

## Sweet and Sour with a Little Bit of Spice

In the not too distant future, San Diego International Airport will be one of just a few airports to serve up barbecue for travelers, when San Diego's own Phil's BBQ brings its top-secret recipes to Terminal 2 West.

Phil Pace, owner/operator of Phil's BBQ, cooked his first slab of ribs when he was 15 years old, and a few years later began working in the restaurant business in Ohio. After 12 years of working his heart out barbecuing in Ohio, Pace decided to take a sabbatical and relocated to San Diego to figure out what he really wanted to do with his life.

Three years of soul searching led Pace to return to his roots. The restaurant business was in his blood: his parents were in the business for more than 50 years. Pace noticed a little coffee shop for sale in Mission Hills, and in 1998 he decided to take that small 800-square-foot location and create Phil's BBQ – and he planned to keep it small.

But small wasn't in the cards. Phil's BBQ has since relocated and expanded with locations in Point Loma and San Marcos, and Pace has visions of further expanding in San Diego and even into Orange County.

Pace had dreamed about having an airport location someday.

"The idea of being at an airport always thrilled me – exposing your style of food to people from all over the world who travel," said Pace. "People may come to San Diego and never find Phil's BBQ, but if they pass through the airport they will be exposed to it."

Phil's BBQ is somewhere in between Midwest and Louisiana-style barbecue, with a little bit of the South mixed in. Pace calls it "likeable barbecue."

"It's a style that pleases the masses – from people who ride skateboards to those who drive Bentleys," he said.



Phil's BBQ will be located in Terminal 2 West and will offer its signature sink wash station.



Phil Pace, owner/operator of Phil's BBQ.

If sweet and sour with a little spice sounds delicious, then Phil's BBQ is for you. The airport menu will offer Phil's best-selling pork ribs, beef ribs, chicken, El Toro® tri-tip sandwich, BBQ Broham® (pulled pork) sandwich, salads and smaller appetizer-sized plates known as Phil's Ticklers®.

According to Pace, the barbecue sauce is great for dipping, and all of the side dishes are made to blend with the sauce and Gooba Dust Rub®, a spice only used for baking and cooking, which

gives meat a nice balanced flavor.

"I learned flavor blending and separation from my Hungarian mother – creating flavor that explodes in your mouth," said Pace.

Phil's BBQ will have its merchandise available for sale to travelers who want to take Phil's BBQ sauce and Gooba Dust Rub® home with them.

If you're worried about boarding your flight with sticky fingers, rest assured that Pace has thought of everything. Phil's BBQ will include its signature sink wash station, so passengers can clean the secret recipe off their hands before they grab their luggage and head to their next destination.

Phil's BBQ will be located in Terminal 2 West, at the end of the north concourse.

