, authentic Texas barbecue atmosphere. Bobby remained dedicated to this philosophy throughout his career.

During the 1970s and Bobby served in many local civic and commerce organizations, serving as President Jaycees, Director of the Taylor Chamber of Commerce in and Optimist Club President. While president of the Taylor Optimist Club, Bobby was driving force behind the in introduction and organization Pop Warner Football in Taylor, Texas.

- Continued -



LOUIE MUELLER BARBECUE
206 W 2nd St.
Taylor, TX 76574
(512) 352-6206
www.LouieMuellerBarbecue.com

Beginning around 1975, Bobby embarked on a new leisure activity – running. As if sanding on his feet for 14-16 hours a day wasn't enough, Bobby set his sites on eventually running in a marathon. After 25 years as an avid runner, Bobby completed 5 marathons, numerous half marathons and roughly fifty 10ks. In the summer of 1984, Bobby was chosen by the Taylor community to carry the Olympic torch on its journey to Los Angeles, CA for the opening ceremonies of the 1984 Summer Games.

The 1980's were a time of change for Louie Mueller Barbecue featuring new fame and recognition for Bobby himself. During this time, the word had reached local and regional media outlets that Louie Mueller Barbecue was one of the best-kept secrets in Texas dining. Media attention began as a trickle but by the end of the decade, Louie Mueller Barbecue had become known as one of the top barbecue institutions in Texas. Publications such as Texas Monthly Magazine, Rolling Stone, People Magazine, and the New York Times all featured Louie Mueller Barbecue as not only a Texas barbecue icon, but a national barbecue treasure and Bobby Mueller as a rising Pit Master.

In 1990, Hollywood arrived in Taylor landing literally in Louie Mueller Barbecue's parking lot with the filming of "The Hot Spot". Directed by Dennis Hopper and starring Don Johnson and Virginia Madsen, the film's main set was a used car lot set in Louie Mueller Barbecue's parking lot. This would be just the beginning of a list of movie set credits attributed to Louie Mueller Barbecue.

Bobby introduced more menu changes occurred in the 1990s with the addition of chicken breasts, half fryers, and jalapeno sausage. In the 1997 special barbecue edition of Texas Monthly Magazine, Louie Mueller Barbecue was crowned as one of the "Big Three" of Texas barbecue.

Business continued to grow over the decade and in 2000, Louie Mueller Barbecue expanded its dining and cooking capacity with the construction of "The Porch", thus increasing the restaurant's seating capacity by 75 seats. The restaurant addition was awarded the "Award of Excellence" by the City of Taylor for new construction and later was a finalist for Texas award of the same name.

Beginning in 2000, national recognition continued as a result of Bobby's dedication to quality and consistency. Bobby once again expanded the menu by adding pork loin, boneless turkey breast, boneless chicken breast, pork shoulder steaks, and chipotle sausage.

Three additional films utilized Louie Mueller Barbecue as the setting for featured scenes: "Flesh and Bones" (1993), "The Rookie" (2002) and "Lone Star State of Mind".

- Continued -



LOUIE MUELLER BARBECUE

206 W 2nd St.

Taylor, TX 76574

(512) 352-6206

www.LouieMuellerBarbecue.com

During the span from 2003-2004, two highly acclaimed Texas barbecue documentaries were produced featuring Bobby Mueller and Louie Mueller Barbecue: Chris Elley's "Barbecue: A Texas Love Story" and Russell Yarnell's "Masters of Texas Barbecue".

In 2003, Texas Monthly Magazine selected Louie Mueller Barbecue as a choice member of their "Top 5" best barbecue establishments in Texas. Later that same year, Louie Mueller Barbecue made it's national television debut by appearing on a segment of chef Michael Lomonaco's "Epicurious" aired on The Travel Channel.

In a crowning moment for both Bobby and Louie Mueller Barbecue, The James Beard Foundation honored both with their "America's Classics" Award in May 2006.

In 2007, The Food Network launched a new series titled "Diners, Drive-ins and Dives" hosted by Guy Fieri. Louie Mueller Barbecue was selected as a featured segment to air in the series' first season. "Diners, Drive-Ins and Dives" quickly became the network's top rated program. Since it's initial airing in March 2007, the Louie Mueller segment has re-aired multiple times.

In January 2008, "The Official Best Of" travel series awarded Bobby Mueller / Louie Mueller Barbecue "The Official Best Barbecue in Texas – 2008".

In June, Louie Mueller Barbecue reached a new milestone by appearing on the cover of Texas Monthly Magazine's special barbecue edition and remained a select member of the "Top 5" best barbecue establishment in Texas. Also in June, Louie Mueller Barbecue was featured in Gourmet Magazine, Western Living and Men's Health Magazine

Louie Mueller Barbecue has been ranked as one of Texas' best barbecue restaurants in travel guides, magazines and newspapers across the country. In 2006, Bobby/Louie Mueller Barbecue was the recipient of the James Beard Award in the "America's Classics" division followed in 2007 by a national exposure on the Food Network's "Diners, Drive-Ins and Dives".

Amidst all the restaurant's accolades, awards, and honors, Bobby's true pleasures were outside his business enterprises. He enjoyed nothing more than spending time with his grandchildren and working in his yard and flowerbeds.

###