



# 2024 MEDIA KIT

EVENT BENEFITS USO Metro, BIG BROTHERS BIG SISTERS AND CAPITAL AREA FOOD BANK

**Visit us online: [www.BBQDC.com](http://www.BBQDC.com)**

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**Saturday, June 22: 11am - 9pm | Sunday, June 23: 11am - 7pm**  
**Historic Pennsylvania Ave, between 3rd & 7th Streets, Washington, D.C.**  
**Tickets: Adults \$20 | Children 12 & Under Free**



Visit us online: [www.BBQDC.com](http://www.BBQDC.com)



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# AMERICA'S FOOD AND MUSIC FESTIVAL

The **32nd Annual Giant® National Capital Barbecue Battle** returns to Washington for a weekend of epic entertainment, an unparalleled collection of BBQ products and sampling, and heated battles amongst the most renown pitmasters in the country.

This year, District residents and attendees from around the world can enjoy America's favorite food and music festival like never before. **Historic Pennsylvania Avenue** will transform into the **BBQ capital of the world**, offering festival-goers the unique opportunity to experience several sanctioned competitions between famed BBQ legends, including the: Roseda Best Beef Contest, Giant America's Best Sauce Contest, Impossible Foods BBQ Championship, Perdue Sizzlin' Chicken Contest, National Turkey Federation Turkey Smoke Contest, Bachan's Chef's Choice BBQ Contest, Smithfield BBQ Rib Championship, National Pork BBQ Championship, and the USO Military Chef Cook-off. Additional competitions include the: Nathan's Famous Hot Dog Eating Contest, Cornhole Tournament, Pepsi Future Chef Recipe Contest, Mumbo Sauce Contest, and the Pepsi Taste More Summer Sweepstakes.

Your taste buds are the winner at this year's festival, with a plethora of offerings from the biggest names in BBQ and beyond. Attendees can enjoy over a 100 free food, drink and product samples at the: **Taste of Giant Sampling Pavilion, Giant World of Flavors, Giant Taste of Summer Tent, Giant Sweets Street, Alliance Smoke Show, Restaurant Row, Giant Corks to Caps Tasting Tent, Budweiser Beverage Garden, Pepsi Refreshment Zone**, and so much more! With thousands of options to sip and savor - and BBQ from some of the world's greatest pitmasters for sale - this year's festival is hog heaven for BBQ-obsessed and casual tasters alike.

Entertainment reigns supreme at the Giant National Capital Barbecue Battle, where BBQ convenes with music, art, sports, and more! Festival-goers can find their groove during a full weekend of live music at the **Pepsi Lay's DC Go-Go Stage, the Pepsi Taste More Summer Stage, and the Monster Energy 80's Block Party**: featuring nonstop lineups of rock, reggae, Go-Go, R&B, and world music bands from near and far. Other attractions include the: Art to Go-Go Village, Monumental Sports Zone, BMX Bike and Skateboard Stunt Shows, cooking demonstrations with celebrity chefs and cookbook authors. Attendees can also enjoy family-friendly kids activities, the Planters NUTmobile, the Oscar Mayer Wienermobile, our Comcast Technology Zone, and activations by AARP, DC Water, State Farm, and others.

At the center of our taste buds is BBQ - but at the center of the festival is community. The Giant BBQ Battle celebrates our unity and inclusiveness through raising millions of dollars for District charities over the years - including the USO, Big Brothers Big Sisters, and the Capital Area Food Bank.

The **32nd Annual Giant National Capital Barbecue Battle** will take place on **Saturday, June 22nd from 11am to 9pm and Sunday, June 23rd from 11am to 7pm on historic Pennsylvania Avenue between 3rd and 7th Streets NW in Washington, D.C.** Bring friends, family, and food enthusiasts to enjoy America's one-of-a-kind, weekend-long food and music festival. For more information or to purchase tickets for one of the top events of the summer, visit **[www.BBQDC.com](http://www.BBQDC.com)** and follow us on Instagram, Facebook, and X (Twitter).



# ABOUT THE BATTLE



From humble beginnings at RFK Stadium's parking lot in August 1993, the **Giant National Capital Barbecue Battle** has grown to one of the largest and most unique food and music festivals in the country - offering the chance to experience an unrivaled collection of sanctioned competitions amongst the most celebrated pitmasters in a truly iconic setting.

