

BY
LAUREN
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SPECIAL
TO CC

Beer Buddies



Terry Madden admittedly may not have the best business model, but he's got some cooking skills.

"Once we did the West Chester chili thing in 2008, we're hooked now, we're lifers," Madden said. "Even my buddies down in Newark are asking me when we're going again. They like it. We definitely like that area."

The Newark resident, who originally hails from West Chester, is one-fifth of his neighborhood's "Beer Buddies," a group of friends who love to cook and grill. Chili is the Buddies' specialty, and ever since 2008's West Chester Chili Festival,

they've gotten serious and make a profit by sharing their dish with the world.

After doing well in several chili competitions – including West Chester – the group has decided to turn their hobby into a business, starting with a line of spices.

"The spice thing is our first little foray into packaging something," Madden said. "This is a big deal for us. The spice thing is the first thing for us all because of West Chester, really."

Some friends that the Beer Buddies made during the West Chester competition – they were at the booth right next to Madden and his group – were selling spices. After chatting with them and talking business, the Beer Buddies were inspired to package their own rubbing spices.

"The discussions we had together criss-crossed, overlapped and kicked off a hundred laughs and launched a few ideas into motion - the one being packaging our own rub as they do," Madden said.

The details are still being worked out, but the Beer Buddies do catering jobs and charities.

Madden would "like nothing more" than to sell his spices in West Chester.

"Events like the West Chester chili cook-off give us an opportunity to learn how people do that," Madden said. "As soon as I get the sample in my hand today, within two weeks if it tastes right, we'll have a case of it. I'm not sure where, but I'll put it anywhere I can."

For details on the Beer Buddies, visit BeerBuddiesBBQ.com.

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