



## Popular Barbecue Spot Uses 'New Technology' To Serve Authentic Meals Quickly

**"We try to use some of the new technology to keep the authenticity we want in our products."**

**- Co-Founder/Pitmaster Jason Neeley,  
Pica Rica Americana Barbecue**

## OVERVIEW

Maintaining a traditional barbecue style and delivering speedy service can be tricky – especially for a restaurant dedicated to in-house cooking. But with the right kitchen equipment, that’s exactly how a barbecue spot in Southern Utah creates its ‘smoke show’ cuisine.

Pica Rica opened in 2022 with a mission to infuse “love” into a menu that mixes Central Texas-style barbecue with traditional Mexican cuisine. With all-wood pits smoking meats, including brisket, barbacoa, spareribs and sausage, Pica Rica quickly caught the attention of its close-knit community and travelers passing through.

But with a growing crowd of customers salivating in anticipation for smokey flavors, fresh tortilla tacos and must-have sides, being able to keep a traditional kitchen up to speed is no easy task.



## CHALLENGE

To keep Pica Rica's traditional methods and serve customers quickly without exhausting the staff, Pitmaster Neeley knew he needed to create easier and faster processes that wouldn't compromise the restaurant's reputation for authenticity.

**Pitmaster Neeley wanted to find a way for Pica Rica staff to efficiently prep fresh ingredients and cook side dishes from scratch to make it easier to serve hungry patrons quickly.**



See Pitmaster Neeley talk about how Electrolux Professional equipment is used at Pica Rica Americana Barbecue.



## HOW OUR EQUIPMENT HELPED

Pica Rica made the right choice with Electrolux Professional.

Not only can the barbecue spot keep its claim of authenticity, Pica Rica can also serve customers made-from-scratch meals in less time and less effort:

- The [Electrolux Professional TrinityPro](#) slashes prep time from 30 minutes to less than 5 minutes. By eliminating time-consuming knife operation, staff can quickly, consistently and safely dice onions, shred ingredients for coleslaw, mix spice blends and process salsas.
- [Electrolux Professional ProThermic Pressure Braising Pans](#) accelerate cooking speed: beans are prepared in 1 hour instead of 4 hours and rice is cooked in 13 minutes instead of 30 minutes. Potatoes, mac and cheese and barbecue sauce are also made in-house faster without sacrificing an ounce of flavor.

**"I trust this equipment. It's going to do it the way it needs to, and I don't have to worry about it going out at the end of the day." – Co-Founder/Pitmaster Jason Neeley.**

With staff not stressed about time-consuming tasks, they can focus on perfecting meals, expediting orders, and creating the family-friendly vibes Pica Rica is known for in the Southern Utah community.



### INSTALLED EQUIPMENT:



[ProThermic Pressure Braising Pan](#)



[TrinityPro](#)

Pica Rica customers are raving about the food – especially the sides and sauces. That's one reason why Pica Rica has a 4.7 star rating on Google!

**Scan the QR Code** to read what people say about Southern Utah's go-to spot for great barbeque.