Teams from California to Maine camp on Pennsylvania Ave to compete across multiple contests for bragging rights, cash prizes, trophies, and ultimately - the title of Giant National BBQ Champion. TV legends, celebrity chefs, and famous pitmasters compete alongside mom-and-pop teams in numerous battles - including the famed Kansas City Barbeque Society-sanctioned Giant National BBQ Championship.

Other sanctioned competitions include the: Roseda Best Beef Contest, Giant America's Best Sauce Contest, Impossible Foods BBQ Championship, Perdue Sizzlin' Chicken Contest, National Turkey Federation Turkey Smoke Contest, Bachan's Chef's Choice BBQ Contest, Smithfield BBQ Rib Championship, National Pork BBQ Championship, and the USO Military Chef Cook-off.





# A FEAST FOR THE SENSES

Simply put, there are too many free food and product samples to try (over 100 from your favorite brands)! Areas throughout the event site - including the fan-favorite **Taste of Giant Sampling Pavilion, Giant World of Flavors, Giant Taste of Summer Tent, Giant Sweets Street, Giant Corks to Caps, Alliance Smoke Show, This is Home, Budweiser Beverage Gardens, Pepsi Refreshment Zone, and Restaurant Row** - offer a seemingly infinite variety of samples, specials, and for-purchase meals showcasing the best of the world of BBQ and beyond.

Local favorites will share their tasty expertise with the world, including: Ben's Chili Bowl, Ledo Pizza, Bayside Bull, Smokecraft Modern Barbecue, Dyvine BBQ in Motion, The Tender Rib, DCity Smokehouse, Good Googly Goo BBQ, JD's House of Bacon, Egg Rollerz, The Shuck Shack, Bacon on a Stick, and MGM Roast Beef.

Take a stroll down Pennsylvania Ave to size up the weekend's competition and judge for yourself.

## Who will be named the Giant National BBQ Champion?

Watch the battle unfold as the nation's greatest pitmasters compete - putting their passion, expertise, and unique techniques to the ultimate test.

It's not just delicious - it's paving a path forward. While you're having fun at the event, you're also helping to raise funds for worthy non-profit organizations. The **Giant® National Capital BBQ Battle** is a major fundraiser, having raised millions of dollars for DC-area charities throughout its rich history. This year's event will once again benefit impactful organizations of Washington: the **USO, Big Brothers Big Sisters, and the Capital Area Food Bank**.

**Everyone's invited to the barbecue!**



# SANCTIONED CONTESTS



The **Giant® National Capital Barbecue Battle** hosts one of the nation's premiere BBQ competitions, convening some of the most revered and renowned pitmasters in heated battle across several categories for over \$45K in cash and prizes, and the title of Giant National BBQ Champion.

## This year's Sanctioned National BBQ Championship Categories include:



**The National Pork BBQ Championship**  
Presented by the National Pork Board  
You'll feel the heat as contenders go hog wild in the ultimate pork battle.



**Perdue Sizzlin' Chicken Contest**  
Presented by Perdue  
Chicken champions will peck their way to poultry perfection in this delicious cookoff.



**Roseda Best Beef Contest**  
Presented by Roseda Farms, sanctioned by the Steak Cookoff Association  
Contestants will try and steak their claim to fame as the best in beef!



**Smithfield BBQ Rib Championship**  
Presented by Smithfield  
Do you carry a torch for St. Louis style pork ribs? Then this is the competition to watch.



**Impossible Foods BBQ Championship**  
Presented by Impossible Foods  
Meatless marvels go for gold in a plant-powered showdown of innovation and mastery.



**USO Military Chef Cook-off**  
Presented by the National Pork Board  
It's a salute to flavor as chefs representing each branch of the armed forces face off. Fan judged!



**Bachan's Chef's Choice BBQ Contest**  
Presented by Bachan's  
Our pitmasters get to choose what they want to cook in this creative event. Yes, chef!



**National Turkey Federation Turkey Smoke Contest**  
Presented by National Turkey Federation  
Gobble up the excitement as these masters try and smoke out the competition.



# JUST-FOR-FUN CONTESTS



## TASTE MORE SUMMER SWEEPSTAKES

Enter for a chance to win an epic summer experience with Pepsi, Marriott & Giant BBQ Battle!

You could win a trip to the **Giant® BBQ Battle** and receive one entry into the Passport to Summer Sweepstakes for a chance to win a grand prize trip to the Bahamas!



**Nathan's Famous Hot Dog Eating Contest**  
Stomach-stretching athletes try to become as famous as the iconic franks they devour.



