



THE HELL OF THE GREAT WHITE NORTH
THE MOST UNIQUE CYCLING EVENT IN THE WORLD



2023 BWR BC RACE BIJBEL

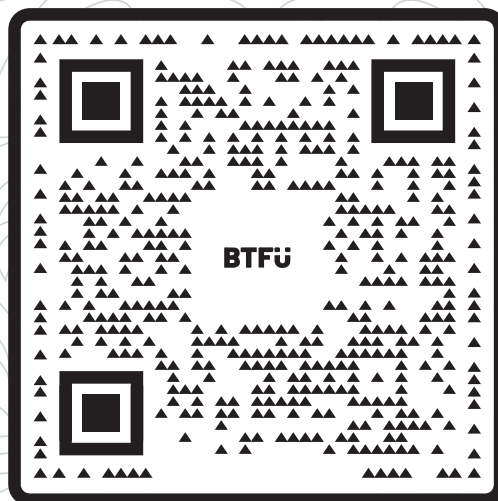


MAY 26-28



The Belgian Waffle Ride was created in homage to the great one-day classics of Europe with their cobblestone sectors... long, hard, multi-terrain races that test the best of the best. The BWR is just like these classics, but harder, because there is way more climbing and the unroad terrain riders are forced to cover - rocks, sand, single track, truck trails and gravel - creates a hellscape the likes of which cannot be experienced nor enjoyed anywhere else.

We offer three levels of hell to choose from.



MAY 26-28

**COWICHAN EXHIBITION PARK
7380 Trans-Canada Hwy
North Cowichan, BC V9L 6B1**

**THE HELL OF THE GREAT WHITE NORTH
BWR.BIKE**

COWICHAN VALLEY



The Cowichan Valley spreads north across the Malahat Ridge from Victoria through the Cowichan and Chemainus Valleys to Nanaimo, including a island spanning cruise to Carmanah-Walbran Provincial Park.

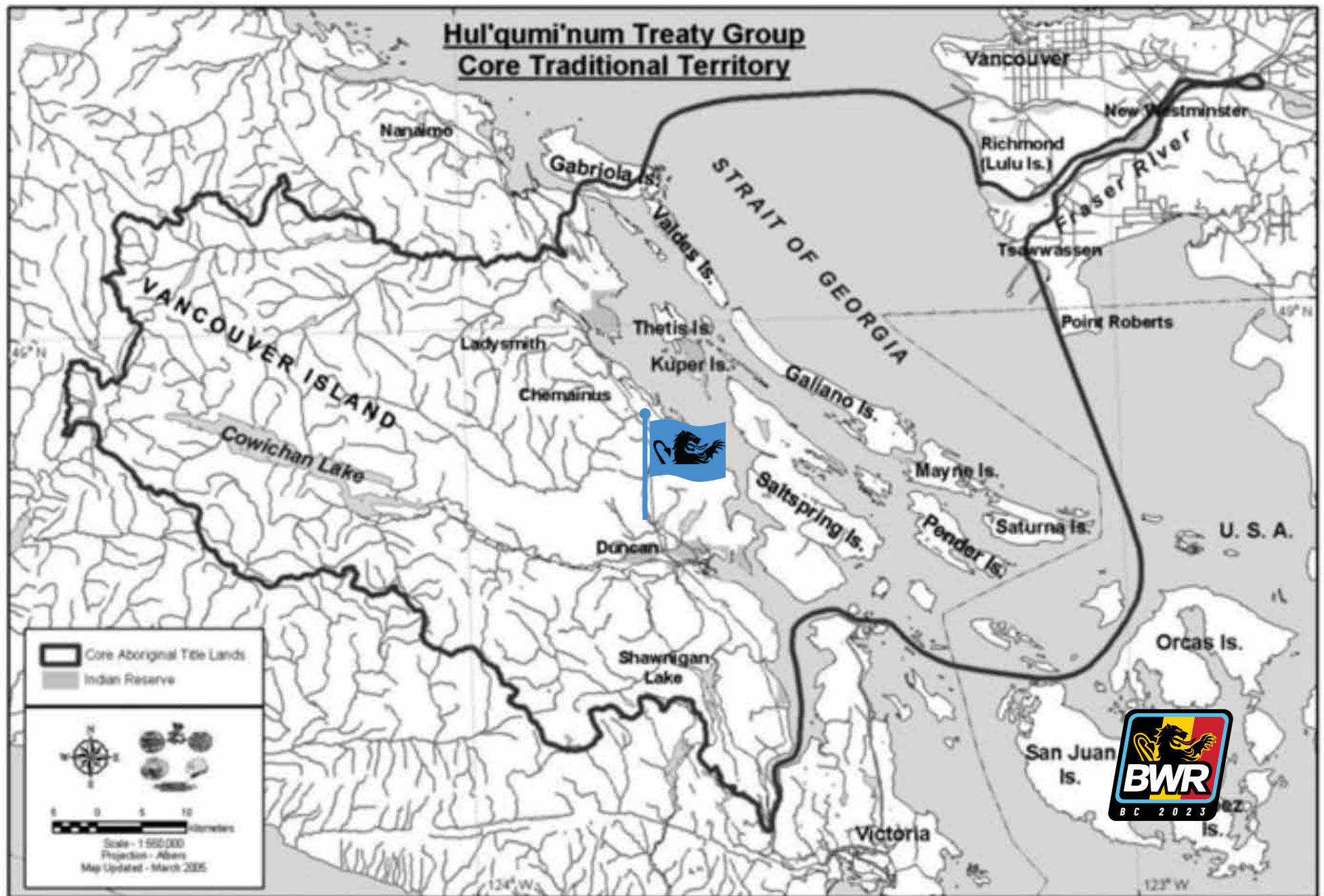
This region of southern Vancouver Island covers the country between Port Renfrew and near Bamfield on the west coast, and Malahat and Nanaimo on the east side of Vancouver Island.

Most of the population lives on the east side, where farming in the verdant, rolling Valleys has gone in tandem with logging since Vancouver Island was an independent Crown colony. The center of agriculture lies south of Nanaimo, the Hub City, and this countrified atmosphere remains as you make your way north towards Parksville. For sure, it's hard to ignore the slopes of the Vancouver Island Mountains that begin to usher you closer to the coastline for desire of wide valley bottoms. So many roads west die out quickly in the face of this granitic force of nature. The exception is the cross-island mixology of roads and unroads that connect the sequestered Cowichan Valley with the weather-beaten community of Bamfield to the west.

A greater contrast is not easy to conjure, which is what makes the BWR venue so fascinating. There's plenty of easy going adventuring to be found by sticking to the main routes, although everyone should treat themselves to an unroad or two where the valleys meet the Salish Sea. There are beaches unlike any that can be found elsewhere, with vistas that offer an intimacy with the landscape, yet somehow underscore its isolation.

Whether it's Unroad adrenaline or unfettered unwinding you are after, you'll find it here. Partake of world-class kayaking, incredible flyfishing, meandering through ancient rainforests, championship year-round golf or touring the spectacular coastline. Follow all of that with a beer party at **Category 12**, a stroll through seaside shops, an evening of live music and you'll start to see the world differently. That's our desire.

LAND ACKNOWLEDGEMENT



Hul'qumi'num core traditional territory. SOURCE: Hul'qumi'num Treaty Group, Ladysmith, BC

We acknowledge, honour and give thanks that we are able to host the Belgian Waffle Ride British Columbia event on the unceded traditional lands of the Hul'q'umi'num speaking peoples, specifically the Quw'utsun, Malahat and Halalt peoples who for thousands of years have walked gently on and provided stewardship over these lands.

About The Quw'utsun Mustimuhw:

The First Ancestors of the Hul'q'umi'num are the original occupants of s'aalh tumuhw on southeastern Vancouver Island, the Gulf Islands and the lower Fraser River. Maps record more than 500 Hul'qumi'num place names blanketing the landscape, demonstrating their ongoing connection to these lands, waters and resources. Their oral traditions also affirm this deep rootedness in the territory.

For thousands of years, they have lived in, travelled and fished the waterways of the Salish Sea. Their population is young and growing fast and has over 4,900 people today and it is estimated about 60 percent are under the age of 25 years old.

SCHEDULE OF EVENTS



Friday, May 26

BWR Unroad Welcome Party presented by MNP
5pm-9pm – Mellor Hall at Cowichan Exhibition Park
7380 Trans Canada Hwy, Duncan BC

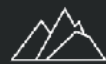
Saturday, May 27

BWR Unroad Expo presented by MNP
9am – “Why She Rides” Women’s ride, hosted by Anne Riesling
10am to 6pm – BWR Unroad Expo and Rider Registration
10:30am – FasCat Shakeout Ride
11am – Beer garden opens
11am to 2pm: Kids Unroad Course, sponsored by Catalyst Paper
12pm – Rider Briefing #1 – Hydration/Nutrition Strategies by F2C
4pm – Rider Briefing #2 – Hydration / Nutrition Strategies by F2C

Sunday, May 28

BWR Unroad Expo and Belgian Waffle Ride
5am – Belgian Waffles and Eleven Speed Coffee served
7am – Waffle Ride start
7:15am – Wafer and Wanna Ride start
10am to 6pm – BWR Unroad Expo
1pm – Anticipated first Waffle finisher
2pm – Podium presentations for Wafer
4pm – Podium presentations for Waffle
8pm – Course closes

7380 Trans Canada Hwy, Duncan BC



LOGISTICS



THE 2023 BELGIAN WAFFLE RIDE BC UNROAD EXPO

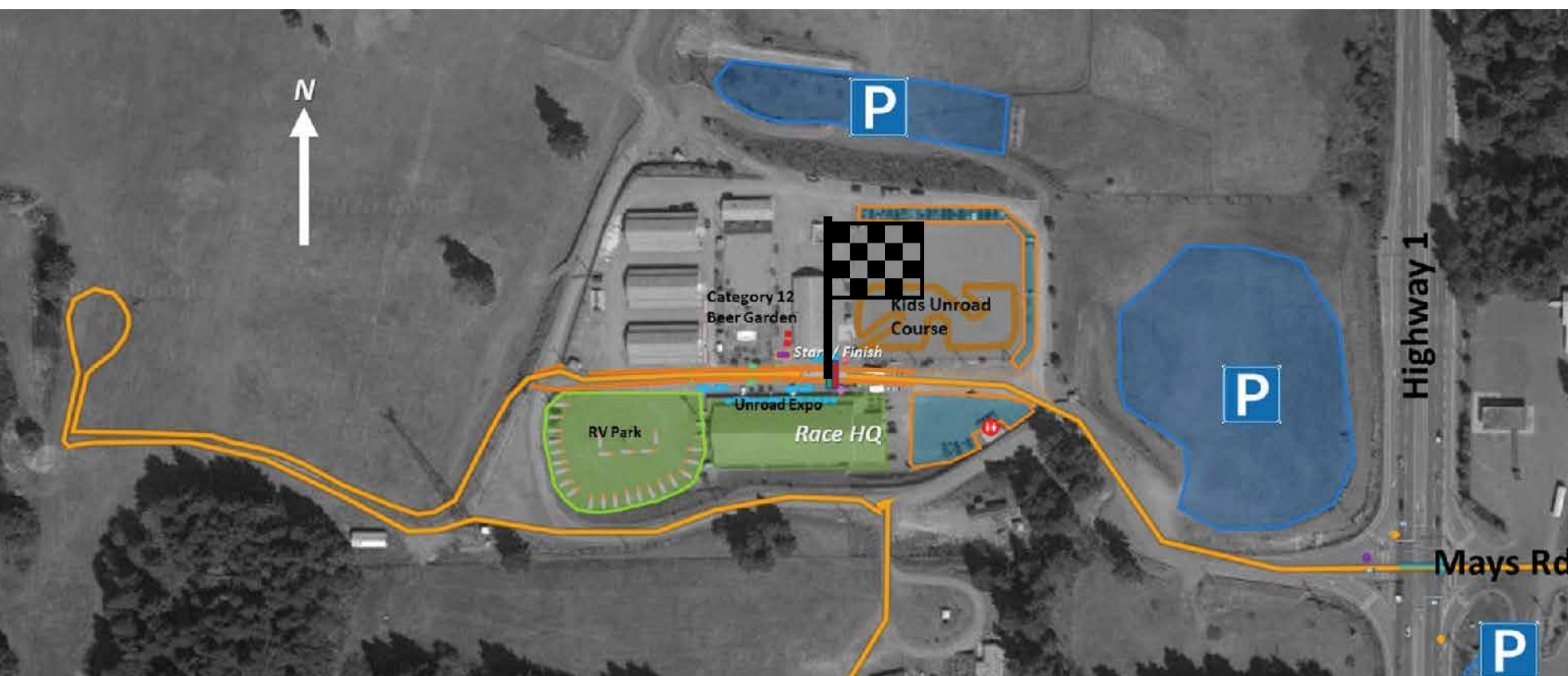
Here's where to go:

BWR Unroad Expo / Start & Finish / Weekend Parking (400 cars)

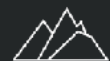
Cowichan Exhibition Park - 7380 Trans-Canada Hwy, Duncan, BC V9L 6B1

Additional Parking

Across the highway on Road parallel to Hwy 1 at 7233-7359 TCH.
(Do not park on the Highway or on May's Road)



UNROAD
UNLTD





WELCOME TO THE INAUGURAL BELGIAN WAFFLE RIDE BC

The only Euro-style Spring Classics in North America, the BWR is coming to Canada and is supported by **Category 12 Brewery**, gleeful purveyors of fine ales, especially the Belgian Tripel, BADASS ALE, that all finishers will receive. With the race venue hosted at the nearby **Cowichan Exhibition Park**, where the **BWR Unroad Expo** will feature all kinds of festivities! Not only will the race offer up the same type of insanity, challenge and unparalleled experience that has made the BWR notorious and noteworthy at other venues throughout North America, the BWR BC also offers a special little **Kermesse Kross** circuit that all riders will get to enjoy, tackle, or otherwise survive in order to get to the actual finish line. This finale will give riders riders an extra bit of fun in celebrating the survival of all three of the BWR course options.

This Inaugural edition has drawn many world-class cyclists from around the globe as well as many top Canadian pros... some coming to take on this Unroad rowdiness for the first time, and many more just to partake in the unique challenge of the day they have come to relish. Riders coming to win have their work cut out for them, as the pro field is DEEP, including Rob Britton! The Waffle will have its own wave start, followed 15-minutes later with the combined Wafer and Wanna fields. The Waffle course features 14 Unroad sectors, which comprise 50% of the route.

LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT



Dr. Scott Lundy - Canadian National 'Cross Champ

WELL, HOW DID WE GET HERE?



Alison Keple



Jon Watkin



Alison Keple is the reason why the BWR came to BC and specifically Cowichan Valley, where she is the District Principal of International Programs for the Cowichan Valley School District. Alison is an avid endurance athlete who fell in love the BWR and has worked diligently these past three years to bring the BWR BC to life. Having had experiences putting on other events, Alison has been instrumental with her knowledge, organizational skills, and desire to create a wonderful experience for riders here. Everyone will reap the benefits of her passion for this event.

Alison not only worked with the Monuments of Cycling team to make this dream come true, she also applied her local Unroad knowledge to create a course that features the perfect BWR cocktail of terrains. She also introduced **Jon Watkin** into the mix, and Jon became the race director for the event. Jon is the principal at Panache Cycling Sports and has devoted over 30 years to his passion of cycling as a commuter, competitor, volunteer, manager, and event director. He founded the Wheelhouse Cycling Society and is the event director of many major cycling events like the Langford Bikefest, Agency Cycling Festival, Bear Crossing Grand Prix, Bear Mountain Bike Festival, Burnt Bridge Gravel Fondo and, most exciting of all, the Belgian Waffle Ride Canada.



