



THE HELL OF THE SOUTH (UTAH)

THE MOST UNIQUE CYCLING EVENT IN THE WORLD



THE
BELGIAN
WAFFLE
RIDE
BIJBEL

2023 UTAH EDITION

AUGUST 25-26



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.



AUGUST 25-26

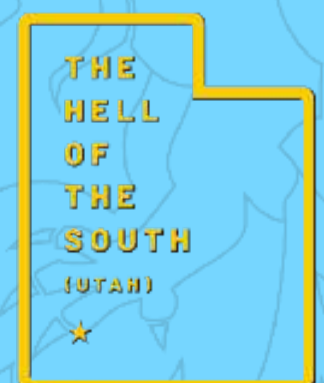
**MAIN STREET PARK - 200 N MAIN ST
CEDAR CITY, UT 84721**

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



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WELKOM TO THE FOURTH ANNUAL BELGIAN WAFFLE RIDE UTAH

Welkom to a most unique cycling event, the Belgian Waffle Ride, affectionately known as the BWR. 2023 brings the 12th anniversary and the fourth edition in Cedar City, and we've got a revised, more entertaining and scenic course this year of 128-miles, more than 92% of which are unroad sectors. Last year the course was tough with a lot challenging terrain but this year its even more; and beautiful. **We changed the course to avoid certain roads and instead added a long forest sector...** and we'll have more waffles and **Rouleur** beer, too. We also have the 81-mile Wafer ride and an opportunity to get a taste of it with the Wanna, which is 43.4-miles.

One of the only Euro-style Spring Classics on American soil, the BWR UT is being hosted again by **our generous friends at Cedar City**, with the coolest brewery anywhere, **Rouleur**, offering our finisher's beer, Badass Ale! The BWR UT will offer up the same type of insanity, challenge, and unparalleled experience that has made it notorious and noteworthy, and the festivities will take place at **Main Street Park**.





THE BWR UNROAD EXPO

SCHEDULE

Thursday, August 25

6:00 pm: Cedar City Slow Roll - Fun Ride For All

Main Street Park - 200 N Main St, Cedar City, UT 84721

Friday, August 25

Main Street Park

9:00 am: OpiCure Breakfast Burrito Ride - Open to all!

10:00 - 5:30 pm Expo and Registration Packet Pick Up

12:00 pm: Mandatory Rider Briefing

1:00 - 5:00 pm: Live Music

6:00 - 8:00 pm: Happy Hour & Late Packet Pick Up

Courtyard Marriott

Address: 1294 S Interstate Dr, Cedar City, UT 84720

Saturday, August 26

Main Street Park

Unroad Expo and Belgian Waffle Ride

Vendors, Food Trucks, Music, Free Flowing Beer

5:00 am: Waffle engorging commences

6:30 am: Riders enter the starting area

7:00 am: Waffle / Wafer / Wanna Start

12:00 pm: Live Music, Food & Beer

1:00 pm: First Waffle Riders Expected

3:00 p.m.: Awards Ceremony & Canyon Bike Winner Announced

5:00 - 8:00 pm: Live Music

8:00 pm: Course Closes



WHAT DO I GET WHEN I REGISTER?



First off, you should get 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 the Wafer 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 bag from ALMSTHRE

Race Number and RFID Tag (for official finishing time)

Wrist Band, which gets you...

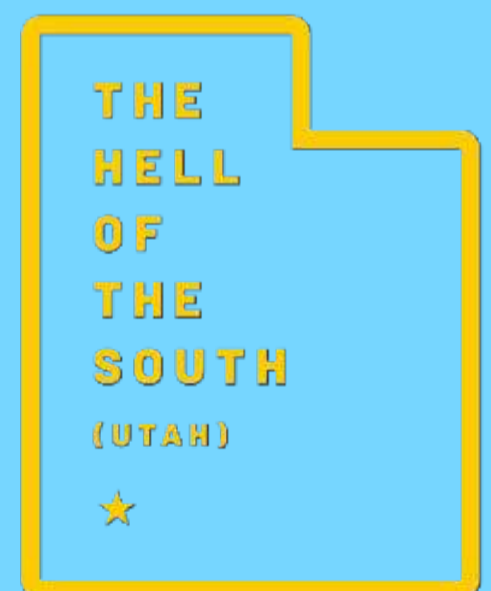
+Pre- and Post-Race Waffles and coffee & beverages

+Beer

+More Waffles

+Finisher's Beer Bottle Trophy from Rouleur

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



WAFFLES. BIKES. WAFFLES. BEER. MORE WAFFLES. MORE BEER.



