



American Royal

2021 SAUCE CONTEST INFORMATION PACKET





American Royal 2021 SAUCE CONTEST



Welcome to the 2021 American Royal World Series of Barbecue® Sauce Contest

The World Series of Barbecue® Sauce Contest is the largest barbecue sauce competition in the world and we are thrilled to have you join us for the 34th annual competition hosted at the American Royal Complex. The World Series of Barbecue Sauce Contest will bring together over hundreds of unique barbecue sauces, all competing for the title of “Best Sauce on the Planet”.

We want your time with the American Royal World Series of Barbecue® Sauce Contest to be unforgettable! Our staff and volunteers stand ready to make your experience a memorable one.

Glen Alan Phillips, President and CEO, American Royal
Emily Park, Manager, World Series of Barbecue®, American Royal
Eric Pew, Coordinator, World Series of Barbecue®, American Royal



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THE AMERICAN ROYAL ASSOCIATION

The American Royal Association, a not-for-profit 501(c)(3) organization that has been a Kansas City tradition since 1899, celebrates our region's rich agricultural heritage through competition, education and entertainment. As a not-for-profit community volunteer based organization, the American Royal raises funds to fulfill its vision and mission through endowments, contributions, and sponsorship and event revenues. The funds collected at the World Series of Barbecue® Sauce Contest contribute to our mission to support excellence in youth and education.

STAFF INFORMATION

American Royal Staff

Email is the preferred contact, however you may also call and ask for the appropriate extension. For questions on tickets or admissions, contact:

General Inquiries:

BBQ@americanroyal.com

Main American Royal Line: 816-221-9800

Fax: 816-221-8189

Event/Team Information:

Emily Park

Manager, World Series of Barbecue®

emilyp@americanroyal.com

Eric Pew

Coordinator, World Series of Barbecue®

ericp@americanroyal.com

Volunteers:

The World Series of Barbecue® Sauce Contest relies on its committed American Royal volunteers to help create a remarkable event for all competitors. Committees meet year round to ensure all steps are taken to create a first class experience.



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HISTORY

From its beginning in a metro KC backyard patio, the American Royal Barbecue Sauce Contest is by far the largest and most prestigious barbecue sauce contest of its kind in the world.

- Contest features include:
- Commercially available barbecue sauces with a proven sales record;
- Sauces divided into flavor categories;
- Highest scoring sauce is grand champion winner, now awarded “Best Barbecue Sauce on the Planet”;
- Blind judging;
- Judges representing a microcosm of the barbecue consumer public;
- Judging on the basis of appearance, texture, taste alone & taste on unseasoned real barbecue meat (not fingers, plastic spoons, bread or crackers);
- Judges take an official oath, penned by Ardie A. Davis at the first contest and administered each year since.

The premier event, featuring more than one hundred sauces, was on Saturday, October 13, 1984, in the backyard patio of founder, Ardie A. Davis and his wife, Gretchen. Davis named it the Diddy-Wa-Diddy National Barbecue Sauce Contest. He was listening to Ry Cooder’s rendition of Arthur “Blind Blake” Phelps’s Diddie Wa Diddie song when he was inspired to launch the contest.

The 1985 contest was at the Prairie Center in Olathe, raising funds to save 300 acres of prairie, woodlands and wetlands for education, recreation and wildlife. KC Baron of Barbecue Chef Paul Kirk, KC Rib Doctor Guy Simpson, and Pat Dalton of the Dalton Gang Competition Barbecue Team, served as official pitmasters. They endured a cold, rainy, lonely prairie night, serenaded by howling coyotes. Pat sustained them with his famous Dalton Gang Chili.

The 1986 contest, benefiting the MS Society, was on a rainy fall day at Crown Center. One of the judges that year was the late Joe McGuff, editor of The Kansas City Star. Joe told Davis, “You should put these sauces in lidded containers.” At that time sauces were in numbered uncovered Styrofoam cups. From then on the sauces have been put in lidded plastic squeeze bottles, thanks to Joe.

The contest found a permanent home at the American Royal Barbecue in 1987. When the late Jack Kay, Chair of the American Royal Barbecue back then, changed the early November weekend of the meat contest to the same day as the Diddy-Wa-Diddy, Davis called him to resolve the scheduling conflict. Jack said, “Let’s talk.” They met over ribs and coffee at a local Chili’s. Two hours later they shook hands on a mutual decision to marry the two contests. The sauce contest name was changed in 1988 to reflect its permanent home at the American Royal. The Diddy-Wa-Diddy Barbecue Sauce Store, brainchild of Steve Katz, pays tribute to the original name.

