

OFFICIAL
SHOW PROGRAM

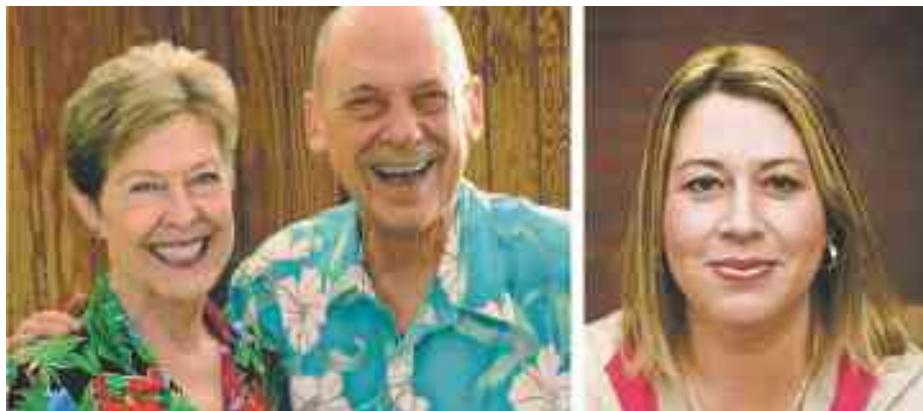
HOT & SPICY & SAUCE



NATIONAL
FIERY FOODS
& BBQ SHOW



From the Show Producers



From left: Mary Jane Wilan, Dave DeWitt and Emily DeWitt-Cisneros, producers of the Fiery Foods and Barbecue Show.

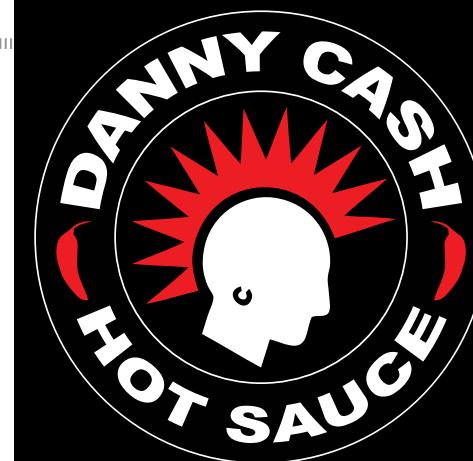
Hot & Spicy & Safe!

— Dave DeWitt, Emily DeWitt-Cisneros, and Mary Jane Wilan

This pandemic had us down, but not out. First, as you noticed, we lost the 2021 show entirely, the only show we've missed in 32 years. It's difficult to produce a show when every possible venue is closed! That missed show forced us to incur significant corporate debt in order to survive. We had planned on having some safety measures and a mask mandate, but it was miraculous—at the last minute, restrictions and masking were dropped and so the show is back to normal again!

And a hearty New Mexico welcome to our guest from Montreal, Julien Frechette, the filmmaker who wrote, directed, and produced our feature film for the show, the highly appropriate "Chileheads."

—Dave DeWitt, Emily DeWitt-Cisneros, Max Cisneros, and Mary Jane Wilan.



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2022
3rd
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The National Fiery Foods & BBQ Show

is produced by Sunbelt Shows
PO Box 4980, Albuquerque NM 87196
505-873-8680

emily@fiery-foods.com
www.FieryFoodsShow.com

Fiery Foods Show Program
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33rd Annual Fiery Foods & Barbecue Show

EXHIBITOR BOOTH LAYOUT

**THANK YOU TO OUR 2022 FIERY FOODS & BBQ SHOW
& SCOVIE AWARD SPONSORS!**



LOS FOODIES

SANDIA
Resort & Casino

**Friday, March 4**

- 11am: Show opens to trade only
 4pm: Show opens to trade and general public
 6pm: Showing of the film "Chiliheads," Eagle Room
 8 pm: Show closes

