



smoke

25 YEARS IN THE MAKING

When it comes to food, I've had three "a-ha" moments in my lifetime.

The first is when I bought Julia Child's *Mastering the Art of French Cooking* and made chicken fricassee. I decided then that I wanted to be a chef.

The second is when I tasted smoked meat with red wine for the first time.

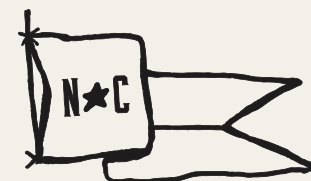
The third is when I had brisket in Texas. For this Carolina boy, it was game on.

I've dreamed of opening a barbecue restaurant for a long, long time. I've chased this dream all over the South, crisscrossing the Carolinas, traveling to Texas twice, sampling ribs and sandwiches everywhere in between. Noble Smoke marks the end of this long journey. It's a tribute to the legendary pitmasters, past and present, who inspired me personally. It's also a celebration of a culinary tradition shared by many cultures across the globe.

Most of all, it's heartfelt. I invite you to sit back and relax Southern-style and to enjoy some great barbecue. (Veggies, too.)

  
Chef Jim Noble

# WEEKLY SPECIALS



There's always something new smoking at our Freedom Drive location. From rotating tacos to weekend-only favorites, these specials are worth planning around.

TUESDAY

**TACO  
TUESDAY**  
Rotates Weekly

FRIDAY

**SLICED  
PASTRAMI  
SANDWICH**  
\$17

SATURDAY

**ON-THE-BONE  
BEEF SHORT  
RIB**  
\$42

P.S. Our Optimist Hall stall has its own rotating specials lineup — swing by and see what's on the board this week.