



For Immediate Release

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Frostbite Challenge Barbecue Cook-Off Tests Backyard Chefs at the International Sportsmen's Expo

February 18, 2008 Sandy, Utah-- Timing of the Frostbite Challenge Barbecue Cook-Off is prime to help raise awareness of year round barbecue and is geared to encourage Utah residents to bring their outdoor cooking equipment out of storage a few weeks earlier than planned.

The event is very early in the Barbecue Season-- Saturday, March 15, 2008, which could see warm, sunny



skies or cold, blizzard conditions. It is currently the earliest barbecue event in Utah. The cooler temperatures will be a challenge for the cooks as they try to maintain temperatures and compensate for heat loss, while preparing world class barbecue that will be tender and perfectly cooked at the turn in times.

This event will be part of the International Sportsmen's Expo-- Utah's largest organized outdoor related event in the state. Saturday is

the biggest day of the Expo and they anticipate some great crowds for the event. The wood smoke and slow cooking meat should draw the crowds to see what is going on.

A majority of Utah's backyard barbecue enthusiasts pack up their grills and barbecue pits at the onset of winter and will not take them out of storage until early May. There are some chefs, however, that are willing to compete year-round against the elements in an effort to reach barbecue perfection. This event pays tribute to those who believe that every season is "barbecue season."

Competition Barbecue chefs pride themselves of being the kings of low and slow



cooking techniques. By keeping temperatures low and slow, normally tough cuts of meat are transformed into tender and flavorful culinary delights. Some meats will cook for up to 24 hours to reach perfect doneness, but weather plays a role and can increase cook times.

Part of the challenge is adapting to the changing weather conditions to hand in entries within the 10 minute time window for judging. Non insulated smokers will generally cook food easily when outside temperatures are above 70 degrees F, but windy cold weather can increase smoking time by more than 30% . To maintain proper cooking temperatures the chefs may require more fuel and heat to reach doneness in the required timeframe, but if the chefs are not careful, the final product may be dry and tough.

For more press materials, photos, etc. visit

<http://www.backcountry-magazine.com/Frostbite/media.htm>