THE
HELL
OF
THE
SOUTH
(UTAH)
★

- + BWR Swag Bag
- + BWR branded saddle bag from ALMSTHRE
- + Race Number and RFID Tag
- + Well stocked Feed Zones
- + Pre- and Post-Race Waffles, coffee & beverages
- + Beer
- + Live Music, more beer, and more waffles
- + Finisher's Beer Bottle Trophy from Rouleur





BWR RULES & REGULATIONS

A government-issued photo I.D. will be required to sign in. Event packets will be given out to registered athletes only. No one else can receive your packet for you.

Age group competition – determined by the age of a rider on race day

19 & Under
20 – 24
25 – 34
35 – 44
45 – 54
55 – 64
65 – 69
70 +

Race Categories

Belgian Waffle Ride is committed to ensuring that all participants have equitable access and opportunities to participate in our cycling events while preserving the integrity of the sport and respecting international regulations. The organization fosters positive, safe, and inclusive world-class experiences that promote personal growth and healthy competition.

Racing Classifications

Beginning August 1, 2023, all Belgian Waffle Ride events will offer the following racing categories:

- Women – Racers who were assigned female at birth.
- Men – Racers who were assigned male at birth.
- Gender Diverse – Racers whose gender identity or expression may not match their gender assigned at birth.

We will award equal amounts of prize money for each (three) categories. Typically, the top three of each category will be awarded prize money. Some races, the top five may be awarded prize money.

Eligibility Verification

Belgian Waffle Ride will not require proof of eligibility for racers competing in specific classifications before an event. We recognize that all our participants deserve a positive, supportive environment that promotes personal growth, and we also recognize that professional sport is elevated through equitable competition. We are committed to doing the work around diversity, equity, and inclusion, and these categories may change as understanding evolves.

The organization may require validation of eligibility of specific racers on a case-by-case basis if needed to ensure the integrity of each classification. These instances may arise at the direction of Belgian Waffle Ride leadership if race officials see a need to seek verification. Racers can also request confirmation of eligibility verification of competitors by Belgian Waffle Ride via an anonymous process. Belgian Waffle Ride will take all such requests into consideration.



BWR RULES & REGULATIONS, continued

Confidentiality and Privacy

Belgian Waffle Ride will strive to preserve all athletes' legitimate privacy interests and medical privacy. The organization will keep any discussions involving the gender identity of an athlete and any required written supporting documentation confidential unless the athlete makes a specific request otherwise. All information received by Belgian Waffle Ride about an individual athlete's gender identity and medical information, including physician's information provided pursuant to this Policy, shall be maintained confidentially. Belgian Waffle Ride will retain any written documentation for a period required to make any required determinations.

Our sole intention in making these changes is to provide all our participants a positive, supportive environment that promotes personal growth and healthy, fair competition in all our events.

Bicycles & Equipment

BWR Riders must utilize an approved bicycle. This bicycle must:

- Consist of a frame mounted on two wheels, one behind the other
- Have a seat and have handlebars for steering
- Be propelled solely by the operator via two pedals connected to the rear wheel by a chain or belt
- Have two hand-operated brakes (fixed gear and coaster brake bikes are not exempt from this rule)

The same bicycle frame must be utilized for the duration of the race. Other components may be swapped out on course. Athletes may assist each other on course with parts.

