

THE HELL OF THE EAST

A most unique cycling experience



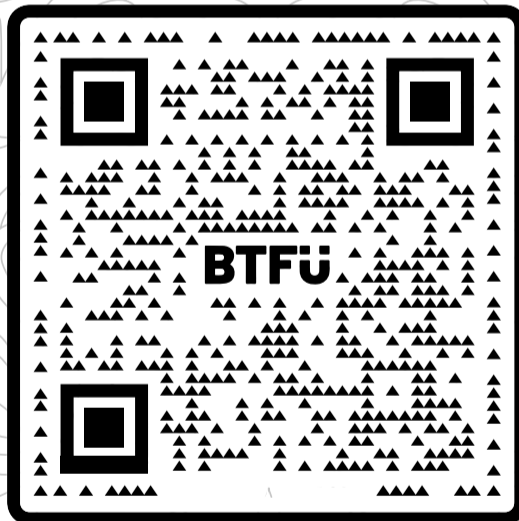
2023 BWR NC RACE BIJBEL

JUNE 9-10



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.



JUNE 9-10

**1249 KANUGA LAKE RD
HENDERSONVILLE, NC 28739**

**(619) 408-1650
BWR.BIKE**

THE HELL OF THE EAST



The third annual **Belgian Waffle Ride NC** will take place on June 10 at Kanuga Resort near Asheville, which is an incredible destination nestled on 1,400 stunning acres in the Blue Ridge Mountains. This historic setting features a beautiful 30-acre lake, 20-miles of trails, and full-service meeting and lodging facilities for up to 440 guests. The race will be the fourth and hilliest of the Quadrupel Crown of Gravel series with roughly 131-miles and over 13,000 feet of climbing, making it possibly the most challenging of all the BWR courses and earning it the title of **THE HELL OF THE EAST**. It's probable the race will be run in hot and humid conditions, compounding the difficulty of the dynamic Unroad sectors.

Created as an extremely challenging race in the spirit of the great European one-day Spring Classics, the BWR, with a Belgique theme, is an unusually difficult Unroad Race. There are three distances on offer: The longer Waffle Ride, the half as long Wafer Ride, and for those looking to get a taste of the fun without the life-changing training commitment we're offering the Wanna Ride.

The Waffle Ride will be offering a prize purse to the top three riders, both female and male, and both the Waffle and Wafer races will offer age group awards.



This third annual BWR NC event will have a deep field of professional riders and an expansive list of hungry amateur riders drawn to the unique opportunity to race alongside their heroes. The Waffle will once again offer the most challenging course of the Quadrupel Crown of Gravel Series with over 100 feet of climbing for every mile, where certain bike computers will register 14,000 feet of ascension.

The Waffle itself promises unparalleled punishment for entrants along its 131-mile course, which features a never-ending array of Unroad undulations along **59-miles of unroad terrain** that mimics the teeth-rattling cobblestones of Europe's most grueling races.

Prior to the event, there will be a **special VIP event for the media**, the course will be revealed in detail, there will special race-related presentations VIPS won't want to miss, the pros will be interviewed, and cyclists of all stripes will be able to rub shoulders with all the celebrities on hand for the epic weekend.

The BWR Unroad Expo promises to be a cool cycling party and is open to the public. A variety of beers reflecting the **incredible brewing crafts of New Belgium** will be a featured attraction for this unique occasion. Attendees can peruse a wide range of offerings from event sponsors and over 40 vendors! Racers and event patrons will be treated to Belgian waffles and plenty of food options for attendees.



FOLLOW ALONG FOR ALL THE INFO!

SCHEDULE OF EVENTS



Thursday, June 8th - BWR Unroad Expo

Vendor Load in 1pm -5pm

Friday, June 9th - BWR Unroad Expo

Vendor Load in 7am - 9am

9am - FasCat Shakeout Breakfast Burrito Ride with Downtown Asheville Racing Club & Gravelo Workshop

10am to 7pm - BWR Unroad Expo & Rider Registration

11am - Beer & Lunch Garden Opens

12pm - Rider Briefing #1 - Hydration / Nutrition Strategies by F2C

4pm - Rider Briefing #2 - Hydration / Nutrition Strategies by F2C

Saturday, June 10 - BWR Unroad Expo and Belgian Waffle Ride

5am - Belgian Waffles & Coffee Served

7am - Waffle, Wafer & Wanna Rides Start

10am to 6pm - BWR Unroad Expo

11am - Beer & Lunch Garden Opens

1:30pm - Anticipated First Waffle Finisher

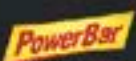
4pm - Podium Presentations for Waffle & Wafer

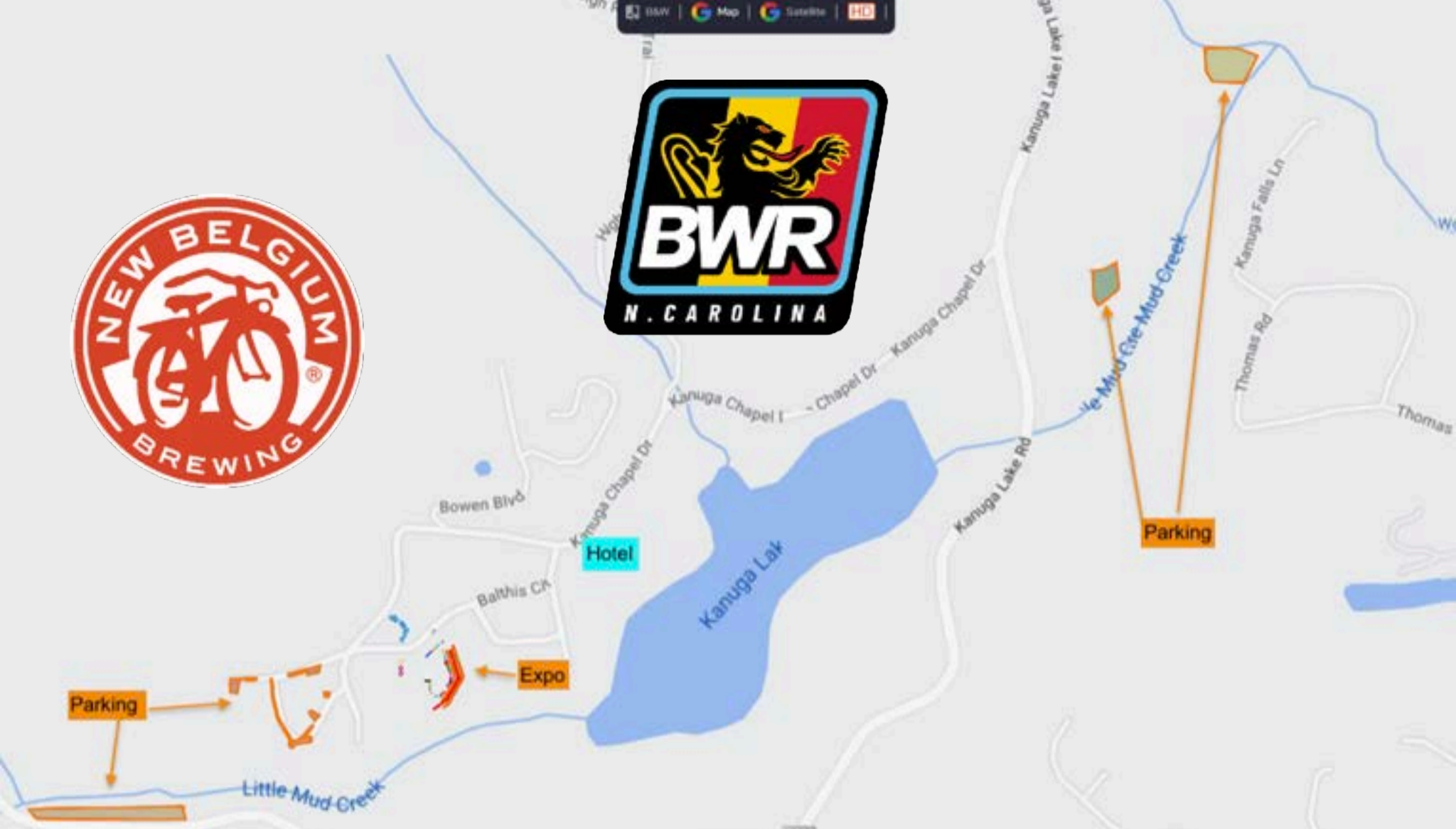
8pm - Course Closes



KANUGA RESORT

1249 KANUGA LAKE RD, HENDERSONVILLE, NC 28739





LOGISTICS 1249 KANUGA LAKE RD, HENDERSONVILLE, NC





WELKOM TO THE THIRD ANNUAL BELGIAN WAFFLE RIDE NC

Welkom to a most unique cycling event, the Belgian Waffle Ride, affectionately known as the BWR. This is its 12th anniversary and the third edition in N. Carolina and we've got a revised, more entertaining and scenic course this year of 131-miles, more than 95-kilometers of which are Unroad sectors. Last year the course was tough with a lot of climbing and this year is no different. **We changed the course to avoid double loops** and we'll have more waffles and **New Belgium** beer, too. We also have 79-mile Wafer ride and an opportunity to get a taste of it with the Wanna, which is 36-miles.

One of the only Euro-style Spring Classics on American soil, the BWR NC is being hosted again by **our generous friends at New Belgium Brewing**, with the coolest brewery anywhere west of Bruges over in Asheville. Once again, the BWR is hosted at Kanuga Resort, which will be turned into a massive beer garden for the BWR Unroad Expo! Not only will the race offer up the same type of insanity, challenge and unparalleled experience that has made it notorious and noteworthy, there is a special finale for riders who survived the entire course to get to the actual finish line.

