

Seneca to host ^{7/29} Labor Day weekend barbecue cookoff

Inaugural 'Brew & 'Que' event coming to Gignilliat Field

BY STEVEN BRADLEY
THE JOURNAL

SENECA — Barbecue is coming back to Seneca this Labor Day weekend.

Cosponsored by the City of Seneca and The Journal, the inaugural Labor Day Brew & 'Que' is set for 5-9 p.m. Sept. 3 at Gignilliat Field.

The centerpiece of the event is a barbecue cookoff that is open to restaurants, chefs and backyard pitmasters alike, allowing weekend warriors to pit their skills against the pros with \$500 in prize money on the line.

"It's good to have the



SEE COOKOFF, PAGE A5

COOKOFF: Conservation Theory, Hot as a Pepper set to entertain at 'Brews & 'Que'

FROM PAGE A1

barbecue cookoff back in Seneca," said Riley Johnson, the city's events coordinator. "It should be a great day with great music. We've got Conservation Theory bringing great bluegrass music and Hot as a Pepper playing great dance music."

As Johnson noted, the event is about more than just smoked meats, as Conservation Theory will crank up the entertainment with its heartfelt brand of local bluegrass, while high-energy Hot as a Pepper will bring the evening home with tunes from a variety of genres and generations.

As the event's name indicates, there will also be a beer tasting featuring a variety of

craft brews from around the area and beyond with the purchase of a wristband.

The price of admission to enjoy unlimited barbecue sampling from the cooks in the contest is \$15 with purchase of an advance ticket, and \$10 more buys a wristband and souvenir glass to enter the designated beer tasting area. Those prices increase to \$25 and \$15, respectively, for a total of \$40 for a "Brew & 'Que'" ticket on the day of the event. There is no charge for guests 12 and under.

Attendees who come to enjoy the barbecue will also have a key role in the cookoff, as the contest will be determined by text-message voting during the event with the winner to be announced at 7 p.m.

While barbecue is the focal point of the cookoff, it is open to any food cooked on-site in a smoker or on a grill. Competitors are responsible for setup starting at dawn on event day. There is no entry fee, but enough food must be prepared to provide samples for all attendees due to voting. Full rules and regulations will be posted at UpstateToday.com.

In addition to the barbecue, beer and live music, there will also be a silent auction featuring a slew of local vendors, with 100 percent of the auction proceeds being donated to Our Daily Rest and Golden Corner Food Pantry.

The event will also feature a kids' play area and a live remote with 94.1 The Lake. Free bottled water will be provided, and soft drinks will be available for purchase.

Seneca City Council approved a \$5,000 hospitality accommodations tax request this month for the event, which officials believe will be a hit with locals and tourists alike.

"I've had a lot of requests for that barbecue cookoff to come like we did at Seneca Fest," Seneca city administrator Greg Dietterick said. "I think it could be very successful."

sbradley@upstatetoday.com