Bicycles must be propelled solely by the rider's legs moving in a circular motion, without electric or other assistance. Bicycles must meet the following characteristics:

- Dimensions. Bicycles may be no more than 2 meters long and 75 cm wide. Tandem bikes are allowed and may be up to 3 meters long
- Protective shields, fairings, or other devices are not allowed on any part of the bicycle, except spoke covers, which may be used.
- Wheels can be made with spokes or solid construction. No wheel may contain special mechanisms to store and release energy.
- Handlebar ends must be solidly-plugged, and any attachments must be fashioned in such a way as to minimize danger without impairing steering. Handlebars with ends, features, or attachments that extend forward or upward or that provide support for other than the rider's hands are not permitted. Handlebar coverings are limited to standard handlebar tapes and wraps. No additional padding, shapes or supports designed to facilitate resting the rider's forearms on the bars are allowed in the BWRs, which are massed start events.
- Brake controls must be attached to the handlebars and be hand operated. Brakes must be operable with hands on the brake supports or positioned on the handlebar.
- Recumbent bicycles are not permitted.
- 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].
- 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.
- Riders are responsible for their equipment and for taking reasonable precautions to ensure that its condition is adequate and safe for use in competition.



BWR RULES & REGULATIONS, continued

BWR event courses are well-marked with arrows, flags, and course marshals, however riders are to be responsible for themselves throughout the duration of the event. This includes:

- Navigation of the course
- While we offer navigation resources for riders on our website, which includes GPS files and cue sheets, the final course will be determined by the course markings on the day, as last-minute safety measures may dictate deviations to the published routes.
- Interaction with local vehicle traffic – always defer to vehicular traffic
- Roads are open to the public and athletes are expected to follow local bicycle laws

Outside support is only allowed from stationary locations, with these exceptions:

- Riders may help other riders with mechanical support, navigation assistance, or by any other means.
- Riders may resupply at local businesses and stores along the route
- Riders may receive “neutral” support from local residents at a stationary location from which any other event participant could also receive aid.
- The marked route must be followed at all times. No short cuts or alternate routes are permitted. If a rider intentionally leaves the course for any other reason, the rider must re-enter the course at the same spot at which they left.
- If a rider finds themselves off course, the rider shall make every reasonable attempt to backtrack to the point where they departed the official course; or to re-enter the course as soon as possible and without gaining an advantage.
- “Advantage” is defined by time and race position.
- Drafting another rider is allowed. Drafting on a non-participant rider or vehicle will result in disqualification.
- Rider “Race Plates” MUST be affixed to the front of the handlebars. Athlete “Race Plates” MUST NOT be bent, folded, wrapped around the head tube, or in any other position than flat against the handlebars. Improper attachment of the race plate will cause timing chips not to register and may be cause for disqualification.
- All athletes must attend one of the two Rider Briefings the day before race day. (Full Schedule of Events will be available on the website closer to the event date).

The elite category includes these additional rules:

- Racing for this category must be selected at time of race registration
- While an athlete may self-select this category, Monuments of Cycling reserves the right to change a rider’s designation to their appropriate age group division prior to the race date and will consult the rider before doing so.
- All athletes selecting to race in the pro/elite category will not be eligible for age group podiums
- All other rules remain in place
- Challenges to event results must come from a registered participant, must be made either in-person, or via email to wearelistening@monumentsofcycling.com, and must be received no later than one hour after closing of the race finish line.

All deferrals must be submitted via a rider’s Bikereg.com account no later than 48 hours before the packet pickup date. (e.g., If race day is a Sunday, packet pickup would be Saturday and deferrals would need to have been completed by the rider prior to midnight on Wednesday.)

Additional Rules & Regulations, plus valuable race suggestions can be found on page 93



The BWR UT was the first ever Belgian Waffle Ride held outside of California and was the only BWR held in 2020 because of the pandemic. Now, with the help of friends like TJ Eisenhart and Todd Hess, it's become a punctuating moment on the gravel calendar. Along with the BWR, the accompanying BWR Unroad Expo will feature live music, a beer garden, lots of waffles, and all sorts of fun that will exemplify the wonderful familial largess of the great state of Utah.

