



IT GRILLS. IT SMOKES. IT BAKES.

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Peace, Love and EGGtoberfest

Imagine a weekend-long festival with hundreds of people gathered in a smoke-filled field, sharing the love, passing the food, and enjoying the party-like atmosphere. Sounds like Woodstock? It's actually EGGtoberfest.

EGGtoberfest, held the third weekend in October, is an annual celebration of all things Big Green Egg®. The gathering that started as a low-key reunion of a handful of EGG® enthusiasts now attracts over 1,200 attendees from more than 30 states and several foreign countries. These folks, who refer to themselves as EGGheads, talk and taste their way through samples from over 135 imaginative volunteer cooks who fired up 140-plus Big Green Eggs at the 2006 event.

The fabulous array of food, which is prepared entirely on the quirky green cookers, changes from year to year and might range from pork to pizza, brisket to breakfast dishes, moose kabobs to made-from-scratch fruit cobblers, turkey necks to even turducken -- a chicken, stuffed into a duck, which in turn is stuffed into a turkey. Sometimes the fare represents the geographic region of the chef who is cooking it, like the huge, fresh-caught Alaskan Salmon which had mouths watering even before it was cooked to perfection over the coals. Each dish is as unique as the EGGhead who makes it, but all have one thing in common: they awesome.

The volunteer cooks, who determine the menu and even supply their own food to feed their hungry compatriots, do so for the pure love of cooking on the EGG®... and okay, maybe for the chance to show off a little, too. EGGtoberfest is the perfect opportunity to flaunt their skills, as well as their newest and most creative dishes, to fellow EGGheads, but you'll find virtually everyone ready to share recipes and techniques at the drop of a hat.

While food hot-off-the-EGG is the focal point of the two-day “EGGstravaganza,” there is plenty of time for learning and good ol’ family fun too. The event kicks off on Friday night with a catered “meet and greet.” Saturday is jam-packed catching up with old friends and making new ones, exchanging tales of their latest cooking adventures and successes, examining the fare in the Big Green Egg store, guzzling gallons of water, soda and icy cold beer, and watching local radio celebrities try their hand at impressing the experts. As the day winds down there is a raffle with plenty of prize giveaways, not to mention great deals on “gently used” EGGs, since those that have been cooked on that day are sold to cooks or attendees, many of whom already own multiple EGGs of varied sizes.

Inspired by the growing popularity of the Big Green Egg’s annual EGGtoberfest, at least eight local EGGfests have sprung up across the country (plus one across the pond “*Amsterdam Fest*”), and several more are in the works. Like the original, these local EGGfests are fun-filled gatherings of EGG fans doing what they love best – cooking on their EGGs and sharing stories, techniques and delicious food with each other and the hundreds of people who attend.

Some local EGGfests are relatively laid-back and low-key – or at least they start out that way. *The Texas EGGfest*, is a gathering of about 25 to 30 cooks and 100 attendees on the banks of scenic Lake Travis, in Austin. The group, many of whom have become friends and stay in touch via the Big Green Egg® website Forum, returns each year for an unscripted, informal weekend of good food and camaraderie. These folks are truly passionate about cooking on the EGG® and simply want the opportunity to share the experience with colleagues.

Others, like *the EGGs by the Bay EGGfest* in San Francisco and the *Oklahoma EGGfest* near Oklahoma City feature a more structured schedule of activities over the course of the weekend, complete with events like an “Iron Chef” type of cookoff on the EGG and games to entertain the kids. Some EGGfests even offer a complete roster of educational seminars with sessions on everything from cooking breakfast items to plank grilling to baking on the EGG.

In many ways, EGGtoberfest and the local EGGfests have become giant-scale and highly effective product demonstrations for the Big Green Egg®. They are a great way

for people to learn about the EGG first hand and taste the delicious results, say organizers.

“EGG owners have more credibility than anyone when it comes to talking about the EGG and cooking on it,” explains Darry Smith, organizer of the *EGGS by the Bay* festival in San Francisco. In its first year in 2006, the event featured 16 cooks and about 155 attendees, numbers that are expected to double in 2007. “The attendees were so convinced about the benefits of the EGG, they purchased every one of the 21 demo EGGs available and would have bought more if the supply hadn’t run out.” says Smith

More and more EGGfests are happening every year; to look for one in your area or to register for the national EGGtoberfest visit (after August 1st) www.biggreenegg.com. Or, check out these websites for news on some of the local EGGfests around the country:

Texas EGGfest – www.texas-eggfest.com

EGGs by the Bay, San Francisco – www.eggsbythebay.com

Oklahoma EGGfest – www.oklahomaeggfest.com

Pennsylvania EGGfest – www.thewoodburners.com/outdoors_recreation_bge.php

EGGfest Peoria (IL) – www.hearthandpatio.net/Eggfest_2007/eggfest_2007_pre.html;

click on Events, then EGGfest 2007

Waldorf Maryland EGGfest – www.seasonaldistributors.com

Colorado EGGfest – custsvc@outdoorkitchen.com or call 303-695-7799

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