

BARLEY & SMOKE

ALL PROCEEDS TO KIDS CANCER CARE



CALLING ALL NYC

FOOD ESTABLISHMENTS

CALLING ALL RESTAURANTS & MICRO BREWERIES



"What an honour as the competition was fierce! We cannot wait to participate again next year's fundraiser for cancer research!"

Best Ribs Winner 2019
Prairie Dog Brewing & BBQ



Best Beer 2021
Prairie Dog Brewing & BBQ



"We did it!!!!!!
What an absolutely incredible event!!
We're already looking forward to defending our title next year!"

Best Ribs Winner 2021
Tool Shed Brewing Company



Best Slider Winner 2019
Jane Bond BBQ



"The real winner is the Kids Cancer Foundation of Alberta. It's such a nightmare scenario to have to go through cancer."

Best Beer 2019
Banded Peak Brewery



Best Hand-Held 2021
Cluck 'n Cleaver

CALLING ALL RESTAURANTS & MICRO BREWERIES

We are looking for participants to compete in this year's Grillin' for a Cure event in the following categories: **HAND-HELD, RIBS, SKEWER, BEER AND CIDER**

SKEWERS

This category is any food that is grilled or contained on a wooden stick and is a new entry for 2022.

We are hoping for this food category to fill the different dietary needs of attendees such as gluten free, keto, halal or even vegetarian.

Corn dogs, Shish Kebabs, Tandoori chicken, Ukrainian Patychky, Dakkochi (korean grilled chicken skewers), grilled chicken Souvlaki, grilled mushroom skewers, jerk shrimp or how about some vegetarian options like Mexican Street Corn or rainbow grilled veggies.

BEER

What distinguishes Barley & Smoke from other festivals is that it is features 100% local craft breweries.

Any type of beer is welcome and past entries include all types of ales like amber, blonde and pale, pas and Gose and more...

This is the most popular category.

HAND-HELD

As long as it is held in someone's hand, it is considered a hand held!

Previous entries include pulled pork sliders, Nashville North pizza, southern fried chicken sandwich, bbq brisket slider, roman pizza pocket, scallop and pork belly slider, Cubano sandwich, indian spiced Indian Kathi roll just to name a few.

The category is welcome to include tacos, quesadillas, wraps, bite-sized subs, donairs, samosas, vada pav and much more.

RIBS

This category is dedicated solely to all types of ribs with past entries like brined and smoked baby back ribs, beef Kalbi style ribs, St. Louis style pork ribs and memphis style pork ribs.

*Cider will not be in the pairings but we are looking for cider participants because we love it and to provide gluten free options.

**GROW YOUR DIGITAL SHARE OF VOICE BY LEVERAGING
COMBINED REACH ACROSS SEVERAL PARTICIPATING SOCIAL MEDIA CHANNELS**



A LARGE NETWORKING OPPORTUNITY

With over 1000 in attendance with many top brass and professionals from Calgary's finance, home building, construction and interior design sectors.



A LARGE NETWORKING OPPORTUNITY

The Barley & Smoke event was attended from some of Calgary's leading social media influencers covering a range of topics from foodies, city life, and family matters.



sarah.sociables
17.7k followers



happilyheath
10.1k followers



acheatdayeveryday
10.7k followers

thejessicajanzen
45.2k followers



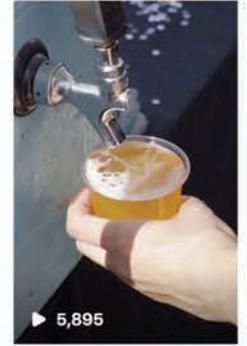
yycfoodjunkie
43.7k followers



eat_more_barbecue
4,570 followers



GUARANTEED PERMANENT IG REEL



ASSOCIATE YOUR BUSINESS WITH A GOOD CAUSE

Kids Cancer Care programs are uniquely designed to meet the needs of the whole family at each stage of the cancer journey, from diagnosis through treatment and beyond.



BARLEY & SMOKE TEAMS kids can't wait

THE BREW
SCARED RABBIT PALE ALE
 For a good time, you need a good brew. We've brewed up a pale ale with a hoppy kick and a citrusy finish. It's the perfect brew for a sunny day at the ballpark.

