

MALCOM REED



2026 HALL OF FAME INDUCTEE

MALCOM REED

Malcom Reed is the pitmaster behind HowToBBQRight and the creator of Killer Hogs BBQ. A competition cook since 2002, Malcom has spent more than two decades cooking, teaching, and sharing barbecue with cooks across the country.

Through HowToBBQRight, Malcom built an audience of more than 6 million followers by making barbecue approachable for everyday cooks. His straightforward, no-nonsense style focuses on consistency, technique, and real-world results people can actually recreate at home.

Malcom also developed the Killer Hogs line of seasonings and sauces, now one of the most recognized barbecue brands in the country and sold in major retailers across the United States and internationally. His work extends beyond social media through podcasts, live events, television appearances, and published features across the outdoor cooking industry.

- **Founder of HowToBBQRight (est. 2007), one of the most recognized barbecue education platforms online.**
- **Built a massive barbecue audience, with ~1.9M+ YouTube subscribers and ~5M+ millions more across other social platforms.**
- **Competition pitmaster since 2002, with numerous wins and consistent top finishes on multiple competition circuits.**
- **Creator of Killer Hogs BBQ, one of the most recognized barbecue seasoning and sauce brands in the country, widely distributed in major U.S. retailers and sold internationally.**
- **Widely regarded as one of the most trusted voices in barbecue, with a loyal following of cooks across all skill levels.**
- **Host of the HowToBBQRight Podcast, expanding barbecue education through long-form discussion.**