Saturday, March 5

- 9am: Show opens to trade only
 11am: Show opens to trade and general public
 Noon-6pm: Grilling and Smoking Demos, Eagle Room Patio
 2pm: Showing of the film "Chiliheads," Eagle Room
 4pm: Showing of the film "Chiliheads," Eagle Room
 7 pm: Show closes

Sunday, March 6

- 10am: Show opens to trade and general public
 Noon-6pm: Grilling and Smoking Demos, Eagle Room Patio
 1pm: Showing of the film "Chiliheads," Eagle Room
 3pm: Showing of the film "Chiliheads," Eagle Room
 6 pm: Show closes

Sunbelt Shows, Inc. Websites

Delicious recipes, industry news, and the most respected names in the world of fiery foods and barbecue – all on our family of websites.



FieryFoodsShow.com



ScovieAwards.com



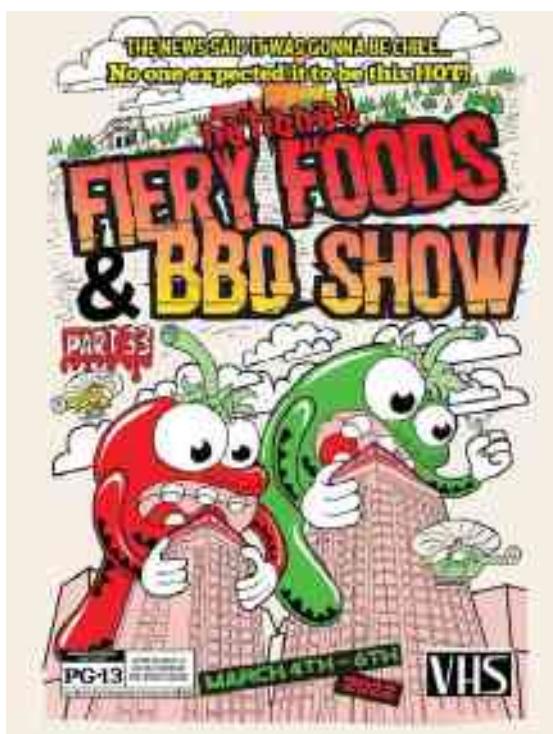
FieryFoodsCentral.com



Burn-Blog.com



Dave-DeWitt.com

Get This Year's Official Show Shirt!

The shirts are available in booth #501 Metal The Brand.

Chiliheads: Meet Director Julien Frechette

Few foods in the world can claim to have a relationship of the depth that chili peppers do with those of us who enjoy them so much. Chiliheads is implicitly as much a film about hot peppers as it is about humans who have a sincere and deep relationship with it; out of tradition, desire for posterity, to fill a void, for the love of science, to make a living, to do business, or simply to have fun. There is a duality to be explored in loving pain and in the fact that this addiction is a looking glass at the excessive character of our species.

Julien Fréchette holds a bachelor's degree in film production from Concordia University and specializes in documentary film. While juggling the numerous roles of screenwriter, director and sound recordist, the filmmaker is fond of social and historical subjects.

In 2018, he signed on with the content agency Toast and the Musée des maîtres et Artisans du Québec, the digital exhibition Savoir-Faire, consisting of 8 short films on intangible heritage. Chiliheads is his latest feature-length documentary to be released. Since 2016, Julien Fréchette has been the president and founder of La Pimenterie, a Quebec-based company that produces sauces and spicy products. Chiliheads is the film that embodies his two passions: cinema and hot peppers. We picked his brain about making the film and here's what Julien had to say.

How did you become involved with chili peppers?

As young as I could remember I always liked chili peppers. I must have been around 7-8 years old when I tried a hot sauce for the first time. My uncle used to pour almost a full bottle of Tabasco on his pizza. I remember watching him sweating, but still, he would pour more on it! I was intrigued by the phenomenon, so I figured that I had to try it myself. One day, when my parents were away from home, I looked for Harissa paste in the pantry. I took a big chunk. I remember it burned me, but I liked the way I felt afterward. So, I tried again and again.

