

This local barbecue catering company is opening a takeout restaurant

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Alpha Pitt Smokers, “professional tailgaters for hire,” is opening a barbecue and takeout business at 2960 Hampton Highway Suite A in Yorktown. They have traditionally done catering for weddings and other events. Shown here left to right: Jason Martocci, Christian “CJ” Dreyfuss and Terry Burkhart. (WYDaily/Courtesy Jason Martocci)

A Williamsburg-area catering business has found a “brick-and-mortar” home in York County.

Alpha Pitt Smokers, a group of “professional tailgaters for hire,” is opening a barbecue and takeout business at 2960 Hampton Highway Suite A in Yorktown.

Owner Jason Martocci said he hopes the business will open around the beginning of June. The location is still waiting on final walk-through inspections before it can officially open, Martocci said.

Alpha Pitt Smokers has been operating in the area since 2013, catering weddings and other events, but is now expanding to include takeout, craft beer, delivery and a diverse menu tailored to tailgaters and lunch-goers alike.

The business opened after Martocci and some chef friends were tailgating and grilling in a backyard — like they often did — got the idea to turn their passion into a living.

“Most of the time when we were off, it was just a bunch of chefs in the backyard ... having a good time,” he said. “It was one of those things where we asked... Why can’t we do this for a living?”

In recent years, Alpha Pitt Smokers “outgrew” its shared kitchen in Williamsburg and was ready to expand to a new establishment.

The new spot will have room for about 16 customers to sit down, as well as a lounge area.

The menu will feature traditional smoked meat items such as pulled pork sandwiches, as well as more specialized dishes like salmon BLTs and a barbecue-spring roll fusion.

“My grandmother is Filipino, so there’s some inspiration there in our taste profile,” Martocci said.

Martocci believes the restaurant’s appetizers will be some of its most popular offerings: they will serve “tailgate tacos,” a “parking lot platter,” a breakfast platter and more. Some platters will offer macaroni and cheese, bacon-wrapped jalapeno poppers and cheese curds.

There will also be bottled and canned craft beers to choose from, milkshakes, slushies and baked goods.

Additionally, Alpha Pitt Smokers will focus on meal prep through a partnership with nearby gym FitBodies Unlimited to make ready-to-heat, health-conscious meals.

In the past, the business’s trademark smoker has been parked at the Alpha Pitt Smokers office on Longhill Road in Williamsburg near the Route 199 overpass. Martocci uses that office for consultations and tastings, and will continue despite, he said.

Catering will still be a large portion of the business, Martocci said.



Alpha Pitt Smokers, "professional tailgaters for hire," is opening a barbecue and takeout business at 2960 Hampton Highway Suite A in Yorktown. They have traditionally done catering for weddings and other events. Shown here is the low and slow smoked brisket sandwich with sea salt battered fries.
(WYDaily/Courtesy Jason Martocci)



Alpha Pitt Smokers, “professional tailgaters for hire,” is opening a barbecue and takeout business at 2960 Hampton Highway Suite A in Yorktown. They have traditionally done catering for weddings and other events, including this wedding buffet. (WYDaily/Courtesy Jason Martocci)

With the new location, Martocci hopes to eventually start selling grilling equipment and accessories, barbecue pellets for smokers and other customized merchandise.

The new location will be open Monday through Saturday from 11 a.m.-9 p.m., and Sunday 11 a.m.-7 p.m.

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