



WING•STOP

BY RICH BELMONT

Just what are chicken wings anyway? Of course, people have been eating wings for centuries. They were once thought of as chicken parts mostly used for chicken stock and were the least expensive parts of the chicken. Today, because of the rising popularity of Buffalo Style Wings they are now the most expensive parts of the chicken.

Chicken wings are usually segmented into three parts. The Drumette and the Flat are fried and the Flapper or Pointer are discarded. This is why an order of wings always looks like there are two different types of pieces in it.

Buffalo Style Wings are unbreaded Drumette and Flat segments deep fried and coated in a sauce. The original Buffalo BBQ sauce consisted mostly of cayenne pepper, hot sauce, vinegar and melted butter. Authentic Buffalo Wings are traditionally served with celery and carrot sticks with blue cheese for dipping.

The origin of the Buffalo Wing is disputed by wing connoisseurs. Teresa Bellissimo owner of the Anchor Bar and Italian Restaurant in Buffalo, New York takes credit for coming up with the first Buffalo Wing. She says in 1964 her son asked her to come up with a late night snack for some of his friends and she rummaged around in the kitchen and decided to use up some chicken wings that were going to be thrown out.

Now it just so happens I went to Niagara University in Niagara Falls. I frequently crossed over Grand Island into Buffalo for fun nights in the big city. I actually visited Anchor Bar on one of those excursions. Last week I called one of my former roommates who still lives in Buffalo. He said Anchor Bar is now a tourist destination and the wings are not the same as they were 50 years ago. He said he has eaten in Wing Stop and Wing Stop's wings are way better in taste and choice of flavors!

The people of Wing Stop are experts in the field of chicken wings. All they do are wings, French fries and side dishes. They are specialists in cooked-to-order, hand sauced and hand tossed wings. The Sauces and Dips are all made on the premises. Even the rolls are baked-in-house.

Wing Stop has been in business for 23 years. The founders opened their first small Buffalo Style Chicken Wing restaurant in Garland, Texas in 1994. They opened their first franchise operation in 1997 and by 2002 had already served over One Billion Wings!

The company went public in Dallas on June 11, 2015. Today there are over 1,000 locations in the



United States. There are stores in Mexico, Russia, Singapore, Philippines, Indonesia and United Arab Emirates. (Fun Fact: The original décor followed a 1930s and 1940s pre-jet aviation theme. The Dubuque franchise is one of the last locations to have pictures of propeller driven aircraft).

Wing Stop Dubuque opened on September 27, 2015. When you visit the store for the first time you might find it odd there are not a lot of people in the place. This is normal. About 70% of Wing Stop orders are for take-out. Since every single wing and French fry order is cooked when ordered there is a 20 minute wait. There are no heat lamps or microwaves in this kitchen. This is why most regular customers telephone or better yet send their orders in through the website, **WingStop.com**. It is easy to do especially when you use the mobile app.



John Hutzler is the General Manager of Dubuque's Wing Stop. He was born in Ohio and grew up in Scottsdale, AZ and Coeur d'Alene, ID. (Fun Fact: The city of Coeur d'Alene (kor-dee-lane) is the name of the original inhabitants of the area: the Coeur d'Alene Native American tribe. The literal translation is "The Discovered People" or "Those Who Are Found Here"). John earned a BS in Engineering from the University of Michigan and became an electrical engineer. After working in

that field for a year he decided to go back to school. He received both a Bachelor's degree and a Master's Degree in Psychology from Arizona State University. While in school he worked in several restaurants including Jack in the Box, Pizza Hut, Pizza Hot Spot and Pizza Pipeline.

John moved to Dubuque to start a career in business counseling but soon discovered it was the restaurant business he really wanted to be in. He took a part-time job at Pizza Hut and then Buffalo Wild Wings. He changed careers again to become General Manager at the now defunct Crust in Dubuque before being appointed GM at Wing Stop.

Of course chicken is the star of the show at Wing Stop. It is served three ways:

- Classic Wings – unbreaded drumettes and flats fried and coated with sauce. I like to order mine extra crispy.
- Boneless Wings – sure the bones have been removed but the real difference between these and the Classics is the proprietary breading on these wings
- Chicken Tenders – coated with a different proprietary breading.



