

Red Arrow Launches Competition Barbeque Team

Red Arrow Products Company has assembled a competition barbeque team dubbed the “Legends of Smoke”. The team has joined the Kansas City Barbeque Society (KCBS), the largest organization of barbeque and grilling enthusiasts in the world, with almost 20,000 members.

“The competitions may be friendly but the passion put forth amongst the teams is second to none,” said Mark Crass, vice president sales and marketing, Red Arrow Products Company LLC. “It just felt natural to apply our passion for creating great tasting flavors to this endeavor.”

Red Arrow has been creating smoke flavors for nearly 60 years. Barbecuing and smoking of meat continues to gain popularity in the United States and worldwide. The past few years have seen a 20 percent increase of barbeque items on menus and a recent survey of 1,300 chefs ranked “smoke” as the third most popular cooking prep method.

“Through these competitions, we will demonstrate to chefs and product developers the advantages of Red Arrow’s smokes and flavors,” said Crass. Flavor enhancement, customized flavor profiles, greater efficiency and cost savings are some benefits gained from using Red Arrow’s Condensed Natural Smokes and/or savory Cooking Method Flavors.



Chef and Pitmaster Dave Salm

“Our smoke products will turn some heads in barbeque competitions. The ability to customize the amount of smoke and type of smoke is impactful,” Crass said. “What better place to show off how much Red Arrow’s products belong in the hands of chefs and culinary professionals than a competition of food-smoking experts?”

Typical barbeque competitions involve the timed smoking and grilling of various cuts of beef, pork and poultry. Entries are scored on their taste, texture, appearance, and how well they replicate various barbecue styles.

Well-known restaurateur Chef David Salm, co-owner of Al Corso Restaurant, Collins, Wis., will head the Legends of Smoke team. Chef Salm recently was named to the “Best

Chefs in America”, his second consecutive year. He is also a KCBS certified judge for barbecue competitions.

“As a chef trying to prepare outstanding meats in the pressure of a competition environment, Red Arrow’s products will be an advantage because they will allow me to very precisely enhance flavors, to provide consistent results and to work faster,” said Chef Salm. “And because they’re completely natural, they’re just as welcome in competition as they are in the professional kitchen.”

“Red Arrow’s ability to utilize multiple wood species, including pecan, apple and cherry will be perfect to build bold and unique barbeque smoke profiles,” said Chef Salm.



Red Arrow is a market leader in the production of Condensed Natural Smoke flavors, savory Cooking Method Flavors and food browning agents. The company creates authentic, all-natural and environmentally friendly flavor solutions that allow professional chefs to develop signature foods and dishes. Red Arrow, headquartered in Manitowoc, Wis., for 58 years, has production facilities in Manitowoc and Rhinelander, Wis.

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