

# Pitmaster Recipe Made Easy

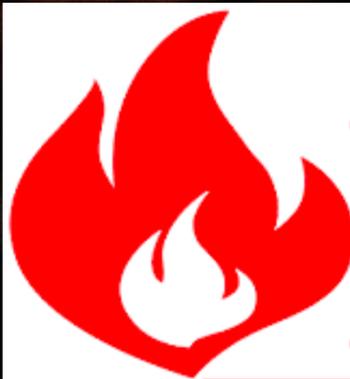
Max Lavoie  
*House of BBQ Experts*

2021 HPBExpo Education  
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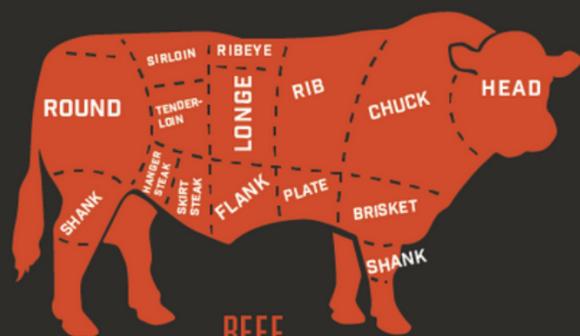
 **HPB**  
EDUCATION FOUNDATION

# THE SECRET 'NOT SO SECRET'

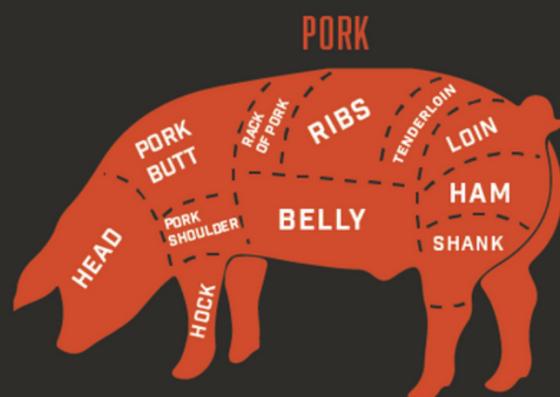
ON THE BBQ, ALWAYS COOK TO INTERNAL TEMPERATURE AND NOT TO TIME



## COOKING TEMPERATURES



### MEAT CUTS



130°F (54°C)	RARE	BEEF
135°F (57°C)	MEDIUM RARE	BEEF PORK
140°F (60°C)	MEDIUM	BEEF PORK
150°F (66°C)	MEDIUM WELL	BEEF PORK
160°F (71°C)	WELL DONE	BEEF PORK GROUND BEEF
170°F (77°C)	WELL DONE	POULTRY
203°F (95°C)	SHREDDED	BEEF POULTRY PORK

# FLAVOR BOOSTERS

SOME SUGGESTIONS TO UP YOUR GAME

	BEEF	PORC	CHIKEN	FISH	LAMB
HIKORY					
OAK					
PECAN					
CHERRY TREE					
APPLE TREE					
MAPLE					



# OUR BEST SELLERS

GREAT ON THE BBQ AND IN THE KITCHEN



## CARRIBBEAN | BEU0017

With its coriander and citrus flavors, this jerk style fine rub will enhance the taste of scallops and shrimps. You can also sprinkle it on salmon for amazing results every time! An extraordinary seasoning for anything that comes out of water, this rub is also great with pork and chicken.



## KANSAS | BEU0013

the favorite rub for all fans of slow and low cooking on the grill. Originally designed with pork and chicken in mind, this spice mix can also be used on salmon or seafood. Its special blend of cane sugar, garlic, onion, sea salt and lemon zest gives it a sweet and salty taste, sure to satisfy any BBQ fan!



## MONTREAL | BEU0011

This rub is just like the original... only even better with half the salt! You can use it to enhance your steaks and ribs or even replace the classic salt and pepper mix in your pantry! It's most definitely the ideal rub for all your burgers and that gigantic T-bone, since it's the perfect blend for beef.



## CALIFORNIA | BEU0014

This rub stands out by its very herbaceous flavours. With its mix of rosemary and coriander topped with citrus aromas, it makes it a perfect rub to use on grilled chicken or lamb. You could also add this mix of spices to your salads, your potatoes or your grilled vegetables to brighten them up.



## ARGENTINA | BEU0012

This rub is without question the most versatile of our line of spices. You can use it to flavor your pizzas, your vegetables, and even your favorite piece of meat! Go ahead and light up your charcoal BBQ and rub it on your tenderloin right before grilling.

**RUBS**

SIZE : 2,25" W X 5" H

QTY/BOX : 12

MSRP : \$ 7.99 USD

F.O.B. CHAMPLAIN NY



# OUR BEST SELLERS

GREAT ON THE BBQ AND IN THE KITCHEN



## KETCHOT | BEU0202

This sauce is a delicious, lightly spiced tomato based sauce that gives a smoky taste to all dishes. There's finally another good ketchup on the market! This multipurpose secret weapon can be used in your sandwiches and burgers, as well as with your ribs, vegetables, chicken and french fries.



## COLONEL MUSTARD | BEU0206

Inspired by the South Carolina way of barbecuing, this sauce enhances the flavor of pork ribs and chicken just right. This all-purpose beautifully balanced sauce can be savored with slow-cook meats, create the perfect glaze for ribs, and even be used to make your favorite rub stick to your pork shoulder!



