

VIA E-MAIL TRANSMISSION
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July 25, 2011

Debbie Christian
Invitational Barbecue Coordinator
Jack Daniel's World Championship Invitational Barbecue
160 Craig Street
Lynchburg, TN 37352

RE: Request for Exception to Qualifying Criteria for 2011 23rd Annual Jack Daniel's World Championship Invitational Barbecue – Slap Yo Daddy BBQ, Diamond Bar, California

Dear Debbie:

Thank you for your prompt response to our pre-qualification request. Based on the 2011 Jack Daniels Qualifying Criteria (Attachment 1), I am respectfully appealing the decision that our 2010 Grand Championship awarded at the BBQ At The Bypass competition in Langley, British Columbia, Canada, was not officially credited towards our seven (7) Grand Championships. The exclusion of this Canadian event would prevent us from qualifying for the automatic invitation to the 2011 Jack Daniels Invitational Barbecue. Therefore, we are requesting your assistance via filing this formal appeal, based on the fact that this "United States only competition" was a new rule that was implemented after we were awarded the grand championship at the BBQ At The Bypass. Specifically, we request to be grandfathered under the August 2010 rules as the new 2011 rules were not released to us prior to cooking the Canadian contest in September 2010.

Our Slap Yo Daddy BBQ team based out of Diamond Bar, California, has accumulated seven (7) Grand Championships in qualifying competitions since September last year. Five of our wins were sanctioned by the Kansas City BBQ Society (KCBS) and two (2) were sanctioned by the Pacific NorthWest BBQ Association (PNWBA).

On July 18, 2011, I provided proper notification, in writing, to Ms. Judy Heslar regarding our wins which were subsequently validated and officially acknowledged and deemed acceptable by Ms. Dawn Endrijaitis of the KCBS and Mr. Derrick Williams of the PNWBA. The seven wins were as follows:

1. BBQ at the Bypass in Langley, BC, Canada (PNWBA) on 9/17/2010 - Results on pnwba.com website.
2. Lancaster, CA, Duelling BBQ Championship (KCBS) on 10/9/2010 - results at <http://kcbs.us/events.php?year=&month=&id=2129>
3. 1st Annual Starr Pass BBQ, Tucson, AZ (KCBS) on 10/29/2010 - results at <http://kcbs.us/events.php?year=&month=&id=2428>

4. Morgan Hill Cookoff, Morgan Hill, CA (KCBS) on 5/7/2011 - results at <http://kcbs.us/events.php?year=&month=&id=2751>
5. Stockon Way Out West BBQ, Stockton, CA (PNWBA) on 5/21/2011 - Results on pnwba.com website.
6. Smoke in the Oak, Penn Valley, CA (KCBS) on 6/4/2011 - result at <http://kcbs.us/events.php?year=&month=&id=2813>
7. Holbrook Ace in the Hole, AZ (KCBS) on 7/9/2011 - results at <http://kcbs.us/events.php?year=&month=&id=2957>

On July 21, 2011, Ms. Heslar informed us that our win in Canada was to be excluded due to the venue being outside the United States (see Attachment 2). She further referenced the 2011 Qualifying Criteria (please review Attachment 1) which indicated that all seven (7) wins must be within the United States. Therefore, our win in Langley, Canada, would not be credited despite it being a PNWBA-sanctioned qualifying contest.

Per last year's qualifying criteria dated August 16, 2010, (please review Attachment 3), there was no stipulation that the wins must be in the United States. The word "US" was inserted in the 2011 version (see highlighted area below).

2010 Qualifying Criteria

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.

2011 Qualifying Criteria

Any team that wins seven qualifying **US** competitions within the current barbecue season (September 1, 2010 – 12:00 (Noon) August 29, 2011) – ***we're the Old No. 7 Brand, right!*** – will be invited without going through any draws.

After we received the 2010 rules dated August 16, 2010, we won the Canada contest on September 19, 2010, about one (1) month later.

The Properties information in the Word file which Ms. Heslar sent indicated that the new 2011 rules were created by Ms. Tana Shupe of Brown Forman on November 5, 2010, a month and a half after we won the Canada contest (please review Attachment 4), and this rule revision was not released to us until July 21, 2011.

Therefore, this retroactive revision changes the criteria of entry ***ex post facto*** to the 2011 23rd annual Jack Daniel's World Championship Invitational.

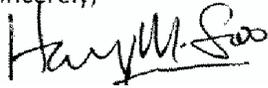
Our team has competed in good faith and followed all rules based on the August 2010 Jack rules in our possession which allowed for any qualifying contest to count towards the automatic invitation. Had the 2011 rules been released to us before we cooked the September 2010 Canada contest, we would have modified our competition schedule accordingly.

When we began our quest to compete for the Jack in 2008, we learned from your correspondence and brochures that the spirit of the Jack was for a team to earn the right to cook there. We would like to submit that fourteen (14) wins over the past two qualifying years

has demonstrated that Slap Yo Daddy BBQ, just like any other team with qualifying wins, has earned the right to compete in the World Championship in Lynchburg this October.

