

JACK DANIEL

DISTILLERY



LEM MOTLOW, PROPRIETOR

WHISKEY AS OUR FATHERS MADE IT



GOLD MEDALS AWARDED AT
ST. LOUIS, 1904
LIEGE, BELGIUM, 1905
GHENT, BELGIUM, 1913
ANGLO AMERICAN EXPOSITION, LONDON, 1914
CERTIFICATE OF THE INSTITUTE
OF HYGIENE, LONDON, 1915
STAR OF EXCELLENCE, BRUSSELS, 1954
AMSTERDAM, 1981

POST OFFICE Box 8027
LYNCHBURG, TENNESSEE
37352

*The Oldest Registered Distillery in the United States
Established in 1866*

TO: Grand Champion Barbecue Teams
FROM: Debbie Christian
RE: 22nd Annual Jack Daniel's World Championship Invitational Barbecue
DATE: August 16, 2010

CONGRATULATIONS on your successful barbecue year!!

We are excited that your team has qualified for the draw to determine who will receive an invitation to the 22nd Annual Jack Daniel's World Championship Invitational Barbecue to be held in Lynchburg, Tennessee, on October 23, 2010. (You are also receiving this letter if your team has already qualified for "The Jack" as an automatic entry, however you still must return your entry form to us as confirmation of your intent to compete.)

Enclosed are an entry form, the qualifying criteria, procedures for the draw, and information about ancillary categories. ***To be placed in the draw or to receive an invitation, we must receive your entry form by noon, Wednesday, September 1, 2010.***

This year the draw will be held in the Lynchburg Room located in the Jack Daniel Visitor Center at 1:00 p.m. (central time) on Friday, September 3rd. If you plan to attend the draw, please meet at the Jack Daniel's Visitor Center at 12:30 p.m. The final list of teams will be emailed immediately to the Kansas City Barbeque Society and to the BBQ Forum for posting. The letters of invitation, our Rules & Regulations, and other pertinent information will be mailed by September 10, 2010, and teams whose names were not drawn will be notified via a letter also mailed on that date.

We sincerely appreciate your efforts and your support and look forward to welcoming many of you to Lynchburg in October. If you have any questions, give Judy or me a call at 931-759-6930 or 931-759-6332.

Kindest regards and *good luck to all.*

Debbie Christian



Enclosures

Placed in the National Register of Historic Places by the U.S. Government

YOUR FRIENDS AT JACK DANIEL'S REMIND YOU TO DRINK RESPONSIBLY

PLEASE VISIT US AT WWW.JACKDANIELS.COM OR DROP US A LINE AT JACK.DANIELS@LYNCHBURG.JACKDANIELS.COM
TENNESSEE WHISKEY 40-47% ALCOHOL BY VOLUME (80-94 PROOF). DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY, LEM MOTLOW, PROPRIETOR, LYNCHBURG (POP. 361), TENNESSEE
USING RECYCLED PAPER IS GOOD TASTE

22nd Annual Jack Daniel's World Championship Invitational Barbecue
October 22-23, 2010
Lynchburg, Tennessee

The *Jack Daniel's World Championship Invitational Barbecue* is a competition like none other in the world.

- It is solely **“by invitation only”** with U.S. competitors limited by the criteria below. Grand Champions from the previous year's Jack Daniel's Invitational, the American Royal Open Competition, the annual Memphis in May and Houston Livestock & Barbecue competitions receive automatic entries.
- There is no entry fee for the competitors.
- Invitations are sent only to the “Grand Champion” of qualifying contests; no “pass downs” are allowed.
- **Every** U.S. team invited must *earn* its way to Lynchburg and into “The Jack.”
- International teams are encouraged to compete but may not include members who are U.S. citizens unless their primary residence is in the country they represent.

Criteria Retroactive to September 1, 2009:

- The *Jack Daniel's World Championship Invitational Barbecue* is for **Professional teams only**.
- To receive an invitation, teams must cook in the categories of pork, chicken, and beef to be considered that contest's grand champion. In a KCBS-sanctioned competition, teams must cook the required four categories.
- If a contest is the **only** contest in a state, it should have a minimum of 15 competing teams.
- **First-year contests** that have a “state championship” proclamation from the governor of the state in which the contest is held should have a minimum of 15 competing teams. After the first year, a contest will be considered an “established” contest.
- **Established contests** that have a “state championship” proclamation should have a minimum of 25 competing teams.
- **Contests with a minimum of 50 competing teams** are qualifiers and do not require a “state championship” proclamation.
- **Any U.S.-based team winning a competition in another country will have its name placed in the draw in the chief cook's home state.**

Any request for an exception to the above criteria must be sent in writing to:

Debbie Christian, Jack Daniel's Barbecue, 160 Craig Street, Lynchburg, TN 37352

FYI:

- After a team has competed at “The Jack” nine times, the tenth year they win a qualifying competition, they will be invited without going through any draws.
- Any team that wins seven qualifying competitions within the current barbecue season (September 1 – August 31) – *we're the Old No. 7 Brand, right!* – will be invited without going through any draws.

It is the team's responsibility to provide Debbie Christian with the appropriate information (i.e. dates competed at “The Jack” or “grand championships” won that year).

Please call Debbie at 931.759.6332 or via email at Debbie_Christian@jackdaniels.com with any questions or Judy Heslar at 931.759.6930 or via email at barbecue@jackdaniels.com

22nd Annual Jack Daniel's World Championship Invitational Barbecue

Saturday, October 23, 2010

TEAM ENTRY FORM (U.S.)