## MAPLE BOURBON | BEU0207

This sauce consists of an impeccable combination of original flavors from the USA and Canada. Made with typical "Kentucky BBQ style" flavor profiles, this sauce marries bourbon and maple, which makes it taste heavenly. Use it where you see fit: in your sauté or over your meat.



## SWEET LEMON | BEU0201

If you like the sweet and smoky flavors of barbecue sauce, you will love this one. Its citrus aroma will be a remarkable addition to your next recipes. With just a hint of lemon, it adds acidity and balances out flavors. Perfect with ribs, chicken, pork chops, burgers, and salads. You can use it as a marinade, brush it on your meat while grilling or serve it as a dip.



## SWEET DREAM | BEU0204-1

This sauce is light and will enchant you with its sweet, fruity aromas and subtle peach flavor. Perfect with beautifully caramelized ribs, this sauce is as delicious when paired with anything slow-cooked on the BBQ, and tastes as excellent cold with chicken nuggets!

SAUCES

SIZE : 2,5" W X 7 3/4" H

QTY/BOX : 12

MSRP : \$ 6.99 USD

F.O.B. CHAMPLAIN NY



# BUNDLE UP THE FUN! COMBINE RUBS AND SAUCES WITH THE RIGHT ACCESSORIES

## SAFELY PLAYING WITH FIRE

FOR THE CONFIDENCE TO START FIRE  
AND GRILL EVERYTHING SAFELY



THE APRON  
ELECTROMAX  
SUEDE GLOVES  
BLACK STAINLESS SPATULA

## FAMILY FUN

FOOD PREPPING FUN GUARANTEED  
FOR CHILDREN 7 TO 77!



THERMOMAX JR.  
TWIST-O-MAX FOR HOT DOGS  
THE STUFFER FOR BURGER

## HIGH FLAVORS & LOW FAT

SMOKE INFUSE YOUR FOOD AND COOK  
VERTICALLY TO ALLOW CRISP COOKS



VEGGIE RACK  
SMOKER BOX  
RIB RACK



## PIZZA TREND

FOR THE CREATIVE OR GOURMAND  
PIZZAIOLO IN EVERYONE



PIZZA STONE  
PIZZA PEEL  
PIZZA CUTTER  
ALL-IN-1





# WHAT MAKES US WHO WE ARE

- PRODUCTS SOLD IN OVER 1000 POINT OF SALES IN CANADA
- HUNDRED OF THOUSANDS OF FOLLOWERS ON OUR SOCIAL MEDIA PLATFORMS, WHO HAVE ATTENDED BBQ DEMOS OR CLASSES IN PERSON AND ONLINE
- IN 2021, DOZENS OF MILLIONS OF QR CODES LINKING TO BUDWEISER'S SUMMER CAMPAIGN; CANADIAN COAST-TO-COAST CONTEST, WITH OVER 650K PRIZES UNITS CONTRIBUTED & BBQ TIPS, RECIPES AND VIDEO CONTENT
- CANADA'S FASTEST-GROWING COMPANIES' RANKING WITH A 660% REVENUE GROWTH
- RECOGNIZED AS A TOP 10 NORTH AMERICAN BBQ EXPERTS, MAXIME LAVOIE, HOUSE OF BBQ EXPERTS' PRESIDENT, HAS WON PRIZES IN BBQ COMPETITIONS IN NORTH AMERICA AND IN EUROPE. HE IS ALSO KNOWN AS AN EXPERT IN BBQ JUDGING AND WITH HIS ALL-IN-1 BBQ ACCESSORY, HAS WON FIRST PLACE IN THE RENOWNED VESTA AWARD PROGRAM
- THE BBQ SAUCES, RUBS AND ACCESSORIES ARE DEVELOPED BASED ON REAL EXPERTISE GAINED IN THE FIELD. TO KNOW MORE, VISIT [WWW.BBQ-EXPERTS.COM/ABOUT-BBQ-EXPERTS/](http://WWW.BBQ-EXPERTS.COM/ABOUT-BBQ-EXPERTS/)



# WHAT WE PROMISE

- SUPERIOR SUPPLIER'S CUSTOMER SERVICE WITH ON-LINE MARKETING & POS SUPPORT TOOLS, DIGITAL STAFF TRAINING PLATFORM, PRODUCTS KNOWLEDGE MATERIAL MADE EASY, +++
- FUELING THE GROWING AMERICAN MOVEMENT OF BBQ ADEPTS' COUNT (OVER 60% OF USA POPULATION) WITH PASSION & KNOWLEDGE SHARING PRESENTING ONLY WHAT'S THOROUGHLY TESTED AND MADE OF THE HIGHEST QUALITY INGREDIENTS
- A FRIENDLY AND HELPFUL TEAM TO HELP YOU ACQUIRE NEW CUSTOMERS  
DISCOVER THEIR LAST 4 YEARS:  
YOUTUBE / HOUSE OF BBQ EXPERTS / LIFESTYLE
- PERSONALIZED ACCOUNTS' SERVICES TAILORED TO YOUR NEEDS  
CONTACT EDITH BRISSON  
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