Cedar City, in Southwest Utah, has become a popular vacation destination among outdoor enthusiasts, offering many outdoor activities for visitors of all ages. It's a great place to visit, teeming with natural wonders, exciting history, and gorgeous natural landscapes. Cedar City is a popular tourist destination not only because of the area's natural beauty but also because it's a gateway for many pioneers and immigrants in the 1800's and early 1900's. **Cedar City has proven to be a warm and inviting place to visit and race one's bike** with access to the outdoors, entertainment, and views you can't find anywhere else. Perhaps most importantly, it offers an array of terrain optimal for the BWR style of bike racing, including undulating unroads, gravel, single-track, sand, and rock. **And the entire party takes place downtown in Main Street Park.**

There is so much more to do and see in Cedar City! **It is home to a state park, historic sites, an eclectic downtown, incredible restaurants, and is a gateway to Brian Head, Zion National Park, and more!**

To learn more about Cedar City, please [click here](#).





CEDAR CITY REGIONAL HIGHLIGHTS:

- **Bryce Canyon** – Bryce Canyon is one of the five National Parks in Utah. The Canyon has more than 14 hiking opportunities. Each with their own unique views and access to the park. Visitors to Bryce can find a hike for them no matter how much experience they have. The park also offers opportunities for horseback riding, bird watching, camping, and much more.
- **Zion National Forest** – Like Bryce Canyon, Zion National Park provides hiking, camping, and other activities for visitors. However, Zion is known as one of the premier national parks in the country. In addition to the activities we've already mentioned, Zion provides opportunities for rock climbing, cycling, canyoneering, and more. Visitors with an interest in adventure can go to the extreme in this park. For travelers with a more laid-back approach, there are several tours, small hikes, rivers, and picnic opportunities to enjoy. When you come to Cedar City, know there is something for everyone in nearby Zion National Park.
- **Kanarra Falls** – When you come to ride in Cedar City you can easily visit the beautiful Kanarra Falls, which is just off the course. The falls lie in a slot canyon. Hikers have to traverse the narrow canyon floor and climb a short ladder in order to get to the falls. The hike is relatively difficult, so inexperienced hikers had better travel in a group. As always in these situations, bring a first aid kit and let someone know where you are going just in case. The hike requires visitors to wade through water at some point so be willing to get a little wet. The view is definitely worth the trip.
- **Nearly 20 National Parks, Monuments, and Recreation Areas** within a half day drive from Cedar City.
- **Cedar Breaks National Monument** is a 30 minute drive away.
- **Cycling:** the nearby area has terrain perfect for all types of recreational activity. Hundreds of miles of nearby gravel, mountain, and paved biking opportunities.
- **Intimate small town feel with big time recreation**
- **HASHTAGS FOR SOCIAL POSTS!** www.belgianwaffleride.bike @belgianwaffleride #BelgianWaffleRide #BWRUT #BelgianWaffleRideUtah #HellooftheSouth(Utah)



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

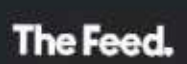
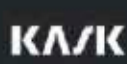
The Quadrupel Crown is open to all Waffle and Wafer riders. For the Waffle, on top of each venue's cash prize purses, there is an overall prize purse of \$25,000 shared among the top five Waffle men and women. For the Wafer there will be prizes for the top five overall riders in the Series. For both 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 Waffle 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.



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.

LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT



SARAH MAX



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 UT 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 UT 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...



WHAT HAVE YOU DONE?

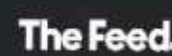
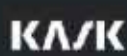


Welkom to the most unique cycling event(s) in the U.S. — the Belgian Waffle Ride—affectionately known as the BWR. This is the fourth edition of the Cedar City event, which was won by Whitney Allison and Peter Stetina last year (and the year before). We're excited to offer something completely different with the Cedar City location and give riders a chance to race on a gravel, sand and rock route, at altitude, against some of the best cyclists from the road, gravel, mtb and unroad scenes.

