



DESIGN EVERYTHING

# BBQ Sauces

## Inspiration

Kentucky's BBQ culture is loyal to two mainstays: pork, and the more rarely found yet distinctive offering, mutton. Beyond that, it's a melting pot of influences including Texas brisket, Memphis-style dry rub ribs, and a variety of other meats with a heavy lean towards those that are smoked and sauced. But wherever and however you take your BBQ in Kentucky, you will find that at the heart of it is a decades-old recipe (some of it written, some remembered by taste alone) and tales about a long-gone family member who called everyone at the table "family" and who always served them with love.

WORCESTERSHIRE SAUCE



# BBQ Sauces

Louisville, Kentucky

## Concept

Every state in America has their own style of BBQ sauce, from Eastern North Carolina Vinegar to Texas-style Mop to Alabama White Sauce. In Kentucky, the sauce styles vary by county, with some favoring a vinegar and chili or cayenne kick, and others preferring a more savory, Worcestershire-based dip. There are hundreds of varieties—thick, tomatoey, thin, mustard-based, spicy, or mild—and one for just about every palate. But whatever the preference, BBQ always seems to conjure up a summer evening, picnic tables, sticky fingers, and full plates and bellies. Wherever it's served and enjoyed, BBQ brings people together and symbolizes family, history, and tradition.



## Artistic Execution

As a nod to the various kinds of BBQ and accompanying sauces, our art will celebrate all of the ingredients that come together to make the magic that is BBQ. The unique history of BBQ will be acknowledged and displayed with a modern, rustic type treatment to usher the visceral past into the visual present. These recipes and layouts will be designed to elicit the nostalgic memories of meals shared with generations of family and lifelong friends, on wooden benches and porch swings, and enjoyed with homemade sauces served with love.

