



WESTERN®

Premium BBQ PRODUCTS

Dear BBQ Team,

WESTERN® Premium BBQ Products has teamed up with Gruene Harley-Davidson, the City of Helotes and the Pleasanton Chamber of Commerce to host the largest BBQ cook-off series in the state of Texas, the **WESTERN W3 BBQ Cook-Off Series**. Each event will play host to 150 of the best BBQ teams from all over the world.

The Series will consist of three BBQ cook-offs, sanctioned by the International Barbecue Cookers Association (IBCA) and linked together by a point accumulation system (points chase). Each cook-off is projected to pay out \$35,000 plus prizes. That creates a grand total of well over \$100,000 in payouts directly to cooks. Further, the team earning the most points in the series will become the WESTERN W3 Grand Champion and will win \$5000. The second highest point-earning team (Reserve Grand Champion) will win \$1000 and the highest point-earning team in each meat category will each win \$500. This will create a total projected payout of over \$100,000.

The series will kick off in the historic community of New Braunfels, Texas at Gruene Harley-Davidson on November 22-23, 2013. The second event will take place the last weekend of January 2014 on the 24th and 25th at the Festival Grounds in Helotes, Texas. The series will wrap up on the weekend of WESTERN's birthday in their hometown of Pleasanton, Texas, March 21-22, 2014 when the Pleasanton Chamber of Commerce hosts Turn-N-Burn.

**Gruene Harley-Davidson
Cook-Off**
Gruene, Texas
November 22-23, 2013

City of Helotes Cook-Off
Helotes Festival Grounds
Helotes, Texas
January 24-25, 2014

Turn-N-Burn
Atascosa Showbarn
Pleasanton, Texas
March 21-22, 2014

Our goal is to provide you, the BBQ team, with a great experience, well-organized events, large payouts and a fun time. In addition to three fantastic Cook-Offs, each event venue will offer its own unique blend of entertainment ranging from live music, washer and horse shoe competitions, motorcycle rallies and team roping events.

At each of the three events, the categories for competition will include beef brisket, pork spare ribs and chicken halves. **This series boasts a 100% payout** for all entry money collected plus additional prizes will be given away during the event. Prize money will be given to first through tenth places in the three categories of beef brisket, pork spare ribs and chicken halves. Online registration for this monumental cook-off series will begin on Monday, September 16, 2013.

WESTERN Premium BBQ Products will provide Bonus Prize Money to each event as well as provide free wood and other gifts to cooking teams. Founded in 1986, WESTERN Premium BBQ Products is produced and distributed by W.W. Wood, Inc., the leading producer of BBQ wood in the United States. WESTERN produces top quality wood and other BBQ accessories such as Wood Chips, Wood Chunks, Mini Logs, Fire Starters and smoker trays. The flavor is in the smoke!

Please read the Rules and Regulations and complete the online Cook-Off Entry Form. Additional event information and rules can be found online at <http://www.WesternW3BBQCookOffSeries.com> or find us on Facebook at www.Facebook.com/WesternW3BBQCookOffSeries. We hope to see you at all three events!

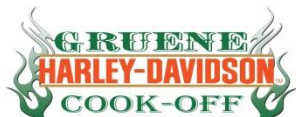
Thank you!

WESTERN W3 BBQ Cook-Off Series

Gruene Harley-Davidson - City of Helotes - Pleasanton Chamber of Commerce

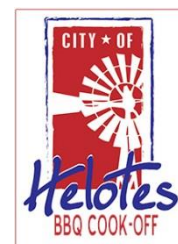
BBQ Cook-Off Event Rules & Regulations

1. **WESTERN Premium BBQ Products** (Promoter) will manage three BBQ Cook-Off events entitled the "WESTERN W3 BBQ Cook-Off Series"(SERIES). The SERIES will consist of three BBQ cook-offs, named below and sanctioned by the International Barbecue Cookers Association (IBCA) and linked together by a point accumulation system (POINTS CHASE). To enter any or all of the BBQ Cook-Off events, teams must register and pay nonrefundable entry fee online by submitting the completed official Entry Form. Teams may register for one or more cook-offs at the same time. Deadlines for each event are listed below. Events are expected to reach capacity (sell out) so registering for all events at one time is advisable.



