

Forthcoming Peoplestown food hall lands barbecue restaurant

Email Share LinkedIn Share Tweet Unlock URL Print Order Reprints



Rib and barbecue sandwiches from Double Barrel Smokehouse.

COURTESY OF DOUBLE BARREL SMOKEHOUSE



By [Chris Fuhrmeister](#) – Digital Editor, Atlanta Business Chronicle
Jul 22, 2024

Listen to this article 3 min

Peoplestown is getting a new barbecue destination.

Next year, Double Barrel Smokehouse will open inside Switchman Hall, the forthcoming food hall at the Terminal South mixed-use development. The restaurant will take a 420-square-foot food stall inside Switchman Hall, developer Stafford Properties announced.

Pitmaster William "Willie" Beck owns and operates Double Barrel, which will have a pit on-site behind the stall. Beck and his team will cook meats on a steel smoker that measures 8 by 20 feet.



Beck plans to open Double Barrel's first location in Athens this fall. The Switchman Hall outpost will be the restaurant's second.

The pitmaster has an eclectic barbecue background.

Beck was born in Chicago, and his mother was raised in Alabama. He grew up with "a deep appreciation for both Midwestern and Southern barbecue," according to a news release.

"Double Barrel Smokehouse is all about combining the best of both Midwestern and Southern flavors," Beck said in a prepared statement. "It's truly a tribute to my roots."

Double Barrel's menu will include brisket and pork cooked 18 and 12 hours, respectively. Vegetable sides such as yams, cabbage, corn and collard greens will be sourced from the Double Barrel Garden in Jefferson, per the news release.

Melissa Ahrendt, Stafford's executive director of real estate, said the restaurant won't need much in the way of advertising.

"We've joked that we won't need any signage or wayfinding along the Atlanta BeltLine thanks to Willie's smoker because people will just follow their noses," Ahrendt said in a prepared statement.

Double Barrel joins previously announced food stalls in Switchman Hall, including four from restaurateurs [Christian Lee](#), [Alex Parajuli](#) and [Made Yata](#) and a full-service restaurant called [Pur Zen Mimosa Wine Bar](#) that will operate in a space next to the food hall.

Initial plans for Switchman Hall included room for 12 food stalls. Stafford Properties has since expanded it to include 18 stalls, according to marketing materials for the project.

Terminal South and Switchman hall are scheduled to open early next year, according to the news release.