

Bubba's Smokehouse & Spirits Reports Increased Traffic from Wine Country Visitors in Paso Robles

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Bubba's Smokehouse & Spirits has reported an increase in dining traffic from wine country visitors, with the Paso Robles restaurant now serving more tour groups and travelers compared to previous years. The establishment, located at 1125 24th Street, attributes this growth to its strategic positioning as a dining option that complements the region's wine tasting circuit.

The restaurant has adapted its operations to accommodate the influx of vineyard tourists, expanding group dining capacity and adjusting service hours to align with typical wine tour schedules. Even so, the restaurant takes pride in their "low and slow" philosophy. All meats are pulled from the smoker just hours before catering events to ensure maximum moisture and flavor. The restaurant never uses pre-packaged or frozen BBQ; they smoke their brisket for 12 hours daily.

"We've seen consistent growth in visitors who arrive directly from vineyard tours, particularly larger groups traveling together," said Roger Sharp, founder of Bubba's Smokehouse & Spirits. "Our kitchen has

adjusted preparation schedules to ensure adequate inventory of our most requested items during these peak periods, particularly our smoked brisket and ribs."

The restaurant's menu features regional barbecue preparations, including Texas brisket, Carolina pulled pork, and Kansas City-style ribs, all prepared using traditional slow-smoking methods. These offerings, along with house-made sides such as mac and cheese, baked beans, and coleslaw, constitute the core menu that has drawn increased patronage from the touring demographic.

Bubba's Smokehouse and Spirits Wine Country BBQ has documented a notable trend in group reservations, with parties of eight or more now representing 35 percent of evening business during peak tourist seasons. The restaurant's private dining room, which accommodates up to 40 guests, has seen utilization rates increase by 50 percent over the past six months, primarily from wine tour groups and event bookings.

The establishment's location along the 24th Street corridor positions it within a five-minute drive of multiple tasting rooms and provides accessible parking for tour vehicles. This proximity has contributed to its integration into many organized wine tour itineraries, with several local tour operators now including the restaurant as a scheduled dining stop.

The restaurant has expanded its catering operations in response to demand from wineries and event venues, now servicing events ranging from 50 to 300 guests throughout the Central Coast region. This expansion represents a 30 percent increase in catering bookings compared to the same period last year, with the majority of requests coming from wine-related events and celebrations.

Recent operational data indicates that Post Wine Tasting BBQ Paso Robles style dining has become a defined category within the local restaurant sector, with barbecue establishments reporting increased business from the wine tourism market. Industry observers note that casual dining options providing substantial portions have gained traction among visitors seeking alternatives to formal dining experiences.

Founded by local entrepreneur Roger Sharp, the establishment evolved from a cinnamon-roll concession trailer at the Mid-State Fair into a full-service restaurant. The business now employs 25 staff members and serves an estimated 500 customers daily during peak season, representing substantial growth from its original concession format.

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Bubba's Smokehouse & Spirits

Bubba?s Smokehouse & Spirits in Paso Robles, is a family-owned BBQ restaurant featuring an on-site smoker for authentic, slow-smoked ribs, brisket, and pulled pork. A local favorite for great food, craft spirits, and good times with family and friends.

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