Gruene Harley-Davidson will host the first BBQ Cook-Off of the SERIES (GRUENE) on November 22-23, 2013 at the Gruene Harley-Davidson dealership located at 1288 Texas 337 Loop, New Braunfels, TX 78130. Entry deadline for this event is Friday, November 1, 2013. (www.WesternW3BBQCookOffSeries.com)

The City of Helotes will host the second BBQ Cook-Off of the SERIES (HELOTES) on January 24-25, 2014 at the Helotes Festival Grounds located at 12210 Leslie Rd., Helotes, TX, 78023. Entry deadline for this event is Friday, January 3, 2014. (www.WesternW3BBQCookOffSeries.com)



The Pleasanton Chamber of Commerce will host the third BBQ Cook-Off of the SERIES (TURN-N-BURN) on March 21-22, 2014 at the Atascosa County Showbarn located at 2209 West Oaklawn Road, Pleasanton, Texas 78064. Entry deadline for this event is Friday, February 28, 2014. (www.WesternW3BBQCookOffSeries.com)

2. Teams will consist of a Head Cook and up to four (4) team members (total of five). Cooks meeting will be held Friday evening at 8:00 pm on the Friday of the event in the judging area. **HEAD COOKS MUST ATTEND.** All teams must check-in at that time. Teams will be allowed on premises beginning at 5:00 pm on the Thursday of the event. Teams must vacate no later than 11:00 am on the Sunday of the event.
3. IBCA Judging [rules](http://ibcabbq.org/ibca-rules/) will apply. (<http://ibcabbq.org/ibca-rules/>)
 - A. 2 Chicken Halves Fully jointed split chicken (breast & thigh) with skin on and wing tip
 - B. Pork Spare Ribs 9 Individual ribs (Minimum)
 - C. Brisket 9 Full slices, approx. 1/4" to 3/8" thick (Minimum)
4. Any and all meat items that may be entered into judging will be cooked from scratch within the constraints of the event. Pre-cooking, marinating, etc., will not be allowed either on or off cook-off site prior to the start of the cook-off as defined by the cook-off promoter. Teams must provide their own meat. Meat inspection will take place at the Check In tent.
5. Fires must be wood or charcoal. Pit may include gas or electricity to start natural substance. (Not for full cooking.) Holes or open pits are not allowed. Fires may not be built on the ground. Each team must bring a fire extinguisher. No fires are allowed using any type of treated wood or lumber. No railroad cross-ties, utility poles or treated lumber allowed.
6. No pit area shall be allowed to project beyond their assigned space, and teams are not allowed to take contents of the booth out of the assigned space, including the distribution of literature or materials. Props, trailers, motor homes, tents and any other equipment may not exceed the boundary of the contestants' assigned space. Only one (1) team allowed per space.
7. All outdoor tents must be anchored with water barrels or sandbags. Under no circumstance are teams to drill holes or tent stakes in the concrete or asphalt of the premises. If said damage is found to be present, team will be fully responsible for repairing the damages to SERIES's specifications.
8. All teams, their agents or employees shall be responsible for any injury or defacing to the grounds of any event facility or the booths or equipment of other teams.

