



NEWS RELEASE

# Kingsford Fires Up Petition To Make Barbecue Ribs America's National Food

5/17/2017

Kingsford Teams With Vince Wilfork and BBQ Experts to Urge People to #StandWithRibs This Summer  
OAKLAND, Calif., May 17, 2017 /PRNewswire/ -- We've got a bird: the majestic bald eagle. A march: "The Stars & Stripes Forever." And even a tree: The oak. Yet, in our food obsessed culture, we don't have a national food.

Now, **Kingsford® Charcoal**, with the help of professional pitmasters, backyard cooks across America and barbecue and football expert Vince Wilfork, wants to change that. Today Kingsford filed a government petition to make barbecue ribs our national food.

While some might argue for standard cookout fare like burgers or hot dogs – also, mind you, cooked on a grill – Kingsford believes traditional, slow-cooked barbecue ribs are the right choice. Barbecue ribs, with their many regional spins eliciting fanatical levels of pride, are the one food that both unite and divide us. But while everyone does ribs differently, they all fall under that great banner of real American barbecue. Plus ribs bring people together, are great for sharing and, like any great national dish, give a pass to any pretension. Grab a bone with your hands. No utensils required here.

"We love burgers and dogs, but barbecue ribs are special. They gather people together like nothing else. We think it's high time to recognize these slow smoked slabs of goodness as our official national food," said Matt Gregory, general manager of Kingsford Charcoal. "As people gather around the grill this Memorial Day, we hope they'll be inspired to sign our petition and honor this centerpiece of barbecue, America's one true cuisine."

Kingsford filed the petition on **We The People**, a government web site that allows citizens to petition the government for change. To earn a response from the Administration, the petition needs 100,000 signatures in 30 days. In addition, to rally support, Kingsford will promote the petition at the Memphis in May World Championship

Barbecue Cooking Contest and the Big Apple Barbecue Block Party – two of America's most prestigious barbecue events.

Knowing that every movement requires grassroots support, Kingsford also has enlisted **Vince Wilfork**, two-time pro-football champ and barbecue aficionado to help spread the word. Off the field, this Renaissance man has a talent for cooking ribs and dancing like nobody's watching – footage of his 2014 Memorial Day cookout became an Internet sensation when his family captured and posted Wilfork's joyous "ribs dance." Wilfork will help lead the charge with videos, photos and social media engagement. And, if that doesn't work, he might employ other forms of persuasion.

"I'm passionate about football, family and food, and when it comes to barbecue, my go to has always been ribs," said Wilfork. "I like to spend the whole day around the grill, slow cooking my meat to perfection while enjoying time with family and friends – whether tossing a football or having a one-man dance party."

The launch of the campaign comes as Kingsford® Charcoal introduces new Kingsford® Long-Burning. The 100 percent natural Long-Burning briquets last 25 percent longer than Kingsford® Original, making it easier for even novices grillers to get in on the action of America's great barbecue favorites, including ribs.

## About Kingsford Charcoal

Kingsford Charcoal has fired up great times and great-tasting food for nearly 100 years. **The Kingsford Products Company** is a wholly owned subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion. For more information, visit [www.kingsford.com](http://www.kingsford.com)

NYSE: CLX

CLX-B

---

Contact:

David Kargas, The Clorox Company / [David.Kargas@clorox.com](mailto:David.Kargas@clorox.com)

Samantha Williams, Current / [swilliams@talktocurrent.com](mailto:swilliams@talktocurrent.com)

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/kingsford-fires-up-petition-to-make-barbecue-ribs-americas-national-food-300458962.html>

SOURCE Kingsford Charcoal