



EDD

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DEPARTMENT

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Lovington BBQ joint gets state funding for expansion

LOVINGTON, N.M. — [TD's Brew & BBQ](#), a Lovington-based maker of BBQ sauces and spice rubs, has been awarded state economic assistance to create 16 local jobs and expand operations through a program administered by the New Mexico Economic Development Department (EDD).

TD's Brew & BBQ plans to hire 16 new full-time employees and generate an economic impact of more than \$14 million over the next ten years.

"As a Lovington native, I love seeing this project bring the taste of southeast New Mexico to the rest of the country while growing good jobs at home," said **EDD Cabinet Secretary Rob Black**. "Small businesses are what keep our rural communities thriving, and TD's has now put Lovington on the national food map."

Owned and operated by Founder Tearl "TD" Dunlap, the business has outgrown the out-of-state co-packing facility and plans to bring production in-house at the Lovington location.

To better position the company for success within the local economy, the NM Local Economic Development Act (LEDA) fund has pledged \$150,000 to TD's Brew & BBQ, with dollars distributed as the company meets construction and hiring benchmarks.

Dunlap launched the brand in March 2019, and its products are now sold in over 600 stores nationwide, on the company's website and on Amazon. The company offers co-packing, warehousing and ecommerce fulfillment services.

"This facility will serve as a critical manufacturing hub, bringing both our brands and out-of-state production directly into our community," said **Dunlap**. "We are proud to build this in Lovington & Southeast New Mexico, a region defined by a legacy of hardworking excellence and a standard of performance that we intend to uphold every single day."

The City of Lovington has pledged an additional \$20,000 in local LEDA funds and is acting as the fiscal agent for the funds. The city is also helping the company by giving them a deep discount on the purchase of land.

"As a Lovington native, Terrell Dunlap's decision to expand his business here demonstrates a strong commitment to the community," said **Lovington Mayor Robbie Roberts**. "Building on the success of the spices and rubs TD is already known for, this expansion into ready-to-grill meats and additional offerings represents meaningful growth and new economic opportunity for our city."

The expansion project was approved by the Lovington City Commission in December 2025 and is expected to be completed within five years.

LEDA is a program that invests public money into private companies to offset the costs of land, building, and infrastructure. For more information about the program, visit the LEDA page on EDD's website at edd.newmexico.gov/leda.

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Dunlap performs weekly live "how-to & Q&A" cooking shows on social media and you can download his free cookbook on the website at tdsbrewandbbq.com.

EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.

New Mexico Economic Development Department
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