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**MEDIA
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September 2012

GRILLING & TAILGATING



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3 TAILGATING
FACTS

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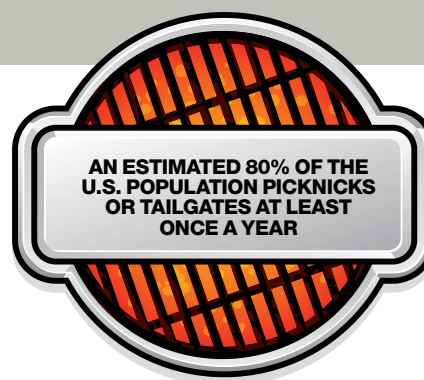
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CHALLENGES

What do the Boy Scouts and successful tailgaters have in common? The Motto of **“Be Prepared.”**



Tailgating 101

When tailgating, one becomes very excited about the opportunity to have fun with friends and embark on experiences that will be repeated over and over again and in the end develop lifelong relationships.

Tailgating can also become a disaster if you are not prepared and organized. You can spend tons of your hard earned money, do all the work yourself, and at the end of the day your fun became a job. Like any event when tailgating you must be prepared. Here are 10 recommendations or tips to consider when planning your tailgate:

1. Have a tailgate team that works well together and shares the same passion. A successful tailgate requires a team of tailgaters working together to make sure everything is taken care of.
2. Set a budget: This is very important. Set a budget for everything you need including supplies, tickets, gas, parking, everything. Make sure everyone on the team respects the budget.
3. Set a menu you are comfortable with. The menu should be based off a head count for each tailgate your team will tailgate with as well as what your team knows how to prepare.
4. Know your equipment: make sure all team members know how to set up, use, tear down, and store

all your equipment.

5. Communication: do not wait until the day before to organize the next event. Stay proactive with your team and plan accordingly. Do not leave anything to chance.
6. Share evenly the responsibility of all aspects of the tailgate. Each team member should be responsible for some aspect of the tailgate. Move the responsibility around from week to week to ensure everyone is doing something different each week. For example: Have a different team member each week be responsible for the menu.
7. First aid: Make sure all team members know all the basics of first aid including CPR. Have a

solid first aid kit with you for all tailgates.

8. Be responsible: Do not go to jail!
9. Be courteous to everyone around you at your tailgate.
10. THE MOST IMPORTANT IS HAVE FUN!

In tailgating half the fun is preparation so do not assume anything. Being prepared is the most important aspect of a successful tailgate.

RANDY DYE
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WE RECOMMEND



Green grilling
Today's tailgaters are fans of sustainable choices

PAGE 6

MEDIA PLANET

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RECIPES

**BBQ Sauce Lovers Grilled
BBQ Chicken Mini Pizzas**

- 1 package thin crust pizza dough (the kind you buy in the refrigerated section- look for the THIN CRUST)
- 2 bottles BBQ sauce (poured into bowls for spooning on pizza/ brushing onions)
- 1 vidalia onion, sliced to medium thickness, about 1/4"
- 2 cups gouda, colby jack or american cheese, shredded (I've also heard that goat cheese or chevre are very tasty)
- 1lb package chicken cutlets

Preheat a gas grill to medium heat. Oil the grates with canola oil and make sure they are well coated so the chicken and then the pizza dough does not stick.

Marinate the chicken cutlets in BBQ sauce for 15 minutes in advance (if time permits) and grill on 350-400 degrees/medium heat until internal temp reaches 165 degrees, baste with additional BBQ sauce for extra flavor. Grill the onions, glazing them in bbq sauce, until they begin to get crispy. Remove Chicken and tent under foil. After they have rested, slice them into pieces. In the meantime, dust the cutting board with flour or cornmeal so the dough does not stick. Roll the pizza dough



Robyn Lindars
Grillgrrrl.com

out into one gigantic square (which is usually the size of a medium/large cutting board). Next, take your dough and cut it into 10-12 squares with kitchen shears.

Place the pieces on a well oiled grate on medium heat. Cook for 3-4 minutes or until char-marks have formed. Turn the heat down to medium (on charcoal, close the vents) and flip the pizza pieces. Now start adding toppings. Spoon a generous amount of BBQ sauce, cheese, sliced chicken and onion pieces each mini pizza. Close the lid and let the cheese melt into the toppings, about 3-4 minutes. Once the cheese has melted, remove the pizzas and serve immediately.

