

LICKiNS results from
the 1st NASCAR Race
& KCBS sanctioned
BBQ event

We said it all in 2008 that BBQ events are like NASCAR racing was in the 70's. NASCAR has proved us right! In the first major event since the American Royal in October (the "Superbowl" of BBQ), NASCAR, in its usual "Do it big, do it right" style, sponsored along with KCBS and companies like Clorox, Kingsford Charcoal, KC Masterpiece and many more, the first large competition held at Talladega Superspeedway October 30th to November 1st 2009 (Happy Halloween Racing & BBQ).

"Start your engines" with a contest that over 107 teams showed up for, and put that together with a gigantic sauce contest and more cookers than NASCAR drivers, you have a *major* event! 2009 was the year for BBQ and racing, with a BBQ shootout series at six NASCAR Sprint Cup races.

The biggest event this year so far was Talladega, and how did the Lickins teams and sauces do? Here are the stats from the event:

107 TEAMS	
CHICKEN	#20
PORK RIBS	#19
PULLED PORK	#25
BRISKET	#68
SAUCE	#16
OVERALL	#23

Our team scored 667 against the number one top score of 692, whereas the lowest scores were 499.

In the Sauce Category, the winning score was 176, and Lickins scored an impressive 162, whereas the lowest score was 20.

It is proven again that America LOVES our sauce. **LICKiNS** BBQ is one of the few brands that use the same recipe for these events as that found on your grocery shelf, making it truly a "competition style" sauce that is available to anyone.

We look forward to the 2010 BBQ season, where we will be at area wing-dings, KCBS competitions, store demos, charity events, and hopefully, your back yard.

Here are some of our 2009 winners:

#1 AMERICAN ROYAL VINEGAR MARINADE – Lickins All-Purpose
#1 AMERICAN ROYAL SPECIALTY SAUCE – Lickins Sweet-N-Sassy
#1 AMERICAN ROYAL MUSTARD SAUCE – Lickins Honey Mustard
RESERVE GRAND CHAMPION – SMOKE ON THE RIVER QUINCY, IL
#7 out of 41 teams – Hermann, Missouri BBQ Festival
#16 TALLADEGA – Lickins Sweet-N-Tangy / All-Purpose mix
#2 Wing-Ding Restaurant competition Hannibal, MO
#1 Wing-Ding Restaurant competition Quincy, IL



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