WHAT MAKES THE BELGIAN WAFFLE RIDE SPECIAL?

If you want to get technical, it's the only race of its kind that covers as much distance of combined road and Unroad sectors through the beautiful Vancouver Island scenery and its terribly challenging terrain. It's also the largest event of its kind now and will be known as a premier and very hard race, too, and the most unique one-day cycling event in the country, because everyone says so. But, its 219-kilometers of suffering over sinuous, bone grinding roads, sandy trails and singletracks fraught with rocks, arduous climbs, mud, water crossings, in head-swelling heat (or rain) fought against the wind (always a headwind) make it so.

And yet, we like to think it's special because the BWR can be a metaphor for something much bigger...

The literal BWR starts out as a celebration (with waffles) and the promise of greatness to follow (riding bikes is great), which includes **Category 12 BADASS Ale** at the end. But the journey really begins the day one registers to take it on. Once committed, there is indeed greatness and excitement, but there are also ups and downs with work, injuries, life challenges, mechanicals and flat tires. Things we sometimes don't wager on. While there may be a plan for training, and there certainly is a course to navigate, there is no proverbial '**unroad map**' on how to survive when things go sideways. The BWR offers an extreme event for the best among us, but also a simple, back-to-the-basics challenge that makes it irresistible... though frightening to some. Many find a deeper meaning attached to the journey. **It's transcendent.**



WHAT MAKES THE BELGIAN WAFFLE RIDE SPECIAL?

And then, there is the finish. The elation. The joy. The reconnecting with loved ones and the celebration of the BWR experience... **memories that sustain.** The metaphor can take on the parallels of our life experiences. If we heed the lessons that our training imparts, we stand to gain many advantages for life in general. There are a number of edifying and entertaining nuggets that can be gleaned from this pursuit. **The reality is the road is going to go up and down and things can get a bit dirty along the way, literally and metaphorically.** Our work to get ready for such a challenge carries with it a parallel to our life. No matter who we are, we're all confronted with trails and stipulations, trials and tribulations, the heartening home runs and heartbreaks, setbacks and setups – all in the span of 7- or 15-hours, or something in between. Sectors in the BWR can serve as a reminder that some things aren't as bad as we thought, and others are unexpectedly hard; like life.

Like a test, a presentation, a graduation, a ceremony, the BWR is just a punctuating moment on the calendar, an affirmation of where we are right at that instant. It's a reflection of our current standing and stability in our growth as athletes; as humans.

The BWR suggests a lot about our character, but does not represent it completely. It does, however, provide us a North Star to orient our day-to-day lives around. It's pursuit, always lingering in the back of our minds, offers an opportunity for getting in touch with our higher selves **(or our inner chipmunk)**. The testing of limits we approach along the journey open us up to personal growth, the transcendence of doubt and ascendance to something which at times appears out of reach, much like the **Muur van Prevost** and its 29% grade. In this regard, the training is as important to our existence as it is to surviving or thriving in the BWR.



WHAT MAKES THE BELGIAN WAFFLE RIDE SPECIAL?

The finish line can bring all sorts of surprises. For many, there is the elation of making it back all on their own. Others find extra joy in racing the whole thing, never flatting and finishing higher up the standings than they thought possible. Still, others finish with the same sense of peace and joy they started with. No matter, all rouleurs roll home with a great thirst for **Category 12 BWR BADASS Ale** only finishers get to imbibe (or keep as a trophy, or both).

Finally, whether it is our training or being immersed in **Schools Out** nasty teeth, there is inherent happiness that occurs when one is in the state of flow —when no other thoughts enter the mind other than the task at hand (which requires all of our critical thinking). Taking in all of the incredible moments of the event, just as one should in life, can be liberating.

Listening to all the wonderful tales that manifest by way of the BWR, it becomes obvious that there is an internal peace to be found within the arc of the event, from registration to the finish line libations and sensations. The actuation of our inner spirit animal is what can make this thing so damn rad... there's a majesty to reaching, aspiring and growing that is hard to achieve without a prism through which it can be brought to life. We'd like the BWR to always be more than a day's journey through the **Hell of the Great White North** and, instead, resemble the apprenticeship of self-awareness, where the awareness begets awareness, and more **BWR BADASS Ale**.

The BWR, it's a virtuous cycle and (bicycle) celebration; a metaphor for life.



WHAT MAKES THE BELGIAN WAFFLE RIDE UNIQUE?

The BWR is about mixing things – bringing together elements that don't normally fit, juxtaposing this with that – where the whole is greater than the sum of its parts. That's why **the BWR is not a gravel race**, per se, because it's simply not one-dimensional. It's the only race of its kind where roadies, mountain bikers, cross racers and gravelleurs can commingle without one group having an advantage. **Its mixology is its mythology.** So, no, this is not a gravel race. The BWR is a collage in which its vitality is defined by diversity with variety as its soul...

Mighty is the mutt. Hybrid is hip. The blurred, the impure, the mélange, the adulterated, the blemished, the rough, the hewn, the black-and blue, the black-yellow-and red, the mix-and-match—these are inheriting the Earth.

Mixing is the new norm. Mixing blurs lines. Mixing erases boundaries. In that sense, mixing trumps isolation. It spawns creativity, nourishes the human spirit, spurs emotional growth and empowers deeper connections between people, and to the things most important to them. **The BWR is about mixing, contributing and borrowing from that which is lost in time or space, either just up ahead or somewhere along a forgotten unroad.**





WAFFLES - BIKES - WAFFLES - BEERS

The people of the BWR are mixologists... well-studied in the history of multiple two-wheeled pursuits with a rich appreciation for the ingredients and techniques needed for unroad riding, and for them we regularly create new and innovative mixed-surface experiences that are anything but one-dimensional.

This BWR BC course is no different and we are once again mixing things up with another new route – a cocktail that is equal parts road and unroad with features that are sure to surprise and delight. **For 2023, the BWR BC route will enjoy devilish dirty detours with not so smooth road connectors** with additional sectors that will both take one's breath away and challenge in new and untold ways. We are delighted to share it all with you...

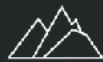




THANK YOU FOR JOINING THE BELGIAN WAFFLE RIDE

The BWR has a growing cult following of fervent racers from cyclocross, road, unroad, and mountain biking that could be related to the BWR's stature in the now crowded event space of Gravel Racing, which wasn't a thing when the BWR took riders into the dirt on their road bikes all those years ago. It's important to note, the BWR was never set up to be a grinder event; it's a road race punctuated by severe terrain and 88-kilometers of unroad riding, much of which some riders wish would be gravel. No matter, the BWR has become known as much for its difficulty — all the glorious trappings of the Belgian Spring Classics — as it has for the celebratory atmosphere that pervades its every funky facet.

This is the first time a BWR has been held outside of the United States, and will be what we hope to be the first of a series of Canadian Unroad Races. Thank you for taking a chance with us at this unique, rugged and beautiful venue. Together, we will make something special happen and then share with the world about the experiences.



COWICHAN EXHIBITION PARK

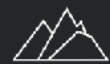


WAFFLES - BIKES - WAFFLES - BEERS

Monuments of Cycling has partnered with Panache Cycling Sports to deliver the first Belgian Waffle Ride outside of the United States, to be held May 26 - 28, 2023 on Vancouver Island, B.C. Canada, at the Cowichan Exhibition Park.

Cowichan Exhibition Park is located on 62 acres and nestled next to the side of Mount Prevost. There are 35 acres of fields that are great for different types of outdoor events such as wedding ceremonies, dog tracking and agility courses, camping and event parking.

The first ever international Belgian Waffle Ride (BWR BC) will kick off the summer on the west coast of Canada in the Cowichan Valley of Vancouver Island. Along with the Belgian Waffle, Wafer and Wanna Rides, the accompanying Unroad Cycling Festival will feature live music, a massive beer garden, a variety of food options, and all sorts of family fun that will exemplify the unapologetic Canadian hospitality in its most apologizing of ways.





THE QUADRUPEL CROWN OF GRAVEL IS THE LARGEST SERIES OF ITS KIND IN THE WORLD WITH SEVEN EVENTS GLOBALLY IN 2023!

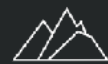
The Quadrupel Crown is open to all Waffle and Wafer riders. For the Waffle, on top of each venue's cash prize purses, there is an overall prize purse of \$25,000 shared among the top five Waffle men and women. For the Wafer there will be prizes for the top five overall riders in the Series. For both the Waffle and Wafer age-groups, there will be awards for the winners of each age category. **BWR CA and BWR KS are mandatory for the Quad podium.**

- Inaugural BWR AZ in Scottsdale, AZ on March 4 -5, 2023
- **12th Annual BWR CA in San Diego on April 14 - April 16, 2023**
- Inaugural BWR BC on Vancouver Island, BC on May 26 - 28, 2023
- 3rd Annual BWR NC in Asheville on June 9 - 10, 2023
- 4th Annual BWR UT in Cedar City on August 25 - 26, 2023
- **3rd Annual BWR KS in Lawrence on October 13 - 15, 2023**
- Inaugural BWR México in Queretaro, MX on November 25 - 26, 2023



Each venue will showcase a challenging 'unroad' multi-surface course that takes advantage of the unique topography these beautiful locations have on offer, from the old growth forest of the Hell of the Great White North in BC to the multiple cyclocross features of the Hell of the North (KS) and the cobble stoned streets of the Infierno Del Sur in Queretaro, Mexico. Each route is uniquely designed to include a multitude of technically challenging sectors. Waffle courses range in length from 110- to 144-miles, with Wafer courses between roughly 68- and 84-miles. Some venues will have Wanna Rides, which are typically around 40-miles. Elevation gain will range from 6,500 feet to 14,000 feet for the various Waffle courses.

The Quadrupel Crown will be contested in a points-based omnium format across all seven of the 2023 BWRs. Riders competing for the Quadrupel honors and prize purse will be scored based on the total points of their top four (Quad) races. All Quad contenders must compete in BWR CA and BWR KS.





For 2023, for the entire Quadrupel Crown of Gravel series, Monuments of Cycling has partnered with OpiCure Foundation, which is a 501(c)(3) nonprofit committed to bringing awareness of opioid addiction, redefining best practices for recovery and devoting resources to affect positive change in the Utah community and beyond.

Together, MoC and OpiCure want to raise awareness about the opioid crisis by using these large gravel races across the United States to showcase the power of the bicycle. OpiCure Foundation is built around a strong team, including stand-out cyclists and founders, Cullen and Griffin Easter. The medical advisory board includes top addiction doctors and the cycling advisory board includes some of America's top cycling names, Chris Horner and Howard Grotts.

FYI - Griffin has finished second at numerous BWRs the past couple years. He was also third at last year's at BWR CA. But look for Cullen to leave his mark out there! Not to mention the new riders on team OpiCure!

To learn more about OpiCure Foundation visit www.OpiCure.org.



OpiCure
FOUNDATION



THE BWR *UNROAD* EXPO

UNLTD

This year, with so many people attending and riders coming from all over the world to take on the Waffle, the **BWR Unroad Expo** venue will be an awesome place for family fun and cycling tomfoolery. The Unroad Expo will be over the course of three-days, with all the added fun and entertainment to the schedule of events. There will be live music, food, a massive Beer Garden, plus at **Cowichan Exhibition Park** there will be an offering of food, beer, fun, and the awards, and over 20 exhibitors filling out the sprawling Expo grounds. It's through these grounds that the finale of each BWR race will happen by way of the **Kermesse Kross** finishing circuit which wends its way through the Park adjacent to the **BWR Unroad Expo**.

7380 Trans Canada Hwy, Duncan BC



LIVE COVERAGE

The BWR CA's live coverage of the event presented by wattbike will be featured on Instagram Stories. The women's race can be viewed on the **UNROAD UNLTD** account on Instagram [@UNROADUNLTD](https://www.instagram.com/UNROADUNLTD). The men's race will be covered on the BWR Instagram [@BelgianWaffleRide](https://www.instagram.com/BelgianWaffleRide). Please follow both accounts.



Undefinable and Unruly, Unroad UNLTD is not about the usual, it's about the Unusual. It's for the free thinkers and free riders who have an Unmet desire for adventure and a happy disrespect for the usual way of riding a bike. Check us out at - <https://www.youtube.com/c/UnroadUNLTD/> [@UNROADUNLTD](https://www.instagram.com/UNROADUNLTD)

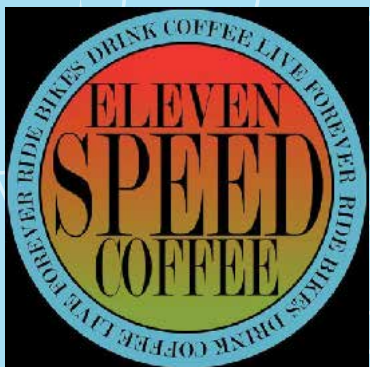




BWR BC PARTNERS



The Feed.





BWR BC PARTNERS



MNP (previously known as Meyers Norris Penny) is one of the largest full-service chartered professional accountancy and business advisory firms in Canada. MNP's head office is in Calgary, Alberta, and has offices from Vancouver Island to St. John's. MNP's 117 offices span across 9 provinces and territories of Canada, With almost 8,000 employees, MNP is one of the largest professional service firms in Canada.



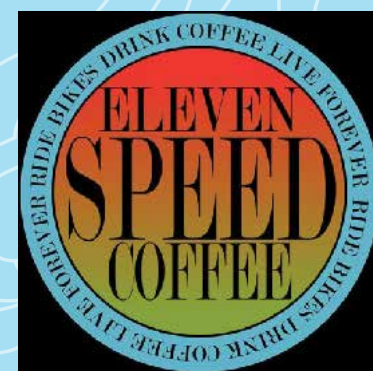
Catalyst



Catalyst Paper Corporation is a pulp and paper company. It's Catalyst Crofton Mill is located on Vancouver Island, in the Cowichan Valley, near Duncan and plays an important role in the cultural, social and economic health of this community. Commissioned in 1957, Catalyst Crofton Mill today has two paper machines and two pulp lines. Committed to environmental sustainability, 84% of Catalyst Crofton Mill's energy comes from renewable sources with a 66% reduction in greenhouse gases since 1990. Its unique deep-sea port facility provides an economic gateway to major marketing in western North America, Asia and Latin America.

Eleven Speed Coffee - Canada's premier cycling inspired coffee roaster!

From quiet morning waterfront spins to exploring new single track, long solo rides or banging around town with your friends - coffee has always been a part of cycling, a quick espresso before heading out, the mid-ride cortado and of course the big mug of black coffee on a patio post ride. They pride themselves in sourcing, roasting and delivering unique and exceptional coffees.



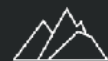
Eleven Speed is roasted in very small batches daily in Victoria BC - They sell their beans on-line and through carefully selected, locally minded small businesses. They only purchase 'specialty grade' coffees to ensure quality and farmer traceability.

Wannawafel - In 1962 North Americans adopted a version of the now Belgian waffle as a breakfast staple. In 2009 Wannawafel re-introduced the authentic Belgian recipe out of the Market Square café located on Johnson Street, Victoria, B.C., Canada.

Today, their Liège and Brussels waffles are still made authentic, from scratch, and using ingredients imported directly from Belgium and made fresh to order.