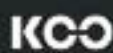




WELKOM TO THE THIRD ANNUAL BELGIAN WAFFLE RIDE NC

This third annual event has drawn tons of world-class cyclists from around the globe... Riders coming to win will have their work cut out for them. The BWR NC is the fourth stop of the **Quadrupel Crown of Gravel**, the largest gravel series in the world, which has a growing cult following of fervent racers from cyclocross, road 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 94-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. And for this first year, we have added the Wanna Ride. A chance for riders new to this type of an event to take on a 62-kilometer portion of both the Waffle and Wafer. While the Wanna is short, it still has challenging dirt sectors and climbs to contend with.



LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT



2022 WINNAAR SARAH MAX



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 NC's beautiful scenery and its terribly challenging terrain. It's also a premier and very hard race, too, and a most unique cycling experience, because everyone says so. But, its 131-miles of suffering over sinuous, bone grinding Unroads, rocks 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 **New Belgium 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 **Jumpinjeterberg** and its steep 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 **New Belgium Ale** only finishers get to imbibe (or keep as a trophy, or both).

Finally, whether it is our training or being immersed in **Lothlórien's (at Vallende Krekk)** 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 East** and, instead, resemble the apprenticeship of self-awareness, where the awareness begets awareness, and more **New Belgium 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 NC route will enjoy devilish dirty detours with the occasional 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...

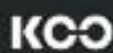




THANK YOU FOR JOINING THE BELGIAN WAFFLE RIDE

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 94-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 third time a BWR has been held here in N. Carolina, and will be what we hope to be another glorious gathering of bike-minded people. 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.

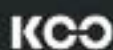
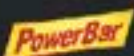




NORTH CAROLINA



WAFFLES - BIKES - WAFFLES - BEERS





REGIONAL HIGHLIGHTS:

- **Renowned Blue Ridge Parkway** – 469-miles long without a stop sign or light – is at the backdoor of Sierra Nevada! Called America's Favorite Drive – a ribbon of road that weaves through the region's vibrant living traditions, including Cherokee life and agricultural history to Southern Appalachian crafts and music. A must see and ride experience!
- **Pisgah National Forest** – originally part of the 87,000 acre Biltmore Estate, now over 500,000 acres, includes five peaks over 6,000 feet in elevation.
- **Mt Mitchell** – accessed off the Parkway, Mt Mitchell is the highest point on the east coast and you can ride your bike to the top!
- **Biltmore Estate** – largest privately-owned home/mansion in the USA and has rich ties to the region.
- **Great Smoky Mountains National Park** is very close – one of few free National Parks in the USA among just being awesome.
- One of the **highest concentrations of summer camps across the USA...** we pass many along the way.
- **DuPont State Forest** – used to be home to DuPont chemicals. Now a huge state forest with hundreds of miles of multi-use trails. Also, Last of the Mohicans and the first Hunger Games movies were filmed here.
- **French Broad River** – 218-miles in length, passes by the grounds of Sierra Nevada where the BWR race course passes over it on its way through the city of Asheville on route to Tennessee. The French Broad River State Trail follows the river for 117-miles.
- There may be an opportunity to spy **the rare white squirrel** – NOT albino!
- **HASHTAGS FOR SOCIAL POSTS!** We love them and encourage you to post about your journey to/during/after BWR NC!
- www.belgianwaffleride.bike @belgianwaffleride #BelgianWaffleRide #BWRNC #BelgianWaffleRideAsheville #HellooftheNorthCarolina #BelgianWaffleRideSierraNevada



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 Friday and Saturday, with all the added fun and entertainment to the schedule of events. There will be entertainment, food, a Beer Garden, vendors, fun, and the awards, and over 30 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 jaunt which wends its way through the Kanuga Resort adjacent to the **BWR Unroad Expo**.



BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE





LIVE COVERAGE

The BWR NC's live coverage of the event 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 NC PARTNERS



The Feed.





What started out as a beer brewing hobby fueled by a passion for great tasting craft brews, has turned into one of America's best multi-million dollar success stories. Producing some of the world's most popular craft brews, including Fat Tire and a multitude of other popular IPA, Pilsner, wheat beers and ales, has the folks at **New Belgium Brewing Co.** tapping into the world's demand for great tasting American craft brews.

Like the BWR, **New Belgium** is known for its quirky culture; the company employs eight "carnies," who work the brewery's Tour de Fat fundraising events, in addition to chemists, microbiologists, electricians, forklift operators, and engineers.

New Belgium is a Human Powered Business, based on a simple yet radical truth: Business is a human endeavor. People drive their business forward, and, in return, the business puts coworker and community wellbeing at the center of everything they do. The model fosters better business results in the long term. In other words, the business benefits when the people who power it prosper. At **New Belgium**, they've spent more than three decades pioneering and implementing this philosophy. What they've learned - and the results they've achieved - suggest this model represents a big opportunity for business everywhere.

New Belgium has a fascinating story that spans four decades, starting in the 1980s. To learn more about this incredible company and their magical elixirs, please go to: <https://www.newbelgium.com/company/story/>



ARE YOU READY FOR THE HELL OF THE EAST?





WAFFLE COURSE SUMMARY

<https://ridewithgps.com/routes/43107722>

211-km/131-miles

~13,000 feet of climbing

20 Unroad sectors

20 Categorized Climbs

44% 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

8 Feed Zones

Q/KOMs:

<https://www.strava.com/segments/29370044>

<https://www.strava.com/segments/1534426>

<https://www.strava.com/segments/6330935>

Q/KODs:

<https://www.strava.com/segments/7192713>

<https://www.strava.com/segments/31676566>

<https://www.strava.com/segments/1626417>



Q/KOSs:

<https://www.strava.com/segments/29370094>

<https://www.strava.com/segments/29370244>

<https://www.strava.com/segments/33934329>



GOOD WAFFLE WOODS



- 131 Miles
- 13,500 ft of climbing
- 59 Miles unroad sectors (44%)
- 3 KOM Sectors
- 3 KOS Sectors
- 3 KOD Sectors
- 8 Feed Zones

4k
3.5k
3k
2.5k
2k
1.5k

20

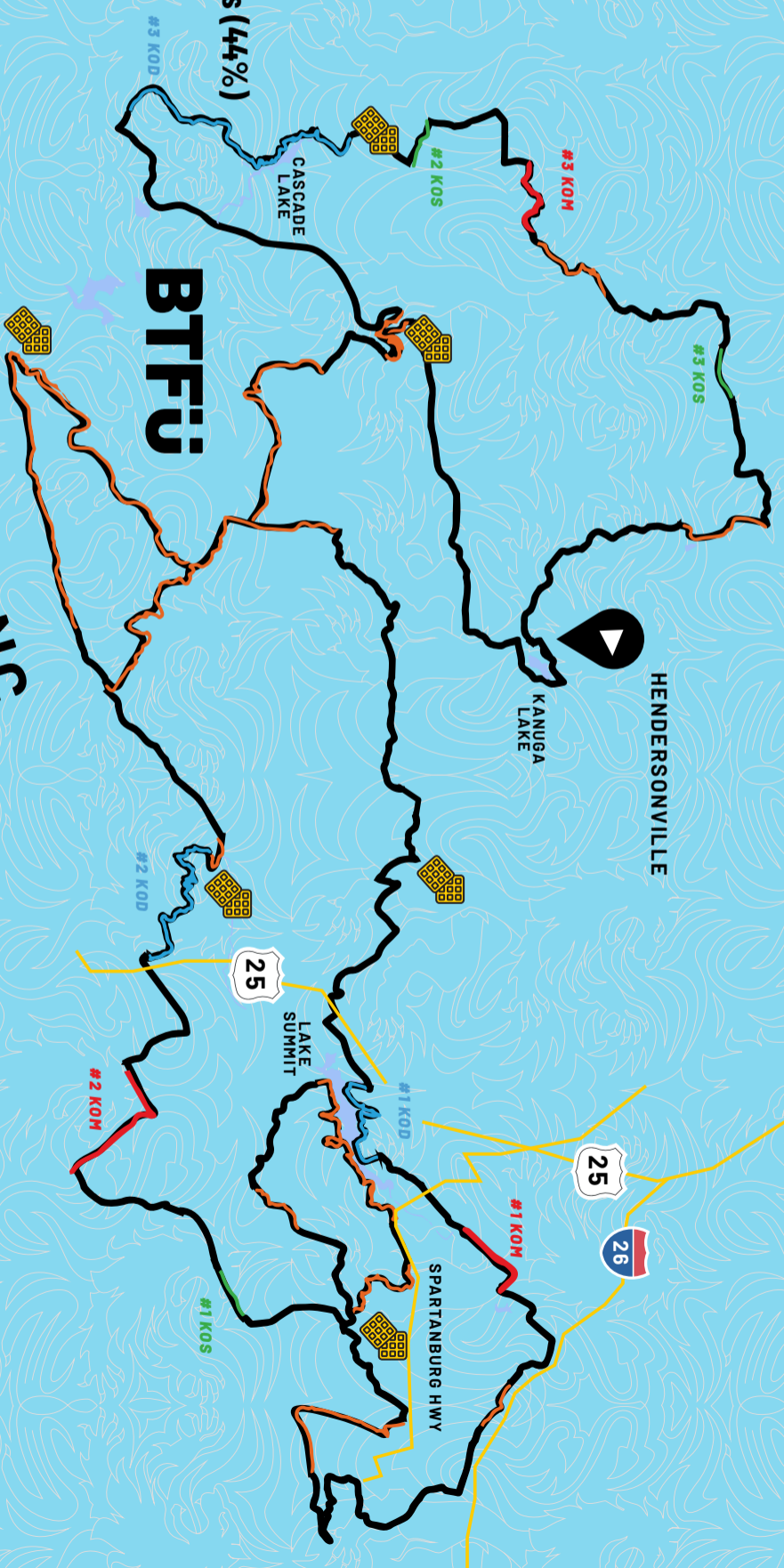
40

60

60

100

120



THE HELL OF THE EAST



WAFFER COURSE SUMMARY

<https://ridewithgps.com/routes/43107662>

127-km/79-miles

~9,000 feet of climbing

Numerous Unroad sectors

44% Unroad (long, muddy, wet, dry, rocky, loose, hilly, ugly)
hills, roots, water crossings, obstacles, more hills

