

# KCBS

## Seal of Approval



The Kansas City Barbeque Society (KCBS) Seal of Approval indicates a product that has reached the highest level of recognition from the organization. Consumers and retailers know this seal means the product is of the highest quality and is barbeque-ready. When your brand receives the KCBS Seal of Approval and becomes the Official (brand) of KCBS, you have an instant halo of authenticity that helps differentiate your brand from others.

### KCBS Seal of Approval Benefits

- KCBS will provide the brand a direct connection to nearly 20,000 KCBS members who support brands who support their organization. KCBS members live in all 50 states and 42 countries around the world and have proven to be loyal repetitive buyers.
- KCBS Seal of Approval recipients are able to promote their Seal of Approval/Official (brand) of KCBS status on product packaging and in all of their promotional/marketing activities.
- KCBS will design a social media plan in conjunction with the brand to announce the Seal of Approval and share relevant content and/or messaging. KCBS has over 100,000 followers on its social media channels.
- The brand will receive an e-blast announcing the KCBS Seal of Approval to our email database of BBQ teams, certified BBQ judges, event organizers, and overall barbeque enthusiasts.
- The brand will receive an article about their Seal of Approval in the KCBS Bullshead newsletter.
- The brand will be able to provide a KCBS member-only discount on the KCBS website to encourage purchases of its product/service.
- The brand's logo will be included on the KCBS website as part of the Seal of Approval page, hyperlinked to their own website, social media page, or retail outlet.

## Kansas City Barbeque Society

[WWW.KCBS.US](http://WWW.KCBS.US)

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### KCBS Seal of Approval Requirements

- The KCBS Seal of Approval is available to a wide range of brands, including food and non-food products, barbeque-related and non-barbeque items, services, beverages, and even organizations or companies.
- Brands must apply and undertake a thorough review before being granted the Seal of Approval.
- KCBS will evaluate applicants from the perspective of our members, ensuring the brand is appropriate and of the highest quality.
- While each brand is different, an evaluation may require the brand to submit information on manufacturing, price point, sales distribution, and other relevant data (allowances can be made for trade secrets and confidentiality). Samples of physical items will likely need to be sent to the Kansas City Barbeque Society's HQ for testing & review. Services may need to be experienced/tested by KCBS representatives.
- The KCBS Seal of Approval lasts for one year. At that time, the brand and KCBS have the option to renew the program for additional year(s).
- The KCBS Board of Directors must give final authorization for all Seal of Approval marketing programs.



*“America’s Barbeque Expert,”* KCBS is a nonprofit organization dedicated to preserving, celebrating, promoting, and educating the public about barbeque as a distinctively American cuisine.

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