The Brussels waffle is featured at BWR BC which consists of a yeast-leavened batter which dates to a recipe from the 18th century. They use only the finest imported pearl sugars, chocolate and other Belgian delicacies. They infuse this history with Vancouver Island sourced ground white flour, cream, butter, eggs and yeast creating Wannawafel's unforgettable and world-renowned taste. The waffle irons are imported directly from Belgium and lovingly seal in the historic taste of Belgium's recipes.

F2C - stands for First to Cross. F2C Nutrition is an athlete-focused, science-driven sports-nutrition company. Supporting athletes by delivering clean, premium quality products, F2C Nutrition believes superior nutritional products and nutrition education is key to an athlete's performance and success. **F2C Nutrition** products undergo stringent testing and assures athletes that every batch of our product is tested for impurities, toxins and substances considered prohibited in sport by the World Anti-Doping Agency (WADA).



CATEGORY



Category 12's head brewer and founder, Michael Kuzyk, has been brewing beer for more than 25 years and has his doctorate in microbiology and biochemistry from UVic. But all work and no play makes... well, you know the rest. After leading the creation of several world-class research labs, he decided it was time to make his own. C12 is dedicated to the pursuit of exceptional beer.



Bold beers for strong minds. With Michael's continual tinkering, you can expect a continually expanding line of seasonal releases, including those that pay homage to our favourite big Belgians and hoppy Northwestern ales.

Michael's obsession with great beer, recipe optimization, and meticulous record-keeping practices—honed during his research days—make him a brewer to be reckoned with.

We experiment with a 50 L pilot brew bench that allows us to fine-tune recipes that scale to our 1,500 L production capacity—and we have more than a few on the books. Our brewhouse is proudly made on the Island, just around the corner from the brewery. Specific Mechanical has made over 350 brewing systems over the last 30 years, and ours was the first one they were able to walk over and enjoy in person.

For this inaugural BWR BC, Finishers will receive a special 750ml bottle Category 12's BADASS ALE, the first Belgian Tripel we have ever offered for a BWR!

We really appreciate Category 12's support. DANK U!



ARE YOU READY FOR THE HELL OF THE GREAT WHITE NORTH?





WAFFLE COURSE SUMMARY

<https://ridewithgps.com/routes/42760511>

219-km/136-miles

~2600m of climbing (~8500 feet)

14 Unroad sectors

50% Unroad (long, muddy, wet, dry, rocky, loose, hilly, ugly)

Numerous tight corners, roots, water crossings, and obstacles

3 Queen/King of the Mountain segments

3 Queen/King of the Dirt segments

3 Queen/King of the Sprint segments

7 Feed Zones

Q/KOMs:

<https://www.strava.com/segments/34029751>

<https://www.strava.com/segments/34029315>

<https://www.strava.com/segments/34029276>

Q/KODs:

<https://www.strava.com/segments/34029878>

<https://www.strava.com/segments/34081088>

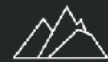
<https://www.strava.com/segments/34076814>

Q/KOSs:

<https://www.strava.com/segments/34076781>

<https://www.strava.com/segments/34030602>

<https://www.strava.com/segments/34030592>



9000 WAFFLE WOOP





WAFFER COURSE SUMMARY

<https://ridewithgps.com/routes/42760505>

108-km/67-miles

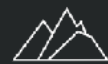
~1530m of climbing (~5000 feet)

Numerous Unroad sectors

35% Unroad (long, muddy, wet, dry, rocky, loose, hilly, ugly)

Tight corners, roots, water crossings, and obstacles

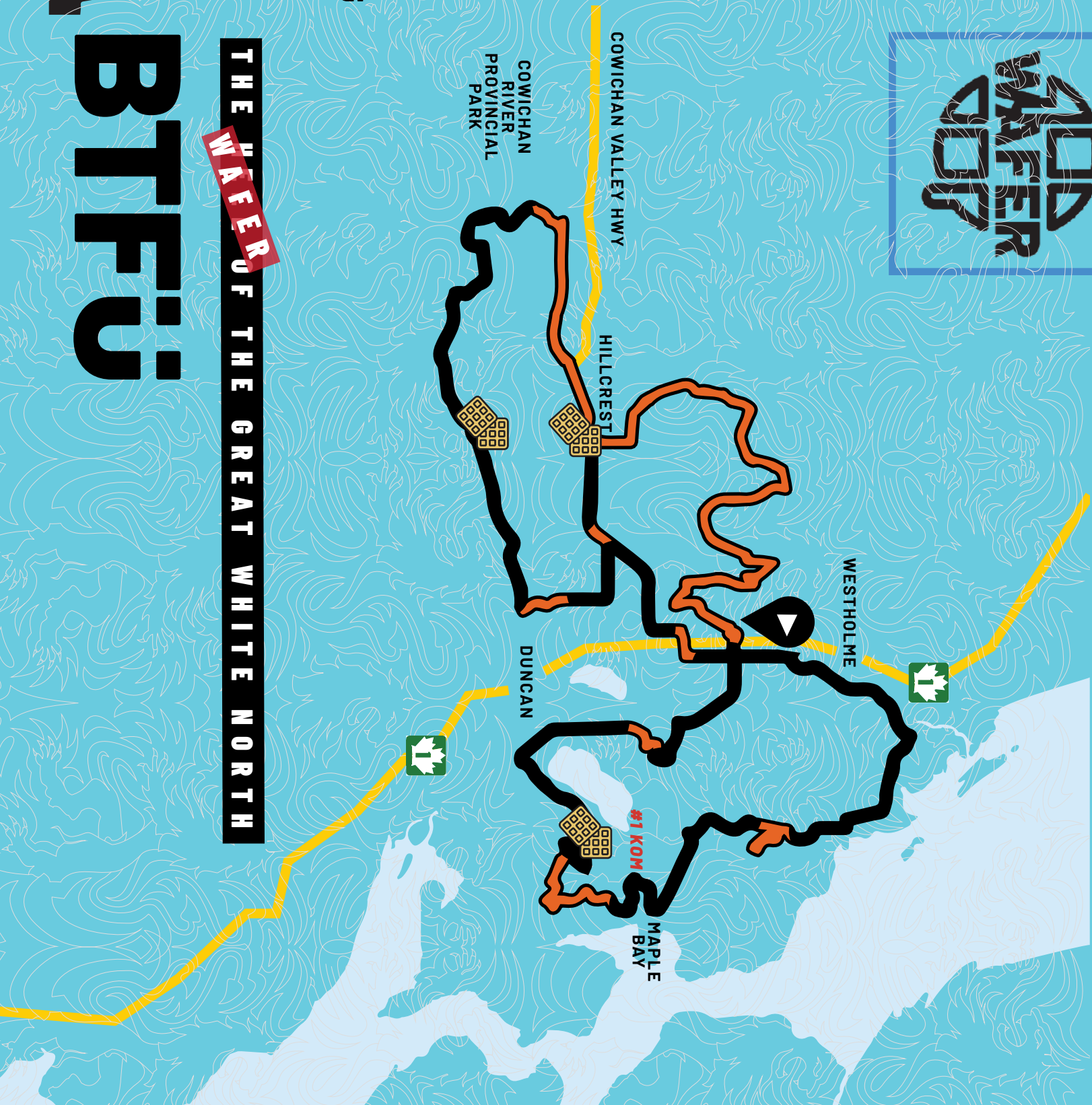
3 feed zones





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THE WATER OF THE GREAT WHITE NORTH

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WANNA COURSE SUMMARY

<https://ridewithgps.com/routes/42760498>

52-km/32-miles

~555m of climbing (~1800 feet)

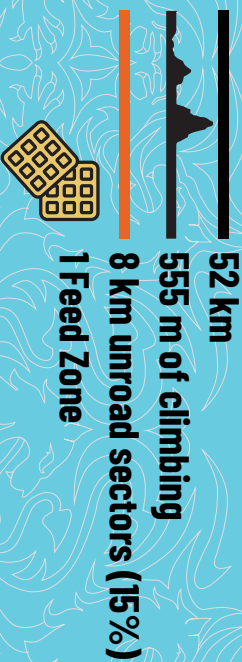
4 Unroad sectors

22% Unroad (long, muddy, wet, dry, rocky, loose, hilly, ugly)

Tight corners, roots, water crossings, and rocks

1 feed zone





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THE VANNA OF THE GREAT WHITE NORTH

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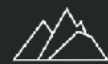


WHO IS READY TO TAKE ON ROB BRITTON IN HIS 'HOOD?

We have a wonderful field of world class riders for this Inaugural event coming to take on local legend, former Canadian National Road Champ, **Rob Britton**, who resides nearby in Victoria. The men's field will include pros such as **Nathan Hass, Nicholas Roche, Geoff Kabush, Evan Russell, Andrew L'Esperance, Joseph Laverick, Griffin Easter, Elliott Baring, Mathieu Bélanger-Barrette, Carter Nieuwesteeg, Jordan Bryden** and a host of other international and Canadian pros.

On the women's side, we have Olympian and 2022 Quadrupel Crown of Gravel Series winnaar, **Flavia Oliveira Parks**, ready to enjoy the challenging terrain alongside pros like **Katerina Nash, Claire Townsend, Haley Smith, Pam Frentzel-Beyme, Maddy Ward, Carey Mark, Nadia Gontova, Anne Riesling, Brenna Pauly**, and many more.

The fun thing is there will be a variety of road, 'cross, mountain bike and triathletes all wondering who will have an advantage over the others. The fact is, the race is half road for the time trialists and roadies. It's partially singletrack for the MTBers and it's partially twisty and turny with technical sectors for the 'cross racers. **Nobody has a distinct advantage over the others, which will make it terribly exciting.**





COURSE DESCRIPTION

The BWR BC is 219-km in length, and sorry (as Canadians like to say) but it's time to learn the metric system! There is over 2,600 m of climbing, but it's the ever-changing and ever-challenging terrain that will ultimately ruin the unprepared. Half the course is Unroad, with 14 definitive Unroad sectors, but even the road stuff is not that smooth. What can we say about the Unroad stuff... gravel, mud, rocks, roots, double-track, dirt, and the single-track, oh, the single-track. This is not to discount the other challenges of the course, of which there are many. This means the need for tires at least 38mm in width, probably wider. Please don't say we didn't warn you. **THIS IS YOUR WARNING:** When in doubt, add more rubber, more gears, more training, more grit, more waffles, more beer, eh?

Leaving the start/finish line at **Cowichan Exhibition Park**, excited riders will depart in a neutral roll-out in two waves (1 - Waffle, 2 - Wafer / Wanna) ... and soon thereafter the **Groene Vlag** will be waved, and then the racing will commence. Riders will notice that after a mere 11-km they are climbing (read: breathing hard) and will do so until a left onto **Esdoorn Berg**, where they will be confronted with the first Unroad sector of the day.

14 Unroad sectors of varied off-road terrain await riders along the inaugural “Hell of the Great White North” route

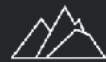


BELGIAN WAFFLE RIDE AND ITS ‘CANADIAN COBBLES’

For sure, separations will happen here. Before it's completed, many riders will wonder what they have gotten themselves into. To make matters worse, after leaving the road, riders will encounter all sorts of difficult terrain, which is a hallmark of any BWR. This inaugural race will offer numerous obstacles in the form of Unroad sectors, sinuous single track, tedious truck trails, mud, rocks, roots, and gravel roads, all of which are sure to weaken even the toughest privateer. For the Waffle, there are seven **The Feed Zones**, three for the Wafer, and one for the Wanna. Please refuel at each one; they're roughly separated by 30-kilometers.

GROENFLAGGEN – GREEN FLAG

Riders will get to enjoy undulating terrain with a zippy downhill out of the chute, but soon after the green flag is waved, somewhere along this first road sector as riders start climbing, they will wonder what they've gotten themselves into before the first Unroad sector is encountered.





UNROAD SECTOR #1 – Esdoorn Berg – km 13-16

Riders will turn into the Maple Mountain parking lot, a popular mountain bike staging area, and a sense of dread will come over those who chose narrow tires. Riders will pass under a totem pole gateway onto **Esdoorn Berg's** Story Trail, built by the local Cowichan Tribes indigenous youth. The rich green ferns and cedar trees will distract from the gradual climbs, tight corners, twists and turns, short technical features, and then riders will swoop slightly downhill through potentially catastrophic mud if there has been some recent rain. Be careful in this singletrack section to not brush past the stinging nettle next to the trail or you'll feel the fire for the rest of the day!

Once off the singletrack, the truck trail (sorry, they call it fire road in these parts) pitches straight up for a steep but short climb. If you are not breathing too hard, look over your right shoulder and you will get a beautiful view of the valley. But don't be surprised if you are too short of breath to take notice.

DIDN'T WE TELL YOU THIS WAS GOING TO BE A BLAST?



BTFU

A MAPLE MOUNTAIN BRIDGE

Relief from climbing will come and riders turn back downhill onto a flowy piece of singletrack aptly named **Xylem**. Surely you remember your biology? **Xylem** is the tree transport system that carries water and nutrients upward; this is the trail normally used for climbing the mountain.

The descent will start with smooth, flowy corners sure to bring smiles to faces, and a straight shot across the middle section with incredible views and the charred stumps of a forest fire a few summers ago. The trail ends with some technical rocky corners that may frustrate the inexperienced – hopefully you have practiced your singletrack skills! A quick jaunt over some West Coast-style elevated woodwork and riders will come back onto the fire road for the descent back to the pavement.



TAKE IT ALL IN!

Having survived the first Unroad sector, riders will roll through farmlands and the quiet community of Maple Bay (punctuated only by the steady pock, pock, pock from the pickleball courts).

The first KOM/QOM (<https://www.strava.com/segments/34029751>) comes with a sudden right-hand turn... look left and you'll be rewarded with ocean views and look right to see the road lurch towards the sky. This stretch is sure to eliminate the pretenders and isolate the potential winners. While it is not too long, the grade increases with the distance, and luckily ends with an even steeper Unroad QOD/KOD sector, so even though one might feel good this early on, don't leave it all on the road here!





UNROAD SECTOR #2 – MOUNT TZOUHALEM km 24.7-28.8

You will think you have finished the first significant climb of the day once you hit the end of the Q/KOM, but then the suffering continues, now in dirt that gets much punchier and steeper as you enter the mountain bike paradise of **Mt. Tzouhalem**. According to legend, early indigenous people took refuge on the mountain to avoid the rising waters during a flood. When the water subsided, a frog was seen warming itself on a rock formation on the side of the mountain, and the mountain was named "Pi'paam" (little swelled-up one). Later, the mountain was renamed after **Chief Tzouhalem**, a fierce warrior who lived his final days on the mountain after being banished by his people.

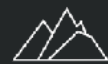
Riders may need to channel their own fierce warrior as the dirt climb is even steeper than the road just ascended, as riders turn make their way up to the mountain bike park known as "**The Zoo**" and the first Q/KOD (<https://www.strava.com/segments/34029878>).

The initial climb up **Maanlandschap** (Moonscape) is steep, and if it has been dry, it'll be loose. It's a wide Unroad so fear not there will be room for passing. If you need a break, pull over and turn around for some peaceful views, before carrying on uphill. After a particularly steep and loose section, riders will turn left onto the fire road that winds up, around, and down **The Zoo**. You will likely hear whoops of joy from the mountain bikers who populate the trails, and heed the warning when you see full-face helmets and body armor on mountain bikers appearing in the trees.