**Cornhole Tournament**  
Holy-moly-triple-cornholo! Cheer on your favorite players in this toss-tacular showdown.



**Pepsi Future Chef Recipe Contest**  
Cheer on GenBBQ as these rising stars put most adults to shame with their culinary skills.



**Mumbo Sauce Contest**  
Contestants let talent flow for the best Mumbo - a Washington DC staple.



# ART TO GO-GO VILLAGE



## Art to Go-Go

### Washington DC's Official Arts & Culture District established in Historic Anacostia

Art speaks to our way of life and the galvanized creative economy that continues to organically grow in DC communities. Go-Go speaks to Our City's Culture – It is part of DC's Cultural Plan. Go-Go is growth together, family, a call that requires a response, our customs, social institutions, achievements, our energy, our power, all of our arts And Mayor Muriel Bowser signed the Go-Go Music of the District of Columbia Designation Act of 2019 to make Go-Go the official music of Washington, DC.

#### Experiences:

- Spoken Word to Go-Go Annual Championship Finals on the Pepsi Lay's DC Go-Go Stage
- Art to Go-Go Lounge
- Artist Den
- MLK Library
- The Dap Project
- Mumbo Sauce Competition
- Live Artists Painting
- Go-Go Story Captures





# BBQ SUMMER GAMES XXXII

Everywhere you turn at the **BBQ Summer Games XXXII** there is something more exciting, more spectacular, more out of this world! Got a need for speed? Join the Bike to the Battle presented by DC Bike Ride and Events DC on Saturday, June 22nd and utilize our free bike valet parking.

Shoot your shot in the Monumental Sports Zone with the Mystics Hoops Bus! Need some backyard game entertainment while you're snacking on some delicious barbecue? Cheer on your favorite players in the Cornhole Tournament. There's plenty of fun for the entire family!





# PEPSI LAY'S DC GO-GO STAGE



## SATURDAY, JUNE 22ND

- 12:00 PM POCK3T  
1:00 PM THE CRANK CRUSADERS W/ RAHEEM DEVAUGHN  
2:30 PM OPENING CEREMONY  
3:00 PM SPOKEN WORD TO GO-GO FINALS  
4:30 PM BE'LA DONA  
6:00 PM DETERMINED 2 CRANK FEATURING GARVEY  
7:45 PM EU FEATURING SUGAR BEAR



## SUNDAY, JUNE 23RD

- 12:00 PM MATURE CLIENTELE BAND  
1:30 PM SOUL SEARCHERS  
2:45 PM DUPONT BRASS  
4:15 PM BLACK ALLEY  
5:45 PM THE CHUCK BROWN BAND





# PEPSI TASTE MORE SUMMER STAGE



## SATURDAY, JUNE 22ND

- 11:15 AM MARIACHI IMPERIO
- 12:30 PM TINA TURNER & DIANA ROSS CELEBRATION SHOW
- 1:30 PM I&I RIDDIM
- 3:00 PM NATHAN'S FAMOUS HOT DOG EATING CONTEST
- 4:30 PM JIMMIE'S CHICKEN SHACK
- 6:15 PM JUICE
- 7:45 PM WHITE FORD BRONCO

## SUNDAY, JUNE 23RD

- 11:30 AM BAD INFLUENCE
- 12:45 PM TINA TURNER AND DIANA ROSS CELEBRATION SHOW
- 1:30 PM IMAGE BAND
- 2:45 PM DR. BACON
- 4:30 PM THE REAGAN YEARS
- 6:15 PM AWARD CEREMONIES



# MONSTER ENERGY 80'S BLOCK PARTY & DJ STAGE

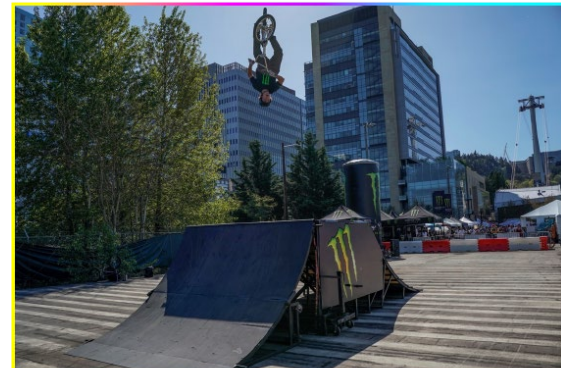


## SATURDAY, JUNE 22ND

11:30 AM BMX BIKE & SKATEBOARD STUNT  
1:00 PM BMX BIKE & SKATEBOARD STUNT  
2:30 PM BMX BIKE & SKATEBOARD STUNT  
4:00 PM BMX BIKE & SKATEBOARD STUNT  
5:30 PM BMX BIKE & SKATEBOARD STUNT  
7:00 PM BMX BIKE & SKATEBOARD STUNT

