

# Official Press Release

## FOR IMMEDIATE RELEASE

**Queen Hollidae and Sip and Vibe SLC Announce “Put Your Meat Where Your Mouth Is” BBQ Showdown — A Live-Fire Competition + Festival Experience Coming to American Fork**

**American Fork, UT — July 12, 2026** — Queen Hollidae and Sip and Vibe SLC will bring smoke, fire, and festival energy to Downtown American Fork with **“Put Your Meat Where Your Mouth Is: BBQ Showdown,”** a high-energy amateur pitmaster competition built for spectators, vendors, VIP guests, and nonstop crowd momentum. The event takes place **July 12, 2026 at 154 West Main St, American Fork, UT 84003.**

Unlike traditional sanctioned BBQ contests that focus on standard meat categories and blind turn-ins, **BBQ Showdown is designed as a live, audience-forward cooking experience:** pitmasters compete in **three timed rounds — Appetizer, Entrée, and Dessert —** showcasing creativity, technique, and bold flavor. Judges score each round using a transparent, point-based system, and the top cumulative score wins the **\$5,000 Grand Prize.** (No surprise “mystery ingredient” format — contestants bring curated baskets for each round.)

In addition to the main showdown, the event features a **Best Sauce Side Competition**, plus a curated vendor marketplace and live music lineup to keep the crowd engaged between rounds and through awards.

**VIP + Judge Experience:** VIP guests and judges receive special access moments, including the ability to sample select vendor menu items through **Food Sample Tickets** provided by participating food vendors. Merchandise vendors contribute **\$5 vendor credits** to enhance VIP and judge experience and drive traffic through vendor row.

**Vendor Model (Community-First):** There is **no upfront booth fee.** Vendors contribute **10% of gross sales** from the day back to event operations and guest experience—creating a low-risk model designed to help local businesses win with the event.

**Volunteer Program:** Volunteers receive a **volunteer tee shirt and lanyard**, plus a **\$10 vendor credit** for on-site purchases.

**Beverage Program:** Sip and Vibe SLC will manage beverage service on-site

“This event is about confidence, creativity, and community,” said Sip and Vibe SLC. “It’s a spotlight for local pitmasters, local vendors, and local talent — with a guest experience built to keep the energy high all day.”

**Media + Creator Opportunities:** Media credentials are available for working press and creators, including access to designated coverage zones and interview requests.

**Event Details**

**What:** Put Your Meat Where Your Mouth Is: BBQ Showdown

**When:** July 12, 2026

**Where:** 154 West Main St, American Fork, UT 84003

**Hosted by:** Queen Hollidae + Sip and Vibe SLC

**Highlights:** \$5,000 Grand Prize • 3-Round Live-Fire Competition • Best Sauce + Best Burger • Vendors • Live Music • VIP Experience

**Press / Media Contact:**

Sip and Vibe SLC — Media Team

Email: [info@sipandvibeslc.com](mailto:info@sipandvibeslc.com)

Subject: **BBQ Showdown Media — (Outlet/Creator Name)**

**About Sip and Vibe SLC**

Sip and Vibe SLC creates elevated event experiences across Utah—from beverage service and activations to interactive experiences and event programming.

**About Queen Hollidae**

Queen Hollidae is a community and culture leader bringing high-energy experiences to life through bold programming and local collaboration.