Cedar City has been incredibly inviting and accommodating of the event's needs and has really rolled out the red, yellow and black carpet for us. This year, we are excited to be able to offer the essential elements of a proper BWR with waffles, cycling in its extreme and beer from **Rouleur Brewing Company**... We will also have a pre-race gathering, on Friday night before the race, and on race day at the awards we will revealing the winner of the Canyon Bike /OpiCure bike giveaway!

The BWR Utah, the Hell of the South (West), has a parcourse that is quite the juxtaposition to the ones run in California or elsewhere. The only Euro-style Spring Classic on American soil, the BWR CA is a Road Race punctuated by two dozen unroad sectors (read: dirt for 55-miles) over roughly 137-miles and 11,000 feet of climbing. The Utah BWR in Cedar City is **an Unroad Race of 128-miles broken up with roughly nine road sectors and much less the climbing of San Diego at ~7,500 feet**. Regardless of the vital stats, the BWR Utah race will offer up the same type of insanity, challenge and the unparalleled experience that has made the BWR notorious and noteworthy.

The BWR Utah edition has drawn world-class cyclists from around the globe... including numerous former WorldTour riders, defending champions from BWR CA, and many more just to partake of the unique challenge of the day. Riders coming to win will have their work cut out for them. And, riders of all abilities will tackle the same course at the same time after the start gun goes off and an initial neutral section of four miles is completed. **The Wafer and Wanna Rides will start with the Waffle Ride and will traverse a course 81- and 43-miles, the beginning of which are on the Waffle course. The last eight-miles of the Wafer / Wanna routes also follow the Waffle course all the way back to Main Street Park.**





**2022 BWR UTAH WINNAARS -
WHITNEY ALLISON & PETE STETINA**



Dave Towle - The Voice of the BWR



MEET THE MAN BEHIND THE MIC!

Dave Towle is America's best known race announcer and **the voice of the Belgian Waffle Ride**. There is a good chance that if you've had the pleasure of hearing Dave's voice describing a race during this entire century, you've witnessed one of the most important events in cycling history... resting assured you've heard the voice of one of the most enthusiastic, knowledgeable, and sincere fans of cycling anywhere on the planet. In fact, Dave has emceed every edition of the **Tour of California, Tour of Utah, Tour of Missouri**, and he's announced the **World Championships, Pan Am Games, and U.S. Nationals for every road discipline and 'cross as well**. So yeah, **Dave is THE voice of American cycling**.

For anyone who has attended any number of Belgian Waffle Rides over the past few years, they've heard Dave Towle's voice booming from the loudspeakers, sharing anecdotes, wisdom, and pure enthusiasm. His passion is every bit as evident for the amateurs as it is for the pros who won the race hours earlier. Dave's not just a fanatic about cycling, the Colorado resident has **an encyclopedic archive of all kinds of knowledge lain in the tributaries of his brain**. We've been lucky enough over the years to spend time with Dave, and not only is he an extraordinary man on the mic, but he's also one of the most fun people to rap with, as his knowledge and interests transcend cycling into music, science, and dare we say the socio-political topics of the day. Oh yeah, did we mention he's more knowledgeable about today's cycling scene than perhaps anyone else, plus **he's a pure purveyor of positivity**.

Dave has his trademark 'Towle-isms' - "It's on like Donkey Kong!", "One to go! One to go! One to go! One to go!", "Yes, folks, he looks skinny, but in an hour when the race gets going, this guy will be like a cocktail napkin with an outboard motor attached!", "We're ready for takeoff! Fans, help me blast these riders into space!" and of course, our favorite, **"Would you like a little more Belgian ale to go with that waffle?"**



MILES OF SMILES

WANNA HAVE FUN? COME RIDE WITH TJ EISENHART

WHAT TO EXPECT WITH THE BWR?



If you want to get technical, it's the only race of its kind that covers as much distance of combined road and unroad sectors through the beautiful Utah scenery and terribly challenging terrain. It's also the most unique one-day cycling event in the country, because everyone says it is. But, its 212-kilometers of suffering over sinuous, bone grinding roads, sandy trails and single-tracks fraught with rocks, arduous climbs, gravel, choking dust, 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 Lost Abbey Belgian 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 pandemics, 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 to some... though frightening to onlookers. Still, others find some deeper meaning attached to the journey. It's transcendent.