5 feed zones

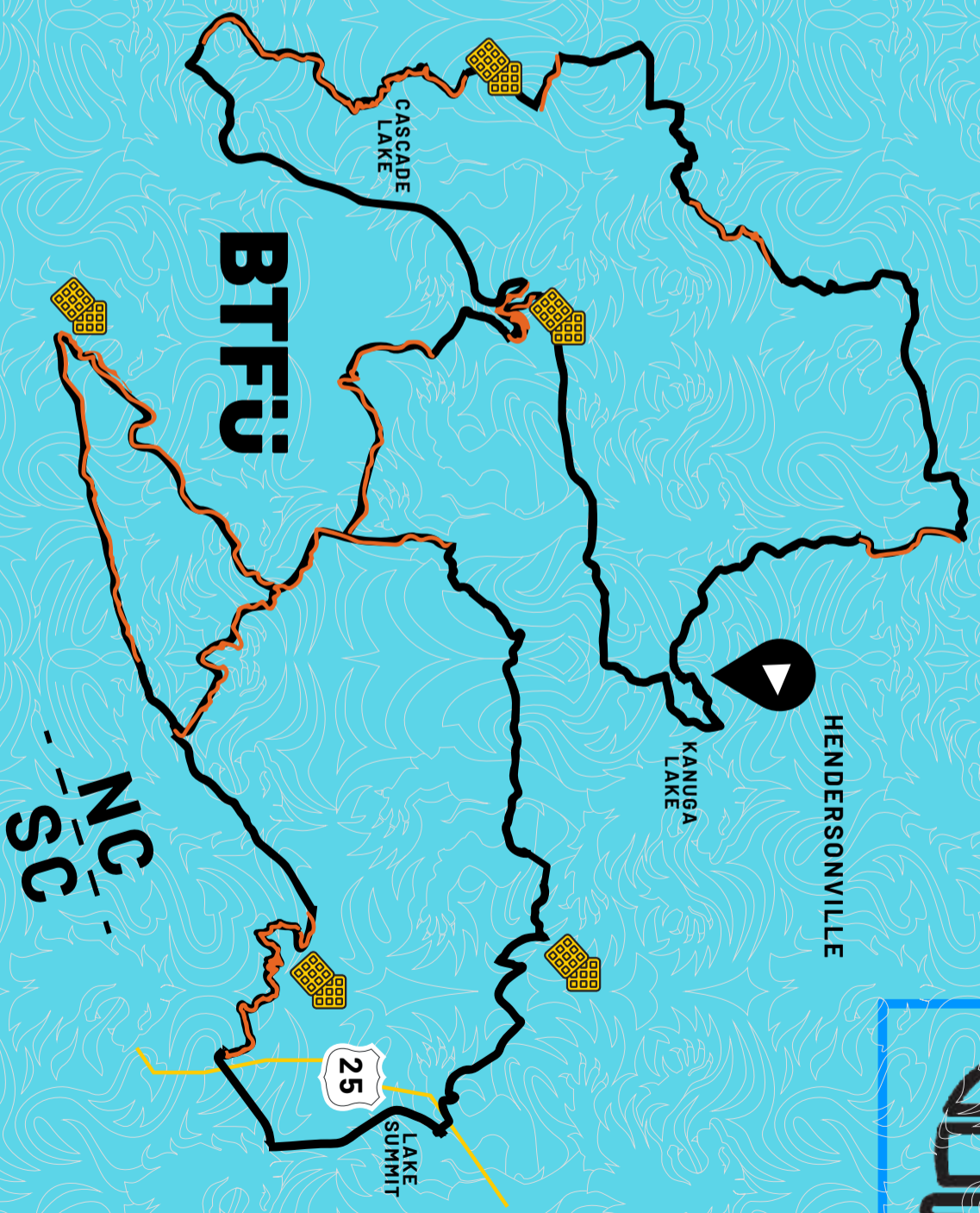




- 79 Miles
- 9,000 ft of climbing
- 44% Unroad (long, muddy wet, dry, rocky, loose, hilly)
- Hills, Roots, Water Crossings
- Obstacles, More hills
- 5 Feed Zones

4k
3.5k
3k
2.5k
2k

10 20 30 40 50 60 70



THE WAFFER OF THE EAST

BTFU

**NC
SC**



WANNA COURSE SUMMARY

<https://ridewithgps.com/routes/43107668>

58-km/36-miles

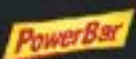
~4,000 feet of climbing

Several Unroad sectors

31% Unroad (long, muddy, wet, dry, rocky, loose, hilly, ugly)

Chunky gravel, roots, water crossings, and rocks

1 feed zone





HENDERSONVILLE



KANUGA

CASCADE LAKE

BTFÜ

NC
SC

THE **W**ANNA OF THE EAST



36 Miles

4,000 ft of climbing

31% Unroad (long, muddy

wet, dry, rocky, loose, hilly)

Chunky Gravel, Roots, Water

Crossings, Rocks!

1 Feed Zone

2k
5
15
30



WHO IS READY TO TAKE ON 2022 WINNAAR PETE STETINA?

We have a wonderful field of world class riders for this special event coming to take on former winnaar, Pete Stetina. The men's field will include pros such as Kenyan **Geoffrey Langat**, Ugandan **Charles Kagimu**, Australian **Nathan Haas**, **Cullen Easter**, **Griffin Easter**, **Elliott Baring**, **Zach Allison**, **Stefano Barberi**, and a host of other pros.

On the women's side, we have EF Education rider and 2021 US National Road Champion, Lauren Stephens, plus 2022 Quadrupel Crown of Gravel Champion, **Flavia Oliveira Parks**. We also have BWR UTAH Champ, **Whitney Allison**. Ready to enjoy the challenging terrain alongside these champs is last year's National Collegiate Champ, **Maria Doering**, and other pros like **Hannah Shell**, **Jenn Toops**, 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 over 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 route takes riders on a ronde through North Carolina (and even South Carolina) where it will clatter through agrarian hamlets and the Ardennes-like hills—not over classic mountains per se, but rather a never-ending string of ups and downs—20 categorized climbs—along single-track climbs, sandy trails and roughly paved roads and Unroads carved through Henderson County's beautiful rural and forested backcountry. The course features plenty of rolling hills, enough Unroads, and long climbs. Oh yeah, there will be a headwind most of the course and some of the climbs will require lots of gearing.

There are a few things that make the BWR stand out, and on top of the list, right after the obscenity of the race course, is **SUPPORT**. This ride is supported with Police and race escorts, follow vehicles and has eight Feed Zones perfectly placed throughout its 211-kilometer parcourse.

More importantly, the BWR features an armada of media vans, Wrench House on-course support, BWR support vehicles, on-trail support with roving mechanics that cover every inch of the 94-kilometers of Unroad the BWR confronts ill-prepared riders with. The number of flats and mechanicals that the team addresses for the BWR is incomparable to any other event like it or unlike it. Special thanks to Paul Dunlap of Wrench House for his unflinching support of the race and the team he has amassed to serve our unique event.



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MORE WORDS ABOUT THE COURSE





THE COURSE UNVEILS ITSELF TO ITS VICTIMS, VILLAINS, AND VICTORS LIKE THIS:

The BWR NC is 211-km in length or 131-miles if you haven't learned the metric system! There is over 13,000 feet of climbing, but it's the ever-changing and ever-challenging terrain that will ultimately ruin the unprepared. Less than half the course is road, with 20 definitive Unroad sectors, but the road stuff is pretty damn smooth but endlessly undulating. 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 40 mm 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 **Kanuga Resort**, excited riders will depart in a neutral roll-out in on massive wave... and soon thereafter the **Groene Vlag** will be waved, and then the racing will commence. Riders will notice that after a short jaunt they are climbing (read: breathing hard) and will do so until they hit **REEB Ranch**, where they will be confronted with the first Unroad sector of the day.



Many Unroad sectors of varied textures await riders along the “Hell of the East” route



COURSE DESCRIPTION

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 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 eight **The Feed Zones**, five for the Wafer, and one for the Wanna. Please refuel at each one; they're roughly separated by 20-miles apart.

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 along Crab Creek as riders start climbing. It is only a mile long, but it will surely open the legs and lungs up, and anyone caught sleeping will immediately be in a bad place as it is a quick few miles to REEB and into the singletrack uphill





UNROAD SECTOR #1 – REEB Ranch

Building on the glory that was REEB in 2022, we're hitting it in both directions this year. Riders go uphill at mile-7, and it's too early for someone to go solo, but certainly it could ruin someone's day who was sleeping during the beginning of the race. Pinch point #1.

REEB backwards is BEER! And, we get to do some reverse engineering of the REEB Ranch biking nirvana, which is located smack dab in the middle of all the mayhem of the day for everyone! Waffleurs get to go through here twice!

This sector is right at the doorstep of DuPont State Forest and a short ride away from the epic, world-renowned trails in the Pisgah National Forest.

Once over the bridge, this singletrack and its pitchy nuisance, the absolute delight with some double track. All this after leaving the main camp at REEB Ranch where riders will pass the camp's meadow and past the massive barn they will ride through later.