I haven't given up on chili pepper since then.

What draws you to chili peppers and the chilihead lifestyle?

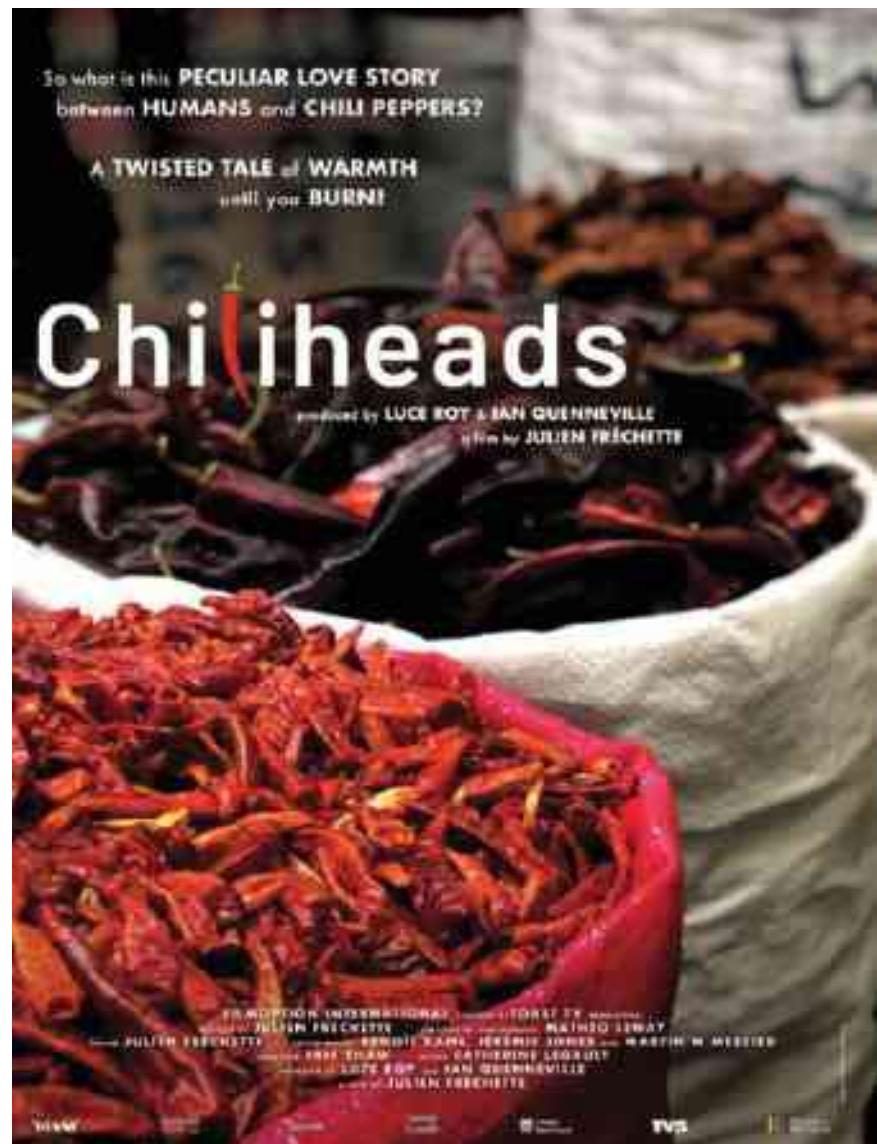
I'm not sure if I consider myself a true chilihead, but I consider myself more a foodie with a true love for chili pepper! For me flavor is definitely more important than heat. I love spices in general and chili peppers are a wonderful addition to the spice bouquet.

What's fantastic about chili peppers are that they're a fruit and a spice at the same time. It plays on two sides at the same time.

Why did you decide to make the film?

