

BARLEY & SMOKE

ALL PROCEEDS TO KIDS CANCER CARE



CALLING ALL YYC

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



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 Hand-Held 2021
Cluck 'n Cleaver

Best Beer 2019
Banded Peak Brewery

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, Dakkoichi (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



acheatdayeveryday
10.7k followers



happilyheath
10.1k followers



yycfoodjunkie
43.7k followers

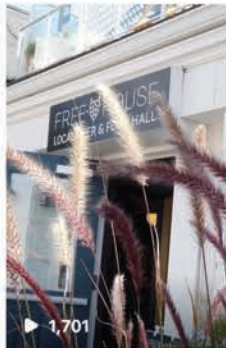
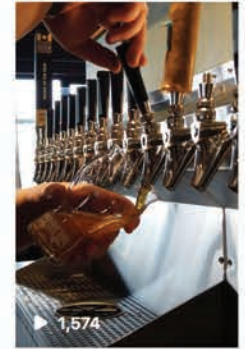


eat_more_barbecue
4,570 followers



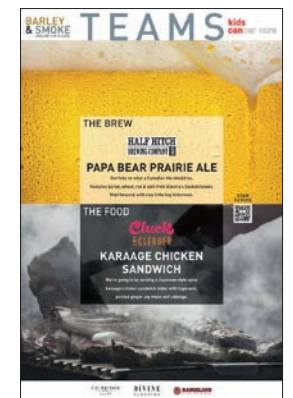
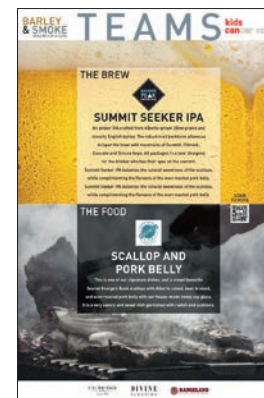
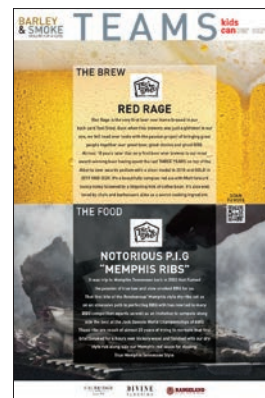
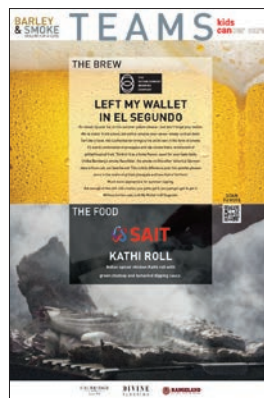
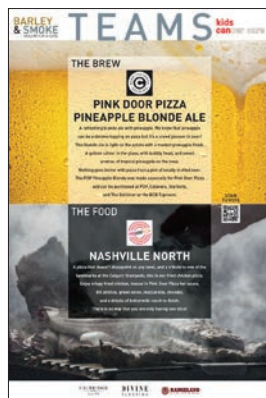
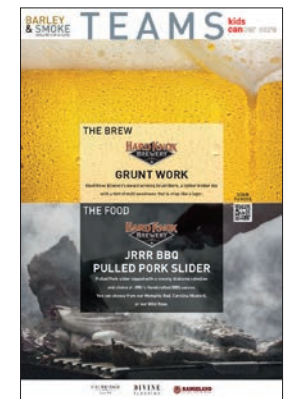
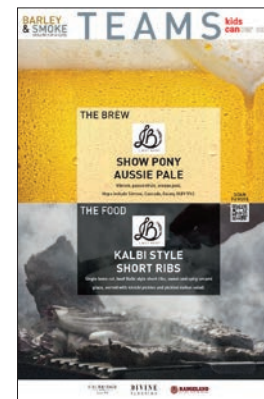
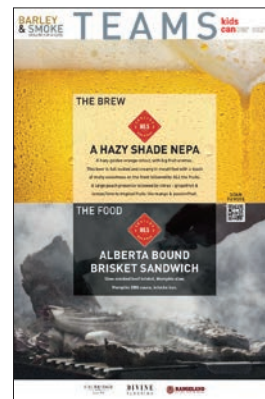
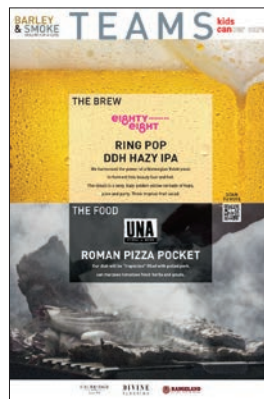
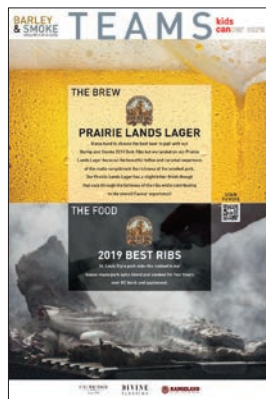
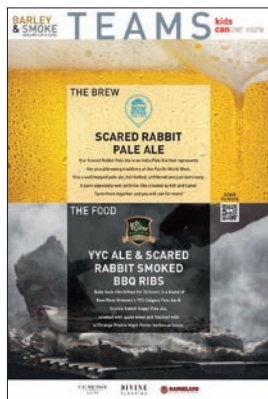
thejessicajanzen
45.2k followers

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.



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