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 in our growth as athletes; 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. Its 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 Muir van Kanarraville and its 20% grade. In this regard, the training is as important to our existence as it is to surviving or thriving in the BWR.

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 Rouleur's BWR BADASS Ale only finishers get to imbibe (or keep as a trophy, or both).

Finally, whether it is our training or being immersed in **The Tolweg's** 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.



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

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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 (like the BWR) 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 South (West) and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more BWR BADASS Ale.

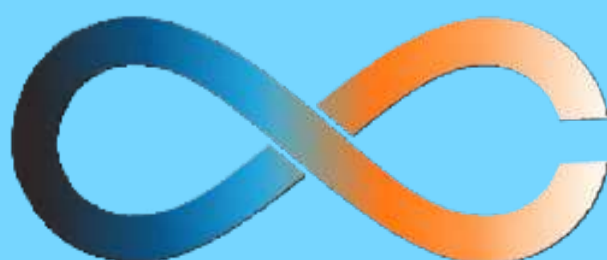


OPICURE FOUNDATION, MONUMENTS OF CYCLING & CANYON

For 2023, for the entire Quadrupel Crown of Gravel series, Monuments of Cycling has partnered with Utah's own 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. **Canyon Bike will be given away at the awards!**

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

DON'T FORGET TO ENTER TO WIN A CANYON [HERE](#).



OpiCure
FOUNDATION



Win a Canyon Grizl with OpiCure Foundation & Monuments of Cycling

OpiCure Foundation has teamed up with Monuments of Cycling, to launch their charitable fundraising campaign in support of raising awareness on the Opioid Epidemic.

Together, MoC and OpiCure want to raise awareness about the opioid crisis by using the BWR gravel events to showcase the power of the bicycle across the United States. 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. To learn more about OpiCure Foundation, visit their website!

Proceeds of this charitable fundraiser will go directly towards supporting OpiCure Foundations awareness campaign and "Rider in Recovery" programs. Part of this program is sponsoring one individual in recovery to attend and complete the Belgian Waffle Ride quadruple crown.

Our goal is to raise \$50K. **The fundraiser ends of August 26, 2023 at 3 pm MST.** The winner will be announced August 26, 2023 after 3PM MST at the BWR Utah podium ceremony.

How to enter: [Click here!](#)

\$10 donation = **5 entries**

\$25 donation = **25 entries**

\$1,000 donation = **1,000 entries**



Donate before August 26, 2023 at 3PM MST to be entered to win.



LIVE COVERAGE

The BWR UT'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.