I was an independent filmmaker first. I made several documentaries on various and diversified topics that interested me. Life brought me to the hot sauce industry through a very complex and weird path. After a tumultuous film shot in Iraq, I turned myself toward chili peppers (that thing could hurt, but not kill) and I started my own hot sauce company as a way to ground myself for a while. Chili peppers and hot sauce have become the center of my life since then. Through my readings and research, I discovered chili peppers was a deep enough subject to be the center of a film. It can be analyzed through different angles: history, sociology, science, psychology. It's a complex and funny fruit and it attracts a bunch of interesting humans around it.

I wanted to depict the story of chili peppers as a tale. A tale about a strange love affair between mankind and a little fruit that gives pleasure and pain (somehow the forbidden fruit). This film could be my last one, so I wanted to do a bridge between my two lives.



What was your biggest takeaway from making the film?

First, I feel blessed that I had the opportunity to do this movie and travel the world like I did. I came back from the last shoot in Trinidad on March 13, 2019. Literally a few days before we would fall into a pandemic and travels became impossible for a while! The timing was almost too perfect. That film was meant to happen just the way it did. Second, it was amazing experience-wise and food-wise! Third, what struck me was to discover how deeply rooted chili pepper was in various cultures around the globe, but especially in Mexico. Chili pepper has been used for more than 5000 years over there and you can feel it when you eat their food and walk their market. It's not only an ingredient, it really is a cultural element.

And lastly, I started this film with a lot of curiosity. I ended it with even more. I feel I could do five more films on the subject!

The U.S. premiere of the Julien Frechette Film Chiliheads lands at the Sandia Resort's Eagle Room during our own National Fiery Foods and Barbecue Show. Showtimes are as follows:

Friday, March 4: 6pm

Saturday, March 5: 2pm and 4pm

Sunday, March 6: 1pm and 3pm



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booth 322



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Total Entries 1007

Total Companies 167

Total Winning Companies 120

Number of States represented 34

Number of countries represented 12

Including England, Hungary, Germany, Canada, and Australia.

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2021 Scovie Awards Winners Report



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TASTING

Jalapeno Pecan Crunch

Deep Fork Foods

Booth #223

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Flower Mound, TX 75022
(469) 293-4400
jennifer@casamspice.com
www.casamspice.com

2ND PLACE

Uncontrolled Chain Reaction®
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www.casamspice.com

3RD PLACE

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www.casamspice.com

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Grilling Sauce/Marinade

1ST PLACE

Daddy Sam's Original Bar-B-Que Sawce
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Kyle Oglesby
PO Box 19673
Minneapolis, MN 55419
(512) 827-1958
kyle@daddysams.com
www.daddysams.com

2ND PLACE

Fat Boy Creole Butter
Fat Boy BBQ
Kirk Malzer
107 Elm Street #26
Hickman, NE 68372
(402) 480-7167
info@fatboyglobal.com
www.bestnaturalbbq.com

3RD PLACE

Tobago Keys Peruvian Gold Grilling Sauce
Trinidad Gold LLC
Mary Jane Barnes
3317 Royal Palm Drive
Jacksonville Beach, FL 32250
(904) 626-1522
trinidad@bellsouth.net

BARBECUE COOK IT UP

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www.bestnaturalbbq.com

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3RD PLACE

Black Garlic Umami Seasoning
The Spice Lab
Angie Niehoff
4000 N Dixie Highway Suite 100
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(305) 582-7450
press@thespicelab.com
www.spices.com

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Total Entries 691

Total Companies 126

Total Winning Companies 101

Number of States represented 29

Number of countries represented 11

Including England, Hungary, Germany, Guatemala, and Australia.

