

David Respectfully Beats Goliath

Cool Smoke Competes Against Pork Shoulder BBQ Legends and Comes Away World Champion.

Memphis, TN - May 15, 2010 - It was a day **Cool Smoke** leader **Tuffy Stone** will remember for the rest of his life. The setting: The 2010 **Memphis in May World Championship Barbecue Cooking Contest**, the big one, the granddaddy of grilling, at Tom Lee Park in downtown Memphis. It is an overcast Sunday, the final day of a grueling three day event. The best teams in the world have battled for bragging rights and over \$100,000 in prizes. A huge crowd is gathered to hear the results in the Pork Shoulder category. Among that crowd are BBQ legends. Myron Mixon, Pat Burke, Mark Lambert and Chris Lilly are all pork shoulder veterans and multiple world championship winners. This is their turf.

In Pork Shoulder, **Tuffy** was the newcomer. Amazingly, he'd only competed once before in the category. In fact, he'd only cooked pork shoulder twice, period. Compared to many, he was still relatively new to the world of competition barbeque. Yet he'd done well, winning in other categories, like Brisket. **Cool Smoke** was the KCBS Team of the Year in 2007 and had cooked at the Jack Daniel's championship. **Tuffy** had even been featured on TLC's 'BBQ Pitmasters'. But this was different. The fact that he'd made it to the final three was astounding. Just that afternoon, after he'd made the finals, **Tuffy** got a visit from a real icon and one of the true gentlemen of BBQ, Chris Lilly, who had won at Memphis numerous times and was now sponsored by Kingsford. Yet he hadn't made the finals on Sunday. Chris congratulated **Tuffy**, adding that not only was the category stacked with talent but Chris himself had turned in a product as good as he'd ever done.

The crowd fell silent. The top three were being announced. Third place went to Sweet Swine O' Mine, Mark Lambert's team. 3 time World Champion Pat Burke, standing next to the **Cool Smoke** team, gave **Tuffy** a pat on the back. One more to go. **Tuffy** stood rock still and awaited the second place announcement. "Second place in shoulder.. goes to.. The Rebel Roaster Revue.". And that was it. The **Cool Smoke** team (**Tuffy Stone, George Stone, Mike Richter, Jamie Geer, Pam Geer, and Kim Glineski**) had won in a category filled with some of the biggest legends in barbeque.

After the win **Tuffy** said that he was "still reeling from the fact that we are the **2010 Memphis in May Pork Shoulder World Champion!** Competing in Memphis in May for our first time and competing in shoulder against people like Myron Mixon, Chris Lilly, and Pat Burke, to name just a few, and end up first, is unreal! Memphis in May is probably the most competitive barbecue contest in the world and we are super excited."

Cool Smoke is the competition team of **Q Barbeque**, with locations in Richmond and Hampton, Virginia. For more information, visit qbarbeque.com.