



The Beef Checkoff Program Partners with Sam's Club and the Kansas City Barbeque Society to Launch *The American GrillMaster Experience* – The First-Ever Checkoff-Funded Beef BBQ Demonstration and Educational Tour

Mobile sampling and demonstration tours are fast becoming one of the most effective marketing platforms in America today. Savvy consumers demand to see, try, taste and experience products for themselves before they make purchase decisions. Connecting with consumers through promotional sampling in a fun and exciting environment proves to be one of the best platforms for engaging our target audience, promoting our beef products and driving home our promotional messages that keep beef in the minds and in the shopping carts of our consumers.

In the barbeque and grilling arena, the prestigious **Kansas City Barbeque Society**, and the KCBS-sanctioned barbeque events they sponsor, continue to be the most powerful and most highly-attended barbeque events in the country. While “low and slow” BBQ is the competitive foundation for the KCBS, its larger mission is to advance the entire landscape of BBQ and grilling among all grillers in the U.S. This expansion has led to the development of new and exciting KCBS-sanctioned events and tours which provide the Beef Checkoff excellent opportunities to interact with consumers, provide beef education and stimulate beef purchases. Connecting these BBQ and grilling festivals with a retailer sampling opportunity (complete with cooking demos, recipes and useful consumer information sampling and demonstrations), delivers the highest “return on experience” by turning mobs of loyal grilling fans into beef shoppers.

THE SAM'S CLUB NATIONAL BBQ TOUR

- Grilling competitions are a big business. An emerging trend in retail is the sponsorship of these consumer food festivals that move events from parks and fairgrounds into the parking lots of major retailers. In 2010, **Sam's Club** launched a pilot competitive BBQ program and became the first major retailer to host official KCBS-sanctioned competitive events. The events were extremely popular, and Sam's Club soon became the official supplier of the Kansas City Barbeque Society. From this 2010 pilot program, the Sam's Club National BBQ Tour was born. The inaugural tour kicked off in spring 2011 and has grown to be the largest competitive BBQ series in America, promising over \$400,000 in prize money, the largest prize pool in BBQ history.



THE BEEF CHECKOFF-FUNDED AMERICAN GRILLMASTER EXPERIENCE

- To take advantage of the excellent opportunity provided by the Sam’s Club National BBQ Tour, the Beef Checkoff, in partnership with Trybe Targeting and Bull Outdoor Products, has developed **The American GrillMaster Experience**. This mobile sampling and demonstration platform will be integrated into 18 Sam’s Club locations in 17 states during the BBQ events already scheduled, capitalizing on all the press and media coverage being generated by Sam’s Club’s media team. **The American GrillMaster Experience** provides the Beef Checkoff with a unique opportunity to showcase beef cuts that perform great on the grill at a variety of price points while engaging directly with consumers. These events incorporate beef grilling demonstrations using both charcoal and gas and product samples for consumers to taste. In addition, a “beef team” will be on-hand to pass along recipes, cooking tips and other materials designed to educate and inform the thousands of grill enthusiasts congregating in the parking lots of this major retailer throughout the summer.
- **The American GrillMaster Experience** events take place from June 3 through October 8 at various Sam’s Club locations, capitalizing on the height of grilling season. All two-day events will lead up to the Sam’s Club National BBQ Championship being held in Bentonville, Arkansas on October 15 where winners will be awarded cash prizes. The championship will be one of the largest promotional events in Sam’s Club’s history, and the Beef Checkoff will be on hand to leverage this final BBQ event of the season.

TOUR SCHEDULE

The American GrillMaster Experience will be conducted in conjunction with the Sam’s Club National BBQ Tour during the hours of: **Friday 12 pm to 8 pm; Saturday 10 am to 6 pm.**

Date	Sam’s Club	Address	City	ST
6/3/11 - 6/4/11	6349	9400 Southwestern Ave.	Evergreen Park	IL
6/10/11 - 6/11/11	6419	2401 U.S. 31 S.	Traverse City	MI
6/17/11 - 6/18/11	8255	7050 Watts Rd.	Madison	WI
6/24/11 - 6/25/11	6312	9925 Hudson Rd.	Woodbury	MN
7/1/11 - 7/2/11	4707	8300 W. 135 St.	Overland Park	KS
7/8/11 - 7/9/11	8241	6521 S.E. 29th St.	Midwest City	OK
7/15/11 - 7/16/11	4742	4400 Bryant Irvin Rd.	Fort Worth	TX
7/22/11 - 7/23/11	6256	7475 Winchester Rd.	Memphis	TN
8/5/11 - 8/6/11	4817	5940 Trussville Crossings Blvd.	Birmingham	AL
8/12/11 - 8/13/11	6301	10859 E. Washington St.	Indianapolis	IN
8/19/11 - 8/20/11	6646	150 Cobb Pkwy S.	Marietta	GA
8/26/11 - 8/27/11	6218	7810 W. Colonial Dr. (Ocoee)	Orlando	FL
9/9/11 - 9/10/11	6402	4418 W. Wendover Ave.	Greensboro	NC
9/16/11 - 9/17/11	4710	2444 Chesapeake SQ Ring Rd.	Chesapeake	VA
9/23/11 - 9/24/11	6575	249 Summit Park Dr.	Pittsburgh	PA
9/30/11 - 10/1/11	6428	2950 Horse Bock Rd.	Medford	NY
10/7/11 - 10/8/11	6507	2120 Emporium Dr.	Jackson	TN
10/14/11 - 10/15/11	4969	3500 S.E. Club Blvd.	Bentonville	AR

HOW TO GET INVOLVED

Is there an **American GrillMaster Experience** scheduled to take place at a Sam's Club location in your state? Extending this nationally-funded program is easy, and can be done with little or no cost to you!