Ardie A. Davis

Founder of the Diddy-Wa-Diddy National Barbecue Sauce Contest

2016 Barbecue Hall of Fame Inductee



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OVERVIEW – RULES AND REGULATIONS

If a Contestant does not follow the Rules and Regulations set by the American Royal, their entry may be disqualified. In the event of a default by the Contestant, the Contestant shall forfeit all liquidated damages, the amount paid by him in connection with his application, regardless of whether or not the Royal enters into a further lease of the Contest Entry involved.

COMPETITION RULES & REGULATIONS

Application Acceptance

All participants must register their sauces online through the American Royal website prior to shipping them to the American Royal Complex. Online registration can be found at www.AmericanRoyal.com. All applications are subject to review and acceptance by the American Royal. Decisions made by the American Royal are final and not appealable.

Authorized Agents

All Entries must be commercially available (through wholesale, retail or direct marketing generally available to the public.) Working Universal Product Code MUST be provided (or the regional equivalent) If you have any questions over your products qualifications, please contact the American Royal Barbecue team at bbq@americanroyal.com.

Failure to Submit

In order to have your sauces judged at the World Series of Barbecue® Sauce Contest, your entry must arrive to the American Royal offices by the deadline of Friday, April 23rd, 2021. Entries should be shipped to the following address:

Attn: BBQ Sauce Contest
American Royal Association
1701 American Royal Court,
Kansas City, MO 64102



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Sauce Categories

Competition will be held in the following categories for the “Best Sauce on the Planet”:

1. Mild Tomato
2. Hot Tomato
3. Mustard
4. Vinegar
5. Specialty

A Contestant may enter any number of barbecue sauces and categories, but may only enter each sauce in one category. Each sauce must be submitted into the category that best fits its ingredients. All submissions will be reviewed and the American Royal reserves the right to remove/change an entries category if the reviewing committee deems it incorrect. Contestants will be notified prior to the contest if the committee chooses to change an entries category.

In order to be eligible for the award of “Best Sauce on the Planet” of the American Royal World Series of Barbecue Sauce Contest, a contestant must enter any one of the five categories. The title of “Best Sauce on the Planet” will be awarded to the highest scoring sauce overall, regardless of category.

EVENT INFORMATION

Event Schedule

Friday, April 23rd, 2021	ARRIVAL DEADLINE FOR SUBMISSIONS
Tuesday, May 4th, 2021	33 rd Annual American Royal World Series of Barbecue® Sauce Contest
By 5 PM Friday, May 7th, 2021	Complete results are posted online

**Specific Time or Date Subject to Change*

KCBS

The American Royal is sanctioned by KCBS (Kansas City Barbeque Society). The rules of the American Royal World Series of Barbecue Sauce Contest have been reviewed and approved by KCBS.

All items must be turned in at or before the scheduled turn in time listed. There will be no exceptions to this rule. If sauce is turned in after the scheduled time, it will not be judged and will be removed from the competition.



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Rules for Sauce Submissions

All competitors must read and thoroughly review the rules set forth by the American Royal and KCBS for the competition.

1. ONLY SAUCES will be judged. No bastes, rubs, relishes, pastes, jelly, chutney, or marinades. Product must be labeled and sold retail as a barbecue sauce product.
2. ALL sauces must be commercially produced and available (through wholesale, retail or direct marketing generally available to the public). Working Universal Product Code, or the regional equivalent, must be provided. Sauces without this will be disqualified.
3. Labels MUST conform to all applicable laws and regulations including FDA nutritional information.
4. You may enter as many sauces as you wish as long as each conforms to all rules.
5. Each sauce can only be entered into one category. You may NOT enter the same sauce into more than one category.
6. A minimum weight of 12 ounces is required for judging.
7. ALL items submitted for judging become the property of the American Royal and will not be returned.
8. The American Royal is NOT responsible for any sauces that may become damaged during shipping. If a package arrives damaged and is unable to be judged, you will be notified by the American Royal.
9. Sauces will be judged in the following categories: Tomato Hot, Tomato Mild, Vinegar, Mustard and Specialty. If a category receives fewer than 10 entries, those entries may be moved to the Specialty category.
10. Sauces must be submitted into the category most appropriate when considering listed ingredients. The American Royal reserves the right to re-categorize sauce if the committee feels the ingredients are better suited in a different category. Refunds and/or returns will not be given in the event a sauce is reclassified.
11. The Sauce Contest judging is not a public event. Individuals competing in the Sauce Contest are not allowed to be present while judging is taking place or judge the event.



