



AMERICAN ROYAL ASSOCIATION

IMPACTING THE FUTURE OF AGRICULTURE • SCHOLARSHIPS | EDUCATION | COMPETITION

FOR IMMEDIATE RELEASE

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CONTACTS

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**AMERICAN ROYAL BRINGS BACK AMERICAN ROYAL
WORLD SERIES OF BARBECUE® RUB CONTEST AND ANNOUNCES
2018 “BEST RUB ON THE PLANET”**

Kansas City, Missouri – For the first time in over 10 years, the American Royal hosted and is pleased to announce the results of the 2018 American Royal World Series of Barbecue® Rub Contest presented by Old World Spices & Seasonings, Inc. The “Best Rub on the Planet” winner will be presented with the legendary globe trophy during the Invitational awards ceremony at the American Royal World Series of Barbecue September 13-16 at the Kansas Speedway.

Congratulations to the following 2018 First Place Winners and the 2018 Best Rub on the Planet Winner:

PAT BBQ HOT (PAT BBQ - Cacouna, Quebec) – **2018 First Place Hot**

Touch of Sweet (Southern Dutch BBQ - Bavel, North Brabant, Netherlands) – **2018 First Place Mild**

PAT BBQ HOT (PAT BBQ - Cacouna, Quebec) – **2018 Best Rub on the Planet**

On April 29, a group of 40 Certified Barbecue Judges assembled at the American Royal to participate in a blind tasting of 196 barbecue rub entries. The assembled judges evaluated barbecue rubs submitted from 31 states and 7 countries including Canada, England, Netherlands, New Zealand, Norway, Scotland and the U.S.A.

Prior to judging, each rub was cooked onto a pork tenderloin provided by Prairie Fresh in an identical manner. Judges based their scoring on appearance, texture, taste alone, and taste after being cooked onto pork tenderloin. Entries were judged in 2 categories, Hot and Mild. Full results from the contest can be found at AmericanRoyal.com/bbq/may-events/rub-contest/.

This year, presenting sponsor, Old World Spices & Seasonings, Inc. is offering a potential marketing opportunity to qualifying contestants. Old World Spices & Seasonings has worked with many of the American Royal winning BBQ teams to blend, bottle and distribute their BBQ rubs to retailers in the hardware, outdoor living, sporting goods and BBQ specialty arenas. Top 10 finishers in either category (Hot or Mild) will be eligible to engage in further discussion and development of a plan for their products to be presented to buyers of national retailers such as Lowe’s, Bass Pro, Academy Sports and Ace Hardware.

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AmericanRoyal.com



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“The Rub Contest is open to any producer of a retail barbecue rub and provides the opportunity for them to put their barbecue rub up against other rubs from around the world,” said Lynn Parman, president and CEO of the American Royal. “We were excited to bring back the Rub Contest this year and partner with Old World Spices & Seasonings to give contestants an opportunity to potentially further the distribution of their products.”

About the American Royal Association

Woven through the history of Kansas City since 1899, the American Royal provides opportunities for youth and adults from around the country to compete in our Livestock Show, ProRodeo, Horse Shows, and the World Series of Barbecue®. These events allow the American Royal, a 501 (c) (3) not-for-profit organization, to give over \$1 million annually for youth scholarships and support agriculture education programs. In 2017, over 90,000 attendees attended American Royal events generating over \$60 million of economic impact. To learn more about the American Royal visit AmericanRoyal.com.

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