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9. No extra vehicles will be allowed in the pit area once the pit is setup. Motor home is considered one (1) vehicle. No bicycles, skateboards, roller blades, 3 or 4 wheelers, golf carts or battery powered vehicles allowed with the exception of handicapped or by special event permit. (Cook-off officials & security officers are exempt from this rule.)
10. It is the responsibility of the contestant to see that the contest area is kept clean & that the area is cleaned and policed following the contest. All fires must be put out, concrete blocks & other building materials or props hauled away & all equipment removed from the site.
11. Excessive use of alcoholic beverages may be grounds for disqualification. Alcoholic beverage rules must be followed. **Under no circumstances are alcoholic beverages to be distributed to the general public.** No glass drinking containers or bottles allowed.
12. Promoter, GRUENE, HELOTES, TURN-N-BURN & cook-off officials will not be held responsible for accidents, theft or any mishaps.
13. Handicap restrooms & water are available. There are no water or electricity hookups available for travel trailers or motor homes. Generators are allowed.
14. No excessive or loud music allowed. "QUIET TIME" will be 12:00 AM to 7:00 AM. (Generators will be allowed to run during this time.)
15. Promoter and/or Cook-Off Directors reserve the right to disqualify any team that does not abide by the rules.
16. Promoter and/or Cook-Off Directors reserve the right to prohibit any team, Exhibit or proposed Exhibit, which in Promoter and/or Cook-Off Directors opinion is not suitable for this event. This express reservation concerns persons, items, printed matter, conduct, and all other things which affect the character of this event.
17. Promoter and/or Cook-Off Directors reserve the right to adjust or make changes in booth assignments, up to and including the date of move in, to ensure an even flow of traffic or to maintain the theme of each event.
18. No fund-raising activities will be allowed in the booths without express written consent of Promoter and/or Cook-Off Directors. No food, drinks or products may be sold (unless pre-approved by Promoter and/or Cook-Off Directors.)
19. Pit areas which include the operation of audio/visual or lighting equipment must be arranged so that the noise/light from said equipment will not annoy or disturb any contiguous or adjacent teams or attendees.
20. In the event of fire, strikes, rioting, hurricanes, civil disorder, or other circumstances making it impossible to operate the Facility to be determined within the discretion of Promoter and/or Cook-Off Directors, this Agreement shall become null and void. A full refund of deposit will be made or at the option of the team will be transferred towards the cost of future events.
21. This Agreement shall not be assigned and no rights granted to the team in this Agreement shall be subcontracted without the written consent of Promoter and/or Cook-Off Directors.
22. This Agreement contains all of the agreements of the parties, and may only be amended in writing by separate document duly executed by both parties.
23. This Agreement is entered into and performable in Pleasanton, Atascosa County, Texas. The appropriate courts of Atascosa County shall have exclusive venue over any claims arising out of or related to enforcements or interpretation of this Agreement, or attendance at this event.

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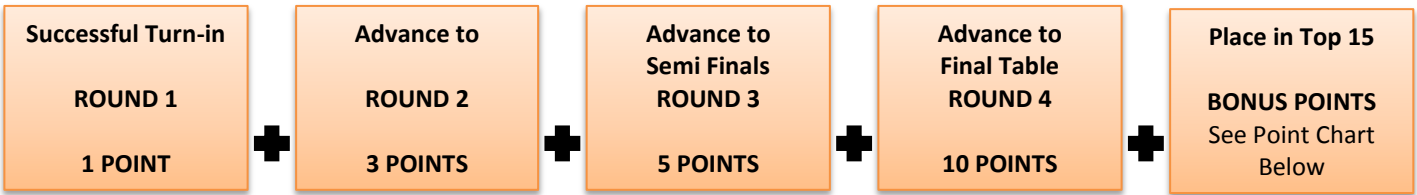
WESTERN W3 Series Rules & Regulations

1. Management:

WESTERN Premium BBQ Products (Promoter) will manage three BBQ Cook-Off events entitled the “WESTERN W3 BBQ Cook-Off Series”(SERIES). The SERIES will consist of three BBQ cook-offs, (GRUENE; HELOTES; and TURN-N-BURN), sanctioned by the International Barbecue Cookers Association (IBCA) and linked together by a POINTS CHASE. To enter the SERIES, teams must register their tray/container ticket numbers, of each eligible entry onsite, at each of the three BBQ Cook-Offs, which are part of the SERIES, at the booth labeled “Enter the WESTERN W3 BBQ Cook-Off Series HERE”. Ticket numbers must be registered within two hours of the final category turn-in which will take place on the Saturday of each BBQ Cook-Off event.