Enjoy the non-technical fire road before getting a lesson on some West Coast singletrack with a turn into **Schools Out**. This will be a great introduction to rooted corners. Experienced riders will love the continuation of the Q/KOD through these technical trails, but Unroad novices may have to dismount in more than a few places. The trail continues downhill onto **Emma's Express**, a flowy trail that will be good practice for what's coming up. The final piece of descent will be on the local favorite singletrack called Double D – one of the finest flow trails on Vancouver Island, where riders will experience bermed-corners, booters, tabletops, and the smart riders will avoid the jumps. We think this singletrack will be the subject of many a post-race narrative! Stop and refuel at the end of **Double D** at The Feed. Zone 1 and seek mechanical assistance if you were one who decided to see if gravel bikes can indeed do gap jumps.

Rejoice, you have now survived two of the most popular mountain bike parks on Vancouver Island! Roll downhill on pavement through the **Properties** after refueling, and shake off any lingering hand cramps from being on your brakes through **Double D**. But don't relax too much as it's time for another Unroad sector!





UNROAD SECTOR #3 – KAKABOULET km 38.2-39.6

No BWR route would be complete without a **Kakaboulet** sector. **Kakaboulet** is a Flemish slang word to express dismay, like WTF?! This surprise section won't even be known by locals! These trails are short, sharp, and fun. The path starts wide and after a right turn riders will roll down towards the first water crossing of the day. If you can make it up the bank after the bridge without dismounting, treat yourself to an extra **Wannawafel** at the finish as a reward! The trail then turns narrower, rootier, twistier, and more fun as it turns slightly upward and snakes around until popping out on the road.

Roadies will be relieved to know they have 16-km of pavement before being confronted with Unroad again. During this road sector the sprinters get to flex for the first Q/KOS of the day (<https://www.strava.com/segments/34076781>). One tunnel to go under the Island Highway and **WANNA RIDERS TURN RIGHT AND SKIP AHEAD TO THE WAFFLE FINISHING STRETCH**. Another tunnel and a short roll through town will lead riders onto the Cowichan Valley Trail.



UNROAD SECTOR #4 – COWICHAN VALLEY TRAIL km 55-56.2

This Unroad sector will come as a relief as there is nothing technical. While this brief roll down the wide hardpack will be briefly interrupted by some stairs – requiring a dismount other than for the most skilled trials riders – it will give riders a chance to catch their breath and bring their heart rates under control.

Once back out on the road, riders continue out towards **The Feed Zone 2**, keeping a look out for a Sasquatch sighting, and roads that wind their way towards the Cowichan River. **Roadies, take note!** You have the next 16-km to lead the groups and do the pulling. The pavement may not be silky smooth, but Riverbottom Road provides some scenic views of the river and mountains, punctuated by steep, punishing, rolling terrain. Wafeurs will climb the entire Stoltze Hill before turning back towards the finish, while Waffleurs will climb only part for now and save the rest for much later in the day.

WAFEURS CONTINUE UP STOLTZE HILL TO HEAD TO THE FINAL CLIMB...

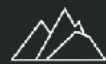


UNROAD SECTOR #5 – RIVERBOTTOM ROAD km 72-75.4

Luck is with the riders, as having only had to climb half of Stoltze Hill (for now), a left turn onto the gravel section of Riverbottom Road will not feel much different than the bumpy pavement they just turned off. Another left over the Cowichan River will bring riders to a long section of the Cowichan Valley Trail; part of the **Trans Canada Trail**, which is the longest multi-use trail in the world. It runs 28,000 km across Canada, and Wafflers are expected to feel like they have ridden that far by the end of the day.

A former railway trestle brings riders across the Cowichan River, which is the lifeblood of the valley, home to spawning salmon and steelhead trout, and was once the center of a powerful indigenous nation. Get lost in the ancient rainforest among tall cedars, droopy moss, and green ferns. It may feel like you have entered the otherworldly Dagobah system, with swamps, waterfalls, and green being the dominant color. The Feed Zone 3 is ahead and then riders will continue on the trail, hypnotized by the never-ending tall trees and greenery, until an abrupt left turn jolts them out of their forested reverie and back onto pavement.

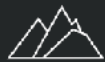
The next 15-km of pavement rolls through farmland and wineries. There is nothing flat, but no climbs so long that they will leave riders wondering if they will survive. We save that for later, as with all BWRs.





UNROAD SECTOR #6 – KOKSILAH KOMEDIE km 104.3-105.6

This next Unroad sector, **Koksilah Komedi**, while only just over 1-km in length, will have riders climbing loose and chunky gravel in the second Q/KOS (<https://www.strava.com/segments/34030602>) and wishing once again for pavement. Even though it's a sprint, riders will find it difficult to go fast! At km-105.6, for 2.5-km, riders will enjoy a nice road section to deliver them to the next Unroadiness of the day.



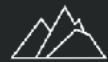


UNROAD SECTOR #7 – KEIEN HEUVEL km 108.2-112.6

Keien Heuvel (Cobble Hill) is a popular destination for hiking, horseback riding and mountain biking, made up of 26-km of trails ranging from technical singletrack to doubletrack mountain bike trails. These trails lead through a variety of forest ecosystems and feature several viewpoints that collectively offer a 360-degree view of the surrounding area. You most likely will be working too hard to enjoy the views!

Feel free to refuel at The Feed. Zone 4 before tackling the technical **Dragonfly** singletrack trail, which winds up to a gravel road, and makes up the second Q/KOD (<https://www.strava.com/segments/34081088>). Hopefully the singletrack at **The Zoo** prepared riders for some of the tight, rooty corners they will encounter here! Then riders meet up with a long rolling pavement stretch towards and through the resort community of Shawnigan Lake. Once past the lakeside cottages, the road takes a decidedly devious pitch upwards. At this point, the well-trained or simply insane will continue wending their way up the long climb up to **Goldstream Heights**.

This second Q/KOM (<https://www.strava.com/segments/34029315>) has 4-km of consistent, painful, and unapologetic (despite the Canadian habit of apologizing for everything) climbing on Shawnigan Lake Rd before the right turn onto Stebbings Rd where it levels off a tad. Riders will notice that the end of the Q/KOM is not actually the summit of the climb and must confront a sharp left turn again onto the Cowichan Valley Trail and some of the steepest sections of the entire course!

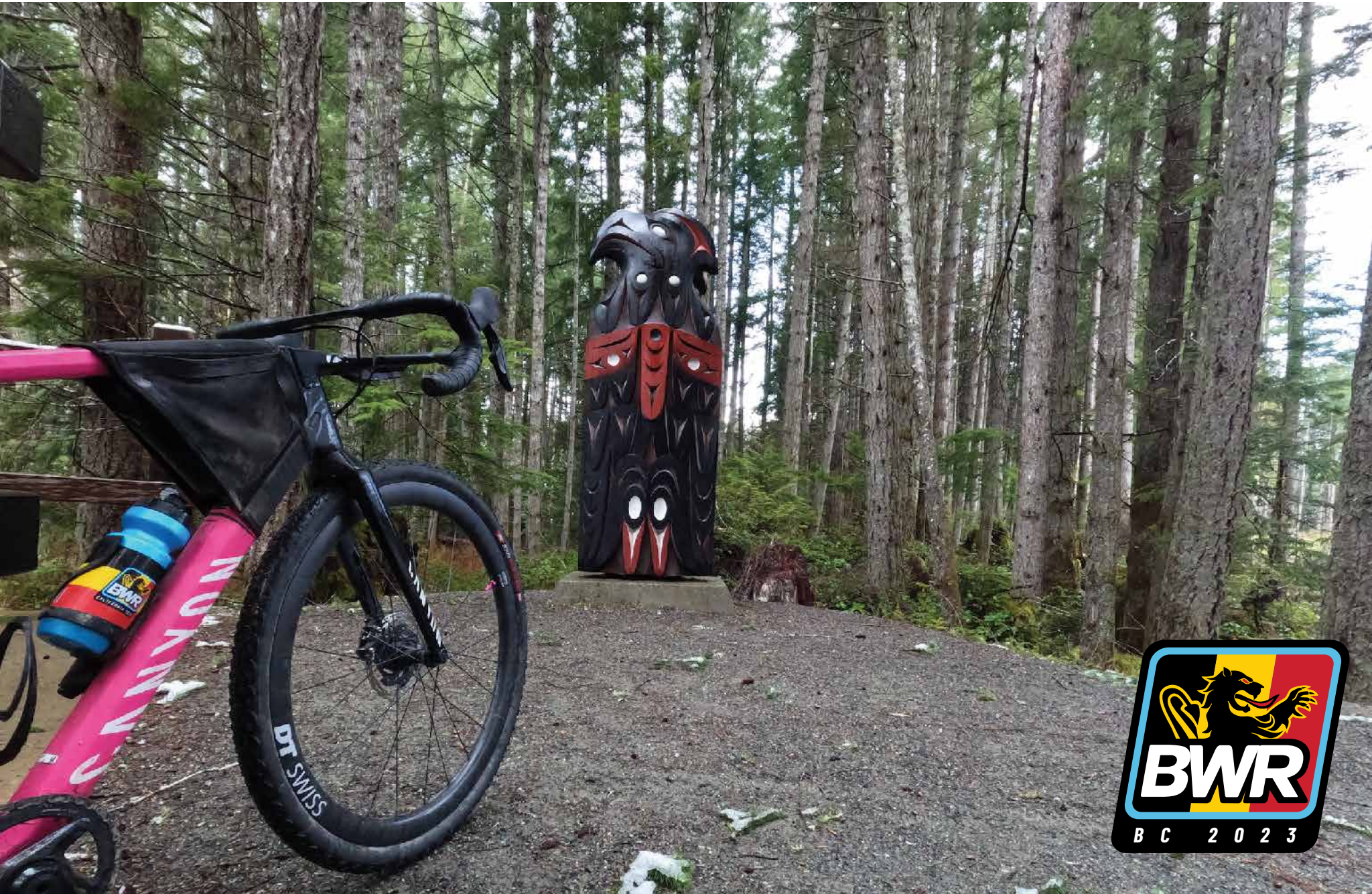




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UNROAD SECTOR #8 – GOUDSTROOMHOOGTEN km 128.6–133.6

Turning off the pavement and back onto the Cowichan Valley Trail, the pain continues on **Goudstroomhoogten** (Good Flow Heights) and the path taunts riders to get to the top, no matter how slow. This climb, which started so damn many kilometers (they are shorter than miles) earlier, is also the third Q/KOD (<https://www.strava.com/segments/3407681>). Back into tall trees, riders will wish they were going the other way, as some of the uphill sections top out at yet another hellish 20%! Many riders will be confronted with the reality that they chose the wrong gears and will wish they could add more. The summit will come, however slowly, and then riders get some sweet relief coasting down the pavement. However, there isn't much time for reflection before the next Unroad sector.



UNROAD SECTOR #9 – YOS TOTEM SWITCHBACKS km 137.5-141.9

Onto the **Cowichan Valley Trail** once again (remember how we said it was part of the longest trail in the world!), riders will enjoy the Yos Totem Switchback descent. It's steep, and fast, and twisty, so we will have a bunch of Slow The Funk Down signs here to remind everyone what's important – **GO SLOW TO GO FAST**. Riders will pass by the Yos Totem pole standing sentry in Malahat Nation Territory. A thunderbird is the central figure on the totem, standing aloft with a salmon under each wing. On the far side of the pole the Sasquatch is featured prominently, gazing out into the forest. Legend has it that the mythical thunderbird was so large and flew so high that it carried the rain on its back and created thunder and lightning.

By this point in the race, riders may want a thunderbird to swoop down and carry them away. This sector has a few very steep descents and climbs. Riders will love it and hate it. The trail will come to a short section of road, and then The Feed Zone 5 appears, before the longest section of Unroad yet. This is a critical opportunity to take in as much F2C Glyco-Durance, and take some to go, too.



WHO WILL BE THE ATTAQUEURS IN BC?



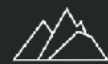


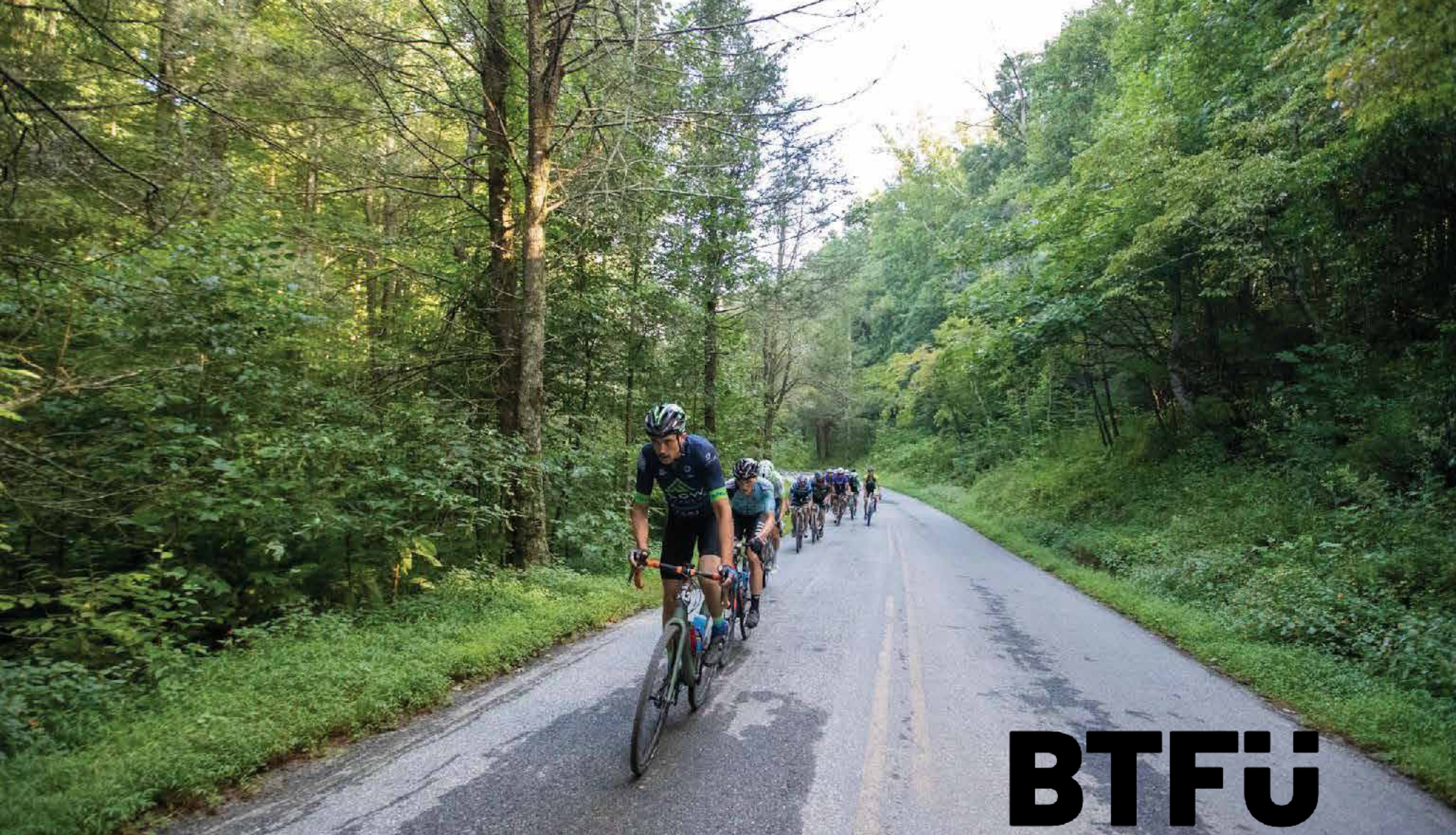
UNROAD SECTOR #10 – NOOIT EINDIGEND TRAIL km 142-180

Het Nooit Eindigend Trail (Never Ending Trail) is what riders signed up for... as many will have thought Unroad meant Gravel. Well, now they will get the gravel they've been waiting for and should settle in for the long grind back northward. Don't settle in too much if you fancy yourself a Q/KOS Contender, as you get your final chance here (<https://www.strava.com/segments/34030592>). **Nooit Eindigend** will feel like a reprieve as long as no one thinks about what is to come. Douglas fir and maple trees form a green backdrop, interrupted only by the **Kinsol Trestle**, one of the tallest free-standing timber rail trestles in the world. This spectacular historical structure will be a slow zone, as the 44 m high trestle is always crowded with many walkers, hikers, and cyclists stopping to admire the view above the Koksilah River.