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





UNROAD SECTOR #2 – HEMELVALLEI OMGERKEERDE

Yes, this is the reverse of what we've done in years previous. There's nothing easy about this ~14-mile long section of Unroad, especially in this direction, even though there is some downhill too. In fact, when it isn't going up, it is a fast and sometimes rough downhill that will require attention at all times. The wrong tire choice or pressure, or lack of confidence with bike handling could be the separating point here. The first aid station is at the turn onto Green River Rd (mile-19.5) if anyone is thirsty yet.

Hallelujah, **Hemelvallei** is both a gravel ascent and descent that riders will most assuredly be excited to make it to, but they should make sure to be careful burning matches. This is where we repeat ourselves and remind everyone to **"go slow to go fast."** This is a high-speed descent in the gravel, which should tell riders it's time to keep the fingers on the brakes and keep it under control.

For the leaders, this long, but early sector could be a place to sneak away if one has the skills and temerity to give it a go and haul the mail over to **Maybinberg**. But for everyone else, let us repeat ourselves louder, **"GO SLOW TO GO FAST!"**



UNROAD SECTOR #3 – MAYBINBERG

This is new for 2023 and will be a difference maker. It's relatively early in the race coming at mile-24.5, and while it is only 3-miles but averages roughly 6% inclination, with the first mile at over 12%, exceeding 15% in places.

Picture yourself pedaling up steep, seemingly never-ending hills, gasping for breath, and questioning your life choices. The mountain is known for its treacherous terrain, filled with jagged rocks and tree roots just waiting to send you flying off your bike. And let's not forget the unpredictable weather! One moment you're sweating under the scorching sun, and the next, you're battling torrential rainstorms and hurricane-force winds. It's truly a thrilling experience for those who enjoy constant danger and misery while cycling. So, obviously you are up to a challenge with your masochistic streak, making Maybin Mountain one of many perfect places you will enjoy on this day. Just don't say we didn't warn you!

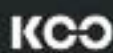
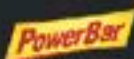




UNROAD SECTOR #4 – HOOGTEPUNT TOP

Prepare yourself for an exhilarating ride filled with smooth, perfectly paved roads, gentle inclines, and breathtakingly stunning scenery that's just too easy on the eyes. It's a cycling haven where every climb feels like a leisurely stroll, and the descents are disappointingly lacking in any adrenaline-pumping thrills. Forget about challenging your limits or pushing yourself to the edge. **Pinnacle Summit** is all about relaxing and enjoying the picturesque landscapes as you pedal along, feeling the soothing breeze on your face.

Okay, totally kidding... New for 2023 we're going to the true top of Pinnacle Mountain, **Hoogtepunt Top**. This is essentially a continuation of **Maybinberg**. There is a small respite after the **Maybinberg**, though you're on Pinnacle Mountain gravel still getting beaten to heck, before the road pitches back up for nearly 2-miles to get to the top. It only averages around 6%, but again there are pitches over 10%. The one blessing is that the last mile or so is paved, plus the views are SPECTACULAR.

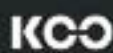




UNROAD SECTOR #5 – TOP ACHTBAAN

Pinnacle Summit gives way to Pinnacle Rollercoaster, **Top Achtban**. It's the ultimate destination for those seeking a cycling experience that's as thrilling as watching paint dry. So, if you're in the mood for a yawn-inducing, mind-numbingly effortless riding, head on over to Pinnacle Summit, where excitement goes to die!

Ok, just kidding again. Immediately following the **Hoogtepunt Top**, riders will encounter a short but very steep descent, which is followed by almost 5-miles of super sinuous ridgeline road. The views along the ridge are fantastic, but you can't take your eyes off the road for more than a second, lest you end up riding off the side of the mountain! The second Feed Zone is at the turn onto **Mt Olivet Rd**, mile-36.





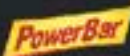
ROAD SECTOR – MONTEREN OLIJF

Ok, for all the primpeurs and gimpeurs who had a rude awakening on the previous sectors, the **Monteren Olijf** is here for them. Those heroes who were found out now have nearly 3-miles to chase and chase, finding others like them to sit behind as they scramble to catch back on; heart rates through the roof while those up front settle in and await the chaseurs. Don't let the smooove and fast descent fool ya. Catching back on may happen, but it's only temporary. As those gentle slopes that lull you into a false sense of security before they transform into soul-crushing ascents again. Just when you think you've conquered the last hill, we graciously present you with another, just to keep you humble. It's like a never-ending rollercoaster of pain and misery, but with stunning views, of course.

Yes, **Monteren Olijf**, what an absolute joy! You get to witness the breathtaking scenery of... well, more trees. Yes, because who doesn't love staring at an endless parade of trees as they whiz by at breakneck speed? It's nature's way of reminding you how important it is to appreciate the subtle variations in shades of green.

And let's not forget about the terrain. It's like a rollercoaster ride, except without the exhilarating drops, twists, or any sort of excitement. Instead, you get the pleasure of navigating bumpy terrain, dodging potholes, and holding onto your handlebars for dear life as you try to maintain your balance on uneven surfaces.

Oh, and did we mention the occasional surprise obstacle course? Fallen branches, loose rocks, and the occasional unsuspecting hiker meandering in your way. It's a constant test of your reflexes and ability to scream **"Watch out!"**





UNROAD SECTOR #6 – LAKENTWISTEN

<https://www.strava.com/segments/29369924>

Ok, Ah, here we go, after all that chasing, this one - **The Lakentwisten** - at barely 40-miles into the race will wreak further havoc on all those who didn't train enough or simply believed their talents were enough to perform well against the talented, elite Waffleurs who did the homework and have now come to class ready to own their portion of the bell curve. Don't even think about enjoying the lake vistas because this one will require every tidbit of concentration one can muster to navigate safely (or within contact of the riders who previously had dropped them).

Of course, there are those who will have respect for the course, the conditions and the other coureurs, and these riders will continue to pace themselves, hydrate and eat well at the Feed Zones. Speaking of sustenance, once the **Lakentwisten** and Queen/King of the Dirt sector is complete, there will be another Feed Zone for riders to replenish their glycogen levels at Pace Mtn. Don't forget to thank the volunteers awaiting your every need.



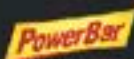


ROAD SECTOR – THE ONDIEPTENBERG

<https://www.strava.com/segments/29370044>

The Ondieptenberg is one of the most beautiful stretches of the entire lovely course. It is also the first Queen/King of the Mountain of the race, which starts at mile-44 and heads up, sometimes very steeply, for 2-km. And in the **“Don’t be that Rider”** category, anyone who tries to carry too much speed will find themselves on the wrong side of the bridge that signifies the beginning of this short, paved and very steep sector. Make the turn onto the bridge, turn off the damn thing and start pedaling like you are on the **Oude Kwaremont**. It’s only 14%!

Everyone knows about riding up the **Oude Kwaremont**? Piece of Belgian chocolate cake! It's like a gentle stroll through a field of buttercups, with unicorns cheering you on. I mean, who doesn't love the feeling of their lungs exploding while their legs scream in agony? Pure bliss!



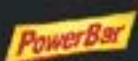


UNROAD SECTOR #7 – MUURHOWARD KLOOF

This Muur is also but 2-km in length with pitches of 11% and like the **Ondieptenberg** before it promises to burn a few matches for those who didn't do enough "push aways" of the butterscotch pies this spring. You would never know it but just off to the left is a freeway hidden by the lushness of the N. Carolina landscape. Still not near halfway through the race, riders will be confronted with the **Muurhoward Kloof** and begin to wonder if there is going to be a nice, flat road sector to sit behind others on soon. The answer, of course, is NO. There are no flat sections along the entire route, but rest assured there are 7-km of undulating road before the first real climb of the day begins...

This should be your inner dialog at this point with your bike: *"Oh, girl, picture me this. Here I am sassily straddling your \$12,000 gloriousness, in the midst of this stunning paradise. As we destroy this devilish hill, my legs burn like hot coals, but my spirit soars higher than the birds circling above us. With each grueling pedal stroke, I taunt the hill, knowing damn well you and I will reach the top and bask in the victorious glory of a well-deserved downhill thrill."*

Then pray there truly is a downhill thrill coming...



This is simply a silly sector with a sardoodledom name. It has lovely pavement and a flowing descent, the likes of which you will wish there were more of. Enjoy the **Spoorweg**. Take a break, take a drink, take a look around. It's all going to get so much worse/better soon. Buckle up, my friend, because we're about to take you on a wild ride down a flowy, freshly paved road!

Picture this: the sun is peeking through, the birds are singing, and you've got a brand new set of Spinergy wheels beneath you. It's the perfect day to unleash your inner speed demon on your Canyon and let loose on that smooth, velvety surface.

As you hop on your trusty Canyon, the wind starts whispering sweet nothings in your ear, teasing you with promises of glory and Badass Ale. You push harder with a flourish, your IRC tires kissing the road like a match made in cycling heaven. The bike responds eagerly, as if it's been waiting its entire life for this moment.

As you pick up speed, the road begins to twist and turn, revealing its true nature. It's a mischievous Duvel, throwing curves at you like it's playing a game of hide-and-seek. But fear not, for you are the master of this road. You lean into those turns with the grace of a ballet dancer, your Canyon responding to every subtle shift in weight. It's a dance of pure adrenaline and souplesse. **You've entered the Spoorweg zone.**

ROAD SECTOR – SPOORWEG

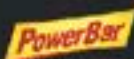




UNROAD SECTOR #8 – PERSOON VALT

Up, up and nowhere close to being away, **Persoon Valt** offers riders a colorful place to finally give up the chase and take a few pictures. Don't forget to capture the amazing tunnel and its regional taste of graffiti. **The Valt** follows along the Pacolet River to its south. This sector is only 4.5-kms of climbing in the forest, but don't worry, the next sector is another 3-kms of climbing, but it is all paved. The **Persoon Valt** ends at Saluda, which means drink up in one language or another, and pretty soon riders will be able to fill their wattle bottles back up. Salud.