Therefore, I am respectfully appealing your ruling to exclude our Canadian win. Specifically, I request to be grandfathered under the August 2010 rules as the new 2011 rules were not released to us prior to cooking the Canadian contest in September 2010.

Sincerely,



Harry Soo
Pitmaster, Slap Yo Daddy BBQ
email: harsoo@yahoo.com
909-973-0334

Cc:

Paul Varga
Chief Executive Officer Brown Forman
email: Brown-Forman@b-f.com

Matthew E. Hamel
General Counsel Brown Forman
850 Dixie Highway
Louisville, Kentucky 40210
email: Brown-Forman@b-f.com

Ralph de Chabert
Chief Diversity Officer Brown Forman
email: diversity@b-f.com

Steve May
Director Lynchburg Homeplace Brown Forman
email: Steve_May@b-f.com

Judy Heslar
Jack Daniels
Email: barbecue@jackdaniels.com

Dawn Endrijaitis
Kansas City BBQ Society
email: dendrijaitis@kcbs.us

Derrick Williams
Pacific NorthWest BBQ Association
email: derrick5555@msn.com

Attachment 1 – Criteria for qualifying for Jack 2011

23rd Annual Jack Daniel's World Championship Invitational Barbecue

October 21 - 22, 2011

Lynchburg, Tennessee

The *Jack Daniel's World Championship Invitational Barbecue* is a competition like no other in the world.

- It is solely “by invitation only” with U.S. competitors limited by the criteria below.

Criteria Retroactive to September 1, 2009:

- **The *Jack Daniel's World Championship Invitational Barbecue* is for Professional teams only.**
- 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.
- 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 (pork, chicken, ribs, and beef) to be considered the contest's “Grand Champion”.
- If a contest is the **only** contest in a state, it should have a proclamation and a minimum of 15 competing teams.
- **First-year contests** that have a proclamation from the governor of the state, recognizing the contest as an official “state championship” 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 proclamation.
- **Teams must consist of the chief cook who won the contest/s that qualified his/her team for the competition and its members must regularly cook on that team.**
- **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:

- 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.
- 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 US competitions within the current barbecue season (September 1, 2010 – 12:00 (Noon) August 29, 2011) – ***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). If incorrect information is provided regarding contest wins, team will be disqualified.

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 judy_heslar@jackdaniels.com

Attachment 2 – July 21, 2011, email from Judy Heslar in response to pre-validation request

From: "Heslar, Judy" <Judy_Heslar@b-f.com>
To: "harsoo@yahoo.com" <harsoo@yahoo.com>
Cc: "Christian, Deborah" <Debbie_Christian@b-f.com>; Dawn (KCBS) Endrijaitis <dendrijaitis@kcbs.us>; DERRICK (PNWBA) WILLIAMS <derrick5555@msn.com>
Sent: Thu, July 21, 2011 10:30:45 AM
Subject: 7 Wins

Hello Harry,

I am so sorry to have to tell you that your win in CANADA does not qualify for your seven (7) wins. Per our Criteria all seven (7) wins must be in the US. (I've attached a copy of our Criteria). Your Canadian win will get your team name placed in the draw in the chief cook's home state.

There is still time for another US win and I wish you the very best of luck!

Regards,
Judy

Judy Heslar * *Jack Daniel's World Championship Invitational Barbecue* * 160 Craig Street,
Lynchburg, TN 37352 * **PH** - 931-759-6930 **FAX** - 931-759-6931

Hey Judy:

Here is the information on contests we won which needs to be verified. I've copied KCBS and PNWBA also in case you need more information.

Thank you very much.

Harry

1. BBQ at the Bypass in Langley, BC, Canada (PNWBA) on 9/17/2010 - Results on pnwba.com website. I've attached a scan of my results.
2. Lancaster, CA, Duelling BBQ Championship (KCBS) on 10/9/2010 - results at <http://kcbs.us/events.php?year=&month=&id=2129>
3. 1st Annual Starr Pass BBQ, Tucson, AZ (KCBS) on 10/29/2010 - results at <http://kcbs.us/events.php?year=&month=&id=2428>
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5. Stockon Way Out West BBQ, Stockton, CA (PNWBA) on 5/21/2011 - Results on pnwba.com website. Scan of results attached
6. Smoke in the Oak, Penn Valley, CA (KCBS) on 6/4/2011 - result at <http://kcbs.us/events.php?year=&month=&id=2813>
7. Holbrook Ace in the Hole, AZ (KCBS) on 7/9/2011 - results at <http://kcbs.us/events.php?year=&month=&id=2957> (first year contest)

Attachment 3 – Criteria for qualifying for Jack 2010

JACK DANIEL

DISTILLERY

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



LEM MOTLOW, PROPRIETOR

*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.
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FYI:

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- 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

Attachment 4 – Date and Author of Microsoft Word file Criteria for qualifying for Jack 2011