**Please fill out this form COMPLETELY and PRINT LEGIBLY
making sure your team name is spelled exactly as you want it printed in the program**

Team Name: _____

Chief Cook: _____

Phone: _____ Cell Phone: _____

Mailing Address: _____

City, State, Zip _____

E-mail Address: _____

Please provide an email address if possible in case pertinent information needs to be communicated quickly

CATEGORY SELECTION

MEAT CATEGORIES: A team must enter all four (4) to be eligible for the Grand Championship.

Pork Ribs Pork Butt/Shoulder Beef Brisket Chicken (white and dark meat)

OPTIONAL CATEGORIES: *Please check the categories you will enter.*

Points in optional categories do not count toward our Grand Championship, however cash prizes are awarded.

Jack Daniel's Sauce Desserts "Cook's Choice"

_____ Yes, if selected, we will participate in the "*I Know Jack ... about grillin'!*" contest on Friday

_____ Yes, we want to be judged for the "Happiest Home in the Hollow."

SAMPLES:

_____ Yes, we will give our surplus meats to the public.

Teams that participate must meet Tennessee Dept. of Health regulations. The regulations will be sent to teams who indicate their intent and Jack Daniel's will cover the cost of the one-day license.

CONTESTS WON:

Please list the contests (including the state) your team has won this barbecue season (9-1-09 through 8-31-10)

<input type="checkbox"/> My team won at least 7 contests this season "Old No. 7"
<input type="checkbox"/> My team has been at "The Jack" 9 years and we qualify for 2010

Circle the years your team has participated in the Jack Daniel's World Championship Invitational Barbecue

1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

22nd Annual Jack Daniel's World Championship Invitational Barbecue

Draw for "The Jack"

Because "The Jack" is a promotion for the Jack Daniel's Tennessee Whiskey brand, we want to have every state that has a qualifying contest or every state that has a "Grand Champion" residing in that state to be included in our competition.

The final list of teams begins with:

- (1) Grand Champions of the following competitions:
 - *20th Annual Jack Daniel's World Championship Invitational Barbecue*
 - 2008 American Royal Open Competition
 - 2009 Houston Livestock Show & Rodeo Barbecue
 - 2009 Memphis in May Championship and
- (2) Teams winning a competition that is the only qualifier in a state.

Next:

- (3) For the remaining states that have more than one qualifying contest, team names will go into state draws one time for every contest they have won in each state – i.e. two wins in Tennessee will get your name in the Tennessee draw two times. (State draws will be conducted randomly.)
- (4) If any team is the only "Grand Champion" from its home state and it has not been selected via a state draw, that team will be invited to represent its state. Home state is determined by the address of the chief cook.
- (5) If there are numerous Grand Champions from any state and none of their names have been drawn, all Grand Champions from that state will go into a draw to determine who represents their home state.
- (6) After all draws are completed, remaining teams will have one last chance in our "**Wild Card**" draw. Each team's name will be placed in the "wild card" draw one time and one last team will be invited.)

NOTE: As the draw progresses from state to state, additional teams may make the list by "default." For example: If TN has seven teams in its draw, GA has three, VT has two, and CA has four, and Team A has wins in all four states and its name is pulled in the TN draw, the team whose name remains in the draw for VT would, by "default," represent VT. *Clear as mud?* Feel free to give us a call if you have any questions.

GOOD LUCK TO ALL!!

22nd Annual Jack Daniel's World Championship Invitational Barbecue

Instructions for Optional Categories:

"I Know Jack ... about grillin'!": This contest will be held on Friday afternoon. Five teams will be selected to participate via a drawing at the cook's meeting. Teams will be provided with a gas grill, a "mystery" box of ingredients – including a meat – and will have approximately one hour of cooking time to prepare the meat, a side dish, and an appetizer. Before the cooking actually begins, each team may return to their site to select one additional ingredient and spices as needed to complement their entry. Complete rules will be given immediately preceding the contest. This is a "winner-take-all" contest, with the winning team receiving \$1,000. Teams should indicate their wish to be in the draw for this contest on their entry form.

"Jack Daniel's Sauce": Each team may enter one (1) sauce only. Sauces must contain Jack Daniel's Tennessee Whiskey, which will be provided to the teams. A container to hold approximately 8 ounces of sauce will also be provided. Trophies and cash awards will be given for 1st through 5th places and 6th through 10th places will receive an honorable mention ribbon.

"Cook's Choice": This category is for U.S. teams only. Teams may cook any meat (although not as cooked for the invitational contest) and may include a side dish at the team's discretion. All garnishes, decorations, and presentation containers are acceptable as long as the origin of the team is not obvious and entries must be concealed from the judges as they are delivered to the turn-in area. First place in this category receives \$500, 2nd place receives \$250, and 3rd place receives \$100. Size of the presentation is limited to 18" x 18" and must be easily transported by one person.

"Home Cookin' from the Homeland": This category is for international teams only, and rules and awards are the same as for "Cook's Choice." Jack Daniel's will supply the meat for the international teams if the meat request is included on their entry form. Size limitation for the presentation is 46cm x 46cm.

"Happiest Home in the Hollow": Teams are encouraged to decorate their sites to indicate their state or country origins. Additional points for this award will be given to teams who include evidence of "Mr. Jack's" presence in their site. Two teams – one U.S. and one international – will each be given a trophy and a cash award of \$500.