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JUDGING PROCEDURE

1. There will be five categories; you **MUST** choose the one which best fits your entered sauce. You may **NOT** enter the same sauce into more than one category.
2. Sauces will be poured and assigned a number to assure anonymity and blind judging.
3. Sauces will be judged alone **and** on unseasoned, pulled pork.
4. Sauces will be judged on appearance, texture and taste. Ties will be broken by the taste score; if still tied, they will be broken by the computer score.

SAUCE AWARDS

Results will be posted online in the days following the contest by 5 PM Friday, May 7th, 2021. The winner of “Best Sauce on the Planet” will then be invited to attend the Invitational Awards Ceremony at the American Royal World Series of Barbecue® in the fall.

The following awards will be presented in each of the five categories:

1st Place – \$500 plus Ribbon

2nd Place – \$250 plus Ribbon

3rd Place – \$125 plus Ribbon

BEST SAUCE ON THE PLANET - \$1,000 plus special trophy and a package to the American Royal World Series of Barbecue®. This award will be presented to the sauce with the highest overall score. Ties will be broken by the taste score; if still tied, they will be broken by the computer score

To see award winners online, visit www.americanroyal.com. Click on Events and select Event Results. Award winners will also be listed under the Barbecue Sauce Contest page which can be found under the World Series of Barbecue information page.

Violation of these rules is grounds for disqualification and could result in disqualification in future contests. Interpretation of these rules is the responsibility of the Royal and is not appealable. The Royal reserves the right to prohibit the display of any article that, in its opinion, is not in keeping with the nature and character of the contest, or the American Royal Association.



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Donations

Competitors may donate extra bottles of barbecue sauce to be used to benefit the American Royal educational programs. Donated bottles of sauce should be clearly marked. Donated products may be marketed by the American Royal or its vendors by wholesale, retail or direct marketing to the public.

INSURANCE & LIABILITY

Liability

Companies are liable and responsible for the shipping and packaging of their entries.

Contestant use of American Royal name, logo, branding, etc.

All use of the American Royal name, logo, likeness, and branding of the American Royal World Series of Barbecue® Sauce Contest is the property of the American Royal Association. Any mention of the contest or the American Royal must be approved by the American Royal. For all inquiries please contact our Marketing Department at Marketing@AmericanRoyal.com

Insurance

Neither the American Royal, the city of Kansas City, MO, KCBS, nor the representatives, will be responsible for any injury, loss or damage that may occur to the entries, the judges or guests or property from any cause whatsoever. It is the Contestant's responsibility to protect shipment so that no injury will result to persons or property. The Contestant, upon reading this agreement which is a requirement prior to entering the contest, expressly releases, holds, keeps and saves harmless and indemnifies the forgoing names, organizations and committees and individuals from all claims for such loss, damage, or injury. Contestants are advised to carry insurance to cover any of the above.

Force Majeure

In case of cancellation of the contest or unavailability of the Contest Space for the specified due to war, governmental action or order, act of God, fire, strike, labor disputes, or any other cause beyond the Royal's control, this Agreement shall terminate, and the Contestant shall be entitled to the return of the Entry Fee for the Contest, less the prorated share allocated to the Contest of the expenses incurred by the Royal in connection with the contest. In case of cancellation by the Royal for any other reason, or a change in the place or date of the contest which is unsatisfactory to the Contestant, the Contestant shall be entitled to return of sums paid for the Contest. Refund of the Fees as provided in this section shall be the exclusive remedy of the Contestant against the Royal in case the contest is canceled or rescheduled through war, governmental action or order,



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acts of God, fire, strike, labor disputes, or any other cause beyond the Royal of and from all claims for damage and agrees that the Royal shall have no obligation except the above stated refund.

Successor Interest

This Agreement shall bind the respective parties and their successors in interest.

CHANGES AND AMENDMENTS

The Royal reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by the Royal. The Royal reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the contest with the provision that all Contestants will be advised of any such changes in writing.

Please check back for the most updated version of this document. Updates to the document will be noted for ease of use.

AMERICAN ROYAL WORLD SERIES OF BARBECUE® Sauce Contest