By now, riders will be suffering from the fatigue of a thousand tree branch cuts. Rider after rider will detonate in whimpering, simpering, and 'limpering' ways; worse than bonking, as they succumb to what has now been 5-, 7-, or 9- hours of blissful torture.

Note: A second trip past The Feed Zone 3 may necessitate a stop, as there is still so much riding left.



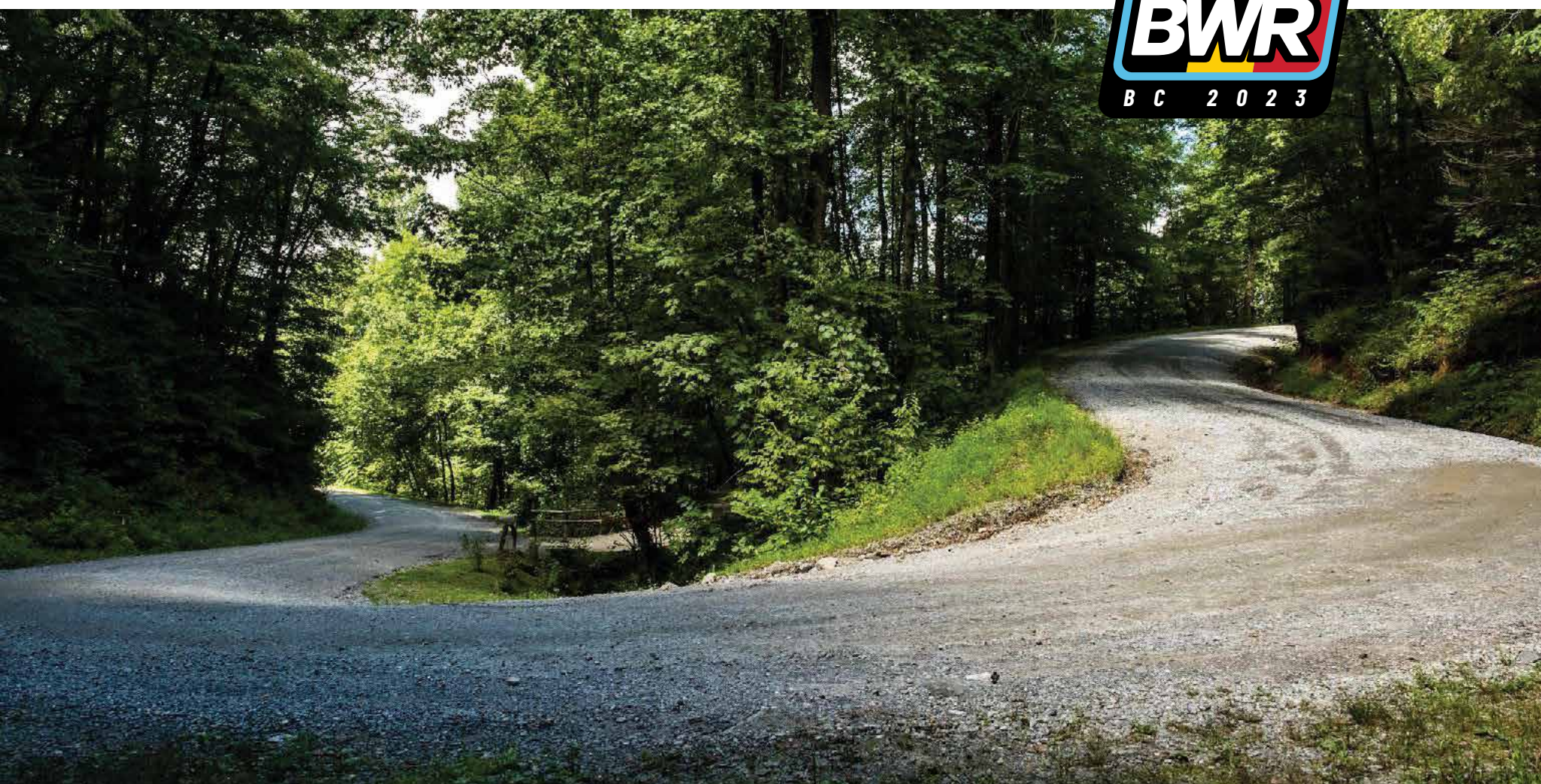


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UNROAD SECTOR #11 – RIVERBOTTOM RD km 180-183

Riders will recognize this gravel road from earlier in the course if they can remember that far back in the day. Only this time they are tackling it uphill. Respite in the form of pavement comes but the pain of that pavement will be in finishing the Stoltze Hill climb riders started oh so long ago.

WAFEUR RIDERS PICK UP HERE...



**BTFU**

UNROAD SECTOR #12 – DEZE TRAIL NIET WEER km 184.1-191.1

Once again back on the Cowichan Valley Trail – **Deze Trail Niet Weer** / Not This Trail Again – is where the leaders will be looking at each other, testing each other, and finally dropping those who dared cling on this far without contributing. This is the final flat section of the course, and some riders may feel joyful to be almost finished – those who don't know what is still to come. A surprise deviation will have riders detouring off the Cowichan Valley Trail and onto **Paldi Vallei**, just to wake up the skills before the looming final climb.

As an important aside, we realize throughout this race riders may find themselves invoking the most common Flemish swear word, **Godverdomme**, which we don't condone but often hear from those just learning the Flemish ways. It may bring some relief to yell Godverdomme here, as riders thought they had an easy spin to the next pavement section before they were so rudely deviated off a tame trail to one full of bumps, rocks, and ruts. Those unskilled at line choice may find themselves dealing with a flat tire here. Don't say we didn't warn you.

With any luck we will have a cloudy day so riders can't see the 800m high Mt. Prevost looming over them, knowing it is the final climb (or descent into hell) of the day. A short pavement section along the Cowichan Valley Highway gives way to a right turn onto a gravel logging road and the final Feed Zone before the ultimate climb.



UNROAD SECTOR #13 – MUUR VAN PREVOST km 197-215

After a short gradual climb up washboard gravel, riders take a sharp right and if they've read this, they'll have a sense of foreboding of this final Q/KOD (<https://www.strava.com/segments/34029276>): a steep climb, all while having to pick a line over babyheads and loose rock. The steep section gives way to what feels like a less steep fire road (a little hug for your legs) that winds up Muur van Prevost, through active logging areas. Keep watching for deep puddles – deep enough to trap unsuspecting riders.

Helpful Hint: the shallowest way through the puddles is right through the middle! Be warned again, although this climb is steep, it is also long! When you think you have reached the top, do not kid yourself, you aren't there yet.

Mt. Prevost is the modern name given to this sacred mountain known originally as **Swuq'us**. One lone man took refuge on **Swuq'us** during a great flood, and two women who survived the flood on the southern part of the island found him; legend has it these three are the ancestors of the Cowichan people.

The length and difficulty of this final climb may have riders asking their ancestors for strength, and then for courage on the final loose, steep gravel descent. Anyone on narrow tires will surely regret that decision, but at least they made it this far!



YES, THIS AREA IS A MECCA FOR MOUNTAIN BIKERS!





KAKABOULET OMGEKEERDE

Riders will descend the **Mt. Prevost** mainline, all while watching out for trucks full of mountain bikers shuttling up to the downhill trails. Then a deviation off the mainline and onto the **Adrenalin Connector**. Your brakes will get a very short rest as riders will yet again have to pedal uphill, but this time very briefly, for what is almost the last time. Almost. The **Adrenalin Connector** will then swoop downhill and take riders next to the Adrenalin trail – one of the longest jump trails in western Canada. Don't be distracted by the huge gap jumps. Stay focused because the end of the connector will deposit riders onto **Kakaboulet Omgekeerde**... where only the most skilled riders will be able to stay on their bikes. A short, but extremely steep chute, criss-crossed by slippery roots and ill-placed rocks, awaits. Anyone who dares ride **Kakaboulet Omgekeerde** may very well end up doing an endo over their bars. We will have **SLOW THE FUNK DOWN** signs here and riders best heed them. Better yet, dismount as riders probably don't have the skills to ride this, especially if they chose the wrong tire. Yes, those who were able to get their rims on some IRC DOUBLECROSS 42s will now have their most favorite tire ever. For those that didn't read this BWR Race Bijbel and decided we didn't know what we were talking about, and picked 32s, the race hotline number is 619-408-1650 – give 'em a jingle and let them know you choose the wrong tire. Let's see what they come back with. At this part of the course, it'll take a while to get to you. **Please, don't ever say we didn't tell you so.**

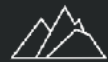
WANNA RIDERS PICK UP HERE...



BTFÜ

IT'S HARD TO BELIEVE, BUT YOU ARE ALMOST THERE?

Riders will be so happy to see the pavement again after the previous 18-km of Unroad torture. However, happiness is sadly fleeting, as the paved road will only last for a mere 2-km before flagging tape guides riders into a tiny singletrack trail leading off the road. Miss it and you may just keep heading north and never make it to the finish!





UNROAD SECTOR #14 – ZIJN WE ER AL? Km 217-219

The first stretch of singletrack is narrow but short and ends with a quick dismount and hop over some dormant railroad tracks. After the tracks, the lowest gear you have may help you get up the steep pitch – but most riders may as well just stay off the bike and hike to the top as they probably won't make it.

The beginning of **Zijn We Er Al?** (Are We There Yet?) will feel like one last scenic forest corridor, but the short fire road will end in trails on private property that we are fortunate to have been given permission to use. The trails are primitive and coarse, and you may find yourself being bucked around on your bike on some hidden underground obstacles. Don't get discouraged as the finish is truly nigh! Once riders pop out of the trails onto Perry's field, they will hear the finish and smell the waffles! One last, glorious BWR surprise and then the **Cat 12 Badass Ale** will flow! Hell, if you made it this far, remember something like 40% won't even finish – they are the ones who didn't bother to read this race bijbel.

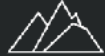
Gefeliciteerd!





AFWERKEN

It is here at **the finish line**, listening to all the wonderful tales that will manifest by way of the BWR, it will become obvious that there is an internal peace to be found within the arc of the event, from registration to the finish line libations and sensations in between. **The actuation of our inner spirit animal** is what can make this thing so damn rad... there's a majesty to reaching, aspiring and growing that is hard to achieve without a prism through which (like the BWR) it can be brought to life. We'd like the BWR BC to always be more than a day's journey through the Hell of the Great White North and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more **BWR BADASSEDNESS**. MORE WAFFLES. MORE BEER. MORE BEER.



The Feed.

The Feed is BWR's partner for all the aid stations where we will have energy gels, hydration, chews, bars, and food throughout the course. There will be excited volunteers to help riders get what they need, and quickly. There is a magnitude of locations to stop and fuel...

About The Feed

The Feed is the largest online marketplace for endurance athletes to find everything to fuel their next ride. The Feed is your one-stop shop for all things sports nutrition, recovery gear, and high-performance supplements, and they also offer 1:1 nutrition coaching to dial in your fueling. To kick off your journey with The Feed, sign up to [claim \\$20](#) to use just like cash at the store, and you'll receive another \$20 each quarter. **#FeedYourSpeed**

There are seven **Feed Zones** on the Waffle course (size for Wafer, four for Wanna) to help riders get the proper hydration and nutrition from **F2C NUTRITION** to finish the event. **The Feed** will be providing **Endurance Tap**, exclusively sold at The Feed, as the on-course gel for BWR riders, and Feed Zones will also have **PowerBar Shots Energy Chews** and **PowerBar Energize Bars** to help riders make it to the finish.

Riders will also have the ability to fill their bottles on course with **Feed Zones** stocked with the F2C Glyco-Durance which will be blended to approx. 200cals per 750ml bottle fill. All stations are run by volunteers giving their time to make riders' experiences the best ever.

Other food and beverages typically on offer:

Water
Coke
Bananas
Peanut Butter Pretzels
Fig Bars
PB & J Sandwiches





The Feed.

We've got some exciting news for you! We've partnered up with Endurance Tap, a badass natural energy gel, sold exclusively at The Feed, as the official gel sponsor of the Belgian Waffle Ride races.

We know you've been training hard and crushing those gravel roads, so we wanted to give you the fuel you need to keep on riding like a bunch of badass rebels. And what better way to do that than with Endurance Tap's all-natural gels? Made with ingredients like maple syrup, ginger, and sea salt, these gels are designed to give you that extra boost of energy you need to power through the race without causing any GI distress.

So, get ready to add some more fire to your ride, because Endurance Tap will be hooking you up with their gels all throughout the race. We're stoked to have them on board, and we think you will love them too.

Don't forget to claim your free \$20 now to order Endurance Tap at The Feed to fuel your training: <https://thefeed.com/teams/bwr-2023>

F2CTM

NUTRITION



F2C – stands for First to Cross. F2C Nutrition is an athlete-focused, science-driven sports-nutrition company. Supporting athletes by delivering clean, premium quality products, F2C Nutrition believes superior nutritional products and nutrition education is key to an athlete's performance and success. **F2C Nutrition** products undergo stringent testing and assures athletes that every batch of our product is tested for impurities, toxins and substances considered prohibited in sport by the World Anti-Doping Agency (WADA). Learn more at [F2CNutrition](https://www.f2cnutrition.com).

F2C Nutrition was born from the vision and passion of Greg Cowan, founder and CEO who has influenced and shaped the natural health food industry over the last 30 years. Cofounding his first business Pure Source in 1986, Greg has gone on to own and develop many health food companies and global brands including Nature's Essence, Virox and PhD Nutrition Inc. While training for Ironman Canada Greg struggled to find quality, clean nutritional products to support his own training and racing needs. Frustrated with what nutrition was available on the market at the time, Greg set out to develop products that reflected his values and principles and drew upon his deep knowledge of the natural health food industry. Valuing clean, naturally sourced ingredients supported by innovative scientific research, Greg created a robust endurance product line up. The **F2C Nutrition** product line not only tastes great but uses all natural, ground breaking ingredients that have the science to back them up.



CANYON'S HOW TO SURVIVE BWR BC

By Griffin Easter, OpiCure Foundation Gravel Team

Belgian Waffle Ride is a unique mixed-terrain Unroad event, encompassing aspects of road, mountain biking and gravel. Last year's BWR CA second-place finisher, Griffin Easter, is seeking to better his finish in 2023 at BWR BC using this must-do checklist that will help you survive, and thrive, at BWR BC on May 28.



