

- Trim the brisket. Cut the large fat collar off the top. Make a long cut parallel to the grain on the flat side and a short cut perpendicular to the grain. Trim the silver skin off the top of the brisket. Trim off any side meat that is brown or oxidized. Flip the brisket, trim excess fat off the point side down to the meat, and trim the flat side to 1/4" of fat.
- Optional Step: Inject 2-3 cups of injection mixture diluted with water, primarily in the flat. Let the brisket rest for a couple of hours in the refrigerator.
- Preheat the grill to 200 degrees F.
- Mix the chili powder and Head Country Original Championship Seasoning to create a rub. Liberally apply Head Country Marinade on the fat side of the brisket. Sprinkle a medium coating of the rub mixture over the entire brisket. Flip the brisket and repeat: apply Marinade, then sprinkle a medium-to-heavy coat of the rub mixture on the top and sides of the brisket. Apply a light grind of black pepper to finish. Let the brisket sit for 15 minutes.
- Place the brisket, fat side down (this protects the meat while the brisket cooks), on the grill and smoke overnight, or for 10-12 hours at approximately 200 degrees F. Spritz lightly with apple juice every 30 minutes if you are tending your fire.
- When the brisket reaches an internal temperature of 155-165 degrees F, wrap the brisket in heavy-duty aluminum foil. Pour 4 ounces of leftover injection mixture of beef broth into the foil with the brisket and wrap tightly. Increase the grill temperature to 275 degrees F. Put the larger, point-end of the brisket toward the back of the grill or closest to the heat source in your grill.
- Smoke the brisket for another 2-3 hours, or until the internal temperature reaches 199-204 degrees. The brisket is done when an instant-read meat thermometer can be inserted into the brisket with very little resistance, usually at a slightly higher temperature for higher-quality meat, such as wagyu or prime.
- Allow the brisket to rest for 2-6 hours in a cooler or insulated food carrier in the foil. Do not allow the steam to escape.
- Slice the brisket parallel to the short cut on the flat (perpendicular to or against the grain). Enjoy.