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Fire Up the Smoker: The AFC Championship Ignites New BBQ Concept

Cincinnati, OH - Bengals fans have long held a passionate disdain for the Kansas City Chiefs, particularly when it comes to the heart-wrenching battles of the AFC Championship. However, amidst Cincinnati's deep-rooted aversion towards Kansas City, there is one undeniable truth: their excellence and remarkable prowess in the realm of BBQ.

In the quest to enhance his Newtown-based GrowlerStop concept—a Marathon gas station with a full-service bar—local entrepreneur Bob Slattery, accompanied by his son Bobby and grandson George, embarked on a culinary adventure. They journeyed to Kansas City, Kansas, with the intention of exploring various food and BBQ concepts.

"Our first stop was Joe's Kansas City Bar-B-Que. They masterfully combine the magic of world-class BBQ with the nostalgic charm of a fully operational retro gas station" shared Slattery. "My grandson George astutely remarked, "Pa, don't you have a gas station that serves food... can they start serving Joe's BBQ there?"

Inspired by their eye-opening experience, Slattery set out to discover the best BBQ in the region, leading him to the award-winning Four Mile Pig in Alexandria, KY.

"Bob and I previously collaborated at his RJ Cinema Eastgate indoor/outdoor entertainment complex, transforming the kitchen and concession operations into something truly exceptional following the pandemic," explained Four Mile Pig Founder, Robert Viox. "Building on that success, we solidified our positions as anchor tenants at Cincinnati's premier food hall, Element Eatery, with Robert James Distillery overseeing taproom operations and Four Mile Pig serving as a food hall vendor. The next natural step in our partnership involves testing our BBQ creations throughout the summer at his Newtown property with a cutting-edge food truck operation. This will help us gauge success and determine the timetable for a phase two investment."

This space will be a family and dog-friendly park serving as a haven for BBQ enthusiasts. It will offer a delectable menu combining Four Mile Pig BBQ, Robert James Distillery craft cocktails, a selection of Fifty West beers, as well as an assortment of the finest local and regional beers and spirits.

During the warmer months, patrons can enjoy the BBQ and refreshing beverages across the revitalized 4-acre campus, which is inclusive of expansive outdoor dining areas and amenities: a covered outdoor bar, multiple private event spaces, a large clear-span tent, large sandbox for kids (and volleyball enthusiasts), and lastly, a captivating larger-than-life digital board broadcasting regular sports and movie-related content.

Customers will also be delighted to know that well-behaved dogs on-leash are welcome to enjoy the lake and splash zone water areas, with plans underway to create a dedicated off-leash space in the near future. All these diverse elements blend together to bring **The Robert James Park to life.**

Newtown Mayor Mark Kobasuk expressed his support, stating, "We have always regarded Bob's property at the corner of Valley and Church as the gateway to the Village of Newtown. We have collaborated closely with Bob and his team on multiple occasions to further develop this property and are excited and optimistic that this summer trial period will pave the way for the long-awaited mixed-use development we have been eagerly anticipating."

"It's funny how the AFC Championship and the Bengals-Chiefs rivalry inadvertently led to this unique concept," chuckled Slattery. "Our team eagerly anticipates the opportunity to beta test Robert James Park and Distillery this summer. I look forward to sharing the exhilaration of watching Bengals games on the big screen with my grandson, savoring BBQ that we believe will rival the best in Kansas City, and with a little luck, witnessing the Bengals dominate the Chiefs in next year's AFC Championship."

For more information, please reach out to Charlie Severe at Charlie.Severe@SlattsGroup.com or 513-794-4120.

Media Kit: [Robert James Press Release Assets](#)

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