French Fries are also a specialty. Fresh potatoes are hand-cut in-house and fried only when ordered. There are several ways to enjoy your fries:

1. Standard French Fry Seasonings
2. Parmesan Cheese
3. Cajun Seasonings
4. Lemon Pepper
5. Jalapeño Cheddar Cheese



THREE FLAVORS OF WINGS: CLASSIC GARLIC PARMESAN, CLASSIC TERIYAKI, AND BONELESS ORIGINAL HOT

The wonderful assortment of flavors is what makes Wing Stop exceptional. There are eleven delicious sauces plus one rotating seasonal flavor to choose from. Here they are listed in order from hottest to mildest:

- Atomic – made with Habanero peppers and a little Ghost pepper thrown in to make it really hot!
- Mango Habanero – the heat of the Habanero is tempered with the sweet taste of Mango purée.
- Cajun – made with the usual Cajun spices: salt, black pepper, cayenne pepper, garlic powder, paprika, dried oregano and dried thyme.
- Original Hot – the founder’s original Buffalo Sauce.
- Louisiana Rub – Cajun spices with extra garlic.
- Mild – similar to Original Hot with less heat and butter for a sweeter taste.
- Hickory Smoked BBQ – based on typical BBQ sauce with hickory smoke flavor added.
- Lemon Pepper – citrus and black pepper in a butter sauce.
- Garlic Parmesan – garlic butter sauce with lots of parmesan sprinkled on.
- Hawaiian – sweet and mild peach and pineapple. A sauce recommended for kids.
- Teriyaki – sweet and salty soy sauce based.
- Brazilian Citrus Pepper – the current rotating flavor available for a limited time. This particular one is made from Piri Piri peppers and citrus.

All these sauces are magnificent flavor profiles. You are encouraged to ask for samples so you are ensured of getting the right ones for you. Of course you can also request the sauce to be served on the side if you just want to experience more of the chicken taste.

You may have noticed the degree of heat or spiciness in a flavor depends on the amount and type of peppers used in the preparation. The Atomic Sauce is made from Habanero (a-va-NEH-row) and a little Ghost Pepper also known as the Bhut Jolokia (butt-joe-LOW-key-a).

The heat of peppers is rated in Scoville Heat Units (SHU). Horticulturists keep coming up with hotter peppers. For example, in 2007 Guinness World Records certified the Ghost Pepper as the world’s hottest and 400 times hotter than Tabasco Sauce. Today it is rated as the seventh hottest pepper. Just for fun here are the 2017 SHU ratings for the Top 10 Hottest Peppers:

1. Carolina Reaper: 2,200,000 (2 million 2 Hundred Thousand!)
2. Trinidad Moruga Scorpion: 2,009,231
3. 7 Pot Douglah: 1,853,936
4. 7 Pot Primo: 1,469,000
5. Trinidad Scorpion Butch T: 1,463,700
6. Naga Viper: 1,349,000
7. Bhut Jolokia (Ghost): 1,041,427
8. 7 Pot Barrackpore: 1,000,000
9. 7 Pot Red (Giant): 1,000,000
10. Red Savina Habanero: 500,000

By comparison, the Brazilian Citrus Pepper flavor uses the Piri Piri Pepper. This pepper is also called the African Bird’s Eye and is only rated at 175,000 SHU. (Fun Fact: Piri Piri (pir-ree pir-ree) is a Swahili word for “pepper pepper”).

If you are not into hot stuff you might think the ubiquitous Jalapeño is a really hot pepper. It’s really not at all—only 2,500 to 8,000 SHU.

Ordering at Wing Stop is not at all complicated. Classic Wings and Boneless Wings are the same price. You order wings in Combos, Family Packs or By the Piece. Here is how ordering works:

1. Provide a name to identify your order
2. Choose Classic or Boneless Wings or Tenders
3. Decide on a quantity
4. Specify Combos, Packs or By the Piece
5. Choose your flavors
6. Choose your sides: French Fries, Veggie Sticks (celery & carrots), Coleslaw, Potato Salad, Baked Beans
7. Choose your dipping sauces: Ranch, Blue Cheese, Honey Mustard, Jalapeño Cheese Sauce
8. Add rolls to you order if you want them.

Wing Stop Chicken Wings and Tenders make for a perfect lunch or dinner. They are great for late night snacks and just right for big game munchies. ■



WING•STOP

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Hours: Everyday: 11 AM–Midnight
Dining Style: Come as you are
Noise Level: Conversational
Recommendations: Chicken Wings, Chicken Tenders, Hand-Cut Fries, Coleslaw, Potato Salad, Baked Beans, Fresh Baked Rolls
Liquor Service: Beer in bottles only
Prices: Combos: \$8.79–\$19.59
 Packs: 25 to 50 Wings: \$25.99–\$50.99
 Wings By The Piece: 10 to 100: \$8.39–\$73.99
 Tenders: 3 to 8: \$7.59–\$16.29
 Tenders By The Piece: 4 to 30: \$5.99–\$32.99
Pay Options: Cash, Debit, MasterCard, Visa, AMEX, Discover
Accessibility: Front Door & Restrooms
Kids Policy: No Menu. Recommend 3 Tenders Combo. High Chair available
Reservations: No • **Catering:** Yes— Off Premises
Take Out: Yes • **Delivery:** No • **Parking:** Strip Mall

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DO YOU HAVE A FAVORITE RESTAURANT YOU WOULD LIKE TO SEE REVIEWED? PLEASE SEND YOUR REQUESTS, SUGGESTIONS AND COMMENTS TO ARGOSY AT ARGOMARK@MCHSI.COM.