In the heart of this picturesque landscape, a tunnel emerges, its walls adorned with vibrant graffiti that seems to come alive in cascades of vivid hues. The surreal amalgamation of swirling patterns and abstract forms dances across the tunnel's surface, creating an ethereal atmosphere that captivates all who venture inside. As shafts of sunlight pierce the foliage overhead, casting gentle rays onto the graffiti-clad walls, the tunnel becomes a mesmerizing gateway to a realm where imagination and reality intertwine in breathtaking harmony.



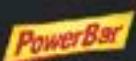


UNROAD SECTOR #9 – TRED MONTEREY

After climbing for so long, riders will be delighted by **Tred Monterey's** gravel descent, but this is the place where we interject reminders to **"go slow to go fast."** This essentially means taking it easy here is going to be much faster than picking yourself up and checking your bike and body for damage and then chasing. Take the descent with some caution and enjoy the gravity, because you know there is another climb coming up soon.

We can see you now as you become a blur as you hurtle down **Tred**, a manic grin plastered on your face. You dance with danger, flirting with disaster like a reckless fool. The brakes squeal in protest, begging you to show some sense of self-preservation, but you laugh in their mechanical face, intoxicated by the thrill of the descent.

The world becomes a surreal painting of blurred colors and fleeting images. Your eyes watering, partly from the speed and partly from the tears of joy and fear commingling in your soul. Each second feels like an eternity, and yet, you yearn for it to last forever. It's a twisted dance with destiny, a thrilling tango with destruction. Soon, the fun ends and you need to start climbing...





UNROAD SECTOR #10 – SLANGENGE BROED

One of the longest dirt diversions of the race, The **Slangengebroid** not only has a cool name, it is one of the marquee sectors of the two-dozen riders will get to navigate. This one has a bit of everything over its 6.5-km, which feature a climb, a fun descent, some switchbacks and finally some flat, twisty curves along the south side of Lake Summit. There are more turns and lovely vistas along this sector than any other, but please just pay attention to the twists and turns. A rider's positioning will be key here, especially after coming down **Tred Monterey**.

This scenic **Slengengebroid** is a twisted masterpiece of nature's whimsy. A cornucopia of twists and turns, where joy and exhaustion dance an eternal tango. The hills rise like mocking giants, eager to crush your spirit. The lush greenery taunts your weary eyes, mocking your futile struggle. The road winds like a mischievous serpent, leading you astray at every opportunity. The beauty deceives, for every breathtaking vista is a cruel reminder of the pain cave. Yes, what a paradise for those seeking agony disguised as tranquility. In this twisted tapestry of torture, the only thing straight is the sadistic smile on Mother Nature's face.

The Bosgrond Hoogten is another signature sector that takes riders between North and South Carolina, so bring the IDs and a pair of sprinters legs in case you encounter any state lines. This forest road is simply magnificent and will be the greatest of joys if it is dry and sunny. Of course, if it is wet and rainy, this could be the place riders finally give up, throw their bikes aside and begin to weep; the mud presenting all sorts of issues for tires and frames and gearing and morale.

This muddy gravel road presents a formidable challenge, demanding precision, balance, and adaptability. The treacherous conditions greatly affect traction, making it difficult to maintain control and momentum. Each pedal stroke risks slippage, requiring a delicate balance of power and finesse. Maneuvering through the unpredictable terrain will demand quick reflexes and constant adjustments to navigate the slippery surface. Any rider must be prepared for sudden slides and unpredictable changes in direction, necessitating heightened focus and anticipation. Conquering the **Bosgrond** will demand immense skill, strength, and a determined spirit. Just one-mile in length, **Bosgrond** is a part of a 5-km ascent.

UNROAD SECTOR #11 – THE BOSGROND HOOGTEN





ROAD SECTOR – WATERSCHEIDING KLIMMEN

<https://www.strava.com/segments/1534426>

The second QOM/KOM sector is actually in S. Carolina. **Waterscheiding Klimmen** climbs nearly 600 feet in 4-km. With renewed vigor, you'll need to dig deep, summoning the strength to continue. **Waterscheiding Klimmen** may seem never-ending, but you'll push on, focusing on the rhythm of your breath and the burning sensation in your legs. Sweat soaking through your new Mumu BWR jersey, plastering it to your back, yet you'll pedal harder, faster, willing yourself to conquer the summit and win the QOM/KOM.

And, your veins as you near the top, a surge of euphoria will wash over you. The searing pain in your lungs matched by the sense of accomplishment is coursing through. You've conquered the climb, pushing past your limits, and embracing the challenge with every fiber of your being. Sadly, you aren't even close to done.

Breathing heavily, you'll gaze down at the breathtaking countryside below as you re-enter N. Carolina, now spread out before you like a magnificent tapestry. In this moment, you will realize the lung-searing climb had been more than just physical exertion. It had been a testament to the power of perseverance, the joy of overcoming obstacles, and the beauty of pushing to new heights. **You go, girl.**





UNROAD SECTOR #12 – VALLENDE KREEK

<https://www.strava.com/segments/31676566>

79-miles into the Waffle is one of the features we are most excited about, **Vallende Kreek**, which features 8-kms of the most beautiful and challenging elements of the course, courtesy of Falling Creek Camp. The 890-acre campus, which we've been given exclusive access to, is set in a secluded mountaintop cove in the Blue Ridge Mountains, surrounded by hundreds of acres of privately-owned forest and beautiful wilderness in close proximity to other BWR NC features like DuPont State Forest Pisgah National Forest. The Camp's land offers over 15-miles of professionally-built, single-track trails for biking, running, hiking, and horseback riding, with scenic views and varied terrain across the ridges and valleys of this area. A main feature of this sector is **Falling Creek Falls**, where a Feed Zone is strategically placed for riders to take in its beauty... But, this is also QOD / KOD sector #2!

Now that the good part is out of the way, let's point out just how challenging this will be. With 52-miles yet to go, the **Vallende Kreek** sector will come at a time when riders will have already climbed well over 5,000 feet but there's still nearly 8,000 more to ascend with 600 more just in the next couple of tree canopied miles of logging trails. The beauty of **Vallende Kreek** is also its ugliness. Ugly in the sense it is fraught with singletrack affected by ruts, tree roots, twists, turns and steep pitches (30%) that will find many riders pushing their bikes if they don't bring the appropriate gearing and knobbied tires. Yes, it's true, riders will get to enjoy some of the groomed mountain bike trails to flow down but that is only after survival of the crazy, canopied and crushing climb is realized.

The **Vallende Kreek's** spectacularness is a microcosm of the overall BWR NC course—vivid views, terribly taxing terrain, sinuous singletrack, cassette clogging climbs and flowing fun features—and is sure to be one of the most talked about or cursed (Godverdomme) sectors of BWR NC 2023.





UNROAD SECTOR #13 – THE GROENSTROOMWEG

Two-miles before **The Groenstroomweg** is another Feed Zone and hopefully riders took the time to refuel, take a nap and perhaps a lavender spritz because the remaining features of this Waffle are riddled with climbs including this 6.5-km stretch that reaches inclines of over 9%. And, once to the end of this sector, the climbing only continues and gets worse. So, there is no way around it other than to say **The Groenstroomsweg** isn't some Dutch pastry, it is the commencement of the longest and most hellacious 16-km of the race. Riders may find themselves invoking the most common Dutch swear word, **Godverdomme**, which we don't condone but often hear from those just learning the Dutch language.

Swearing in Dutch, also known as "vloeken," is an integral part of the language's colorful vocabulary. Dutch profanities range from the mild to the more explicit, depending on the intensity of the expression. Profanity is used in various contexts, from expressing frustration or anger to casual conversation among friends. However, it is important to note that swearing should be used judiciously, as excessive profanity may be considered impolite or offensive in certain situations. Understanding Dutch swearing can provide insight into the rich and diverse linguistic landscape of Flanders.



Toppunt Monteren is a continuation of the misery **The Groenstroomweg** started, but it is so much more rough and rowdy. Sure, it only hits pitches of 11% but it undulates up for 10-km, making it the longest sector and perhaps the most important one for those racing for the money. It's along this stretch that will seem much longer that riders will be confronted with not only the steepness, but also singletrack, rock gardens (what, we never promised you a rock garden?) and mud sections that are sure to pose problems for the now completely wrecked riders. There are some many delightful sectors that riders will be talking about after, if they finish, but this is the one everyone will have words for; perhaps Dutch swear words. This is especially considering we are taking the one-and-a-half mile singletrack deviation that is deviant and dastardly.

Riding your gravel beast, pedaling like a maniac up this godforsaken hill, your quads will be screaming bloody murder as the chain creaks like a drunken parrot, dust swirling all around you like a chaotic dance party, and your heart pounding like a rabid squirrel on steroids. But damn, it's exhilarating, like flipping gravity the bird and saying, "I'll conquer your gravelly mischief, you **Godverdomme** mountain."

UNROAD SECTOR #14 – TOPPUNT MONTEREN



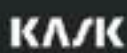
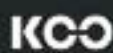
Hallelujah, **Hemelvallei** is a gravel descent that riders will most assuredly be excited to make it to, as this might be a good place to take a nap or phone home.

This is where we repeat ourselves and remind everyone to “go slow to go fast.” This is a high speed descent in the gravel, which should tell riders it's time to keep the fingers on the brakes and keep it under control.

For the leaders, this 6-km sector could be a place to sneak away if one has the skills and temerity to give it a go and haul the mail over to **REEB Ranch**. But for everyone else, **GO SLOW TO GO FAST**.

Oh, sure! Feel free to zoom down that lovely gravel road at warp speed. I mean, who needs traction, control, or the ability to see, right? Just be sure to thank your mechanic for the inevitable repairs. Enjoy!

