

BIG KYLE BBQ

# Stadium level 'Q'.

# A website to match

How we helped an 8 year client - now the official BBQ partner of 3 professional sports franchises - finally get a brand & website that matches their reputation.



# They outgrew their own website.

BRCM built Big Kyle BBQ's original brand and website back in 2017. Since then, Big Kyle became the official BBQ partner of the Washington Commanders, the Baltimore Orioles, and the Washington Spirit — with vending space inside two stadium.

The brand was a household name in the area. The website was stuck in 2017.

## THE MISSION

*"We're now associated with three pro sports teams... Our website needs to feel like that, not a side hustle."*

## SERVICES DELIVERED

- Brand design
- Wordpress development
- Web and UX design
- Ecommerce design
- Copywriting

# Better fonts. Better food photography. Frictionless checkout.

*Every decision was made to feel as real & bold as the BBQ itself*

## 01

### Brand Refinement

Subtly sharpened the color palette and added a new bold, masculine heading font — giving the identity the authority it had earned but never expressed.

## 02

### Site Rebuild

Rebuilt the WordPress site with bigger type, playful animations, and food imagery that makes visitors hungry on contact. More modern. More confident. More Kyle.

## 03

### Checkout Overhaul

Redesigned the e-commerce ordering flow from scratch — cutting steps, improving mobile UX, and making it faster to go from hungry to confirmed order.

# It didn't just look better. It performed better.

**28%**

More Users

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Increase in site visits  
after launch

**43%**

Longer Time on Site

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Ag. session engagement  
time increase

**25%**

Sales Increase

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Revenue growth tied  
directly to the site

**3**

Pro Sports Partners

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Commanders, Orioles,  
Spirit

# 25%

## INCREASE IN SALES SINCE NEW SITE LAUNCH

Better design, faster ordering, and a site that actually sells the food.  
When people land on the new Big Kyle BBQ site, they order.

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*A website done right doesn't just look good — it moves product.*

THE TAKEAWAY

*"When you're a household name dealing with pro sports franchises, your website can't look like your still working out of a food truck (even if you are)."*



**Ready to be our next success story?**

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