

SAUCY SUMMER GRILLING GUIDE TO MAKE RIBS EVEN MORE DELICIOUS

Stubb's Legendary Bar-B-Q shares five decades of ribs expertise and "off-the-bone" recipes

AUSTIN, TX – (July 25, 2018) This summer, go beyond burgers and hot dogs and serve up some mouth-smackin', fall-off-the-bone ribs. From family reunions to backyard cookouts, ribs are the perfect protein to feed a crowd...and cooking them is even easier than you think. Just add spice rub, toss on the grill and in about 3 hours get ready to serve tender, flavorful ribs!

This year, Stubb's Legendary Bar-B-Q is celebrating 50 years of the Texas-style flavor that founder C.B. "Stubb's" Stubblefield made a household name. Ribs have been a special part of the Stubb's story from the beginning.

"My grandad's famous ribs, slathered in his signature sauce, were one of the first items on the Stubb's menu back in 1968," said grandson, Rocky Stubblefield. "Later on, he started selling his sauce out of the trunk of his Cadillac and things took off from there. He wanted to spread his secret ingredient for love and happiness. Today, Stubb's sauces are readily available in stores all across America."

Rocky has followed in his granddad's footsteps as the official Stubb's pit master and brand ambassador for over 20 years. In honor of Stubb's 50th anniversary, he helped create a new Bar-B-Q Sauce, Sweet Honey & Spice, a perfect flavor match for ribs, chicken and more. Rocky shares his granddad's love for passing along grilling tips to the next generation—including this one for the ultimate ribs.

Rocky's Tips for the Ultimate Ribs:

- Start with a spice rub. Adding a dry spice rub to the ribs adds flavor before you start cooking. Give the rub at least 10 to 20 minutes to absorb into the meat. When the rub gets darker in color, it's starting to soak in.
- No crowding the grill! Place ribs bone side down and never stack ribs on top of one another or crowd the grill. More room allows the ribs to cook evenly. Leave enough space for smoke to penetrate the meat.
- Watch your heat. Cook ribs at a grill or smoker temperature of about 250°F for about 2 ½ to 3 hours, depending on the size of the rack—slow cooking the ribs to get maximum tenderness.
- No babysitting required! No need to sweat over the grill. Once the ribs are cooking, they can be left alone while you hang out with friends and family.
- Add some love & happiness. In the last 30 minutes of cooking, brush ribs with Stubb's Bar-B-Q Sauce (once every ten minutes) to get that signature flavor—tangy, smoky and not too sweet. Don't put your sauce on any sooner or it will burn. Nobody wants burnt sauce!

Ribs are more than just finger food! Throw on an extra rack or plan to have leftovers to add smoky rib deliciousness to these easy summer recipes at your next gathering.

- [BBQ Pork Rib Nachos](#) - These loaded nachos with pork off the bones and spicy sauce are a kickin' party starter.
- [Leftover Rib Macaroni Salad](#) - Tender rib meat and a Bar-B-Q sauce mayo dressing make for an unexpected—but even more delicious—macaroni salad.
- [Baby Back Rib Cheeseburger Sliders](#) - Change things up a bit by topping an all-time grill favorite with tangy, sweet shredded pork and a crunchy red cabbage slaw.

CONTACTS:
Cristina del Canto
Peter Mayer Public
Relations
[Email](#)
504.210.1205

Laurie
Harsen
Stubb's
[Email](#)
410.527.8753

FOLLOW US:


Find more Stubb's recipes and grilling inspiration at www.stubbsbbq.com.

###

Stubb's Legendary Bar-B-Q, the country's No. 1 premium Bar-B-Q sauce brand along with its marinades and

spice rubs, started in Lubbock, Texas, in 1968 when C.B. “Stubb” Stubblefield opened his first restaurant. Today, Austin-based Stubb’s continues to take inspiration from his original recipes and high quality standards to create authentic products made with Stubb’s secret ingredient, “Love and Happiness.” Once only enjoyed by a few lucky Texans, Stubb’s products have gained fans all across the country, bringing that legendary Bar-B-Q flavor to chicken, ribs, burgers and much more. Learn more at www.stubbsbbq.com or Stubbsbbq on Facebook, Instagram, Twitter and Pinterest.

Stubb’s is one of **McCormick & Company's (MKC)** portfolio brands. McCormick & Company, Incorporated is a global leader in flavor. With \$4.8 billion in annual sales, the company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry – retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings the Joy of Flavor to Life™.

Additional assets available online:  [PHOTOS \(16\)](#)

<https://stage.mediaroom.com/mccormick/2018-07-25-Saucy-Summer-Grilling-Guide-to-Make-Ribs-Even-More-Delicious>