## SUNDAY, JUNE 23RD

11:30 AM BMX BIKE & SKATEBOARD STUNT  
1:00 PM BMX BIKE & SKATEBOARD STUNT  
2:30 PM BMX BIKE & SKATEBOARD STUNT  
4:00 PM BMX BIKE & SKATEBOARD STUNT  
5:45 PM BMX BIKE & SKATEBOARD STUNT





# GIANT FRESH IDEAS COOKING DEMO STAGE



## SATURDAY, JUNE 22ND

12:00-12:30 PM	CAPITAL CITY MAMBO SAUCE
12:45-1:15 PM	TAJIN
1:30-2:00 PM	CHEF SPIKE MENDELSON
2:15-2:45 PM	AEROFARMS MICROGREENS
3:00-3:30 PM	GRACE KENNEDY
3:45-4:15 PM	CABAL CHORIZO
4:30-5:00 PM	NATURAS
5:30-6:00 PM	PRO-START – CHEF SHANEL



## SUNDAY, JUNE 23RD

12:00-12:30 PM	CHEF HUDA
12:45-1:15 PM	MEXICAN CULTURAL INSTITUTE
1:30-2:00 PM	CHEF SPIKE MENDELSON
2:15-2:45 PM	WALKERSWOOD
3:00-3:30 PM	SMOKECRAFT MODERN BARBECUE OWNER/PITMASTER ANDREW DARNEILLE
3:45-4:15 PM	CHEF ROCK HARPER
4:30-5:00 PM	DYVINE BBQ OWNER DERRICK WOOD



# LIBATION STATIONS

Visit the **Giant Corks to Caps** Tasting Tent to please your taste buds with a wide variety of beverages from premiere brewers, winemakers, and distillers around the world. Kick back at the Budweiser Beverage Gardens and quench your thirst at the Pepsi Refreshment Zone with some of your favorite PepsiCo beverages. All weekend we'll be running on island time at the Tiki Hut Village so don't forget to stop by!



**ABSOLUT**  
*Country of Sweden*  
**VODKA**



  
**Budweiser**



**FRANCISCAN**  
ESTATE



**GOOSE  
ISLAND**  
BEER CO.



**Hoop Tea**  
Spiked Iced Tea



  
**STELLA ROSA**

**VIBE**  
BY  
VENDANGE



*Michelob*  
**ULTRA**  
SUPERIOR LIGHT BEER



**NÜTRL**  
Vodka.Seltzer. Real Juice.



**PURE  
LEAF**  
REAL BREWED TEA

THE MOCKTAIL CLUB

**Tostitos**



# EVENT PHOTOS , VIDEOS & GRAPHICS



[Click here to see more Event Photos, Videos & Graphics](#)



# PRESS RELEASES & STORY ANGLES



FOR THE PEOPLE WHO SERVE.™



## USO Military Chef Cook Off

It's a salute to flavor as chefs representing each branch of the armed forces face off. USO officials are readily available for interviews.

## Pepsi Future Chef Recipe Contest

Cheer on GenBBQ as these rising culinary stars show off their talents and put most adults to shame with their skills. Contestants are readily available for interviews.

## Father/Daughter KCBS Judging Duo

Stacy and John are a KCBS certified father-daughter judging duo from Falls Church, Virginia and BBQ is their grill-iant thing to do together. While they have very different tastes, their love for barbecue is very much in common! Stacy and John are readily available for interviews.

## **Bike to the Battle**

On June 22nd, bikers will gear up and pedal their way to the ultimate celebration – the **Giant® BBQ Battle!** In conjunction with Streets Calling Bike Club, DC Bike Ride, and WABA, the inaugural Bike to the Battle, presented by Events DC, will be a roughly 10-mile journey through the heart of the city, culminating in a mouthwatering extravaganza at the Giant BBQ Battle on Pennsylvania Avenue. Bikers and event organizers are readily available for interviews.



# OUR PARTNERS



# WE'LL SEE YOU AT THE BBQ!



EMERSON STREET  
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