



For Immediate Release

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Frostbite Challenge Barbecue Cook-Off Is Unique in how it will test Backyard Chefs at the International Sportsmen's Expo

February 18, 2008 Sandy, Utah-- The Frostbite Challenge Barbecue Cook-Off will turn heads at the International Sportsmen's Exposition March 15, as it features three very different meats than is typically featured at other barbecue events throughout the summer. 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, this event will test backyard chefs as they battle against the elements as much as they compete with each other.

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.

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.

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>