GRAND PRIZE WINNER

MARKETING & ADVERTISING

Product Packaging

Bravado Spice

Hot Sauce Variety Pack

Booth #401

In the 2022 Fiery Foods show

2ND PLACE

"Hab Mussy" Mustard BBQ Sauce

Lillie's of Charleston
Tracey Richardson
4328 Cloudmont Dr.
Hollywood, SC 29449
(843) 402-9787
jsrtr@lilliesofcharleston.com
<https://www.lilliesofcharleston.com/>

3RD PLACE

Jekyll & Hyde

13 Angry Scorpions
Patrick Beresford
57 Akala St Camp Hill
Brisbane, QLD 4152
(61) 0481172274
13angryscorpions@gmail.com
www.13angryscorpions.com

BARBECUE SAUCE

All-Natural Mild/Medium

1ST PLACE

Smoky Jon's Fiery Gourmet Supreme BBQ Sauce
Smoky Jon's #1 BBQ
Jonathan Olson
501 Muir Drive
Madison, WI 53704
(608) 244-5621
smokyjon@charter.net
www.smokyjons.com



Chile Slinger prides itself on highlighting the flavor of the pepper in its all-natural, gluten-free BBQ sauces, and Habanero is the star of this Scovie winner. With a sweetness at the front to balance the backend heat, Chile Slinger Habanero pairs well with chicken and pork. Chileslinger.com

2021 Scovie Award Winners

2ND PLACE

Drunken Smokehouse
Rising Smoke Sauceworks
Michael Palmatier
201 Virginia Lee Lane
Efland, NC 27243
(336) 602-5116
sales@risingsmokesauce.com
[www.risingsmokesauce.com](http://risingsmokesauce.com)

3RD PLACE

The Clevelander
B.T. Leigh's Sauces and Rubs
Brian Leigh
2600 Chandler Drive Apt 412
Bowling Green, Kentucky 42104
(270) 883-2207
info@btleighs.com
<https://btleighs.com>

BARBECUE SAUCE

American Style Hot

1ST PLACE

Smokin' Hottie
UrbanQ Smokehouse
Chris Cavender
4915 Utica Rd
Waynesville, OH 45068
(937) 609-0559
fooddude1960@yahoo.com
[www.urbanqsmokehouse.com](http://urbanqsmokehouse.com)



Smokin' Hottie is UrbanQ Smokehouse's spicy sauce with smoked serrano and habanero peppers. But don't worry, it's not a scorch, just some heat and great flavor. Try it on wings, pork and chicken for sure, but you might as well try it on everything!

2ND PLACE

Texas-Style Brown Ale BBQ
Szati Chili
Attila Metykó
25/2. Hajnal street
Gyula, Békés 5700
(+3670) 6272548
szaticili@gmail.com
www.szaticili.hu

3RD PLACE

Smoky Jon's Fiery Gourmet Supreme BBQ Sauce
Smoky Jon's #1 BBQ
Jonathan Olson
501 Muir Drive
Madison, WI 53704
(608) 244-5621
smokyjon@charter.net
www.smokyjons.com

BARBECUE SAUCE

American Style Mild/Medium

1ST PLACE

Danielle's Smoke & Spice BBQ
Danielle's Sauces
Marc Caplan
3020 Remington Drive
West Linn, OR 97068
(503) 799-3274
marcacaplan@comcast.net
www.DaniellesSauces.com

2ND PLACE

Somethin' Somethin' Sauce

B.T. Leigh's Sauces and Rubs
Brian Leigh
2600 Chandler Drive Apt 412
Bowling Green, KY 42104
(270) 883-2207
info@btleighs.com
<https://btleighs.com>

BARBECUE SAUCE

Fruit-Based Hot

1ST PLACE

Hot Damn Raspberry Reaper Sauce
Johnson Berry Farm
James Johnson
2908 Wiggins Rd SE
Olympia, WA 98501
(360) 888-0822
james@johnsonberryfarm.com
www.johnsonberryfarm.com



An explosion of our own organically grown raspberries, followed by an extreme heat that will grow for 5 to 10 minutes. Not for the sensitive, 6 out of 5 stars. Our sauces are made in our certified kitchen here on the farm, in small 7 jar batches with our own organic berries.

