

## **ABOUT BREW B QUE 2010!**

The Brew B Que is an annual food and music festival relocating to Buda City Park in Buda, Texas on July 4<sup>th</sup>. To call this a Beer Festival and BBQ Cook-Off would be an understatement. It combines BBQ Cook-Off, Beer Festival, Music Festival, and a huge Patriotic 4<sup>th</sup> of July Fireworks Show - not to mention FREE BBQ, Lumberjacks, Chihuahua Races, and Beer Olympics resulting in a unique and unforgettable festival experience!

Whoa! Beer, FREE BBQ, Live Music, and Games! The City of Buda is proud to announce the 2<sup>nd</sup> Annual Texas Brew-B-Que Festival! Live Music. Beer Sampling. Free Bar B Que Sampling - that is right FREE BBQ Samples so you can judge the contestants! There will be Games of Skill such as Beer Pong, Strong Man Keg Toss, Washers, Quarters, Flip Cup, a Beer Belly Competition and more! DO NOT MISS the Lumber Jack Show featuring chainsaw racing, obstacle pole racing, world champion cross-cut sawing, log rolling, spring board chopping, standing block chopping, underhand chopping and more! Plus there will be a FREE 20 minute 4<sup>th</sup> of July Fireworks Show!

Bring the rat to Austin's 2nd Annual Chihuahua Races! NEW this year will be the 1<sup>st</sup> Annual Pomeranian Race! Compete in the Backyard BBQ Challenge! Don't forget to shine your pit, give your team a bath, and put on your best aprons for our camera peeps who will be filming a full length documentary on BBQ techniques, teams, and of course BEER!

Brew B Que is also a beer tasting event. Professional and home brewers will be showcasing their suds and discussing the art of brewing throughout the festival. Austin Home Brew will do two live brewing demonstrations on stage unveiling the art and chemistry of brewing beers, followed by a Q&A session after the demonstrations.

Our Marketing Campaign begins May 1<sup>st</sup>, with a radius reach of 300 miles. Texas Brew B Que will be supported with a comprehensive television, radio, print and social media marketing campaign.

The Texas Brew B Que Festival staff has over 20 years of experience in small business investments built into multi-million dollar operations coupled with over 20 years of event and festival industry experience. Our staff is well organized, meticulous, responsible and innovative. We have pieced together the most professional and creative festival production team - from lighting to staging to sound - available in the Austin area to ensure that we provide a top notch event experience! We are prepared and eager to build the next big thing in Buda, Texas!



## **Sponsorship**

New this year, we are allowing teams to have a BBQ Team Sponsor! Get your employer to sponsor your team - this is a great marketing tool! Have your pit sponsored by hanging your sponsor's banner at your booth location. We will also list your sponsor in our advertising when listing our participating teams when their logo is provided. Example: "The Rodriguez Family BBQ Team Sponsored by Home Depot" will be listed in the advertising of the event in print and on the web.

## **Judging Process**

Food will be judged by the event attendees. Each attendee will be given a score card listing each category and the participants in that category. Cards will be collected at a central location. It is important to have proper signage so event attendees know who they are voting on. It is also important to have enough samples so that everyone who comes to your booth can try your product. You must also have a unique stamp or punch mark to mark the voting card so they can only come to your booth once for a free sample.

## **Rules & Regulations**

Every member of each BBQ Cook-Off Team MUST possess a CURRENT Food Handlers Certification Card.

Meat MUST be kept at 41 degrees or less in a cooler with ice, before cooking. After the meat is cooked it must be maintained at a 140 degree, or above, temperature in a covered container. Meat may not be pre-cooked, sauced, spiced, injected, marinated, cured in any way, or otherwise pre-treated before arriving at the competition.

Cleanliness of your area and all team members is required. No pets or live animals allowed in the cooking area. At the end of the competition it is the responsibility of the team to see that their contest area is cleaned, all fires put out, concrete blocks removed and all equipment must be hauled away from the site.

The Brew B Que Festival and its affiliates assume no responsibility for injury to any of the BBQ Cook-off Competition team members. You must keep your pit in a secure area away from the crowd. The Brew B Que Festival assumes no responsibility of damage, loss or theft of personal property.

## **GENERAL EVENT INFORMATION**

Event Date	Sunday, July 4 <sup>th</sup> 2010
Event Hours of Operation	11:00AM to 11:00PM
Event Location	Buda City Park in Buda, Texas
Target Demographic	Families
Projected Attendance	20,000
Website	<a href="http://www.BrewBQue.com">www.BrewBQue.com</a>
Benefiting Charity	TBD
Fireworks Show	9:30PM to 9:50PM

### BBQ Team General Info

BBQ Cook-Off Team Fee	\$100 Allows team to compete in all categories
BBQ Cook-Off Team Slots	Limited to 30 Teams
Team Members Per BBQ Team Allowed	10 Members per Team
BBQ Cook-Off Competition Categories	<ol style="list-style-type: none"> <li>1. Texas Style Brisket</li> <li>2. Sausage Link</li> <li>3. BBQ Chicken</li> <li>4. Homemade BBQ Sauce</li> </ol>
BBQ Cook-Off Prizes	<ol style="list-style-type: none"> <li>1. \$200 for Texas Style Brisket</li> <li>2. \$200 for Sausage Link</li> <li>3. \$200 for BBQ Chicken</li> <li>4. \$100 for Homemade BBQ Sauce</li> </ol>
BBQ Cook-Off Voting Begins At	11:00AM on Sunday, July 4 <sup>th</sup> 2010
BBQ Cook-Off Voting Ends At	8:30PM on Sunday, July 4 <sup>th</sup> 2010
BBQ Cook-Off Winners Announced At	9:50PM after the Fireworks Show
BBQ Team Load-In/Load-Out	<ul style="list-style-type: none"> <li>• Teams can set-up on Saturday to begin cooking.</li> <li>• Teams can camp overnight</li> <li>• Teams MUST be completely loaded-out by Noon on Monday, July 5<sup>th</sup> 2010</li> </ul>
Brew B Que Festival Will Provide You	<ol style="list-style-type: none"> <li>1. 150 lbs. of FREE BRISKET!</li> <li>2. Electricity Drop</li> <li>3. Booth Space</li> </ol>
Things YOU are MUST Provide	<ol style="list-style-type: none"> <li>1. Fire Extinguisher</li> <li>2. Tent</li> <li>3. BBQ Pit</li> <li>4. All Meat (Outside of the free Brisket)</li> <li>5. Cooking Ingredients</li> <li>6. Cooking Devices (including wood, charcoal, gas, etc.)</li> <li>7. Utensils</li> <li>8. Tables</li> <li>9. Chairs</li> </ol>

**Brew B Que Festival  
BBQ Team Application**

Team Name	
Team Members	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
Pit Size	
Total Space Requirements	
Team Contact	
Phone	
Address	
Email	
Check All Categories You Will Compete In:	<input type="checkbox"/> Texas Style Brisket <input type="checkbox"/> Sausage Link <input type="checkbox"/> BBQ Chicken <input type="checkbox"/> Homemade BBQ Sauce

To Complete the Application Process, Please Send:

1. Completed Application
2. PAYMENT for \$100 in the form of a check or money order
3. Picture of your 'Pit'

Please Send Application To:

Brew B Que BBQ Team Application  
c/o Jessie MacDonald  
P.O. Box 270130  
Austin, Texas 78727