



Contact: Pamela Johnson
Pork Information Bureau
515-223-3528
PJohnson@pork.org

Rachel Lukawski
Weber Shandwick
312-988-2371
rlukawski@webershandwick.com

**Dr. BBQ and The Other White Meat[®]
Help Sports Fans Tackle Tailgating
Football Lovers Can Score Great-Tasting Meals in Minutes
and a Chance to Win a Trip to the 2009 Fiesta Bowl**

DES MOINES, Iowa (August 25, 2008) – It’s that time of year when sports fans across the country gather, either at home in front of the big-screen or outside of stadiums, to celebrate the gridiron battles of the season. The biggest play of the game? What to eat! From the parking lot to the kitchen, football and food are a winning team says tailgating expert and chef Ray Lampe (a.k.a Dr. BBQ). As he launches *The NFL Gameday Cookbook* (Chronicle Books, August 2008), Lampe is partnering with the National Pork Board to coach kitchen quarterbacks on how to create the ultimate football feast.

“For fans of all ages, tailgating is a long-held tradition where the menu’s starting line-up can create a winning experience, whether your favorite team wins or not,” said Lampe. “By picking a versatile and great-tasting ‘pro’-tein like pork, you’ll be sure to wow your party crowd with a delicious, simple dish that is sure to thrill.”

Pork is the top pick for a majority of tailgate playbooks. According to a recent survey¹ by the National Pork Board, 42 percent of sports fanatics throw pork (sausages, ribs, tenderloin or shoulder) on the grill for tailgate celebrations more often than other meats.

Score a Tailgating Touchdown

According to the recent survey findings, 83 percent of sports fans said that bold and spicy recipes are the biggest crowd pleasers at their tailgate parties. To add a “kick” to your game day dishes, Lampe suggests throwing flavorful twists onto tailgating staples. For example, add excitement to pork chops with sweet and fruity flavors like coconut and pineapple juice. Pre-made marinades and spice rubs are another simple and quick strategy for seasoning spare ribs.

¹ Online Omnibus survey conducted of 1,000 men and women 18+ who participate or have participated in tailgating festivities, conducted by Impulse Group on behalf of the National Pork Board; June. 2008

Pork's versatility makes it ideal for any tailgating festivity; from backyard to pro, Lampe has several recipes to fit the bill:

- **Ray's Spicy Spare Ribs** will satisfy any famished fan with bold flavors! It combines pork ribs, a traditional tailgate food, with powerhouse ingredients like hot sauce, barbecue sauce and apple juice for a spicy, succulent dish that will give your taste buds a thrill!
- Warm up the season with **Ray's Tropical Pork Chop Sandwiches!** Create an island-inspired blitz by marinating your chops with pineapple juice, coconut milk, key lime juice and guava paste. If you're looking for a lean and mean dish, include healthful ingredients like pork tenderloin, which is as lean as a skinless chicken breast.
- There's no better teammate to pork than Maple syrup – and this **Maple Pork on a Maple Plank** is sure to win MVP! A marinade of Maple syrup, dry mustard and cayenne pepper is sure to spice up your traditional pork tenderloin and the smoky flavor infused from the plank will give it that extra cozy taste of a great comfort food.
- **Kick-off Kabobs** will start your game-day party with a first down. Approximately 60 percent of sports fans said that their tailgating recipes must be quick and easy on game-day. Whether your team is six or 20 people, you can feed your squad in just 30 minutes with these pork kabobs.

Win a Trip to the Fiesta Bowl

Armchair quarterbacks everywhere can enter the "Team Pork Fiesta Bowl Sweepstakes" for a chance to win two tickets to the 2009 Fiesta Bowl in Glendale, Ariz. and a VIP tailgate party with the parking-lot chef himself, Ray Lampe. It's easy to enter *this* draft – visit TheOtherWhiteMeat.com to complete an online entry form. One lucky national winner will be chosen in December.

Visitors can find complete rules and information on how to win the sweepstakes on TheOtherWhiteMeat.com, as well as dozens of game-day recipes including those from Lampe, and tips to make their next tailgate tops!

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