



NEWS RELEASE

# Kingsford® Charcoal Cooks Up a Plan to Find America's Hottest Pitmasters

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LEADING CHARCOAL  
MANUFACTURER TEAMS WITH  
KANSAS CITY BARBEQUE SOCIETY  
TO AWARD AMERICA'S TOP  
COMPETITION BARBECUE TEAMS

OAKLAND, Calif. (February 23, 2010) - The makers of Kingsford® charcoal have teamed with the Kansas City Barbecue Society (KCBS) to develop the Kingsford® Points Chase - a cumulative point-based system based on KCBS competitions across the Kansas City circuit. The Kingsford® Points Chase system will allocate points to winning teams from 18 KCBS-sanctioned events during the core competition barbecue season - April through October - and tally teams' cumulative points to determine which will receive \$25,000 and be crowned the Kingsford® Points Chase Grand Champion\*.

The KCBS is the world's largest organization of barbecue and grilling enthusiasts with more than 11,000 global members and 300 sanctioned contests from coast-to-coast throughout America, which is why the leading charcoal brand selected this non-profit organization as a partner. To participate in the Kingsford® Points Chase, barbecue teams must first be enrolled in one of the 18 designated KCBS sanctioned regional events included in the Kingsford® Points Chase series - starting in Springfield, Mo., and culminating in Kansas City, Mo. Then, teams must register online at [www.KCBS.us/kingsfordpoints](http://www.KCBS.us/kingsfordpoints) anytime beginning March 1 through September 30, 2010. Teams that pledge to use Kingsford® charcoal briquets as their main fuel source during competition cooking for at least

two food categories during either of the designated regional events are also eligible to win additional cash prizes. Top teams have been competing with Kingsford® charcoal for years, including 10-time World Barbecue Champion Chris Lilly and his Big Bob Gibson Bar-B-Q team, which has won all of its titles competing over the quality coals. In fact, Lilly was one of the initial organizers of one of the events on the Kingsford® Points Chase schedule - the Riverfest State Championship BBQ Cook-Off & Musical Extravaganza in his hometown of Decatur, Ala.

"The barbecue community is abuzz with the news of the Kingsford® Points Chase - they can't wait to prove that they're the best of the best and go after that cash prize," said pitmaster and cookbook author, Chris Lilly. "I'm just happy that a brand I believe in is getting so involved with the competition circuit. After all, I've been competing with Kingsford® charcoal from day one - it's always given me the solid burn I need for overnight cooks, and allows me to bring the smoky flavors from the competition to my own backyard."

The Kingsford® Points Chase point system will be based on the KCBS barbecue competition rules and judging processes already in place at each individual event. KCBS participants and winners in each the overall and food categories (pork, chicken, ribs, and brisket) will be allocated anywhere from 1 to 80 points depending on their finishing placement throughout the 18 regional events. In addition to points, KCBS first place winning teams in the overall category at each regional event who use Kingsford charcoal during cooking in at least two food categories will each receive \$1,000. The team with the highest cumulative point total following the conclusion of the biggest event of the year (American Royal in Kansas City, Mo.) will be determined the Kingsford® Points Chase Grand Champion and awarded \$25,000.

"The world of competition barbecue is ever growing, and Kingsford® charcoal has had a presence on the circuit for a long time - whether the top teams are using the charcoal or we're sponsoring big events, like the American Royal," said Nick Meyer, marketing manager for Kingsford. "This year, we're taking our involvement to the next level with a point system that will help reward the best of the best, all while keeping competitions fun."

Team scores will be tallied after each regional event in the Kingsford® Points Chase schedule, and posted on the KCBS website and on the Kingsford page on Facebook®, along with information on winners, including hometown, favorite recipe, grilling tips and photos. For more information about the Kingsford® Points Chase, including a complete schedule of events and official rules, please visit [www.KCBS.us/kingsfordrules](http://www.KCBS.us/kingsfordrules), or check-out [www.Facebook.com/KingsfordCharcoal](http://www.Facebook.com/KingsfordCharcoal). Check back frequently to find out who the point leader is once the competition gets underway in April.

## The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2009 revenues of \$5.5 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its

namesake bleach and cleaning products; Green Works® natural cleaners; Armor All® and STP® auto-care products; Fresh Step® and Scoop Away® cat litter; Kingsford® charcoal; Hidden Valley® and K C Masterpiece® dressings and sauces; Brita® water-filtration systems; Glad® bags, wraps and containers; and Burt's Bees® natural personal care products. With approximately 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$77 million to nonprofit organizations, schools and colleges. In fiscal 2009 alone, the foundation awarded \$3.6 million in cash grants, and Clorox made product donations valued at \$7.8 million. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

## The Kingsford Products Company, LLC

The Kingsford Products Company, LLC is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. With 8,300 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries.

\*PRIOR OWNERSHIP AND/OR PURCHASE AND USE OF A KINGSFORD® CHARCOAL BRIQUET PRODUCT IS REQUIRED TO PARTICIPATE IN THIS CONTEST (EXCEPT FOR RESIDENTS/PARTICIPANTS IN AZ, CO, CT, MD, NJ, ND, TN, VT). NO ADDITIONAL PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. Open to Legal adult residents of the 50 United States and D.C. who are competitors in the KCBS 2010 Tour, 18 years or older. Contest pre-registration starts on March 1, 2010. Enter Contest by: September 30, 2010 at 11:59 p.m. EST. To enter visit [www.kcbs.us/kingsfordpoints](http://www.kcbs.us/kingsfordpoints) and for Official Rules and prize descriptions, visit [www.kcbs.us/kingsfordrules](http://www.kcbs.us/kingsfordrules). Void where prohibited.

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