



2012 NBBQA Awards of Excellence

Entry and Judging Criteria

Do you have a magnificent marinade, a likeable label or a sauce that simply stands out? The National Barbecue Association's annual Awards of Excellence recognizes the very best barbecue products across 24 unique categories. This is your chance to share your inspiration with the rest of the barbecue world and be recognized for your outstanding contribution to our industry!

Judging Criteria

Judging is conducted under the independent direction of the Rend Lake Culinary Arts School in Ina, Illinois. For each food entry, judges will assign a score from 1-10 in the categories of Appearance, Taste and Texture, with Taste being weighted at a higher value. All scores are then combined to create a single cumulative score for each product. Rubs will be applied and cooked by an experienced pitmaster in the same pit for the same length of time to assure consistency of preparation. Rubs are evaluated by themselves as well as with the cooked product. Product labels and other packaging for all food entries will be covered and assigned a random number to assure anonymity. Barbecue Specialty Items and Labels will be judged on a ten point scale based on appearance, design, content and consumer appeal.

Rules and Conditions

Sauces, rubs/seasonings and marinades must be commercially available to the general public through wholesale, retail or direct market outlets. Food entries must be labeled with product name, ingredients and all current FDA required nutritional information. The minimum weight for product samples is 8 oz. for sauces and marinades, and 2 oz. for spices and rubs. Items requiring refrigeration cannot be accepted. All items submitted for the Awards of Excellence become the property of NBBQA and all judges' decisions are final. NBBQA Member discounts on entry fees apply only to paying member levels (Trade Partner, Operator, or Enthusiast).

Awards Presentation

Results will be announced during the Awards of Excellence ceremony on February 23, 2012 and posted online shortly thereafter. The ceremony will take place at the 21st Annual NBBQA National Conference (February 22-25, 2012) at the Crowne Plaza Mission Valley in San Diego, California. All entrants are encouraged to attend the conference to accept potential awards in person, be recognized by peers, and take advantage of official photo and press release opportunities. **However, you do not need to be present to win.** Awards will be mailed to winning entrants who are not able to receive them in person. First, second and third place winners in each category receive medals (gold, silver, and bronze) along with custom award certificates. Fourth and fifth-place finishers are also awarded certificates. All winners are posted on the NBBQA website, published in the *National Barbecue News* and recognized in an official NBBQA press release. Winners are also entitled to showcase the Awards of Excellence and NBBQA logos on the labels, publications and websites of winning products.

People's Choice Awards

Contestants who enter sauces in the Awards of Excellence are also invited to submit samples in the People's Choice Awards, a public tasting competition on February 25, 2012 at the NBBQA Conference. Members of the public will join conference attendees to sample each sauce and vote for their overall favorite. First, second and third place finishers will be announced that evening during the Caterer's Showcase & Auction. Winners will receive the same prizes and recognition as Awards of Excellence winners. There is no additional fee to participate or form to complete. However, sauces must have been entered in the Awards of Excellence to be eligible for the Peoples Choice. To enter the People's Choice Awards, simply ship at least four additional product samples (sorry, sauces only) to arrive between February 17-24 at the following address:

Crowne Plaza Mission Valley
Attn: NBBQA People's Choice
2270 Hotel Circle North
San Diego, CA 92108

Samples can also be dropped off at the NBBQA registration desk during the conference. **Do not send People's Choice samples to the same address as the Awards of Excellence.** All products entered in the People's Choice Awards become the property of the NBBQA.



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Entry Form & Instructions

Complete this application form for **each product** to be entered. Only **one category per form** is permitted. Submit at least **two product samples** for each entry. **Two copies of all forms must be submitted** as follows:

Send entry forms and payment (no products) to:

NBBQA Awards of Excellence
National Barbecue Association
455 South Fourth Street, Suite 650
Louisville, Kentucky 40202
Fax: 502-589-3602
Email: nbbqa@hqtrs.com

Ship product and a copy of entry forms to:

Becky Streuter, Chairperson
NBBQA Awards of Excellence
c/o 17th Street Warehouse
214 N. 17th Street
Murphysboro, Illinois 62966

Entries must be received by January 20, 2012.

Name of Product: _____

Name of Company: _____

Contact Person: _____

Company Address: _____

City _____ State _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Categories

Select only one – Use a separate form for each entry.

Barbecue Sauce

- Tomato Mild
- Tomato Spicy
- Mustard Mild
- Mustard Spicy
- Fruit Mild
- Fruit Spicy
- Vinegar Mild
- Vinegar Spicy
- White Sauce

Barbecue Dry Rub / Seasoning

- All-purpose (beef / poultry / pork)
- Southwest
- Cajun
- Caribbean/Jerk & Mediterranean/Herb

Barbecue Marinade

- Citrus / Fruit
- Oil & Vinegar
- Caribbean
- Asian
- Mustard

Add-On

- Anything Goes Hot Sauce

Best Label of 2012

- Best Overall Label 2012

Barbecue Specialty Items

- Best BBQ Book
- Best BBQ Tool or Accessory
- Best BBQ Gift Pack
- Best BBQ Apparel

Entry Fee

This is entry # ___ of ___ (number of total entries)

NBBQA Member*

- \$50 First Entry
- \$30 Additional Entry

Non-Member

- \$75 First Entry
- \$40 Additional Entry

* Only paying members (Trade Partners, Operators, and Enthusiasts) are eligible for entry fee discounts.

Questions? Contact NBBQA Headquarters at (888) 909-2121 or nbbqa@hqtrs.com.

Payment Method

Charge my credit card in the amount of \$ _____

- Visa
- MasterCard
- American Express

Card Number _____

Expiration _____ CVV Security Code _____

Name on Card _____

Signature _____

- My check is enclosed.

Make checks payable to National Barbecue Association.