There are few things that a barbecue chef can do that are visually more impressive than the presentation of a standing rib roast. Surely the final presentation at the table is wonderful.

Each plate is a think of beauty, with simple accompaniment of baked potato, some Victory Prima Pils, or some Cos d’Estournel from the remarkable 1982 vintage.
The preparation takes forever. An appropriate beef rub is applied, either a Memphis or a Texas red, and the roast is allowed to rest for about 12 hours. Then the roast is smoked for about hours to impart a pronounced mesquite flavor to the beef and to the baked potatoes that will accompany it.

Next the roast needs to be transferred to the Weber for some high temperature finishing.
This does not really provide any additional smoke flavor after hours of low temperature wet smoking, though it just feels good to use always have smoke when grilling. The real purpose of the Weber is to char the exterior, with indirect grilling of the roast for a few minutes at close to 500 degrees. The smoking can be visually quite stunning if you let your guests watch.

Of course it is pretty difficult to eat all of one of these beasties, so dinner the following night might look very familiar.
The roast was from Genuardi’s, a local supermarket. It was one of the weekly promotional specials, at about $5.99 a pound. It was not bad, but it was not remarkable in any way, and scarcely worthy of the preparation or the time required. Still, it looked wonderful. After much consideration I have decided that the way to prepare rib roasts is to cut them into individual “chops” or “Cowboy Steaks” and prepare them as steaks.

It takes no time. I use a better cut of beef, usually Main Line Prime Hereford. Prep is easy and the flavor is wonderful.

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