2ND PLACE

Hot N Sassy Peach

Southern Belles BBQ
Jacqueline Brooks
5325 Westbard Ave 1008
Bethesda, MD 20816
(202) 421-3987
jbbrooks32@gmail.com
www.southernbellesbbq.com

3RD PLACE

Burnt Ends Sauce Co. Fatal Mango

Burnt Ends Sauce Company
Mikey V
711 S Main Street
Georgetown, TX 78626
(909) 841-4005
mikeyvfoods@yahoo.com
www.burntendsauces.com

BARBECUE SAUCE

Fruit-Based Mild/Medium

1ST PLACE

Apple Envy
Southern Belles BBQ
Jacqueline Brooks
5325 Westbard Ave 1008
Bethesda, MD 20816
(202) 421-3987
jbbrooks32@gmail.com
www.southernbellesbbq.com

2ND PLACE

Jake & Aimee's Smokey Raspberry

Jake & Aimee's Sauces
Jake Slama
PO Box 471
Amboy, MN 56010
(507) 317-3066
jakeaimeessauces@hotmail.com
www.jakeaimeessauces.com

3RD PLACE

Pineapple Twang

Southern Belles BBQ
Jacqueline Brooks
5325 Westbard Ave 1008
Bethesda, MD 20816
(202) 421-3987
jbbrooks32@gmail.com
www.southernbellesbbq.com

BARBECUE SAUCE

Specialty Chile

Chipotle BBQ
Melbourne Hot Sauce
Richard Nelson
5/34 Wellington Street
St Kilda, Victoria 3182
(+61) 420663837
melbournehotsauce@gmail.com

2ND PLACE

Jake & Aimee's Raspberry Habanero

Jake & Aimee's Sauces
Jake Slama
PO Box 471
Amboy, MN 56010
(507) 317-3066
jakeaimeessauces@hotmail.com
www.jakeaimeessauces.com

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Hot N Sassy Peach

Southern Belles BBQ
Jacqueline Brooks
5325 Westbard Ave 1008
Bethesda, MD 20816
(202) 421-3987
jbbrooks32@gmail.com
www.southernbellesbbq.com

3RD PLACE

Blueberry Blues

Southern Belles BBQ
Jacqueline Brooks
5325 Westbard Ave 1008
Bethesda, MD 20816
(202) 421-3987
jbbrooks32@gmail.com
www.southernbellesbbq.com

BARBECUE SAUCE

Vinegar Hot

1ST PLACE
Baxter's Original Jamaican Jerk BBQ (gf)
Baxter's Original
Scott Baxter
1710 Edmonds Ave NE
Renton, WA 98056
206-775-9952
baxtersoriginalusa@gmail.com
www.baxters-original.com

2ND PLACE

Manganero

Rob's Smokin Rub
Rob Ryan
1627 Bolton Lane
Manteca, CA 95336
(209) 479-6425
Rob@robsmokinrub.com
www.Robssmokinrub.com

BARBECUE SAUCE

Unique

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Myassis Dragon
UrbanQ Smokehouse
Chris Cavender
4915 Utica Rd
Waynesville, OH 45068
(937) 609-0559
fooddude1960@yahoo.com
www.urbanqsmokehouse.com



Manganero is a Multi Award Winning BBQ Sauce from Rob's Smokin' Rub that is sweet with a punch of heat that will knock your socks off. Nice fruity mango undertones with a huge habanero kick. This sauce is guaranteed to spice up your meat. Great on ribs, chicken, pork or steak.

3RD PLACE

Smoky Jon's Fiery Gourmet Supreme BBQ Sauce

Smoky Jon's #1 BBQ
Jonathan Olson
501 Muir Drive
Madison, WI 53704
(608) 244-5621
smokyjon@charter.net
www.smokyjons.com

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Burnt Ends Sauce Co. White Wraith

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