

**April 10, 2008**

## **So You Think You Cook A Mean Hamburger?**

*You aint seen nothin' yet!*

25 teams of professional barbecuers from all over Western Canada and the US will gather at this years EAT! Vancouver, The Everything Food + Cooking Festival at BC Place Stadium on the weekend of May 23-25 to glorify that great North American pillar of culinary delight; the hamburger.

Yes, the lowly hamburger is being resurrected and hyped at EAT! Vancouver's Canadian Festival of BBQ Competition as the 'choice of barbecuers worldwide' through a special new category; The Ultimate Backyard BBQ Burger. Sponsored by Canadian Club BBQ Sauce, the burger entries by these world-class bbq cooks will all feature the sauce's unique flavour ranging from mild to overwhelming.

As curious as visitors are likely to be to see the perfect hamburger, an alternative protein rarely seen in this part of Canada, musk ox is likely to make them jump up and down to get a better look at the bbq teams as they struggle to come up with just the right recipe to bbq musk ox provided by Kitikmeot Foods from far away Nunavut.

Cooking a new, previously rarely known meat, musk ox and designing the perfect hamburger is all in a hard day and night's work for the bbq teams. Yet these are only the optional categories in their quest for glory and prizes from local organizers and bbq fans. After staying up all night tending to the barbecuing of their mandatory entries in beef brisket, pork butt, pork ribs and chicken, the winning team will receive an official invitation to enter the holy grail of bbq championships; the Kansas City Royal. Oh, and did I forget over \$6,000 in cash prizes?

But what about the bbq equipment? Weber Barbecues, the sponsor of the Canadian Festival of BBQ Competition are on the EAT! Vancouver show floor with all the latest in backyard barbecue gear. 'We are here not only to showcase our products but to demonstrate and educate visitors in the art of grilling.' Says Theresa Stahl, Public Relations Director – Canada, Weber-Stephen Products Co.

EAT! Vancouver, The Everything Food + Cooking Festival takes place at BC Place Stadium on the weekend of May 23-25, 2008. For more information visit the festival website: [www.eat-vancouver.com](http://www.eat-vancouver.com)

- 30 -

**For more information, pictures or interviews please contact us at:**  
[info@eat-vancouver.com](mailto:info@eat-vancouver.com)

