



AMERICAN ROYAL WORLD SERIES OF BARBECUE®

RUB CONTEST

APRIL 12, 2026

Welcome to the 2026 American Royal World Series of Barbecue® Rub Contest!

Important Dates & Information:

- **April 1, 2026** – Online Registration Closes
- **April 3, 2026** – **Submission Arrival Deadline** (entries must be received)
- **April 12, 2026** – Rub Contest Judging
- **By April 15, 2026** – Results Posted Online

Companies and contestants may not be present during judging. Dates and times are subject to change.

Shipping Instructions

All entries **must arrive by Friday, April 3, 2026.**

Ship To:

American Royal Association
Attn: BBQ Rub Contest
1701 American Royal Court
Kansas City, MO 64102

SHIPPING TIPS

- Ship early and use protective packaging
 - Include a printed copy of your confirmation email in the shipment
 - Clearly label boxes with your company name
 - The American Royal is not responsible for shipping damage
-

Rub Categories

Competitors may enter any number of rubs, but **each product may only be entered in one category:**

- Mild
- Hot



AMERICAN ROYAL WORLD SERIES OF BARBECUE®

RUB CONTEST

APRIL 12, 2026

Eligibility & Product Requirements

- Products must be commercially available to the general public (retail, wholesale, or direct) and sealed for sale.
- A valid Universal Product Code (UPC) or international equivalent is required.
- Only dry rubs are permitted. No sauces, bastes, pastes, relishes, chutneys, marinades, or other non-dry products. Products must be sealed.
- Labels must comply with FDA and applicable labeling regulations.

Submission Rules

- Unlimited rub entries allowed, but each rub may be entered in only **one category**.
- Minimum of 4 oz per entry.
- All submitted items become property of the American Royal and will not be returned.
- Damaged entries that cannot be judged may be disqualified — competitors will be notified.

Registration Fees

- **1 entry:** \$75
- **2 entries:** \$65 each
- **3+ entries:** \$60 each

How to Register:

1. Complete online registration and payment
2. Print your confirmation email
3. Ship bottles **with a copy of your confirmation**

Once received at the American Royal office, entries are cross-checked with registrations. You will be contacted if bottles are missing or damaged.



AMERICAN ROYAL WORLD SERIES OF BARBECUE®

RUB CONTEST

APRIL 12, 2026

JUDGING PROCEDURE

1. There will be two categories; you **MUST** choose the one which best fits the entered rub. **You may NOT enter the same rub into more than one category.**
2. Rubs will be poured into a blank container and assigned a number to assure anonymity and blind judging.
3. Rubs will be evaluated alone and cooked onto a pork tenderloin and cooked to 160 degrees F.
4. Rubs will be judged on appearance, and taste. Ties will be broken by the taste score; if still tied, they will be broken by the computer score.

RUB AWARDS

The following awards will be presented in each of the two categories:

- **1st Place** – \$500 plus Ribbon
- **2nd Place** – \$250 plus Ribbon
- **3rd Place** – \$125 plus Ribbon

OVERALL CHAMPION RUB - \$1000 plus special trophy. This award will be presented to the rub with the highest overall score. Overall winners will be invited to attend the Invitational Awards Ceremony at the American Royal World Series of Barbecue® this fall and receive their trophy on stage.



AMERICAN ROYAL WORLD SERIES OF BARBECUE®

RUB CONTEST

APRIL 12, 2026

INSURANCE & LIABILITY

Liability

Companies are liable and responsible for the shipping and packaging of their entries.

Contestant use of American Royal name, logo, branding, etc.

All use of the American Royal name, logo, likeness, and branding of the American Royal World Series of Barbecue® Rub Contest is the property of the American Royal Association. Any mention of the contest or the American Royal must be approved by the American Royal. For all inquiries please contact our Marketing Department at Marketing@AmericanRoyal.com.

Insurance

Neither the American Royal, the city of Kansas City, MO, KCBS, nor the representatives, will be responsible for any injury, loss or damage that may occur to the entries, the judges or guests or property from any cause whatsoever. It is the Contestant's responsibility to protect shipment so that no injury will result to persons or property. The Contestant, upon reading this agreement which is a requirement prior to entering the contest, expressly releases, holds, keeps and saves harmless and indemnifies the forgoing names, organizations and committees and individuals from all claims for such loss, damage, or injury. Contestants are advised to carry insurance to cover any of the above.

Force Majeure

In case of cancellation of the contest or unavailability of the Contest Space for the specified due to war, governmental action or order, act of God, fire, strike, labor disputes, or any other cause beyond the Royal's control, this Agreement shall terminate, and the Contestant shall be entitled to the return of the Entry Fee for the Contest, less the prorated share allocated to the Contest of the expenses incurred by the Royal in connection with the contest. In case of cancellation by the Royal for any other reason, or a change in the place or date of the contest which is unsatisfactory to the Contestant, the Contestant shall be entitled to return of sums paid for the Contest. Refund of the Fees as provided in this section shall be the exclusive remedy of the Contestant against the Royal in case the contest is canceled or rescheduled through war, governmental action or order, acts of God, fire, strike, labor disputes, or any other cause beyond the Royal of and from all claims for damage and agrees that the Royal shall have no obligation except the above stated refund.

Successor Interest

This Agreement shall bind the respective parties and their successors in interest.



AMERICAN ROYAL WORLD SERIES OF BARBECUE®

RUB CONTEST

APRIL 12, 2026

CHANGES AND AMENDMENTS

The Royal reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by the Royal. The Royal reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the contest with the provision that all Contestants will be advised of any such changes in writing.

Please check back for the most updated version of this document. Updates to the document will be noted for ease of use.

AMERICAN ROYAL WORLD SERIES OF BARBECUE® RUB CONTEST



A Kansas City tradition since 1899, the American Royal is a 501(c)(3) not-for-profit organization whose mission is to be the nation's leader for food and agriculture education, events, and engagement. The American Royal provides opportunities for nearly half a million youth and adults from around the world to engage in high-quality events and experiences, including nationally competitive livestock shows, the world's largest barbecue competition, regional and national equine shows, youth and professional rodeos, and elementary and secondary education outreach. Support from partners, members, and volunteers help the American Royal achieve its vision of a world where food and agriculture are celebrated, and all generations are committed to its future.