UNROAD SECTOR #15 – HEMELVALLEI



REEB backwards is BEER! And, we get to do some reverse engineering of the REEB Ranch biking nirvana, which is located smack dab in the middle of all the mayhem of the day for everyone! Waffleurs get to do this twice!

This sector is right at the doorstep of DuPont State Forest and a short ride away from the epic, world-renowned trails in the Pisgah National Forest.

Before the delights of **Fietsen Nirvana** is a steep, punishing climb up the **Vallei Eiken**. Once over that pitchy nuisance, the absolute delight of this single track sector with some double track and an incredible bridge crossing before hitting the main camp at REEB Ranch where riders will enter the camp's meadow and ride through the massive barn before stopping at The Feed Zone strategically placed here. Waffleurs, drink up both times through here.

REEB Ranch trails are an absolute dream! You'll find the perfect mix of challenging terrain, breathtaking scenery, and trail maintenance that's just as impeccable as a unicorn's grooming routine. Happy riding and don't forget to get a waffle here!

UNROAD SECTOR #16 – BEER OMGEKEERDE FIETSEN NIRVANA





Photo credit: REEB Ranch

REEB RANCH - BIKING, LODGING, EVENTS

REEB Ranch is located smack dab in the middle of one of the most active biking communities in America. It's also happens to be in the middle of the BWR where there'll be a party going on with a Feed Zone, entertainment and warm waffles.

REEB Ranch is a haven for mountain **bikers, campers, wedding** and **festival** goers. Located 8 miles from Oskar Blues Brewery Brevard, against the beautiful backdrop of DuPont State Forest, REEB Ranch is the perfect destination for a private party, wedding, or adventure-filled weekend away.

Staying at the Ranch puts you at the doorstep of DuPont State Forest and a short ride away from the epic, world-renowned trails in the Pisgah National Forest. Mountain biking is at the core of what the REEB Ranch is all about. Come camp, or stay in one of our unique accommodations, and enjoy 5-miles of private trail access.

REEB RANCH





ROAD SECTOR - DUPONTBERG

Immediately out of REEB Ranch, riders will be confronted with a short climb similar to the upcoming **Statonweg**, though maybe a little shorter. It changes from Dupont Rd to Staton Rd near the top as county lines change.

After a break a REEB, we imagine it will feel like riders have been pedaling up a never-ending wall, while sweating buckets and questioning their life choices; legs scream for mercy as their speed drops to that of a sloth on sedatives. Some begin walking here. "Climbing bliss," we said. Ha!

The good news is at the top are the [Dupont Kanteen](#) and [Yurts](#), where riders might want to enjoy an adult beverage or a nap in a yurt.





ROAD SECTOR - STATONWEG

At 3.5-km, **Statonweg** isn't a marquee sector when put up against some of these other diabolical distractions, but this road sector has an average of almost 5% throughout and hits 7% in places, and we think this will be enough to further erode whatever group may find itself at the front come miles 107 and 109. On the back of the **Dupontberg**, this one is sure to put some pressure on a lot of riders. In fact, the decisive attack could very well happen on **Statonweg** as it's the penultimate climb before **Jumpinjeterberg**.





UNROAD SECTOR #17 - TRAPSGEWIJS

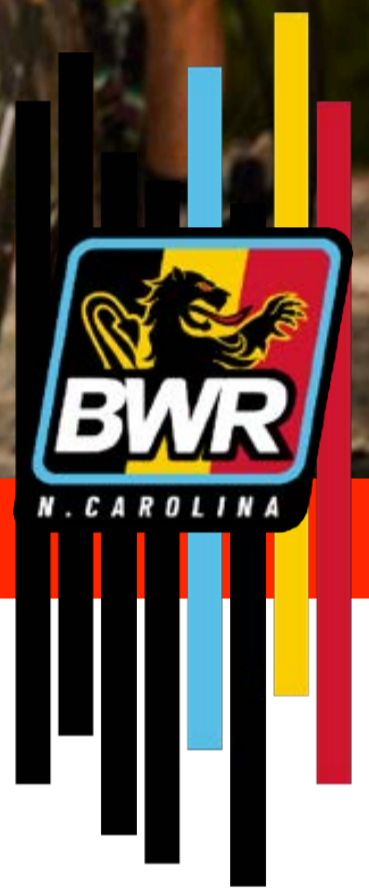
<https://www.strava.com/segments/1626417>

It may seem like there isn't much descending on this course but that is because a lot of the downhill has been saved for this 5-mile sector, **Trapsgewijs**. This is where we repeat ourselves and remind everyone to "go slow to go fast." This is a high speed descent on the gravel, which should tell riders it's time to keep the fingers on the brakes and keep it under control.

On the other hand, by all means, fly down that gravel descent like a daredevil on a Red Bull rush. Who needs control or intact kneecaps anyway? I'm sure the ER staff will appreciate your visit. Bon voyage!

Yes, it's true, for the leaders, **Trapsgewijs** could be a place to sneak away if one has the skills and temerity to give it a go and haul the mail over to **The Jumpinjeterberg**. But for everyone else, **GO SLOW TO GO FAST**.





ROAD SECTOR - MERILLAANTJE

Merillaantje is perhaps the most Belgique of all the sectors with its short little climb twisting through the trees, and as we all know, climbs in Belgium aren't typically long. At 116-miles into the race, even a short sector like this can create carnage.

But, look at you, tackling this cruel, sadistic hill. At this point, your bike is practically begging for mercy as your legs turn to jelly. Who needs oxygen when you can inhale pure suffering? Embrace the pain and attempting this vertical torture chamber! The incline is so steep, you'll feel like you're defying gravity... by defying all logic. Enjoy the exquisite agony and the eternal burning in your quads! But, not for too long. The worst/best is yet to come.



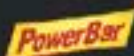


ROAD SECTOR - THE JUMPINJETERBERG

<https://www.strava.com/segments/6330935>

A sadistic slope just begging for victims. Rider's bikes will be thrilled to become a glorified stairmaster, while their lungs wheeze like asthmatic accordion players. Enjoy the symphony of agony and the breathtaking view of regret while knowing many will get off their bikes here and walk!

BUT CONGRATS! You made it this far. To the final truly hard(est) climb of the day, the third Queen/King of the Mountain sector and certainly a place where something dramatic can happen. Riders will be broken here by mile-118 and the champion will make her move on this climb, if she hasn't already. **The Jumpinjeterberg** is simply brutal even though it isn't even 3-km in length. With an average of 9%, but reaching 15%, this paved climb will certainly cause everyone some pain, but if a rider makes it to the top they've only got 20-km or so more, much of which is downhill.





UNROAD/ROAD SECTOR #18 - OUDE KIRK

The old church is pretty pleasant and along a gravel descent that's not overly technical but it does feature a fairly steep switchback in the middle. A leader here could solidify her lead or lose it. At this point every little kilometer matters. But, for this downhill gravel sector, **GO SLOW TO GO FAST.**





UNROAD SECTOR #19 - VAN DE VELD

Unlike any other, **Van de Veld** is the final gravel sector at 1.4-miles in length. **Van de Veld** could very well be along a Flemish neighborhood and delivers riders through some houses and within just a couple miles of the finish across the South Fork Big Willow Creek.

Yet, so close to the finish line, riders are tempted to bail like true champions. They should remember, quitting is the ultimate badge of honor. They'll be the talk of the town, or at least the local pub. If you see a rider sitting on the side of the Unroad, let them stay strong in their quest for eternal mediocrity!



UNROAD SECTOR #20 - GROOTWIG

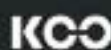
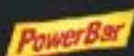
At the end of this ride, The **Grootwig** will hurt, but the winner will have already established themselves, we think. This one is just a grinder and has a few steeper pitches that may make a few utter that famous word, **Godverdomme**. Again, we don't think it's wise to use this word. If for some reason the leaders have stuck together here, the true rouleur will reveal themselves and circumnavigate the final stretch onto a grass sprint!

You've done it, **Godverdomme!**



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 NC to always be more than a day's journey through the Hell of the East 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 750 ml 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



ENDURANCE

TAP

The Official Gel
Sponsor of 

Exclusively sold at

The Feed.

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>

BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE





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 NC

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 NC 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 NC

By Griffin Easter, OpiCure Foundation Gravel Team

Nutrition

When planning for Belgian Waffle Ride NC, 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 NC

By Griffin Easter, OpiCure Foundation Gravel Team

Mapping

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'S HOW TO SURVIVE BWR NC

By Griffin Easter, OpiCure Foundation Gravel Team

Bike

The best bike for BWR NC is a dedicated gravel bike—a Canyon Grail or Grizl will be the best tool for the job. BWR NC 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 NC

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 NC, I recommend using a tire that's roughly 40 mm 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 NC

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 NC. So be stoked and ready to rock.

