



Q&A

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INTERVIEW BY Lauren McCarthy

Q. Roundup Rodeo BBQ opened in Toy Story Land at Disney's Hollywood Studios this spring. What can diners expect?

A. They can expect to be completely immersed in a Toy Story story. Andy [the boy in Toy Story] did a really great job building his bedroom into a rodeo, transitioning it using everything from boxes of popcorn and game pieces to rope, tape and string. So before visitors even taste the food, they'll be completely immersed in the story.

Q. Why did you choose a barbecue theme?

A. We're in Andy's room and in his backyard [Toy Story Land is also known as Andy's backyard]. So chances are there's going to be a gathering. And what do we like to eat at a gathering...? Barbecue. So having those two elements play together really took us in that barbecue direction.

Q. How did you come up with the dishes on the menu?

A. When we designed the barbecue portion of the menu, we knew we wanted the food to be familiar. So that is really what took us to the barbecue-inspired comfort food. Toy Story is all about family, and Andy is all about family – so family style was also a great fit. The two just naturally fell together.

Q. How has the food scene at Walt Disney World developed over the past few years?

A. There's been an incredible focus on fresh products in recent years.



Roundup Rodeo BBQ is a place where diners can put down their phones and just be kids again

Our plant-based programme across the whole property, which we've really tried to incorporate here at Roundup Rodeo BBQ, has a great focus on fresh produce to ensure that vegan diners can also feel included in their dining experience.

Q. What's on offer for vegan diners at Roundup Rodeo BBQ?

A. Our vegan visitors will not feel left out. We have smoked cauliflower with harissa drizzle and walnut gremolata, with roasted [vegan] bratwurst, plus a roasted Impossible [plant-based] rib chop. We take the Impossible meat and season it with barbecue spices. It's formed over a sugar cane skewer to kind of mimic that bone. And then it's roasted and glazed with sweet barbecue sauce. Vegans can certainly look forward to some creative elements to their dinner.



PICTURES: Disney

BRIAN'S TOP TIP

Try the fried pickles – they're unique and unlike any other fried pickle I've ever had. And they aren't on any other menu.

Q. What tips and advice would you give to travel agents when they tell their customers about Roundup Rodeo BBQ?

A. I think a big attraction of Roundup Rodeo BBQ is that there's absolutely something for everyone – for adults, for children, for guests with dietary restrictions and for those with plant-based preferences. There's such a familiar and wide variety on the menu and it's open to all palates.

Q. What does a typical day look like behind the scenes at Roundup Rodeo BBQ?

A. There's a lot of handling of meat. The brisket, the chicken, the ribs, the sausage – we do all of these in-house. We have two smokers that can each handle about 800lbs,

so it's quite a large load. We go to great lengths to maintain the focus on quality, making sure that

everything is done by the recipes so that what we serve up is of the highest standard.

Q. Beyond the food itself, what should diners look out for when they're at Roundup Rodeo BBQ?

A. Aside from the great food that they're going to experience, I think diners should simply enjoy the space and the relaxed atmosphere. It's a place where they can put down their phones and just be kids again. Guests can spend time with their family, relax and enjoy special moments with their children. **TW**

🌱 Roundup Rodeo BBQ's family-style sharing menu costs \$45 for adults and \$25 for children.