

# Betting it all on his BBQ

BY LAUREN MURPHY  
Of the Keizertimes

Despite growing up in Oregon, a state not exactly known for its smoked meats, Keizer resident Troy Campbell is no stranger to barbecue.

His grandparents owned and operated a restaurant in Portland called Campbell's BBQ for almost 20 years; they taught their children and grandchildren the family recipes.

"Barbecue, barbecue sauce, backyard barbecues, all that has been part of our lives for a long time," he said.

When his grandparents moved to Portland to open their restaurant, the rest of the family slowly followed. "He (Campbell's grandfather) moved here from Oakland to Portland to do barbecue for a living and then gradually the rest of the family slowly started to make their way north to Oregon," he said.

For the last five years Campbell was working for Coca-Cola and doing barbecue on the side.

"Eventually, my wife encouraged me to just take it full time," he said, which is when he opened his food truck Uncle Troy's BBQ. "I've been in the service industry for a long time but the barbecue aspect of it is new."

The issue he had with his previous careers was a he never

Keizerite Troy Campbell shows off a boxed meal at a Wednesday Market booth in downtown Salem. Campbell stepson, Darius (right), assists in the business regularly.

KEIZERTIMES/  
Lauren Murphy



identified with the products he was selling.

"Whether that product was good or bad, it wasn't my product. I didn't believe in it whole heartedly," he said.

The business consists mainly of Campbell, his wife, his stepson, Darius, and his stepdaughters; although, occasionally oth-

er family members will lend a helping hand.

"He's (Darius) the only one who's willing to wake up in the morning with me," Campbell said.

Part of running a family business is relying on one another's strengths. Campbell's wife, for example, is good with the money, his stepson is good with organization, and so on.

The food truck model is working well for them, Campbell likes the mobility. "I can go places, I can be where the people are," he said.

Although there's probably barbecue sauce running through his veins, if he decided to settle down and open a restaurant it wouldn't be barbecue.

"It would be an accumulation of all the things I've learned since I started doing barbecue and since I got into the restaurant and food industry," Campbell said.

His top goal would be making it a place for everyone, "it would be a place for people to just come and relax and hang out," he said.

Despite being in a competitive industry, Campbell encourages anyone with an interest to give it a shot.

"There's definitely room for more," he said. "It only makes

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— Troy Campbell

it better."

Campbell derives his passion for his business from customers.

"My favorite part about all of this is probably the interac-

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