



The Relentless Pursuit of Results

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**BLUE TRACTOR UNVEILS THE WINNER OF ITS BBQ SAUCE CONTEST, ADDS
NEW FLAIR TO ITS MENU**

March 25, 2009, ANN ARBOR, MICHIGAN – Blue Tractor, Ann Arbor’s brewery and barbecue destination, perfected the concept of hearty comfort foods. This month, the restaurant serves up an extra helping of down-home flavor, courtesy of its reigning Blue Tractor BBQ Sauce Competition champion, Fletcher Stearns, a freshman at Pioneer High School in Ann Arbor.

“My dad and I have eaten at Blue Tractor a few times, and really enjoy the barbeque,” Fletcher said. They decided to improve on an original recipe for rib sauce – and entered it in Blue Tractor’s first-ever BBQ contest. “What inspired us to enter was some great barbeque that we had in northern Alabama over my school’s midwinter break.”

The winning entry, a sauce called Captain Obvious 2.0, is a hybrid of a mop and a finishing sauce. Mop sauces add moisture while finishing sauces are served on the side. “We wanted to make a sweet sauce like one that we found in the South that was thinner and tangier than the regular sweet sauces used for finishing ribs and pulled pork,” Fletcher said. His goal? An all-purpose BBQ sauce that wasn’t too sweet and wouldn’t burn easily.

In addition to Blue Tractor’s own mouth-watering sauces – which include a sweet and smoky BBQ sauce, a tomato-based South Carolina BBQ sauce and a vinegar-based North Carolina BBQ sauce, Captain Obvious 2.0 will be incorporated into daily specials throughout the month of April at Blue Tractor.

“I’m a little surprised that I won at all, but it’s a great feeling to have my recipe in an actual restaurant’s menu,” Fletcher said. I hope that people will enjoy the recipe.”

Managing Partner Dan Glazer of Blue Tractor said the contest was inspired by the popularity of TV food competitions. “There are so many amateur chefs in our community,” he said. “The Blue Tractor BBQ Competition gives us a chance to place them in the spotlight.”

Glazer expects the original recipe competition, held in March, to become an annual event. Open since December 2008, Blue Tractor offers a warm, casual atmosphere and serves up handcrafted beer and Southern-style barbecue featuring pulled pork, ribs and beef brisket, among other favorites. It is located at 207 E. Washington Street, in Ann Arbor, and can be found online at www.bluetractor.net/annarbor.

For more information about Blue Tractor or the BBQ contest, or to schedule an interview, contact Jim Miller at millerj@publicityworkspr.com or Stephanie A. Casola at scasola@publicityworkspr.com or call 248.691.4466.

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