**Easy and Awesome Marinade**

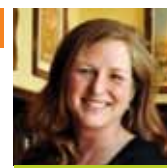
- 1/3 cup olive oil
- 1/3 cup soy sauce
- 1/4 cup honey
- 2 tablespoons red wine vinegar
- 2 cloves garlic, minced
- 1/2 teaspoon ground black pepper

Combine all of the marinade ingredients. Place meat and marinade into a large freezer bag and work the marinade around the meat so it is well coated. Seal the bag and place in a bowl so it doesn't leak in your fridge. Marinate chilled for 2 hours to overnight.

We call this one: MAN DIP

- 1 roll Premium Pork Mild Country
- 1 8 oz package cream cheese
- 1 jar salsa (we use mild)
- chipotle chiles (to taste)

Brown sausage over medium heat (we brown it until it's very well done and crispy). Drain. Add cream cheese and salsa to the sausage and cook on low-medium heat until all are melted and blended together. Add chipotle chiles to taste (we usually do a generous spoonful). Serve with tortilla chips or baked pita chips!



Elise Bauer
Simplyrecipes.com




Brett Martin
Mamalovesherbargains.com



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INSPIRATION



Can I get a re-rack? The Michael Jordan of pong

There's nothing casual about a game of pong for Thomas Reap. While some play purely for the fun, Reap scores big bucks for his pong prowess at major matches such as the World Pong Tour and World Series.

Reap's six-foot, six-inch frame, dead aim shots and quirky method of distracting competition earned him respect as one of the best in the world — not to mention prize awards as high as \$50,000 for tournaments. He's a YouTube sensa-

tion, has appeared on The Tonight Show with Jay Leno and been mentioned in Maxim Magazine.

Reap, who had always been athletic playing in football and basketball, first discovered pong in college where he'd play in pick up games. "I'd make \$1,000 here and \$1,000 there and I decided to host my own tournaments," said Reap, a 25-year-old entrepreneur who is the chief executive officer of Virginibeerpong.com. "I love having 200 people cheering and

screaming around me. I love the excitement and thrill," added the now pro player who once made 20 shots in a row in the game which involves pitching ping pong balls into cups.

He's bringing that same enthusiasm for what he sees as the evolution of pong in the form of Basket-Pong, a hybrid of basketball and pong. The goal is similar, but players shoot into cups affixed to a backboard similar to basketball.

"This is perfect for tailgating

and what's great is that anybody can play, but there's also opportunity to take the game to the next step," said Reap. He's incorporating Basket-Pong into his traditional pong tournaments and plans for a World Series of Basket-Pong. "I like to be able to take what I love and add another aspect to it," Reap said of what he's sees as the growing sport of Basket-Pong.

FAYE BROOKMAN

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NEWS

GREEN GRILLING

A tailgater's contribution to the sports greening movement

Dressed to match their team's finest, grillers across the country sear and flip their way through millions of burgers and hot dogs at sports tailgates every year. While grilling remains the heart of the best tailgates, as the sports greening movement grows, greener tailgating is the next big innovation. More leagues, teams and venues are making healthier, more sustainable choices and are encouraging tailgating fans to do the same.

Some teams (e.g. Philadelphia Eagles) provide recycling bags to tailgaters, and some leagues (e.g. National Hockey League) collect recyclables from tailgating parties. Many teams and leagues are also educating

fans about the importance of choosing more sustainable food, composting leftover food and reducing waste.

If following the lead of sports icons isn't motivation enough, worries about costs, cholesterol, contaminated meat, dwindling sea life and the future of America's ecosystems also make a greener approach to tailgating worthwhile.

Here are some tactics of greener grilling:

1. Add fruit and vegetables to the mix:

What's not to love about grilling more kinds of food? Grilling offers tempting options for vegetables—whether it's searing thick-cut portobellos or skewering bite-sized chunks of onion and green pepper. Of course, there's also

traditional grilled corn. Add lime juice or chili powder to balance the natural sweetness.

2. Choose sustainably-produced meat (including chicken and fish): Look for products marked with the USDA Organic seal. That label ensures the meat is held to a higher standard. And by buying it you'll be supporting farmers who raise healthier animals.

3. Use propane to avoid burning food: Use propane instead of charcoal because it provides better control and evenness of heat over the grill's surface—and that means less burnt food and, more importantly for your health, less undercooked food.

4. Store leftovers (in reusable containers) for later to reduce food waste: The environmental cost of wasted food is staggering: 25 percent of all freshwater and 4 percent of all oil consumed in this country are used to produce food that is never eaten.

5. Bring reusable serveware and containers and cloth napkins to cut waste: Don't forget to collect recyclables and compost in separate bags.