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

BWR NC 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 Riders 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 NC." 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 winners 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

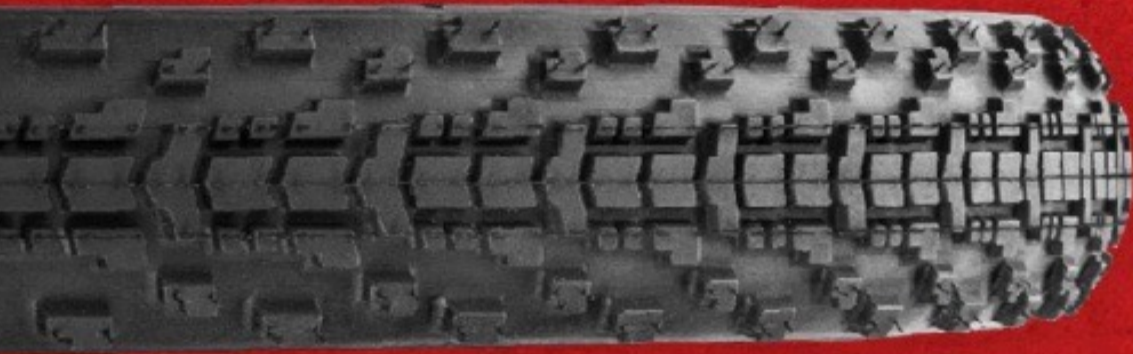
TIRE CHOICE IS CRITICAL

The BWR NC course is very Unroady, but has lots of road. The course is designed to test your body, mind, and equipment to the limit. Tire choice is critical! New this year, the NC course was rough at times, but still includes a ton of road and 13,500 feet of climbing. The BWR NC promises to give cyclists a demanding course riding some of the most coveted Unroads in N. Carolina. 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 42 mm 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 N Carolina 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](#)

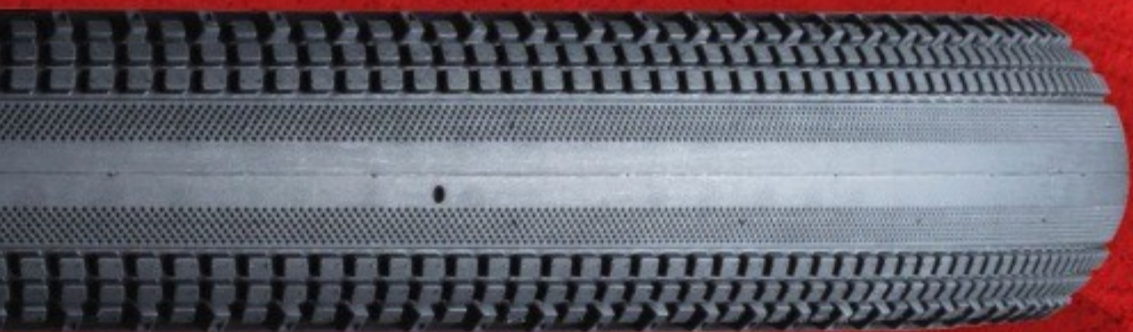
IRC TIRE



DOUBLECROSS 38, 42



BOKEN 36, 40



BOKEN PLUS 38, 42



IRCTIRE

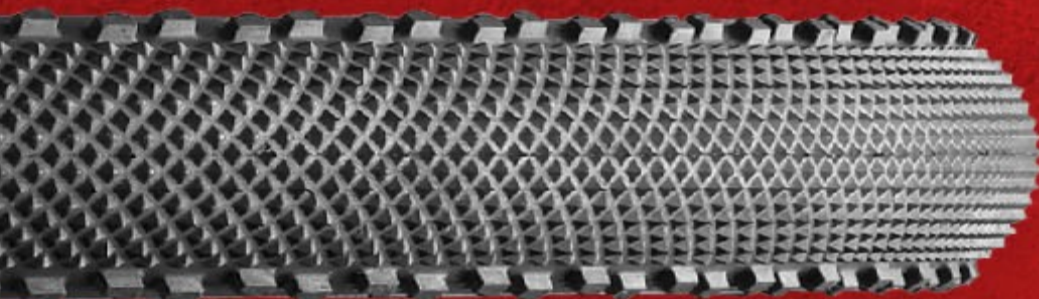
OUR TIRE GUIDE



SERAC SAND BWR EDITION 30
CA



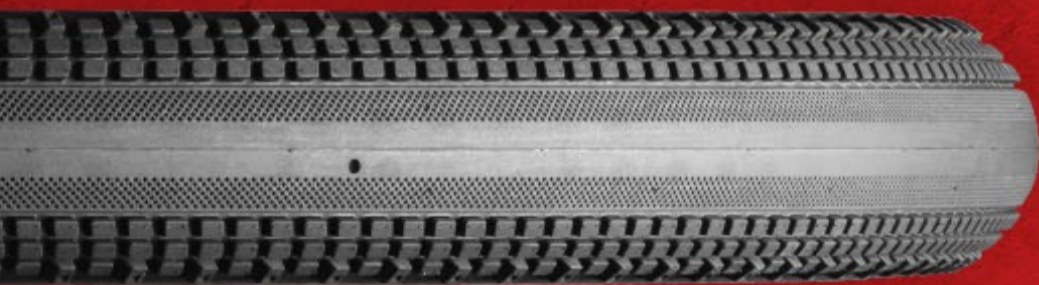
SERAC EDGE 32
CA



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!”**



FasCat

COACHING + TRAINING

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
eyewear



S P E C T R O
SPECIAL EDITION

GET YOUR KOO BWR SPECTROS NOW!

CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



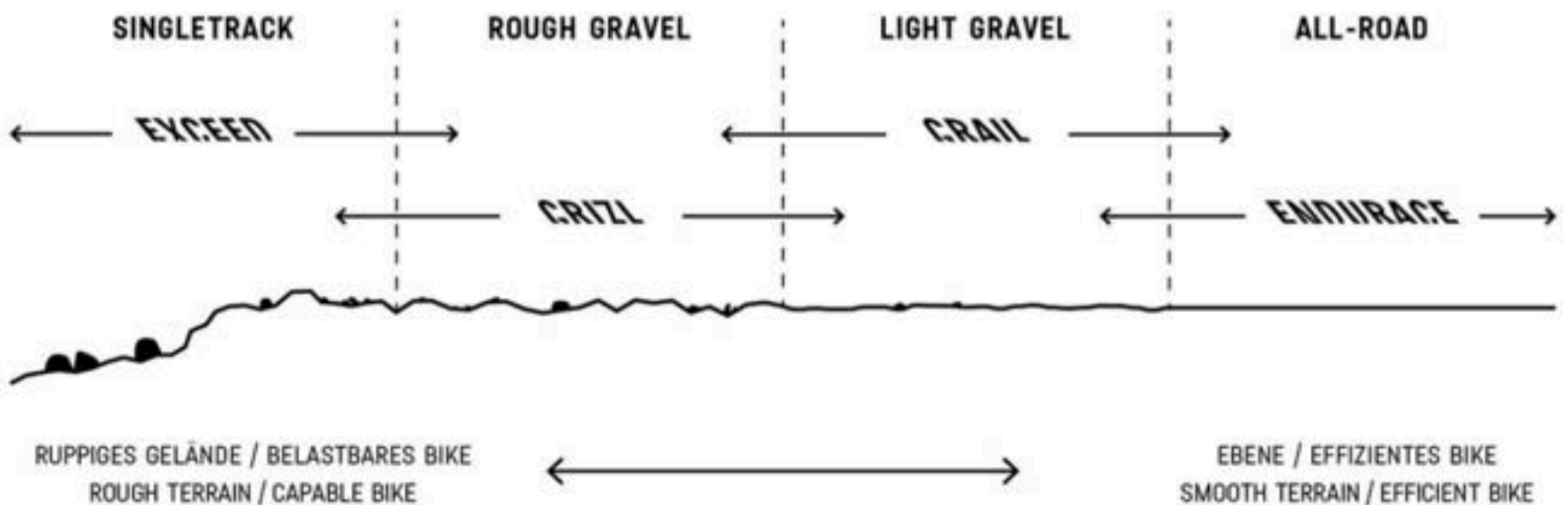
CHOOSE YOUR CANYON HERE

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 44 mm 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 24 mm internal width, which accommodates a wide range of tire sizes from 32 mm to 56 mm 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 item
- Race Number and RFID Tag (for official finishing time)
- +Pre- and Post-Race Waffles and Coffee & Beverages
- +Beer
- +Finisher's Beer Trophy from New Belgium



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/29370044>

<https://www.strava.com/segments/1534426>

<https://www.strava.com/segments/6330935>

Q/KOSs:

<https://www.strava.com/segments/29370094>

<https://www.strava.com/segments/29370244>

<https://www.strava.com/segments/33934329>

Q/KODs:

<https://www.strava.com/segments/7192713>

<https://www.strava.com/segments/31676566>

<https://www.strava.com/segments/1626417>





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



'NSPIRE
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:

New Belgium Ale (trophy) Bragging rights

Wafer Finishers will also receive:

New Belgium Ale (trophy) Right to step up

Wanna Finishers will also receive:

New Belgium 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:

Men:

1st - \$750

1st - \$750

2nd - \$500

2nd - \$500

3rd - \$250

3rd - \$250



DeFeet



THANKS TO NEW BELGIUM

VOLUNTEER!



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 131-miles 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 about the same, 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.



The Feed.

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 **The Feed Zones** on the Waffle course (4 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. 200 cal per 750 ml 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.



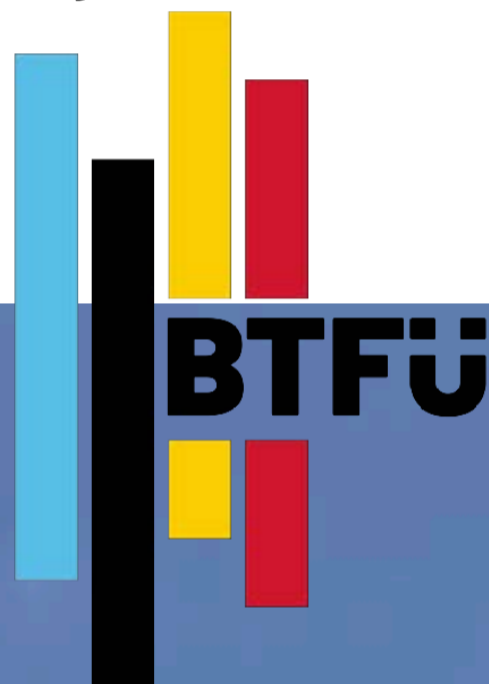
THINGS TO AVOID!



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...