CANYON



CANYON'S HOW TO SURVIVE BWR BC

By Griffin Easter, OpiCure Foundation Gravel Team

Nutrition

When planning for Belgian Waffle Ride California, the foundation of success begins with nutrition. Making sure you have a good game plan for race day is just as important as riding the bike. If you don't fuel properly, your body won't get far before it's pulling over and begging the question: **"How in the hell am I going to finish today?"** Don't let race-day excitement unhinge your plan—engage these two tricks:

1. Eat and drink reminders. Almost all GPS computers these days have a neat little tool that reminds you to eat or drink at repeating intervals throughout your ride. I like to have a reminder to drink every 15-minutes and food every 30-45 minutes. If you don't have a GPS computer, then a simple piece of white athletic tape stuck to your top tube with a reminder to eat and drink works just as well.
2. Stop at the **The Feed. Zones.** One of the best parts of the BWR series are the neutral Feed Zones. Try to hit these stops with an empty bottle, so it's necessary to refill with F2C before tackling the next section of miles. These oases are incredible pit stops when you are in the "hurt locker." Drink, eat and top off both liquids and carbs.

CANYON

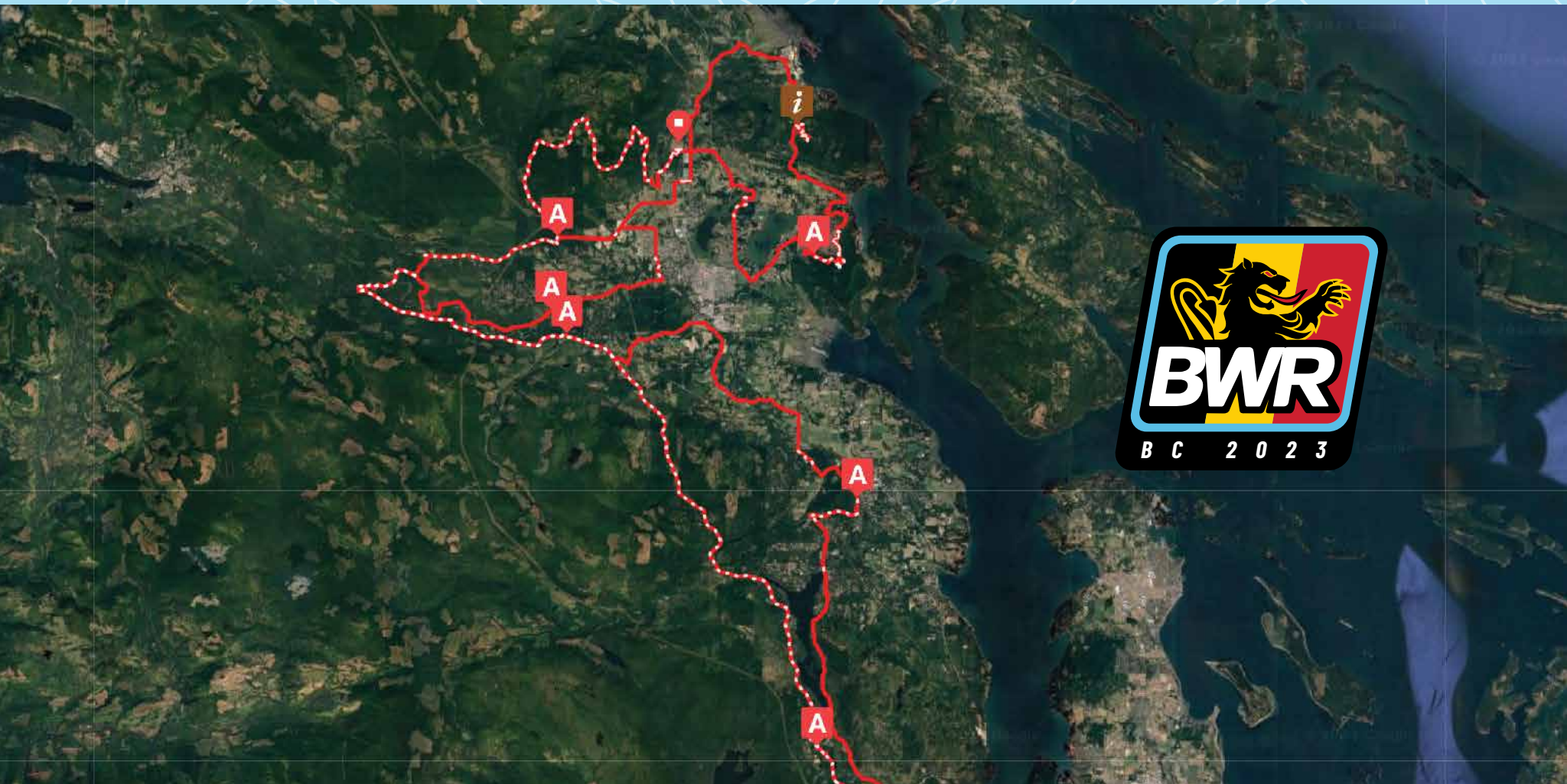


CANYON'S HOW TO SURVIVE BWR BC

Mapping

By Griffin Easter, OpiCure Foundation Gravel Team

BWR courses are well marked, but having an up-to-date course map uploaded to your GPS computer for the race is a great backup. You never know what will happen on race day, so instead of getting lost mid-race and wondering where you need to go next, download the course map. I missed this step at one of my first gravel events—assuming I would be able to follow fellow riders to know where I needed to go—but after getting a flat, and having to chase, I was forced to wait at the forks in the unroad 'til someone rode up from behind and showed the way. Don't do what I did.



CANYON



CANYON'S HOW TO SURVIVE BWR BC

By Griffin Easter, OpiCure Foundation Gravel Team

Bike

The best bike for BWR BC is a dedicated gravel bike—a Canyon Grail or Grizl will be the best tool for the job. BWR BC will be one of the most versatile courses on the calendar—with climbing, single-track, washboard, pavement, twists, turns, and basically everything, except the kitchen sink, will get thrown at you. Go with the Grail for the ultimate efficiency or choose Grizl for the ultimate compliance to help you conquer BWR BCs most-demanding terrain.



CANYON



CANYON'S HOW TO SURVIVE BWR BC

By Griffin Easter, OpiCure Foundation Gravel Team

Tires

Tire choice is a never-ending debate. What tread pattern? What air pressure? Tubeless? Tubeless or tubes? Do I need inserts? For anyone trying to successfully finish BWR BC, I recommend using a tire that's roughly 40mm with some tread. They don't have to be the chunkiest of tires, but a little tread with a fast-rolling center, is the best of all worlds.

Use tubeless—and tire inserts, if you flat frequently. In the end, trust your decision and don't let the tire chatter confuse your race plan—whatever you've got, you'll make it work.

CHECK THE IRC TIRE GUIDE [HERE](#)



CANYON'S HOW TO SURVIVE BWR BC

By Griffin Easter, OpiCure Foundation Gravel Team

Remember to have Fun!

Let's face it, it's easy to let the stresses and nerves of race day take over. Some nervousness is a good thing, but don't let internal stressors take away from the incredibly fun day you are about to embark on. I try to remind myself to smile and have fun. No matter how hard the going gets, you are outside, in BC, breathing crisp ocean air, riding your bike. Look around and take it all in. Try and meet someone out there on your journey. Gravel racing is an incredible discipline of cycling and the best part is the camaraderie you can find during some of the hardest moments at an event like BWR BC. So be stoked and ready to rock.

Come say "Hello" to the OpiCure Foundation Gravel Team!

BWR BC is the third 2023 event for the OpiCure Foundation Gravel Team. Our mission is simple: Use the bicycle and gravel community as a recovery tool for individuals battling opioid use disorder. OpiCure's two sponsored Rider's in Recovery from opioid use disorder will be tackling the Waffle as well as President Cullen Easter and myself—be sure to say "hi" to anyone in an OpiCure jersey!

Take Photos

There is nothing better than having a few photos from the journey. When the dust settles, you'll have the proof to show your family and friends the type of warrior you are. If you can't snap any photos, take as many mental snaps as you can...

I hope this helps as a rough guide on "How to Survive BWR BC." It will be hard, it will be long, it will be an adventure, but at the end of the day, it's an incredible day out on the bike, so enjoy and make some pedal strokes!



Monuments of Cycling has partnered with Mumu Cycling Apparel to create a NEW BWR collection for the 2023 BWRs and the Quadrupel Crown of Gravel. There is an entire BWR merchandise collection, including shirts, hats, water bottles, caps, arm warmers, vests, hoodies, jerseys and bib shorts.

We are so excited about this collaboration! The collection took its inspiration from the **Belgian National Team Colors** (see next page) but there are more options than ever before. Mumu has also created all the category winnaars jerseys, too!



Mumu is a Florida based family-owned cycling apparel company that specializes in custom cycling apparel. Mumu's owner Jan Heylen is a Belgian native, who grew up an avid cyclist in the heart of cycling country, but made his career as a professional race car driver. Our team at Mumu specializes in tailoring each customer's experience to meet their specific needs. Mumu was started by cyclists for cyclists looking to create a brand that offered a new customer experience while creating high performance, quality products at all levels. Mumu's mission is to lead the cycling wear industry into a new fashion forward space while keeping our customers' experience at the forefront.

CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



DeFeet®

Monuments of Cycling has partnered with DeFeet to create a BWR sock collection for the 2023 Quadrupel Crown of Gravel Series. [Click the here to see the collection.](#)



OFFICIAL TIRE OF THE BELGIAN WAFFLE RIDE



2023 TIRE GUIDE

TIRE CHOICE IS CRITICAL

The BWR BC course is very Unroady. The course is designed to test your body, mind, and equipment to the limit. Tire choice is critical! New this year, the BC course was rough at times, with an even ratio of Unroad to Road, but still included 110-km of road and 2,600 m of climbing. The BWR BC promises to give cyclists a demanding course riding some of the most coveted Unroads in Canada. Once again, the BWR course designers will utilize dozens of gravel and single-track sectors for a genuinely dynamic multi-surface race in a spectacular setting. The BWR is known for a combination of unique road and Unroad terrains, making tire choice critical.

The IRC Boken DoubleCross in size 38 or 42mm is the perfect weapon for a victorious ride. The center tread is fast rolling on the pavement or gravel with just enough side knobs that hook up when the gnar gets gnarly! They will give you superior performance on loose, rough, or loamy terrain. If your bike fits the 42, it will give you the confidence to tackle the Canadian landscape, but if you're there to ride on the pointy end of the race, the 38 is your tire.

[CLICK HERE FOR YOUR BWR TIRE GUIDE](#)

IRC *TIRE*



DOUBLECROSS 38, 42



BOKEN 36, 40



BOKEN PLUS 38, 42



IRC TIRE

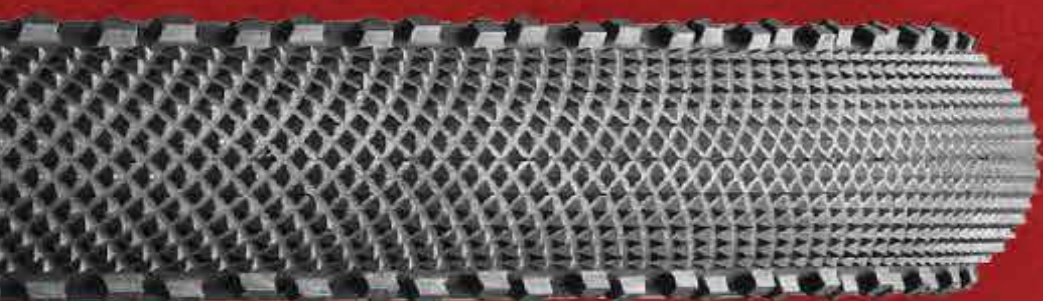
OUR TIRE GUIDE



SERAC SAND BWR EDITION 30
CA



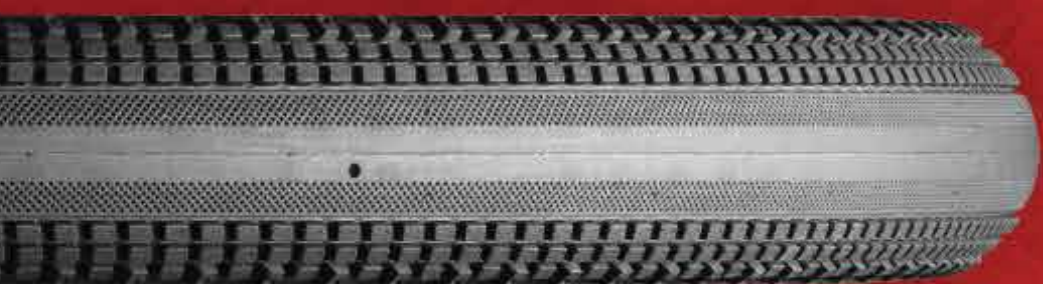
SERAC EDGE 32
CA



BOKEN 36, 40
CA, BC, NC



DOUBLECROSS 33
CA, BC



BOKEN PLUS 32, 38, 42
CA, BC, NC



DOUBLECROSS 38, 42
BC, NC, UT, KS



**APPROVED
EQUIPMENT**



GET LOST!



At ALMSTHRE, we believe in community, culture and most of all, curiosity. To this end, we want to serve our growing community by creating a culture that enables people to do more, to tap their individual art of escape, to explore their curious urges. Our BAG is about always wondering what's around the corner. Like you, we're a work in progress — never finished — because transformation is a never-ending game. To win this game, we think the number one rule and the most encouraging thing we can do is to tell you to **“GET LOST!”**





We've got seven of the most challenging unroad events of BWR history lined up on the 2023 calendar and the Belgian Waffle Ride Series is proud to announce FasCat as our Official Coaching and Training Plan Technology Partner. All BWR riders now have access to training plans tailored to each event that scale to their available time to train.

How can one train for such a diabolic race? **FasCat** created specific training plans for each of the six BWRs, which progressively build up to the duration of the target event, and include long gravel simulation rides with tips on nutrition and hydration as well as challenging intervals, ways to incorporate group rides into training, recovery advice and more.



All of the plans are included in a subscription to Optimize, FasCat's training platform, which balances your training stress with your recovery to optimize your improvement. Optimize is compatible with Garmin and Wahoo computers (and all power meters), and imports HRV and sleep data from Whoop, Oura, and Garmin wearables

If you want to really take your training to the next level, hire a FasCat Coach for one-on-one coaching tailored to your goals, ability and schedule. All FasCat Coaches have raced or are racing at the professional level, and pride themselves on helping riders learn and improve.



PROTONE ICON.

REDEFINED GREATNESS.

[CLICK HERE TO GET YOUR BWR KASK PROTONE ICON](#)

KASK's designers have succeeded in a really bold venture, starting from the legendary Protone helmet they have created the Protone Icon helmet.

They have been able to maintain the features of the road cycling's most iconic helmet, while modernizing the look and some technical aspects to ensure superior ventilation and aerodynamics.

The helmet is available in three sizes, covering a wide range of head circumferences from 50 to 62 centimeters, and comes in 10 different glossy or matte colors to suit all styles. But we know which one we like the best now...

The BWR KASK **Protone Icon** is one of the coolest collaborations we have ever done.

KASK

KCO
e y e w e a r



S P E C T R O
SPECIAL EDITION

GET YOUR KOO BWR SPECTROS NOW!

CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



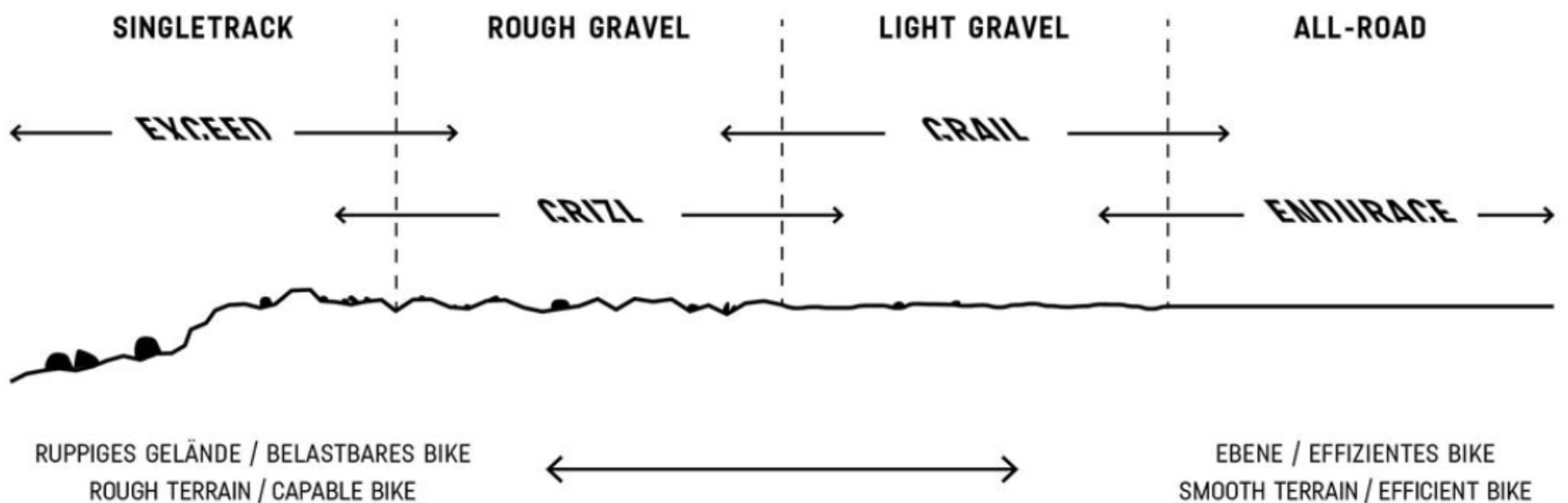
CHOOSE YOUR CANYON HERE

Finding the perfect Gravel bike is all about working out what your requirements are—where you ride and how you ride determines what bike will perform best. That's why we've come up with the Canyon Gravel Spectrum, which covers everything from efficient all-road bikes to capable mountain bike hardtails. Which Gravel bike is right for you?

CANYON



THE CANYON GRAVEL SPECTRUM



CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Grail

With the Grail, you can cover huge distances over mixed terrain at speed with stable-yet-agile handling to keep you in control at road-bike speeds and all-terrain grip.

<https://www.canyon.com/en-us/gravel-bikes/all-road/grail/>

LEARN MORE ABOUT THE GRAIL

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Grizl

The Grizl brings tough Swiss Army Knife functionality to our proven performance DNA. The result is a Gravel bike that's at home on rough terrain and ready for real adventure.

<https://www.canyon.com/en-us/gravel-bikes/adventure/grizl/>

LEARN MORE ABOUT THE GRIZL

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Endurance

The Endurance blends blazingly-fast speed and all-day comfort in an efficient package—from silky smooth asphalt to the occasional dirt foray—to crush climbs, dabble in dirt, and ride until the sun goes down.

<https://www.canyon.com/en-us/road-bikes/endurance-bikes/endurance/>

LEARN MORE ABOUT THE ENDURANCE

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Exceed

When the going gets rough, the tough go Exceed. A proven podium-topper in the world's most demanding ultra endurance off-road races, the Exceed is now longer, slacker and faster.

<https://www.canyon.com/en-us/mountain-bikes/cross-country-bikes/exceed/>

LEARN MORE ABOUT THE EXCEED



 **#BUILTFORTHIS**



\$200 OFF ANY SPINERGY WHEELSET **USE CODE: BWRBC23**

SpinerGY wheels are built & designed for the variable routes, the offroads, and the "unroads" of the Belgian Waffle Ride. To commemorate SpinerGY being the official wheel sponsor, we are introducing our Special Edition SpinerGY GXX "BWR" wheel, with custom graphics and a beautiful blue anodized hub with BWR branding. **We are built for this. You are built for this.**

The King of Gravel includes our new and improved hub design, the "44" hub. A Beefier hub with bigger internals, featuring 108 points of engagement, help you generate more torque and transfer of power for out of saddle efforts. We upgraded to a 44mm ratchet rings and offer compatibility with Shimano Micro Spline 12-speed and Campagnolo Ekar 13-speed groupset. The "44" hub has been updated with a slip-fit system to easily swap out end caps to accommodate, 15mm, 12mm or QR axles, helping "future-proof" your wheelset.

The SpinerGY GXX carbon gravel wheelset features a 24mm internal width, which accommodates a wide range of tire sizes from 32mm to 56mm wide. Giving you optimal performance with lateral stiffness and improved cornering stability. Built with our patented PBO spokes to reduce rider fatigue, improve acceleration, and a smoother ride.



SARAH MAX

WHAT DO I GET WHEN I REGISTER?

First off, you should have gotten a nice email from us politely asking if you bumped your head and maybe made a mistake. Once that is cleared up, you will be given a series of emails detailing the course sectors and important offers from BWR partners, one by one. Many people don't read these and then complain later on that they didn't know important details like Start Time or Venue Address. Each one offers you a reminder to switch to another ride or simply opt out this year and give your entry to a better prepared friend.

In terms of accouterments, every rider will receive:

- BWR swag bag that contains many important items -
- BWR Branded Coaster/Bottle Opener
- Race Number and RFID Tag (for official finishing time)
- +Pre- and Post-Race Waffles and Coffee & Beverages
- +Beer
- +Finisher's Beer Trophy from Category 12



T-Shirts and other BWR gear will be available for purchase at the Mumu booth



TIMING AND SCORING: **VERY IMPORTANT!**

Our timing and scoring partner is OmniGo! <https://www.omnigoevents.com>

Riders will be assigned a color-coded race number for their bike. The color and number of the race number is related to the event riders have signed up for - Waffle, Wafer, or Wanna. Each race has its own corral and riders must start in their designated areas without exception - Waffle, then Wafer, then Wanna.

OmniGo! will also have RFID mats out at numerous locations on the course, making it impossible for riders to cut the course and claim to have done the entire route. This technology will also be used to track lead riders for the announcers on the live broadcast feed and finish line announcements during the Expo.

OmniGo! will also have the Category segments posted in real time for fans at home and at the Unroad Expo to see how riders are fairing along these sub-races.

Q/KOMs:

<https://www.strava.com/segments/34029751>

<https://www.strava.com/segments/34029315>

<https://www.strava.com/segments/34029276>

Q/KOSs:

<https://www.strava.com/segments/34029878>

<https://www.strava.com/segments/34081088>

<https://www.strava.com/segments/34076814>

Q/KODs:

<https://www.strava.com/segments/34076781>

<https://www.strava.com/segments/34030602>

<https://www.strava.com/segments/34030592>





HOW DO THE CATEGORY RESULTS WORK?

Borrowing from the Grand Tour dynamics that their multiple categories provide within the overall race, the BWR has several categories that riders can vie for: Sprinter (green jersey), Queen/King of the Mountain (red/white waffle dot jersey), Queen/King of the Dirt (brown jersey), Hardman/Hardwoman (most aggressive or strongest contributor/blue jersey), GC (overall General Classification winner/yellow jersey), the Attaqueur Award (most aggressive), the kUDOs Award (the most spirited rider in honor of our fallen friend, Udo Heinz/orange jersey), and the 'nspire happiness award for the rider(s) that bring the most joy to others.

There are three-timed QOM/KOM Strava segments combined for each of these categories: Sprint, Mountain, Dirt. **Riders must post their ride to Strava in order to participate.** Riders with the lowest combined times (per Strava) for these segments will be determined the winners. In the event of a tie, the rider who finished first of those tied will take the honor.

The GC/Yellow Jersey goes to the female and male winners of the BWR. There is a total prize purse of cash and prizes of \$3,000 for the top three of both genders,

The Hardman/Hardwoman, Attaqueur, 'nspire happiness, and kUDOs distinctions are determined by fellow riders, who will vote or provide anecdotal evidence after the ride. If you witness someone being naughty or nice, please tell the BWR officials. All the winner's jerseys are provided by Mumu, our cycling apparel partner.



CATEGORY WINNAAR'S JERSEYS



ATTAQUEUR



GC



KUDOS



DIRT



SPRINT



HARDPERSON



'INSPIRE
HAPPINESS



MOUNTAIN



'NSPIRE HAPPINESS AWARD

The intent of this award is to celebrate the ethos of 'nspire happiness and use the Belgian Waffle Rides' platform to inspire people everywhere to...

- Create camaraderie and bonds among all cyclists to help and support one another
- Support healthy activities - like cycling - for people of all ages & backgrounds
- Promote eco-friendly alternative forms of transportation in our communities
- Represent cyclists in a positive light on the road and among motorists
- Keep cycling clubs strong so they can fulfill their missions
- Foster growth of cycling among women and youth
- **The 'nspire happiness award** will honor someone who exhibits the ethos of 'nspire happiness - through their words and actions in and around each BWR venue



The 'nspire happiness™ foundation was established by Dr. Mitchel Goldman along with his wife Laura, and close friends Stan and Doris Bergum, to bring daily inspiration to people around the world.

CLICK HERE TO LEARN MORE



WINNAARS

Waffle Finishers will also receive:

CATEGORY 12 BWR BADASS Ale (trophy) Bragging rights

Wafer Finishers will also receive:

CATEGORY 12 BWR BADASS Ale (trophy) Right to step up

Wafer Finishers will also receive:

CATEGORY 12 BWR BADASS Ale (trophy) Right to step up

Category Winnaars will receive:

Custom Category Jersey from Mumu

Age Group Winnaars will receive:

BWR Winnaar's socks from Defeet

BWR Waffle Medal

Top Three Overall (GC) Finishers receive:

Women:

1st - \$750

2nd - \$500

3rd - \$250

Men:

1st - \$750

2nd - \$500

3rd - \$250

Kris Yip Award - Juniors:

1st Male Waffle Jr - \$100

1st Female Waffle Jr - \$100



THANKS TO CATEGORY 12



HOW CAN I VOLUNTEER FOR SUCH A FUN EVENT, SINCE I CAN'T RIDE THIS TIME?

How many volunteers does a special event like this require? The answer is way more than you can imagine and thus we are humbly seeking your contribution to this most unique event... please go here [VOLUNTEER](#) to become a valuable member of the team and get free swag, food, beer and the feeling of warmth only being in service to others can provide.

WHERE CAN I FIND EVENT UPDATES?

Information will be emailed out to our email list. Additionally, all information can be found and accessed on our website at <https://belgianwaffleride.bike>

Facebook: <https://www.facebook.com/Belgianwaffleride>

Instagram: <https://www.instagram.com/belgianwaffleride>

Unroad UNLTD Instagram: <https://www.instagram.com/unroadunltd/>

Unroad UNLTD YouTube: <https://www.youtube.com/c/UnroadUNLTD>

CAN I DO THE EVENT ON MY MOUNTAIN BIKE?

The event is possible on a variety of bicycles including mountain, road, gravel, tandem and ElliptiGO—but choose your weapon wisely and a good gravel bike like the Canyon Grail is recommended, but a Canyon Exceed might be perfect for you.



HOW DO I KNOW IF THE WAFFLE IS TOO MUCH FOR ME?

We're gonna tell you right now, it's probably too much for you to take on, honestly. Sorry. Sure, it's only something like 219-km, but so much of the race will be in dirt, rocks, sand, water or gravel. Only 70% of starters might finish the event because they either don't have anyone to ride behind, flat too many times or in most cases, just didn't train enough.

We recommend getting out and doing some 10-hour rides with as much climbing and dirt as possible, so you can really see if your body is up to such a challenge. Add in lots of riding over rocks, through water, popping a wheelie and fixing flat tires.

IS THE WAFER REALLY ONLY HALF AS FILLING?

The Wafer is a bit harder than doing half of the Waffle. Its dirt-to-road ratio is a tad lower, and the course is longer than half the Waffle. In short, the Wafer is a tough day on the bike... for anyone.

WHAT IF I CHANGE MY MIND ON HOW MUCH I CAN STOMACH?

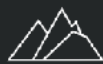
Have no fear, we can always move you from the Waffle start line to the Wafer until the day before the event, and we won't even post about it, make fun of you, or otherwise tease you for biting off more than you can chew. So many people do it—hopefully not you, though—that there will be a line of Waffle to Wafer contenders at reg (heads hanging in shame). Just kidding about that last bit.



IS THERE ON-COURSE SUPPORT?

One of the great features of the Belgian Waffle Ride is the sheer amount of support the race receives from BWR Staff, Event Partners supplying the nutrition and hydration in **The Feed Zones**, volunteers, teams, colleges, fraternities, sororities, schools and bike minded people who want to give back to the community. You will find these lively Tifosi all over the course on race day. There are seven **Feed Zones** on the Waffle course (3 for Wafer, 1 for Wanna) to help get riders the proper hydration and nutrition to finish the event, all of them run by volunteers giving their time to make your experience the best ever. **The Feed** will be providing **Endurance Tap** as the on-course gel for BWR riders, and the aid stations will also have **PowerBar Shots Energy Chews** and **PowerBar Energize Bars** to help riders make it to the finish. Riders will also have the ability to fill their bottles on course at **The Feed Zones** stocked with Glyco-Durance hydration from **F2C NUTRITION** which will be blended to approx. 200cals per 750ml bottle fill.

There will be on-course support vans out on the course, roving throughout all the waves. There will also be roving mechanics throughout the Unroad sectors. These mechanics will have most everything with them to help stranded cyclists who choose the wrong weapon or shield.



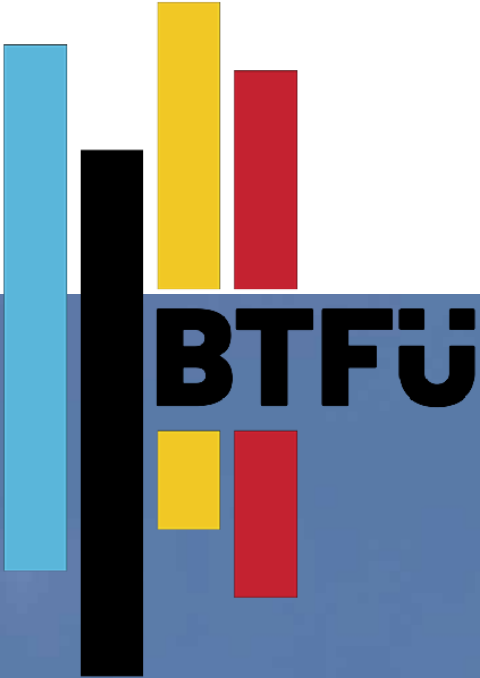
THINGS TO AVOID!



