



JOHN ASCUAGA'S  
**Nugget**

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**FOR IMMEDIATE RELEASE**

### **Emotional First- Place Win for Desperado BBQ & Rib Co. at the 2009 Best in the West Nugget Rib Cook- off**

Reno/Sparks, Nev. – At the start of the week, the Desperado BBQ & Rib Co. team were just trying to figure how to get through the six-day event. With the team's leader, Lee Rice, laid-up in the hospital with an undisclosed illness, the family had to scramble to fill the void. And did they ever!

"It's just so emotional, I don't know what to say," said Chris Glaser, Rice's son-in-law, who flew in last-minute to lead the team. "This is such an honor."

Desperado takes home the title, a huge trophy and \$7,500 – by far the team's best showing since it was first invited to the Rib Cook-off in 1994. The team's most recent awards were a third place in 1995 and People Choice in 1994.

In all, 24 barbeque teams and hundreds of thousands of visitors from around the country converged on Sparks and John Ascuaga's Nugget for the six-day event that is widely considered to be the biggest, most prestigious rib-cooking event in the United States.

"It's like Christmas Eve when we get here to Sparks," said 5<sup>th</sup> place winner Dennis Carrino of Porky N Beans from Port St. Lucie, FL. "This is the greatest rib cook-off in the country!"

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Added Bill Wall, last year's winner and 2<sup>nd</sup> place ribs this year with his Midland, MI., Bone Daddy's team, "This is the best BBQ show in the whole world!"

The top five winners were: *First place*, Desperado BBQ & Rib Co., Hinckley, OH., \$7,500; *Second place*, Bone Daddy's BBQ, Midland, MI, \$3,000; *Third place*, Kinder's Custom Meats, Concord, CA., \$2,000; *Fourth Place*, Bourbon Q, Westport, KY., \$1,000; and *Fifth Place*, Porky N Beans, Port St. Lucie, FL., \$500.

People's Choice Award went to last year's first-place ribs winner Bone Daddy's BBQ, of Midland, MI. Best sauce award, worth \$500, went to Carson City BBQ Co. of Carson City, NV.

John Ascuaga's Nugget COO Stephen Ascuaga announced the winners from the stage on the west end of the multi-city-block event. He said this year's Rib Cook-off was the biggest in the event's 21-year history.

Added Nugget president John Ascuaga, "Events like this bring the whole Truckee Meadows community together. And 100 tons of ribs weren't enough. What a great year! I'm already looking forward to No. 22."

Early estimates show more than 500,000 people attended and more than 100 tons of ribs were served - and all preliminary sales indicators show a substantial year-over-year increase. In fact, Saturday, Sept. 5 appears to have been the biggest single day in the event's 21-year history. In other events of note during the six-day event, three-time defending champion Joey "Jaws" Chestnut lost his Nugget World Rib Eating title when Chicagoan Pat "Deep Dish" Bertolotti scarfed down 5.8 pounds of rib meat to Chestnut's 5.7 pounds in 12 minutes on Wednesday. Also, the Nugget unveiled a completely revamped event website at [nuggettribcookoff.com](http://nuggettribcookoff.com).

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The 21<sup>st</sup> annual Best in the West Nugget Rib Cook-off is sponsored by US Bank, Morrey Distributing/Budweiser, City of Sparks, Curly's Foods Inc., Kenwood Vineyards, Southern Comfort, Legends at Sparks Marina, Proximo-1800 Tequila, Model Dairy, Northern Nevada Toyota Dealers, AT&T Nevada, Kansas City Barbecue Society, Northern Nevada Medical Center, Clark Pest Control, Swire Coca-Cola, KOZZ 105.7 FM, KBUL 98 FM, KTHX 100.1 FM, KZTQ/Bob 97.3 FM, Sunset Magazine and Southern Living.

The 22<sup>nd</sup> Best in the West Nugget Rib Cook-off is scheduled for Wednesday, September 1 through Monday, September 6, 2010. For reservations, event history and information call (800) 648-1177 or (775) 356-3300, or visit [www.nuggettribcookoff.com](http://www.nuggettribcookoff.com). Do the Nugget Tonight!

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