



FOR IMMEDIATE RELEASE
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BEST IN THE WEST NUGGET RIB COOK-OFF FEATURES A NEW COOKER, NEW SNACK VENDOR, GREEN EFFORTS AND CORPORATE LUNCH

Reno/Sparks, NEV – Chicago area BBQ experts, Uncle Bub's, will join the line-up of champion rib-cookers at the Best in the West Nugget Rib Cook-off. The Nugget Rib Cook-off is one of the largest BBQ competitions in the nation and considered the ultimate by many.

“Uncle Bub's has a great look and a great reputation,” said Beth Cooney, executive director of marketing at John Ascuaga's Nugget. “They were highly recommended by several other cookers, so we're really looking forward to having them as part of our event.”

Each year, 24 high-volume BBQ cookers come from all over the country to test their recipes against the best Q-masters in the business. They'll compete for the chance to be crowned the “Best in the West” and a total cash purse of \$14,500. Last year Bill Wall's Bone Daddy's BBQ was the top winner. In a very rare feat, they took both the judges' choice for First Place and People's Choice for Best Ribs at the 22nd annual Best in the West Nugget Rib Cook-off. Uncle Bub's is the first new cooker to be included since 2007.

A new snack vendor, the Fabulous Frickle Brothers, will also join the event this year. The Fabulous Frickles serve southern favorites like fried pickles and fried green tomatoes with a West Coast flair.

New for the Rib Village, the Nugget will launch the brand-new Best in the West Corporate Lunch. On Friday, September 2 from 11 a.m. to 2 p.m., corporate groups can dine in the exclusive Rib Village on their choice of one “rib dinner” from any of the 24 rib cookers. Tables of ten are \$290 and include unlimited beverages.

The Best in the West Nugget Rib Cook-off will go green this year. All of the plates, cups napkins and even the utensils, used in the Rib Village will be made of compostable material. “Our goal is to capture 100% of the refuse in the Rib Village for composting and recycling,” said Stephen Ascuaga, CEO of John Ascuaga's Nugget. Outside of the Village, Keep Truckee Meadows Beautiful will have 2 compost and recycling stations to capture as much of the refuse as possible.

More than 500,000 visitors and 100 tons of ribs were served in 2010. The wide variety of activities within the event, including a world-championship rib-eating contest, and top-notch entertainment – not to mention the best BBQ in the country – all come together to draw massive amounts of people to Victorian Square every Labor Day weekend.

Major League Eating (MLE), the governing body of competitive eating, will host the sixth annual Best in the West Nugget World Rib Eating Championships at 6 p.m. on Wednesday, August 31, at the US Bank Stage area. The country's best competitive eaters will vie for \$5,000 and the title of World Champion. The MLE conducts more than 90 events annually, including the Nathan's Famous Fourth of July International Hot Dog Eating Contest in Coney Island, NY. It's estimated the top competitors will consume seven-plus pounds of meat during the 12-minute competition.

(more)

John Ascuaga's Nugget is one of the few family-owned casino resorts left in the country. Founded as a coffee shop with a few slot machines on March 17, 1955, John Ascuaga has built the Nugget into a world-class, full-service gaming resort destination.