

# Da' Rib Shack

Entrepreneur puts down roots on Mississippi

BY JASON FLOYD  
THE PORTLAND OBSERVER

Like the mythical city of Brigadoon, Da' Rib Shack has appeared out of thin air every summer for the past four years until the rain hits in fall, when it has vanished.

But owner and operator Tracy Bell is feeling hopeful that this season that the Da' Rib Shack can lay down some roots.

Now located on a lot near the corner of North Fremont Street and Mississippi Avenue, the Da' Rib Shack attacks a crowd with its vividly painted trailer and awning, covered seating and massive grill that looks like a contraption from Willy Wonka's chocolate factory. You can smell the smoky-sweet aroma of Louisiana-style cuisine up the block.

Bell has traveled a long and arduous road to arrive where he is. But it has been one guided by vision and faith.

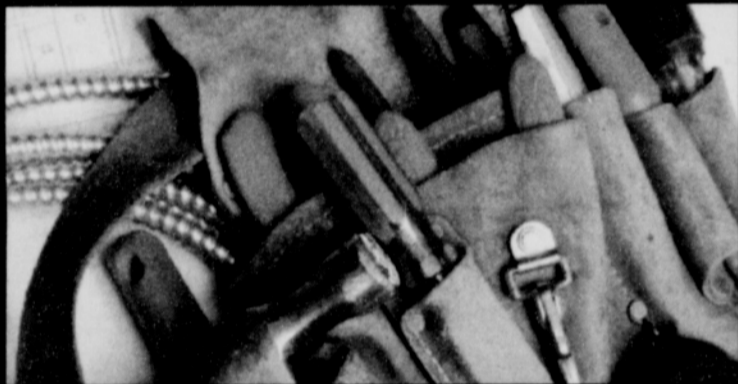
Born and raised in northeast Portland, graduating from Madison High in 1989, he started working in his element as a chef after



PHOTO BY JASON FLOYD/THE PORTLAND OBSERVER

Tracey Bell operates his Da' Rib Shack food cart in the Mississippi neighborhood, drawing customers to his Louisiana-style cuisine.

Think of us  
as another tool in  
your tool belt.



**NWCC** NORTHWEST COLLEGE  
OF CONSTRUCTION

503.256.7300 | www.nwcc.com

Register Now for Fall Classes!



**BROOKS STAFFING**

A Division of S. Brooks & Associates, Inc.  
A Full Service Staffing Company

Get it Right the First Time!

Experienced employees are carefully screened and unconditionally guaranteed.

• No surplus labor • No insurance costs • No interviewing • No tax records

Apply & Test Online!

Serving the Pacific Northwest  
Business Community Since 1981.

**OUR STAFFING SOLUTIONS**

- Temporary Services
- Recruitment and Executive Searches
- Consulting
- Project Management
- State of Oregon MBE/DBE
- Federal Government Staffing (SDB)



Contact us at:  
503.284.7930  
1-800-540-7930  
FAX: 503.284.7977  
1130 NE Alberta Street  
Portland, Oregon 97211  
www.sbrooks.com



graduating with a 3.33 grade-point average from culinary school.

Bell cut his teeth as a chef at the Inn at Spanish Head on the Oregon coast, Embassy Suites in Tigard, The Avalon on Macadam and at the Doubletree Hotel, where he procured a wealth of catering knowledge.

He bought a tent and a grill and was grilling on several Portland street venues, including Reggie's Barbershop on Martin Luther King Jr. Boulevard, until he found a home at Mississippi and Fremont.

Bell gives praise to God for everything that's made his business successful, including a decision to

go totally organic.

"The community loves the food. And we gotta take care of the people," he says.

The menu is a menagerie of Louisiana-inspired cuisine from baked chicken breast in a raspberry glaze to fried snapper with okra and tomato or a whole host of other options.

"We get people that don't even eat ribs, like oh my God... And the cheesecake. We have sweet potato cheesecake, peach cobbler cheesecake, baaana pudding cheesecake... Come on man!"

Bell says that he feels a call to

utilize his business not just as a restaurant providing dining excellence, but as a community resource helping to feed the homeless. As for his dream for the future, he sees Da' Rib Shack growing into a franchise: a chain of restaurants or Da' Rib Shack recipes sold in stores.

"It's being called the best barbeque in Portland," Bell says nonchalantly, like there is nothing else to be said.

This homegrown venture is open from noon to 8 pm Tuesday through Saturday. And to speak to the man behind the plan, Bell can be reached at 503-270-9996.



Quality people make  
powerful partnerships.

Kaiser Permanente believes in promoting diversity, not only in the workforce but also in our business relationships. That's why we partner with a diverse pool of suppliers to obtain quality products and services. These powerful partnerships help us provide the high-quality care that our members deserve.

KAISER PERMANENTE **thrive**

For more information about our National Supplier Diversity Program, please visit [kp.org/supplierdiversity](http://kp.org/supplierdiversity) or call 1-877-266-6196.