Kansas City Gears Up for Smokin’ BBQ Contest  

*ACF Central Regional BBQ Challenge Sponsored by Tyson Food Service is Feb. 7*

**St. Augustine, Fla., January 22, 2008** - The winter air of downtown Kansas City, Mo., will be filled with the aroma of championship barbecue on Feb. 7 from 8 a.m. to 3 p.m. at the 2008 American Culinary Federation (ACF) Central Regional BBQ Challenge sponsored by Tyson Food Service, a division of Tyson Foods, Inc.

Taking place at the Crown Center Square in Kansas City, the ACF Central Regional BBQ Challenge, sponsored by Tyson Food Service, brings together award-winning barbecue aficionados. Categories include brisket, pork butt, St. Louis pork ribs, and chicken, with the Kansas City Barbeque Society judging the best of the best.

The barbecue challenge starts the day before the ACF Central Regional Conference, BBQ & All That Jazz, and is expected to bring 400 chefs, cooks and foodservice representatives from around the heartland to attend the culinary related workshops, seminars, demonstrations and trade show. Barbecue will be a focus of much of the weekend’s educational activities, said contest organizer Richard McPeake.

“This is meant to be a fun contest that promotes the spirit of barbecue,” said McPeake, an ACF Greater Kansas City Chefs Association member and an instructor. McPeake, an avid barbecue competitor, led the Rib Stars team against 450 other teams by placing third in the open brisket and sixth in the open pork ribs competitions at the American Royal BBQ Contest, the largest sanctioned BBQ event in the world held in October 2007 in Kansas City.

“Tyson Food Service is pleased to sponsor and provide *Tyson®* and *IBP®* protein products for the ACF Central Regional BBQ Challenge,” said Pamela Lewis, corporate executive chef for Tyson Foods, Inc. and president of the ACF Northwest Arkansas Chefs Association. “Our culinary passion and dedication to the center-of-the-plate is what drives us to deliver innovative products and menuing ideas to help operators put the most compelling meals at the heart of their menus. Our partnership with the ACF and sponsorship of the BBQ is a natural fit and we look forward to seeing chefs’ love for barbecue demonstrated at the competition.”

The barbecue venue is open to the public and is free. Fans and the media are invited to attend. While there will be no food samples, the public might be able to coax a barbecue secret or two from the chefs.

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Barbecue and ACF is a match long overdue, said David Russell, CEC, AAC, ACF Central Region vice president. “Barbecue is a hobby, but because I am a chef, it is also a passion. Chefs are interested in barbecue, but it is not something they learn coming up in a traditional chef career.”

Russell, a member of the Jimbones Mystic Flame BBQ team, will be competing in the BBQ Challenge. “The cooking process takes so long. There’s not much else to do but talk, tell stories, and share our passion for barbecue and food,” he said.

Kansas City’s fickle winter weather won’t be a deterrent to the competitors. “If the conditions should turn harsh that just adds to the challenge,” said Mark Webster, CEC, CCE, president of ACF Greater Kansas City Chefs Association, the Central Regional Conference host chapter. It could be minus 20 degrees, and true barbecuers would be out there. They’d just knock the ice off the fire.”

For more information about the ACF Central Regional BBQ Challenge, sponsored by Tyson Food Service, or the 2008 ACF Central Regional Conference, visit www.acfchefs.org, call (800) 624-9458, or e-mail events@acfchefs.net.

Tyson Foods, Inc. [NYSE: TSN], founded in 1935 with headquarters in Springdale, Arkansas, is the world’s largest processor and marketer of chicken, beef, and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. Tyson provides products and service to customers throughout the United States and more than 80 countries. The company has approximately 104,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it.

The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With 20,000 members spanning more than 230 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and also holds the presidium for the World Association of Chefs Societies, the largest international network of chef associations with more than eight million members globally. For more information, please visit www.acfchefs.org.

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