THE FOOD
YYC ALE & SCARED RABBIT SMOKED BBQ RIBS
 YYC Ale & Scared Rabbit Smoked BBQ Ribs are a perfect match. The ale's citrusy finish complements the ribs' smoky flavor.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
PRAIRIE LANDS LAGER
 Brewed in the heart of the Prairie Provinces, this lager is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
2019 BEST RIBS
 Our 2019 Best Ribs are a true taste of the West. They're slow-cooked to perfection and served with a tangy sauce.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
RING POP DDH HAZY IPA
 Ring Pop DDH Hazy IPA is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
ROMAN PIZZA POCKET
 Our Roman Pizza Pockets are a true taste of the West. They're filled with pepperoni and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
A HAZY SHADE NEPA
 A Hazy Shade NEPA is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
ALBERTA ROUND BRISKET SANDWICH
 Our Alberta Round Brisket Sandwich is a true taste of the West. It's filled with tender brisket and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
SHOW PONY AUSSIE PALE
 Show Pony Aussie Pale is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
KALBI STYLE SHORT RIBS
 Our Kalbi Style Short Ribs are a true taste of the West. They're slow-cooked to perfection and served with a tangy sauce.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
GRUNT WORK
 Grunt Work is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
JRRR BBQ PULLED PORK SLIDER
 Our JRRR BBQ Pulled Pork Slider is a true taste of the West. It's filled with tender pulled pork and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
CABIN SUPER SATURATION
 Cabin Super Saturation is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
CUBANO SANDWICH WITH SUPER SATURATION MUSTARD
 Our Cubano Sandwich with Super Saturation Mustard is a true taste of the West. It's filled with tender pork and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
PINK DOOR PIZZA PINEAPPLE BLONDE ALE
 Pink Door Pizza Pineapple Blonde Ale is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
NASHVILLE NORTH
 Our Nashville North is a true taste of the West. It's filled with tender pork and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
LEFT MY WALLET IN EL SEGUNDO
 Left My Wallet in El Segundo is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
KATHI ROLL
 Our Kathi Roll is a true taste of the West. It's filled with tender pork and melted cheese.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
RED RAGE
 Red Rage is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
NOTORIOUS P.I.G. MEMPHIS RIBS
 Our Notorious P.I.G. Memphis Ribs are a true taste of the West. They're slow-cooked to perfection and served with a tangy sauce.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
SUMMIT SEEKER IPA
 Summit Seeker IPA is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
SCALLOP AND PORK BELLY
 Our Scallop and Pork Belly is a true taste of the West. It's filled with tender scallops and pork belly.

BARLEY & SMOKE TEAMS kids can't wait

THE BREW
PAPA BEAR PRAIRIE ALE
 Papa Bear Prairie Ale is a true taste of the West. It's a crisp, clean beer with a hint of maltiness.

THE FOOD
KARAGE CHICKEN SANDWICH
 Our Karage Chicken Sandwich is a true taste of the West. It's filled with tender chicken and melted cheese.

**ABOUT SPOKESKID
AMANDA**

When Amanda was two, she was diagnosed with MDS (myelodysplastic syndrome) and AML (acute myeloid leukemia). She spent the next five months in the hospital, undergoing total body irradiation and a bone marrow transplant. A couple of years later, in 2008, Amanda was ready to start pre-school when she relapsed. This time, she had only a 30 per cent chance of survival.



While Amanda has been cancer-free for years, her list of treatment-related side effects is endless. With only 70 per cent lung capacity, cataracts, artificial lenses, extremely brittle bones along with dental implants and reconstructive jaw surgery in the future, Amanda is looking at a lifetime of medical issues. She will need to see specialists multiple times a year for the rest of her life.

None of this stops Amanda. She is an active participant in our PEER exercise program, which helps her to manage some of the treatment-related side effects. Amanda is also developing leadership skills through the Teen Leadership Program, organizing fundraising events and volunteering at local non-profits. **A 2022 Kids Cancer Care spokeskid, Amanda also represents the foundation at fundraising and awareness events across southern Alberta.**

**IF YOU'RE STILL IN DOUBT ABOUT WHETHER YOU NEED TO START
A CAUSE-RELATED MARKETING CAMPAIGN, CONSIDER THESE HARD FACTS:**

84%

of consumers say they don't mind or like being asked to donate at checkout;

76%

of young people have bought or would consider buying from a brand to show support for the charities they partner with;

88%

of employees prefer working for a company with a strong purpose;

62%

of customers want companies to take a stand on relevant issues like sustainability or social injustice;

71%

of consumers are ready to pay more if some of the proceeds go to charity.

50%

of consumers are attracted to brands that support and act upon social or environmental causes;

55%

of consumers believe that brands play a more important role than our governments in creating a better future;

*According to various different consumer marketing research surveys.



THANK YOU
FOR CONSIDERING THIS EVENT IN YOUR
SUMMER CALENDAR.

BARLEY & SMOKE • GRILLIN' FOR A CURE 2022 | SATURDAY AUGUST 27, 2022 | FROM 4 PM - 9 PM | ENMAX PARK

T 403 723 4100 | INFO@BARLEYSMOKE.CA | FOLLOW US