ALICE HENLY,
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Derrick Riches, bbq.about.com

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Meathead, Amazingribs.com





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NEWS

Top 5 NASCAR tailgating parties



Bristol Motor Speedway

If you're a racing fan or just love to tailgate, Bristol Motor Speedway is the place to be. It's one of the best races of the year, you can hang out in the parking lot all day before the event, and the fans are as friendly as it gets.

Lowes Motor Speedway

These fans in Charlotte know their stuff and they party hard. Add a long Memorial Day weekend into the mix and you've got a recipe for tailgating heaven.

Talladega Superspeedway

Though Talladega may conjure imagery of Will Ferrell's portrayal of Ricky Bobby, there's a whole lot more happening deep in the heart of Alabama than that. Boasting the longest track on the circuit, Talladega literally has parties for miles.

Indianapolis Motor Speedway

An absolute legend in both racing and partying. Now that the torch has passed from the Indy 500 to the Brickyard 400, you've got the perfect party storm.

Dover Downs

We weren't sure whether or not to include this on the list, but if you see a naked man playing a banjo while pouring beer on himself in the middle of the night... well, I guess you get the nod.

DON'T MISS!

➔ Though NASCAR's green flags represent the beginning of a race, this pillar of the race track can symbolize much more. Austin Dillon—the No. 3 driver of the American Ethanol Team—was recently asked by ESPN what goes through his mind as he approaches the green flag at the beginning of a race. Dillon, a highly touted up-and-comer with NAS-

CAR lineage dating to his grandfather, explains "I just think about hitting my shifts and making up as much ground as possible. I envision hitting the first shift and starting the day off well." These days the green flag represents not only the opening of the race, but a new beginning of sustainability for NASCAR.



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INSIGHT

New Mexican spice rubbed pork
tenderloin with Bourbon-Ancho sauce

DON'T MISS



→ APEROL SPRITZ (3-2-1)

Three parts prosecco
Two parts Aperol
One part soda water
chilled and topped with
an orange slice

New Mexican rub

- 3 tablespoons ancho chile powder
- 2 tablespoons light brown sugar
- 1 tablespoon pasilla chile powder
- 2 teaspoons chile de arbol powder
- 2 teaspoons ground cinnamon
- 2 teaspoons allspice
- 1 teaspoon kosher salt
- 2 tablespoons of olive oil
- 2 pounds pork tenderloin

1. Preheat the oven to 400° F

2. Stir together the ancho powder, brown sugar, pasilla powder, chile de arbol powder, cinnamon, all spice and 1 teaspoon salt in a small bowl

3. Heat the oil in a medium ovenproof sauté pan over high heat. Season the pork with salt on both sides, then dredge in the spice rub and tap off any excess. Place the pork in the pan and sear on all sides until golden brown, about 8-10 minutes

4. Transfer the pan to the oven and roast the pork to medium, 8-10 minutes

5. Remove the pork from the oven and let rest for five minutes. Slice into one-inch-thick pieces.

Ladle some of the bourbon-ancho sauce into the center of each of the four large plates and top with three slices of pork. Spoon more sauce on top and garnish with freshly chopped chives. Serves: 4

Bourbon-Ancho sauce

- 2 tablespoons olive oil
- 1 medium red onion, finely chopped
- 2 cups plus 2 tablespoons bourbon
- 3 ancho chiles, soaked, seeded, stems removed and pureed
- 5 cups Enriched Chicken Stock or low-sodium chicken broth
- 1 cup apple juice concentrate, thawed
- 8 black peppercorns
- 1/4 cup light brown sugar
- Kosher salt

1. Heat olive oil in a medium saucepan over high heat. Add the onions and cook until soft about 3-4 minutes.

2. Add the 2 cups of bourbon, bring to boil and cook until reduced to a few tablespoons about 5-6 minutes.

3. Add the ancho puree, stock, apple juice concentrate,

peppercorns and brown sugar and cook, stirring occasionally, until reduced by half, 15-20 minutes.

4. Strain through a fine-mesh strainer, return the mixture to pan, and reduce over high heat to sauce consistency, 10-15

minutes.

5. Add the 2 tablespoons bourbon, cook for 2 minutes and season with salt. This can be made up to one day ahead and refrigerated. Reheat before serving.

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- 2 Long table: whether for games, food, or both this is a must.
- 3 Grillin' tools: you can't serve up your favorites without these.
- 4 Cleanup supplies: these venues are going green and you should too.
- 5 Cups, plates, utensils OH MY!
- 6 Ice/cooler: there's nothing worse than a warm beer.
- 7 Games: meet your tailgating neighbors and challenge them to a fun activity.
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