- All event operations, logistics and staffing requirements have been coordinated by Trybe Targeting on behalf of the Beef Checkoff. All state beef council partners are encouraged to attend and are also encouraged to provide "Beef Ambassadors" on event days to help promote the checkoff services your state provides. Help "man the tent" to promote, educate and speak with consumers of all ages about the tasty and nutritional benefits of beef during product demonstrations and samplings being conducted throughout the day. Event hours are Fridays, 12 pm to 8 pm; and Saturdays, 10 am to 6 pm. Talking points for each of the four cuts will be provided soon.
- If you are interested in having staff members present at an event, a site coordinator will be provided to you to help with any of the details. Please contact Julie (JB) Bruington at Trybe Targeting at 800.499.2332, ext. 248 or via email at julieb@trybetargeting.com for more details and key information about the event in your area.
- All beef products used for cooking demonstrations and customer sampling have already been provided for so there are no additional costs for those states that choose to participate. In addition, "Confident Cooking" brochures and "I Heart Beef" promotional items will also be provided at all events so state partners will not have to incur these promotional costs. However, state partners are encouraged to bring any additional supporting collateral, membership information, recipes, swag items, etc. that might be beneficial.
- Contact the local media in your state and inform them about the event. This will provide you an opportunity to influence the story from a state beef council perspective and provide information about your association. Sam's Club will also be conducting media outreach in each event area.
- Post information about the event on your state beef council website. Send out an email blast to all your members and leverage social media like Facebook and Twitter to generate even more excitement around **The American GrillMaster Experience**. Partner logos, weblinks and artwork are available to use in your digital and social media outreach. Please contact Penny Nau at 303.850.3392 or via email at pnau@beef.org for more information.

FIND OUT MORE ABOUT THESE EVENTS

The partners involved in the **American GrillMaster Experience** are generating massive energy and excitement around these BBQ events. Millions of impressions have already been generated by Sam's Club outreach, reinforcing the popularity of these events. In fact, over 1,000,000 impressions were garnered within 24 hours of the initial press release announcing the tour, revealing the enormous interest of Sam's Club's loyal club members and consumers everywhere. Check out the links below:

[Sacramento News Coverage of the Sam's Club National BBQ Tour](#)

[Sam's Club Press Release 3-16-11](#)

[Sample of Regional e-blast Promotions](#)

FIND OUT MORE ABOUT OUR PARTNERS

The Kansas City Barbeque Society (The KCBS) / www.kcbs.us

- The KCBS is the leading association and organization in the BBQ and Grilling world. With over 5,000 sanctioned competitive BBQ'ers, having sanctioned over 20,000 judges in its rich 25-year history, with more than 14,000 members, with more than 1 million unique visitors annually to its website, reaching more than 10 million people live each year at its 350 sanctioned independent BBQ competitions, supporting partners which include; Sam's Club, Clorox, Tyson's and others, driving more than \$250 million in annual economic outflow to and through communities in all 50 states. The KCBS's mission to advance "America's Cuisine" as well done.

Bull Outdoor Products – “Changing the way you barbecue” / www.bullbbq.com

- Bull Outdoor Products Inc. started in the Barbecue Island business over 15 years ago. Since that time Bull reached widespread prominence in the grilling industry, with over 900 dealers and distributors throughout the United States and Canada. Of the many reasons for the company's success is that they have thoroughly researched the grill industry to bring to the consumer products that are second to none. They manufacture their outdoor products to the highest degree of integrity and their award-winning grills are designed, engineered and master crafted with the finest materials available. All of the grills are CSA Gas Certified.

Sam's Club National BBQ Tour / www.samsclub.com/bbq

- The Sam's Club National BBQ Tour works as a bracketed competitive series with leading point winners rolling up from local competitions to regional championships and then the top 50 winning a spot to compete for \$100,000 at the Sam's Club National BBQ Championship in Bentonville, Arkansas – the home of Walmart and Sam's Club. Keeping those numbers in mind, independent sanctioned KCBS competitions average 50 teams. In less than 48 hours the 600 spots were filled for the inaugural Sam's Club National BBQ Tour. This series will forever change the sport and worlds of BBQ and grilling.

Trybe Targeting, a Division of MMA Creative / www.trybetargeting.com

- MMA Creative is the exclusive agency of record for the Kansas City Barbeque Society. Under MMA's leadership these past five years, the KCBS, and the entire BBQ and grilling industry has grown significantly, and official KCBS membership has tripled. Trybe Targeting is the division within MMA exclusively focused exclusively on executing all active food and enthusiast industries. Its premier events, including national tours, sanctioned events, and college football activations, reach more than 15 million passionate consumers each year. Trybe Targeting owns and operates The American GrillMaster Experience.

