



Written by [Dave Bohon](#) on April 23, 2019

# Kentucky BBQ Gives New, Conservative Meaning to LGBTQ

A popular Kentucky mobile barbecue restaurant is facing the rage of homosexual activists after it co-opted the acronym LGBTQ for a t-shirt, changing the letters to reflect a conservative “MAGA” message.

[Belle’s Smokin’ BBQ](#), a Williamstown-based restaurant that dispenses its barbecue cuisine out of a food truck, took to social media recently to promote its new t-shirts. The catch is that the shirts changed the meaning of the pro-homosexual acronym from “lesbian, gay, bisexual, transgender, queer,” with a slogan across the shirts that reads: “I support LGBTQ — Liberty, Guns, Bible, Trump, BBQ.”

As reported by Louisville’s *Courier-Journal* newspaper: “Owner Jamie Smith said workers at the traveling barbecue booth have been wearing the shirts for a year and a half or so. But Belle’s Smokin’ BBQ had never faced any backlash over them, he said, until a Facebook post advertising the shirts went viral.”

Almost immediately after posting the shirts for sale, the restaurant received a tidal wave of negative comments and bad reviews, along with a number of threatening calls. Much of the backlash came after the Louisville Fairness Campaign, a local homosexual activist group, shared the restaurant’s post on its own Facebook page. “The first thing I thought when I saw [the restaurant’s post] was what a bad idea,” said Chris Hartman, the group’s director. “What a bad business model, to automatically isolate not just a segment of your potential customer base, but all of their family and friends.”

However, Smith insisted that he has no axe to grind with the homosexual community, and the shirt was not meant to reflect a derogatory attitude about LGBTQ individuals. In fact, he told the *Courier-Journal*, he has nothing against the homosexual community. “It wasn’t intended to single out any individual,” Smith said. “It takes all kinds to make the world go around.”

Nonetheless, Smith and his restaurant issued an apology to those who might have been offended by the social media ad. “Belle’s Smoking BBQ apologizes if we have offended any groups, organizations or individuals with our shirts,” read the official statement. “We respect all beliefs and lifestyles and want no ill will towards anyone. We know each person has their own thoughts and beliefs, but we are hurt that the people who are saying ‘stop the hate’ are the ones coming at us with the harassing messages and threatening phone calls. Again, we apologize for any hurt feelings and thank our supporters who truly know us.”

Predictably, Hartman refused to accept Smith’s explanation and apology, insisting that the shirts were meant as a slight to the homosexual community, and suggesting that Smith and Belle’s Smokin’ BBQ





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might do penance by aggressively promoting the homosexual agenda. As quoted by the *Courier Journal*, Hartman declared that “while a legitimate apology would be an important first step, it wouldn’t be the last step. How are they going to be inclusive? Is there going to be a Pride Month barbecue special? The rainbow sliders, or something. At this point, it’s not enough to just say we’re sorry. You actually have to take actionable steps to prove that you’re going to be inclusive.”

For his part, reported the newspaper, “Smith has no plans to stop selling the shirts. They’re out of stock now but more shirts are on the way, he said, and orders are coming in from all over the country.”

Smith said that while the controversy prompted a local church to cancel its order for an event, the exposure the restaurant has received appears to have actually helped business. He added that “at the end of the day we have to stand for what we believe in, and like I said, if I offended anyone that wasn’t our intention. It was just a play on words.”

*Image: screenshot from [bellesbbq.com](http://bellesbbq.com)*



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