As with any race day, don't try something new. If you haven't tested it out, don't try it on race day. That goes for the tires as much as it does for the food you eat and the things you drink. **WE HOPE YOU'VE BEEN PRACTICING YOUR WAFFLE EATING!**

Additionally, don't get in over your head at the beginning by going out too fast. It's a long day, so pace yourself. You have all day to pass people who cut you off on the single-track on the first dirt sector. Hold your rage in and when you finally pass them later on, tell 'em to hold your wheel as you slowly, yet firmly throttle the hell out of the next dirt section. In short, don't get emotional; stay smart. Often times, in the dirt, you will find the need to **GO SLOW TO GO FAST**, which essentially means staying upright at the places that require a little extra care to navigate. There's a lot of those sections in the BWR.

Mostly, go slow on the downhills, especially **Unroad descents**. There will be signs, but please go down all dirt hills SLOWLY.



HOW CAN I LEARN MORE ABOUT THE COURSES?

The first time the official course is revealed in detail with explicit instructions and insights is right here in this document. At both the rider briefings we will discuss the courses in detail. Everyone is encouraged to attend. The media and pros will all be at this event. We will have pro interviews and mingling. Any course changes will be revealed in great detail...

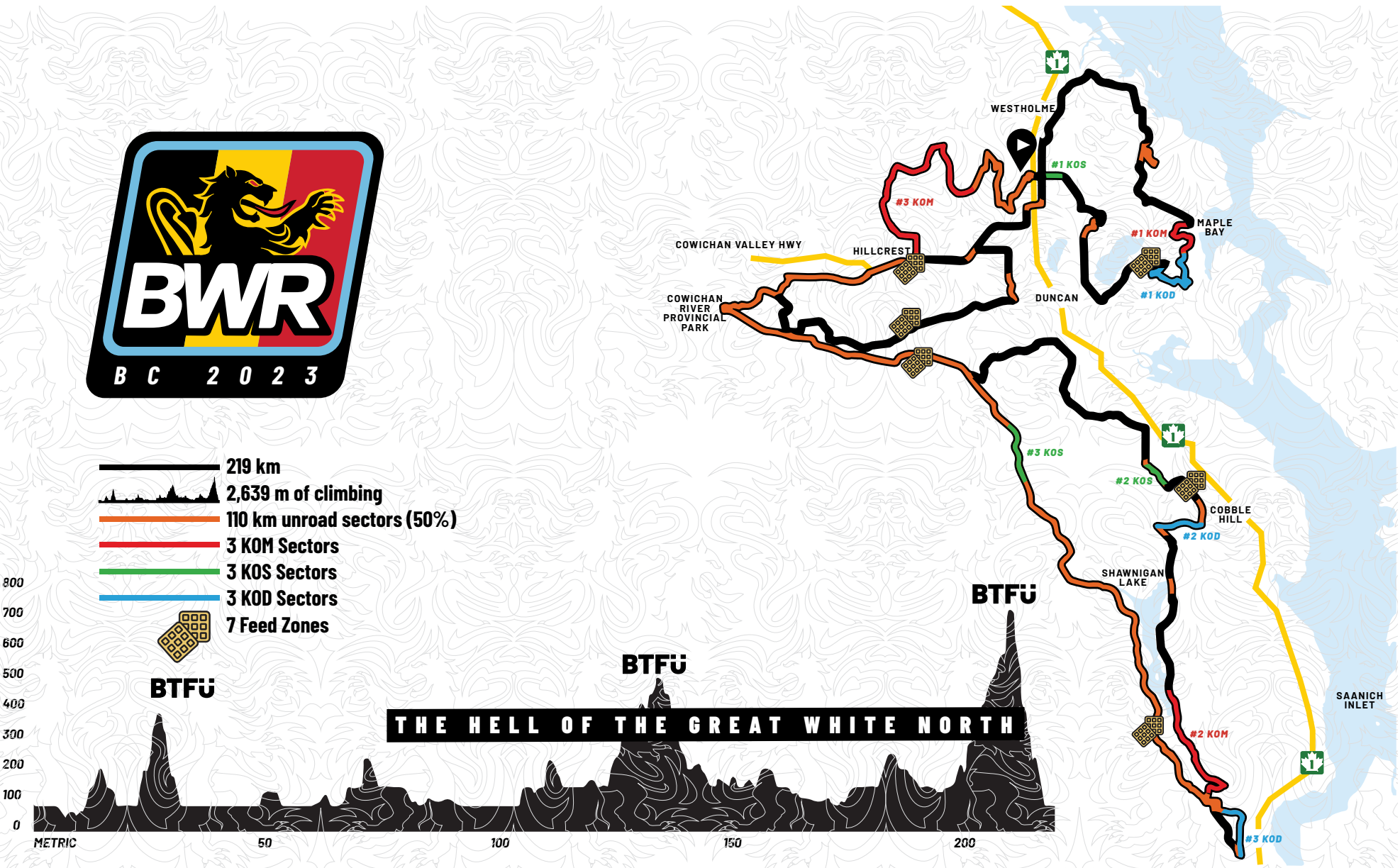


PHOTO OPPORTUNITIES

There will be several places on the course where riders will need to tighten their butts and suck in their guts for the camera. These strategically placed purviews along the course will allow the BWR Shutter-bugs to capture riders in their full glory, whether it's face planting in a water crossing, popping a wheelie at the top of **Muur van Prevost** or smiling brightly along the **Kakaboulet**.

It is our endeavor this year to capture as many smiling faces and then share them with all riders via photo galleries that will be posted online almost immediately after the event. (Photos of water crossing failures, dismounts, smiling riders, riders popping wheelies, dirty faced riders.)

BWR BC photos here: <http://www.finisherpix.com/e/6240>



WHAT IF I DO NOT LIKE WAFFLES?

Blasphemy! Trick question as even though the Belgian Waffle Ride will make you cringe and suffer, everyone loves waffles, especially Wannawafels!

HOW MANY WAFFLES SHOULD I EAT?

The average amount of calories burned over the course of the Belgian Waffle Ride equates to seven Double-Double burgers, four cheeseburgers, two chocolate shakes and three orders of animal style fries or a total of 9,140 calories. In terms of waffles, you would need to consume more than 30 waffles from the **WANNAWAFEL** crew in order to not have a calorie deficit on race day. We recommend about three before and, sure, bring one along for the ride. You will also note when you return—70% of the riders who start the BWR actually finish—that nothing goes better with a **Category 12 Belgian Ale** than a Belgian waffle from **WANNAWAFEL** (except for maybe bacon, but you can probably have that, too).



AM I ALLOWED PERSONAL SUPPORT ON THE COURSE?

For safety and fairness, no one is allowed rolling support during the ride from unofficial people and riders are not allowed to ride with other riders who are not registered. **You CAN get a hand-up from someone standing on the course.**

We've had people jump in vans during the race and get driven up to the leaders before (yes, we know who they are). We've had people hold on to the back of a truck on certain climbs (yes, we know who they are). We've had imbecilic drivers take their vans on the dirt sections of the course and nearly take out riders during the race just so they could help their friends cheat (yes, we know who they are).

If you are seen getting any support from non-official vehicles, you will be DQed on the spot. We encourage the riders out on the course to also share with us any dubious activities they witness. **Riders who break these rules will also suffer the ignominy of being exposed to the throngs of revelers at the awards ceremony.**



LAST REMINDERS



- The winner of this year's event will take around 6.5 hours and some change to complete the course. This means for most it's an 10-, 12- or 15-hour day on the bike. The official cut off will be 8:00 pm, allowing 13-hours to officially finish.
- **There are two cut off times: 1) Riverbottom Rd – km 72 (mile-44.7) @1pm – all riders to continue right and follow wafer route. 2) Holt Main crossing – km 89 (mile-55) @2:30pm – riders will be turned around and be sent back along the rest of the course.**
- The tires you are thinking of riding may not be wide enough, get some IRCs. Whether you go with knobby 36mm or even wider tires, IRC will be at the BWR Unroad Expo for you.
- There are many dirt sections you need to go slow down. There will be signs of CAUTION, but just take each one of these sections slowly.
- There are seven official The Feed Zones, with tonnes of hydration and food products from F2C Nutrition, as well as myriad other food-like substances: bananas, cookies and salty things, plus water and Cokes. No one should go hungry or thirsty. Remember this is as much an eating contest as it is a bike race. Fuel yourself accordingly and thank the volunteers.
- If it does rain, the race will go ahead with or without alterations to the course. Do worry about your ability to ride wet roots and slippery mud.
- Cycle Therapy and many others will be providing neutral support on the road and unroad portions of the route. There will be multiple vehicles, plus we will have additional support vehicles, filming and providing rolling assistance.
- **Do not litter on the course. Either throw your trash into bins at The Feed. Zones or put them in your pockets. Pack it in, pack it out, be respectful.**
- **All traffic laws must be obeyed unless directed by an officer. Riders should ride as far to the right as safe to do. Crossing over the double yellow line is cause for immediate disqualification.**
- Be courteous to all your fellow riders. Point things out. Communicate. Be friendly. Share the work. Enjoy meeting people and show them your best side.
- Packet Pick-Up for registration is from 10:00 am to 6:00 pm on Saturday, May 27, 2023. **YOU WILL NEED A PHOTO ID** to redeem your packet. Sorry, your friend can't pick your things up for you, but they can share your beer.

THE BWR BC EVENT RULES



1. All Entrants must line up in the "official" start line area – Entrants may not start in front of this area;
2. All Entrants must properly enter the Start area, and may not cut in line, climb over barricades, or in any other way improperly enter the Start area;
3. All Entrants must properly wear a CPSC-approved helmet;
4. All Entrants must not cross a solid yellow line, whether double, or single on their side of the road (a no-passing zone); Disqualification is immediate if seen by a race official;
5. All Entrants must show and practice good sportsmanship. Unsportsmanlike conduct of any kind is prohibited;
6. All Entrants must obey Police, Bike Patrol or other Event Officials;
7. No Entrant may ride with, or receive support from, unregistered cyclists (bandits);
8. No Entrant may draft, hold onto, or catch a ride in any motorized vehicle;
9. No entrant may utilize a motorized or power-assisted bicycle, nor may a bicycle have such devices attached. All bicycles must be powered solely by human force; unless entered into the e-bike category.
10. All Entrants must cycle the full official route, as described on the official route map, or designate, on race day by arrows. Entrants may not short cut the official route, and are responsible for knowing and following the official route;
11. All Entrants must stay behind, and not pass, the lead vehicle during the neutral roll-out;
12. All Entrants must wear their rider numbers, which must be easily visible;
13. Headsets covering or blocking both ears are prohibited, i.e., iPod-type stereos or other devices;
14. Aero-type and other similar auxiliary handlebars are prohibited. This includes "tri-bikes" with otherwise unremovable aero bars. Please remove them prior to the ride [no tri-bikes].
15. All Entrants must depart the start line of the Event before the last official vehicle (trail vehicle) has left the start line;
16. All Entrants must show courteous behavior to Volunteers, Event Officials, and Police, and obey their instructions while refraining from passing lead vehicles anywhere along the route, especially the Neutral Zone at the beginning;
17. All Entrants must obey traffic control officers & personnel, and traffic control devices & signs, unless otherwise directed by an Official;
18. All Entrants must read & know the area's bicycle laws, and yield to emergency vehicles, even if the road is closed;
19. All Entrants must give the right of way to other road users, including bikes & motor vehicles, when legally required;
20. All Entrants must stay to the right of cones at intersections unless directed otherwise by Police or Event Official(s);
21. All Entrants must bicycle single file, when possible unless the road is closed to motor vehicle traffic (any road closures will be announced on Event Day), or a police escort is provided;
22. Support crews/non-Official vehicles may meet and provide support to their Entrant(s) from the side of the road but may not follow Entrants on the Route nor provide rolling support;
23. Any Entrant riding after sunset (9:00 p.m.) must have legal lighting: A white headlight visible at least 500 feet ahead and a red rear reflector, preferably 2' or more in diameter;
24. All Entrants who drop out of the event must notify an Event Official, by informing an Aid Station Director or calling the Event Hotline phone number. Be sure to give your rider number: **250-415-3246**
25. Entrants not finishing the course by 8:00 p.m. will not be official finishers but can continue the route if they have the legal lighting on their bikes to be riding after sundown;
26. All Entrants must follow these steps at the Finish line: 1) Slow down after you pass the finish line under the banner, 2) Allow the finish chute crew to check your official rider number, 3) exit the finish chute.
27. Rule Enforcement & Procedures: 1) Police, Event Officials, and Bike Patrol will identify any Entrant who violates traffic laws or Event rules for possible disqualification. 2) Those so identified will be reported to the Rules/Results Committee, who will investigate and deal with each violation on a case-by- case basis, imposing penalties, including disqualification, as indicated. 3) Any Entrant may report rules violations and present supporting evidence at the Registration booth/tent at the Finish Line. All such reports must be in writing and must be turned in within 15-minutes of the posting of the event results or by 5:00 pm the day of the Event, whichever is later.
28. Belgian Waffle Ride is finished at 8:00 p.m. and all course support will be closed. Any Entrants still on the route will be asked to stop or go on unofficially, or will be afforded transportation to the Finish by Officials and/or volunteers.
29. Entrants are solely responsible for all their items of personal belongings. The event is NOT responsible for any items of personal belongings whatsoever, whether lost, stolen, placed at a Feed Zone or information station, placed with an Official or volunteer, or misplaced. Do not leave your belongings with any volunteers, staff, or officials. DO NOT LEAVE YOUR BELONGINGS UNATTENDED.
30. **The Belgian Waffle Ride will not be canceled or postponed. It will go on through rain, snow, or heat – Be Prepared!**

WHAT IF I HAVE TO DROP OUT?



If there is an emergency: Medical Assistance Hotline (Medix) **250-893-3418**

There will be a phone number for you to call on your race bib if you are stranded. This is the phone number: **250-415-3246**

Bring your phone with you on the ride.

There is also a SAG Wagon to pick up riders and transport them back to the finish.

WHAT HAPPENS IF I FLAT?

We think the question is, **"What happens when I flat?"**

Be prepared to change your own tires, but we will have so many mechanics and on-course race support that you should be back rolling in no time. Make sure you are rolling the IRC tires for best results.





WHERE ARE THE FEED ZONES?



They are strategically located at seven locations on the Waffle course (three for Wafer, 1 four Wanna), except for the first one, they are usually every 20-miles or less. As the course wears on, the **The Feed Zones** become more frequent.

Feed Zones will have **F2C** hydration and water, plus all sorts of different food-like substances and PowerBars. Some stations will have Coke and salty substances, like pretzels. All stations will have enough water and **F2C Nutrition** for all.

I'M NEW TO THIS GAME, IS THERE ANY ADVICE YOU CAN SHARE WITH ME?

Run, run away now. Either that or roll away now. Roll as often as you can, through dirt, rocks, gravel, even ferns, just to prepare yourself for the mayhem of the BWR. Make sure to eat and drink more often than you think you should and start consuming early. Be friendly to everyone, especially all the volunteers who are out there giving their time to help you have the best experience.

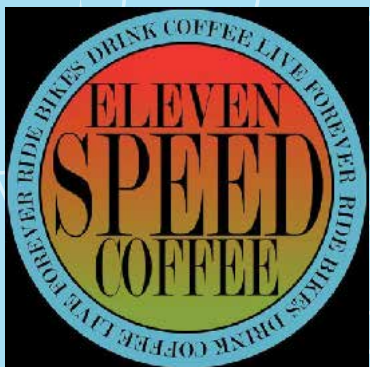




BWR BC PARTNERS



The Feed.





LET'S CELEBRATE TOGETHER!





SEEMS LIKE
ALOT OF WORK
FOR FREE
WAFFLES!



HET
EINDE
OR
HET
BEGIN