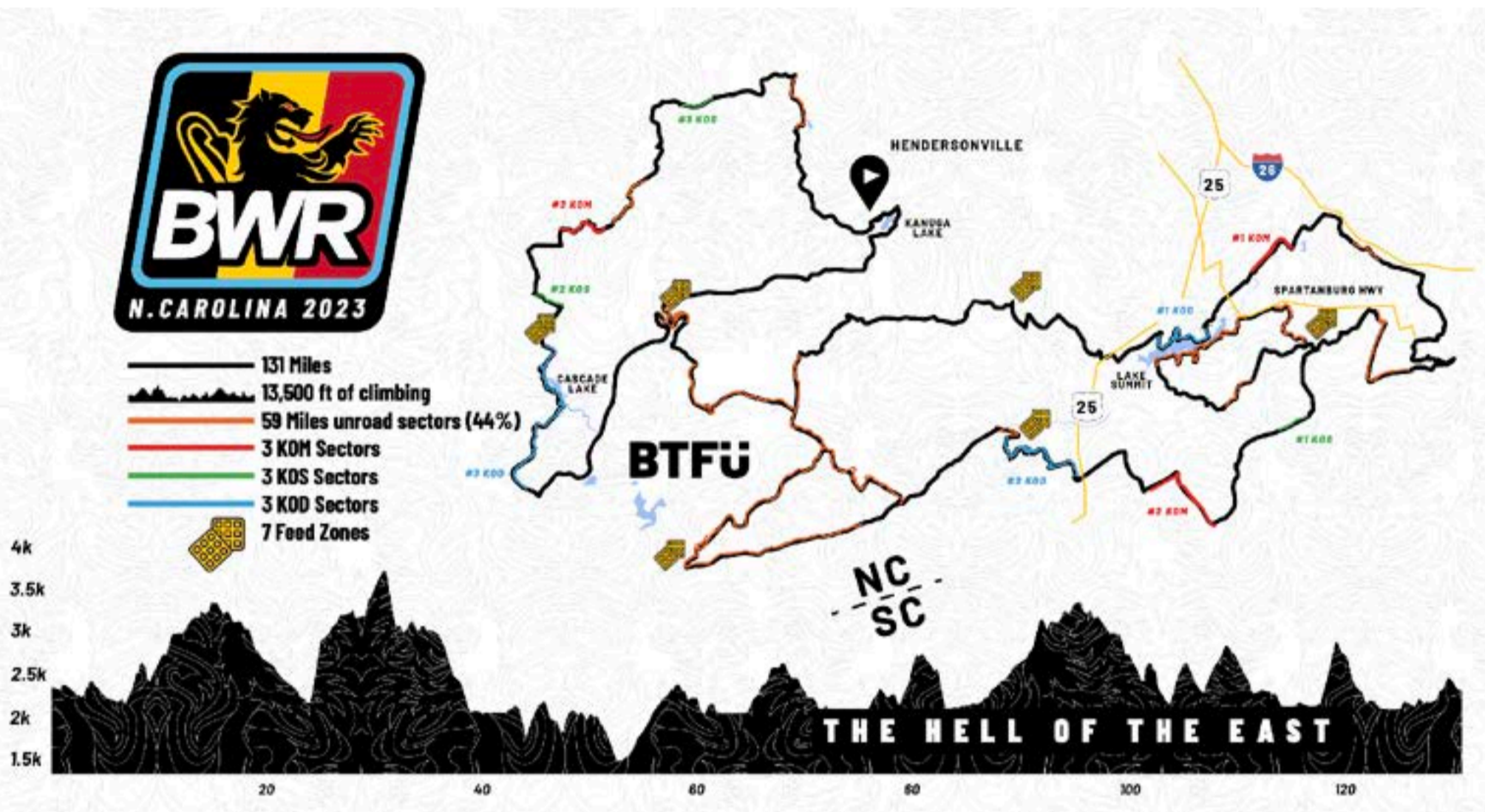
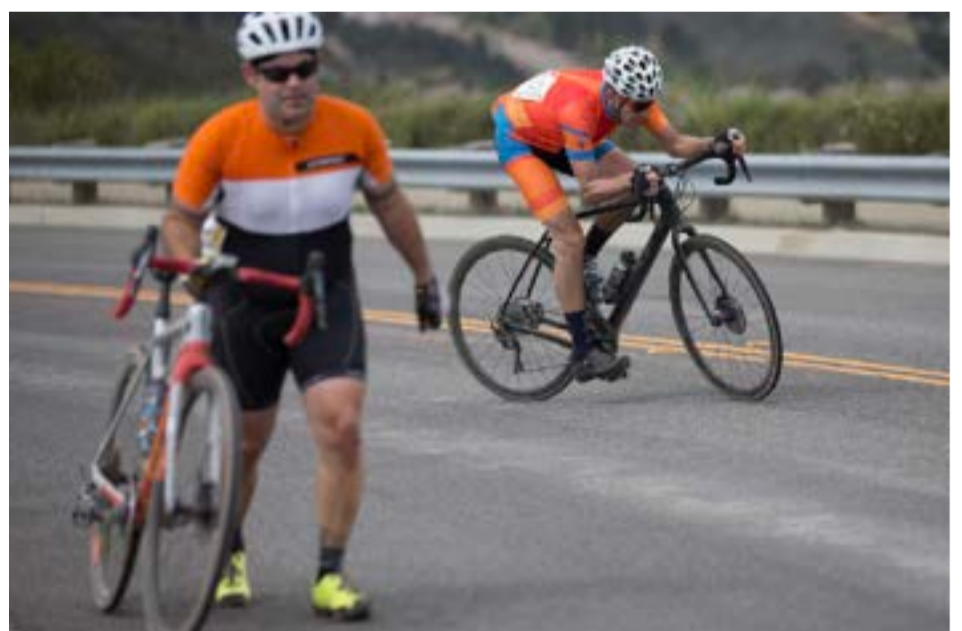


PHOTO OPPORTUNITIES

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 Shutterbugs to capture riders in their full glory, whether it's face planting in a water crossing, popping a wheelie at the top of **Jumpinjeterberg** or smiling brightly along the **Lakentwisten**.

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 NC photos here: <https://www.finisherpix.com/en/event/6278>



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 **KANUGA RESORT** 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 **NEW BELGIUM ALE** than a Belgian waffle (except for maybe bacon, but you can probably have that, too).

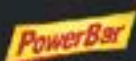


AM I ALLOWED PERSONAL SUPPORT ON THE COURSE?

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.**





- 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.
- Mile 39 (Hwy 225) @ 10:30am - route onto wafer course via right turn on Hwy 225.
- Mile 58 (Pace Mtn Aid) @ 12:30pm - route onto waffle course from mile 70 (skip S Lake Summit Loop) via u-turn from aid station on Pace Mountain Rd and right turn on Mountain Page Rd.
- Mile 104 (REEB Ranch) @ 5:30pm - exit REEB via Shoals Falls Rd, then left on Crab Creek directly to Jeter Mtn to rejoin course, or right on Crab Creek back to Kanuga in reverse direction of start.
- The tires you are thinking of riding may not be wide enough, get some IRCs. Whether you go with knobby 38 mm 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 tons 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.
- Wrench House and many locals 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 7:00 pm on Friday, June 9, 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 NC 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: **619-408-1650**
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!**





If there is an emergency: Medical Assistance: **call 911**

There will be a phone number for you to call on your race bib if you are stranded. This is the phone number: **619-408-1650**

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?

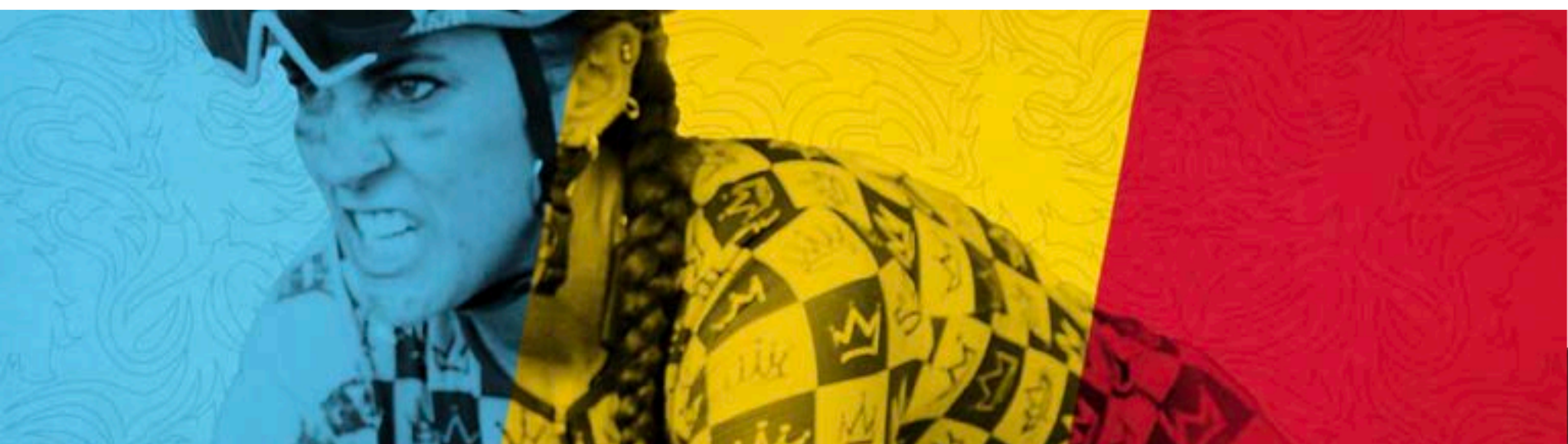


They are strategically located at eight locations on the Waffle course (5 for Wafer, 1 for Wanna), except for the first one, they are usually every 20-miles or less. As the course wears on, the **The Feed Zones** become more frequent.

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 NC PARTNERS



The Feed.





LET'S CELEBRATE TOGETHER!





HET
EINDE
OR
HET
BEGIN

