



## News Release

### Tension and Expectations High As United States and Iceland Officials Announce Inaugural International Bacon Summit

*The sensitive talks will be followed by the first annual Reykjavik Beikon Festival, a joyous bacon celebration in downtown Reykjavik open to the public on August 25<sup>th</sup>*



Officials attending the International Bacon Summit vow to leave Höfði with a unified vision for global bacon enjoyment.

August 16, 2012 (Des Moines, IA) – On August 23, delegates of the Iowa Bacon Board and Iceland Beikon Board will meet at the former French consulate for the inaugural International Bacon Summit. The purpose of the meeting is to establish a unified vision concerning bacon-related issues. These include but are not limited to: bacon trade barriers, bacon lover rights, bacon nutrition, bacon-inspired arts, bacon queen pageants and innovations in bacon-related cuisine.

Chair of the Iceland Beikon Board, Bogi Guðmundsson, commented on the venue.

“There isn’t a better place to hold our discussions than the house of Höfði where the *Reykjavik Summit* was held between U.S. President Ronald Reagan and Soviet Union General Secretary Mikhail Gorbachev in October of 1986.” Guðmundsson added, “While talks between Reagan and Gorbachev collapsed, the Iceland delegation and our U.S. counterparts have put a unique process in place to ensure we leave Höfði with a unified vision.”

Chair of the Iowa Bacon Board, Brooks Reynolds, further explained, “All participants have signed a preliminary agreement, promising not to leave Höfði until we drink all the Brennivín (known as Black Death), eat all the bacon-wrapped whale meat and agree on key measures that will greatly improve the enjoyment of bacon for everyone, everywhere, all of them.”

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or “like” Blue Ribbon Bacon Festival on Facebook



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The International Bacon Summit will be followed by the first annual Reykjavik Beikon Festival, "Presented by Blue Ribbon Bacon Tour" on August 25. The bacon celebration will be open to the public with opening ceremonies taking place from 1 p.m. to 4 p.m. on Skólavörðustígur Street in downtown Reykjavik. There, bacon lovers will have the opportunity to enjoy a variety of American and Icelandic bacon, bacon-inspired dishes from local chefs, bacon educational lectures and live entertainment. At 7 p.m., the bacon celebration will continue at KEX Hostel with more bacon, live music, bacon, plenty of Viking Beer and more bacon.

For a country known internationally for its rich fishing industry, many find it confusing as to why Iceland would host the first International Bacon Summit, much less a festival dedicated to all things bacon. In response to this question, Bolli Ófeigsson, member of the Iceland Beikon Board, screamed from the depth of his Viking lungs, "OHHHH, BEIKON!" Well put, Mr. Ófeigsson...well put.

### *About the Iowa Bacon Board*

*What started as a group's passion for "all things bacon" has evolved into the Blue Ribbon Bacon Festival, the world's premier bacon festival. In 2001, a group of guys began celebrating bacon during an annual weekend retreat in Spirit Lake, IA, USA. Six years later, they pursued a deeper understanding of their favorite meat by earning "All About Bacon" diplomas from Living History Farms. On March 1st, 2008, officially organized under the Iowa Bacon Board and led by Brooks Reynolds, they went on to found a festival: a festival with the mission of improving the enjoyment of all things bacon by providing education, recognition, advocacy and research on behalf of the masses, everyone, everywhere, all of them. They are serious. Seriously, dudes. Seriously.*

### *About the Iceland Beikon Board*

*In April of 2011, Dr. Guðmundsson was approached by the Iowa Bacon Board to help coordinate a bacon outreach mission in his native land, Iceland. Understanding the importance of bridging the bacon divide among the two countries, he referred the Americans to his brother Bogi, a successful attorney in Reykjavik. When Bogi heard the words "bacon outreach" he knew he had the opportunity to become part of something special. He answered the call of duty by enlisting his closest friends to play host to the bacon-loving Americans. On August 5, 2011, the newly assembled Iceland Bacon Board in cooperation with the Iowa Bacon Board, Ófeigur Jewelers, and Ostabúðin Delicatessen constructed the world's first "flash bacon festival" on Skólavörðustígur Street in downtown Reykjavik. With music blaring and bacon sizzling, over 400 passersby swooned and danced over the free samples of delicious swine. Today, the Iceland Beikon Board is known as the bacon authority in Iceland and Western Europe.*

### *About the Blue Ribbon Bacon Tour*

*Established in 2009, the Blue Ribbon Bacon Tour brings a piece of the Blue Ribbon Bacon Festival experience to the masses, everyone, everywhere, all of them. Over the past two years, the tour has hosted events in: Keystone, CO; Reykjavik, Iceland; Phoenix, AZ; Boise, ID; and Pittsburg, PA. Tour destinations in 2012 include:*

- *Keystone, CO – June 23-24*
- *Reykjavik, Iceland – August 25*
- *Charlotte, NC – September 22*

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## INTERNATIONAL BACON SUMMIT

- What:** International Bacon Summit
- When:** 12:00 p.m. - TBD, Thursday, August 23
- Where:** Höfði, Skipholt 27, Reykjavik, Iceland
- Attendance:** Members of the Iowa Bacon Board and Iceland Beikon Board will be present.  
The list is as follows:

### *Iowa Bacon Board*

Brooks Reynolds, Chair & President of Bacon  
Marshall Porter, Chief Bacon Officer  
Seth Hall, VP of Bacon Enjoyment  
Mark Pederson, Sergeant of Bacon

### *Iceland Beikon Board*

Bogi Guðmundsson, Chair & President of Bacon  
Bolli Ófeigsson, Director of Bacon Juggling  
Bjorn Ófeigsson, Bacon Historian  
Jón Ólafur Sigurjónsson, VP of Bacon Rock  
Arni Georgsson, VP of Bacon Opera  
Benedikt Ingi Tómasson, VP of Bacon Tourism

- Why:** The purpose of the meeting is to establish a unified vision concerning bacon-related issues. These include but are not limited to; bacon trade barriers, bacon-lover rights, bacon nutrition, bacon-inspired works of art, bacon queen pageants and innovations in bacon-related cuisine.

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## REYKJAVIK BEIKON FESTIVAL

*Presented by BLUE RIBBON BACON TOUR*

**What:** Reykjavík Beikon Festival *“Presented by Blue Ribbon Bacon Tour”*

**When & Where:** Opening Ceremonies  
1:00 p.m. to 4:00 p.m., August 25  
Skólavörðustígur Street  
Reykjavik, Iceland

Celebration  
7:00PM to 11:00PM, August 25  
KEX Hostel  
Skúlagata  
101 Reykjavik, Iceland

**Why:** The purpose of the festival is to enjoy:

- Tasting a variety of American and Icelandic bacon
- Sampling bacon-inspired dishes from local chefs
- Testing your bacon knowledge by attending educational lectures
- Dancing to live bacon-inspired music

**Attendance:** Both the opening ceremonies and celebration are open to the public at no cost.

**Bacon Showcase:** The Bacon Showcase provides the public with the opportunity to sample a variety of bacon brands and talk directly to brand reps.

**Bacon-Inspired Dish Competition:** Local restaurants will be participating in a professionally judged food competition with both a winner for best savory bacon dish and best sweet bacon dish.

**Bacon Lecture Series:** Marshall Porter, C.A.A.B.G. (Certified All About Bacon Graduate) will provide festival attendees with the opportunity to challenge their bacon knowledge and beliefs.

**Our Mascot:** A furry pig named, Blue, is the official mascot of the Blue Ribbon Bacon Festival and Blue Ribbon Bacon Tour.

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