2. Point Accumulation

If a team successfully turns in an entry tray for a category, that team will receive one Series Point for that category in the SERIES. If a team successfully advances to the second round of judging for a category, that team will receive three additional Series Points for that category in the SERIES. If a team successfully advances to the third round of judging for a category, that team will receive five additional Series Points for that category in the SERIES. If a team successfully advances to the fourth (final) round of judging for a category, that team will receive ten additional Series Points for that category in the SERIES. The top 15 places in each category will receive Bonus Series Points for that category in the SERIES respectively:



Example:

If a team were to place 12th overall in Pork Spare Ribs at one Cook-Off event, they would receive one point for turn in; three points for advancing to the second round of judging; five points for advancing to the third round of judging; ten points for advancing to the final table; and nine points for their 12th place finish. That is a total of 28 Series Points for the Pork Spare Ribs category from that Cook-Off event.

Place in a Category	Bonus Points for that Category
16 th and above	0
15 th	6
14 th	7
13 th	8
12 th	9
11 th	10
10 th	11
9 th	12
8 th	13
7 th	14
6 th	15
5 th	16
4 th	17
3 rd	18
2 nd	19
1 st	20

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3. **Winners** of the SERIES will be determined by the following:

Series Grand Champion will be determined by the team with the highest number of accumulated Series Points at the end of the final BBQ Cook-Off event of the SERIES. In the event of a tie, the team with the most Series Points accumulated in the Brisket category at the end of the final BBQ Cook-Off event of the SERIES will be the Series Grand Champion. If teams are still tied, the team with the most Series Points accumulated in the Pork Spare Ribs category at the end of the final BBQ Cook-Off event of the SERIES will be the Series Grand Champion. If teams are still tied, the team with the most Series Points accumulated in the Chicken Halves category at the end of the final BBQ Cook-Off event of the SERIES will be the Series Grand Champion. If teams are still tied, the team with the most Series Points accumulated at ONLY the final event in the Series (TURN-N-BURN) will be the Series Grand Champion. If teams are still tied, the team with the most Series Points accumulated at ONLY the second event in the Series (HELOTES) will be the Series Grand Champion. If teams are still tied, the team with the most Series Points accumulated at ONLY the first event in the Series (GRUENE) will be the Series Grand Champion. If teams are still tied, the team entered in the SERIES with the highest place in the Beef Brisket category at the final event in the Series (TURN-N-BURN) will be the Series Grand Champion. All decisions by the Promoter regarding the SERIES are final.

The team who accumulates the second highest number of Series Points, determined the same way as Grand Champion, at the end of the third BBQ Cook-Off event shall be the **Series Reserve Grand Champion**, unless there is a tie for Series Grand Champion. If there is a tie for Series Grand Champion, then the team who finishes immediately behind the Series Grand Champion shall be the Series Reserve Grand Champion.

Series Brisket Champion will be determined by the team with the highest number of accumulated Beef Brisket points at the end of the third BBQ Cook-Off event. In the event of a tie, the team with the highest ranking in the Brisket category at the final BBQ Cook-Off event of the SERIES will be the winner.

Series Ribs Champion will be determined by the team with the highest number of accumulated Pork Spare Ribs points at the end of the third BBQ Cook-Off event. In the event of a tie, the team with the highest ranking in the Pork Spare Ribs category at the final BBQ Cook-Off event of the SERIES will be the winner.

Series Chicken Champion will be determined by the team with the highest number of accumulated Chicken Halves points at the end of the third BBQ Cook-Off event. In the event of a tie, the team with the highest ranking in the Chicken Halves category at the final BBQ Cook-Off event of the SERIES will be the winner.

4. **Prizes:**

The Series Grand Champion will be awarded \$5000. The Series Reserve Grand Champion will be awarded \$1000. The Series Brisket Champion will be awarded \$500. The Series Pork Spare Ribs Champion will be awarded \$500. The Series Chicken Halves Champion will be awarded \$500. All decisions by the Promoter regarding the SERIES are final.