



For Immediate Release

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

February 18, 2008 Sandy, Utah-- Six of Utah's finest barbecue chefs will compete in the first Barbecue competition of the year to determine the champion of the Frostbite Challenge Barbecue Cook-Off, Sat. March 15, 2008 at the South Town Expo Center in Sandy. The International Sportsmen's Exposition is introducing this event to showcase efforts required to turn ordinary meat into world class barbecue. Weather may play a significant role in this event, if wind and cold temperatures prevail during the day. More than \$3000 in cash and prizes will be awarded to chefs that take top honors at this event.

Brian Brinkerhoff, host of Backcountry Utah—Utah's Outdoor Radio Magazine and event organizer, commented, "It is like the Iron Chef Competition of Utah Barbecue. These chefs will be cooking a wide variety of meats under some challenging conditions, especially if we see cold weather." Mid March weather could bring blowing cold snow or warm spring sunshine. The key to winning an event like this is to adapt to the conditions and turn in a variety of finished meats that are tender and delicious.



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.

Competition judges for the Frostbite Challenge will include Certified Kansas City Barbecue Society Judges, celebrities, and lucky winners from the general public. To win a seat at the judges table, listen to Backcountry Utah, which airs along the Wasatch Front, in Heber, Price and Moab. The public may also stop by www.FrostbiteChallenge.com to register online.

This event is hosted by the Utah Barbecue Association and sponsored by the International Sportsmen's Exposition, Utah Beef Council, Casual Barbecue and Fireplace, Inc., and Camp Chef. Other supporting companies include the Culinary Institute of Smoke Cooking, Real Salt, Q4U Barbecue, and Utah's Own.

Three meats will be featured in this event and will include—

- Flat Iron Steaks
- Beef Ribs
- Flaming Gorge Burbot

This will be a unique barbecue event in that grilling will be allowed to prepare one of the meats this year. Barbecue enthusiasts note that there is often some confusion between slow cooked barbecue and grilling. Grilling requires much higher temperatures than those used in true slow cooked barbecue. Flat Iron Steaks will be featured to highlight a relatively new cut of beef and help educate spectators about different options available to backyard chefs.



Wikipedia reports that the Flat Iron Steak is a cut of steak from the shoulder of a steer and was created by researchers at the University of Florida and University of Nebraska. Their study found that this specific cut is the second most tender cut of beef, after the tenderloin, yet was perhaps the most undervalued cut of beef at the time. The major initial barrier to the flat iron steak was the large band of connective tissue running down the center of the steak, which led people to assume that the cut in general must be tough. Removing the

connective tissue, however, leads to a steak that is often described as having both the tenderness of a rib eye or strip steak while still having the full-flavored character of a sirloin or skirt steak.

Beef ribs are also often overlooked as backyard barbecue enthusiasts often go for the baby back ribs or short ribs at the meat counter. Always popular in Texas barbecue, beef ribs from each of the competing teams will also be compared in this event.

Flaming Gorge Burbot is the featured wild game meat in this year’s competition to raise awareness of an illegally introduced fish that now calls Flaming Gorge home. The Utah Division of Wildlife Resources has recently removed the limit of this fish to encourage anglers to catch and kill these aggressive predators. There are some concerns from fishery biologists that these fish will hurt kokanee salmon populations that naturally reproduce in this water. Lake Trout will also be tightening their belts as forage fish receive additional pressure from another predator in the system.

Although considered ugly by many anglers, this fish offers some of the finest meat available and will be showcased in the competition to create additional pressure on this species and reduce numbers in Flaming Gorge.

This will be a unique cook-off for several reasons--

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.

This contest will feature three different Utah meats, including one wild game element. All meats will be provided by contest organizers at check in. Meats featured include Flat Iron Steaks, Beef Ribs and Flaming Gorge Burbot. A typical KCBS barbecue cook-off, will include ribs, pork, chicken and beef brisket. The four meats usually require an overnight cook. This will be a one day event.



For folks unfamiliar with Burbot, these are illegally introduced fish that have migrated to Flaming Gorge Reservoir. They are ugly, but offer great tablefare. We are working with the Utah Division of Wildlife Resources to raise awareness of these fish to increase pressure and reduce their impacts on this world class Flaming Gorge Fishery. There are some concerns of how well these fish compete, which could be a problem for the lake trout fishery that is already starting to get skinny, due to dwindling numbers of forage fish

Also different is that grilling is an option this year. Barbecue is traditionally low and slow

Rules and regulations will be adapted from those used by the Kansas City Barbecue Society

This event is open to various different types of cookers, ranging from backyard gear to larger rigs and will allow various heat sources ranging from propane and pellets to charcoal and wood. Kansas City Barbecue Society Events usually do not allow propane as a fuel source, other than to start the barbecue pit fires.



Judging seats will be available to the public through the Frostbite Challenge Website and radio contests through the Backcountry Radio Network on Backcountry Utah—Utah’s Outdoor Radio Magazine. Usually barbecue events will use celebrity and certified barbecue judges in their contests. Training will be offered to those selected to judge the event and will cover appearance, texture, taste and factors that can disqualify an entry.

This event will be limited to six teams, due to space limitations. It will be located directly east of Campfire Theater under the covered loading dock area to be somewhat protected from the elements, yet very accessible to the public. The public is invited to view the events throughout the day on Saturday.

Our Spokesperson will be "T" from Q4U Barbecue. He is probably the best known person in Utah Barbecue and co-founder of the Utah Barbecue Association. He is currently planning on competing in the event and should be fun to see him in action.

Timing of this event 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.

There are several resources available--

The contest website is located at <http://www.frostbitechallenge.com>
For more information about the International Sportsmen Expo, visit <http://www.sportsexpos.com> .
For more information on the Utah Barbecue Association, visit <http://www.utahbbq.org/>

Sponsor websites include the Utah Beef Council at <http://www.utahbeef.org>
Casual Barbecue and Fireplace, Inc. <http://www.casualbbq.com>
Camp Chef <http://www.campchef.com>
Backcountry Utah's Website is located at <http://www.backcountry-utah.com>

Seminars Scheduled

To support Utah Barbecue and jumpstart spring season, there will be numerous presentations during the International Sportsmen's Expo with barbecue topics scheduled. They are as follows--

- Thursday March 13**
6:30 p.m. The Heat is On-- Grilling Techniques for Perfect Burgers and Steaks-- The Utah Barbecue Association.
- Friday March 14**
6:30 p.m. Judging World Class Barbecue-- What Judges Look For- - The Utah Barbecue Association. Panel and introduction to the Association.
- Saturday March 15**
1:30 p.m. Tips for Smoking Fish, Pork and Wild Game in the Smoke Vault-- Camp Chef and Casual Barbecue and Fireplace, Inc.



Contests for the Public

There will be several contests for the public, ranging from a coloring contest for kids to an opportunity to win a seat at the judges table for the competition. Other prizes will include cooking gear from Camp Chef, cook books and a Barbecue home study course from the CISC Master BBQ Cooking School, provided by the Culinary Institute of Smoke Cooking. In addition, Q4U will also give away a fine barbecue dinner. Stop by the website at <http://www.frostbitechallenge.com> for more information as the events draw near.

For more press materials, photos, etc. visit <http://www.backcountry-magazine.com/Frostbite/media.htm>