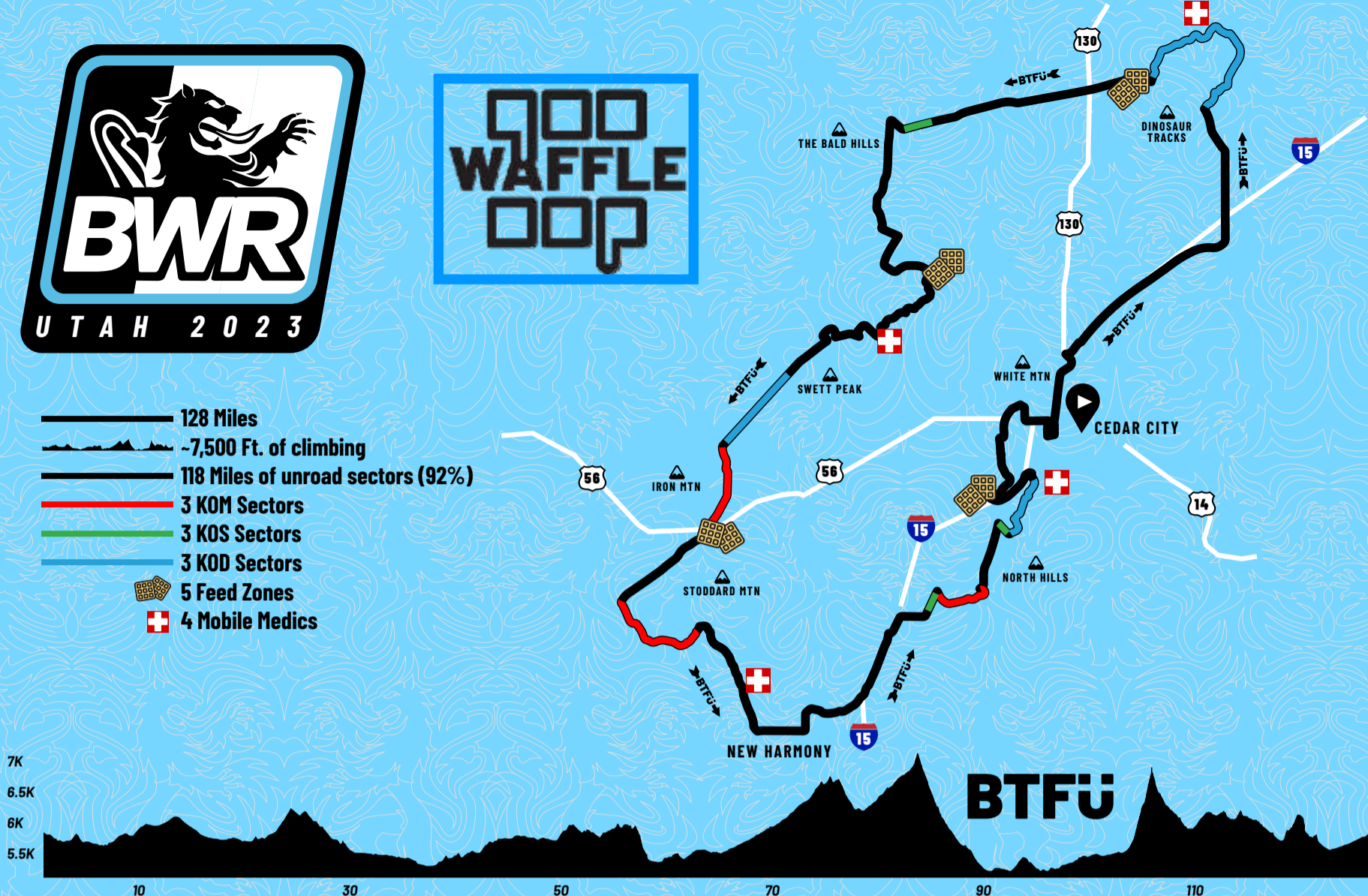


Undefinable and Unruly, Unroad UNLTD is not about the usual, it's about the Unusual. It's for the free thinkers and free riders who have an Unmet desire for adventure and a happy disrespect for the usual way of riding a bike. Check us out at - <https://www.youtube.com/c/UnroadUNLTD/> [@UNROADUNLTD](https://www.instagram.com/UNROADUNLTD)





- 128 Miles
- ~7,500 Ft. of climbing
- 118 Miles of unroad sectors (92%)
- 3 KOM Sectors
- 3 KOS Sectors
- 3 KOD Sectors
- 5 Feed Zones
- 4 Mobile Medics



<https://ridewithgps.com/routes/44077616>

- 128.1-Miles/206-Kilometers
- ~7,500 Feet of Climbing
- 9 road sectors (the rest is Unroad)
- 92% Unroad (Long, Sandy, Dry, Rocky, Hilly, Ugly)
- Numerous Cattle Crossings, Water Crossings or Foot Bridges
- 3 Queen/King of the Mountain segments
- 3 Queen/King of the Dirt segments
- 3 Queen/King of the Sprint segments
- 5 Feed Zones

Q/KOMs:

<https://www.strava.com/segments/29787770>
<https://www.strava.com/segments/24199448>
<https://www.strava.com/segments/25690578>

Q/KOSs:






<https://www.strava.com/segments/25690665>
<https://www.strava.com/segments/29791392>
<https://www.strava.com/segments/29791335>

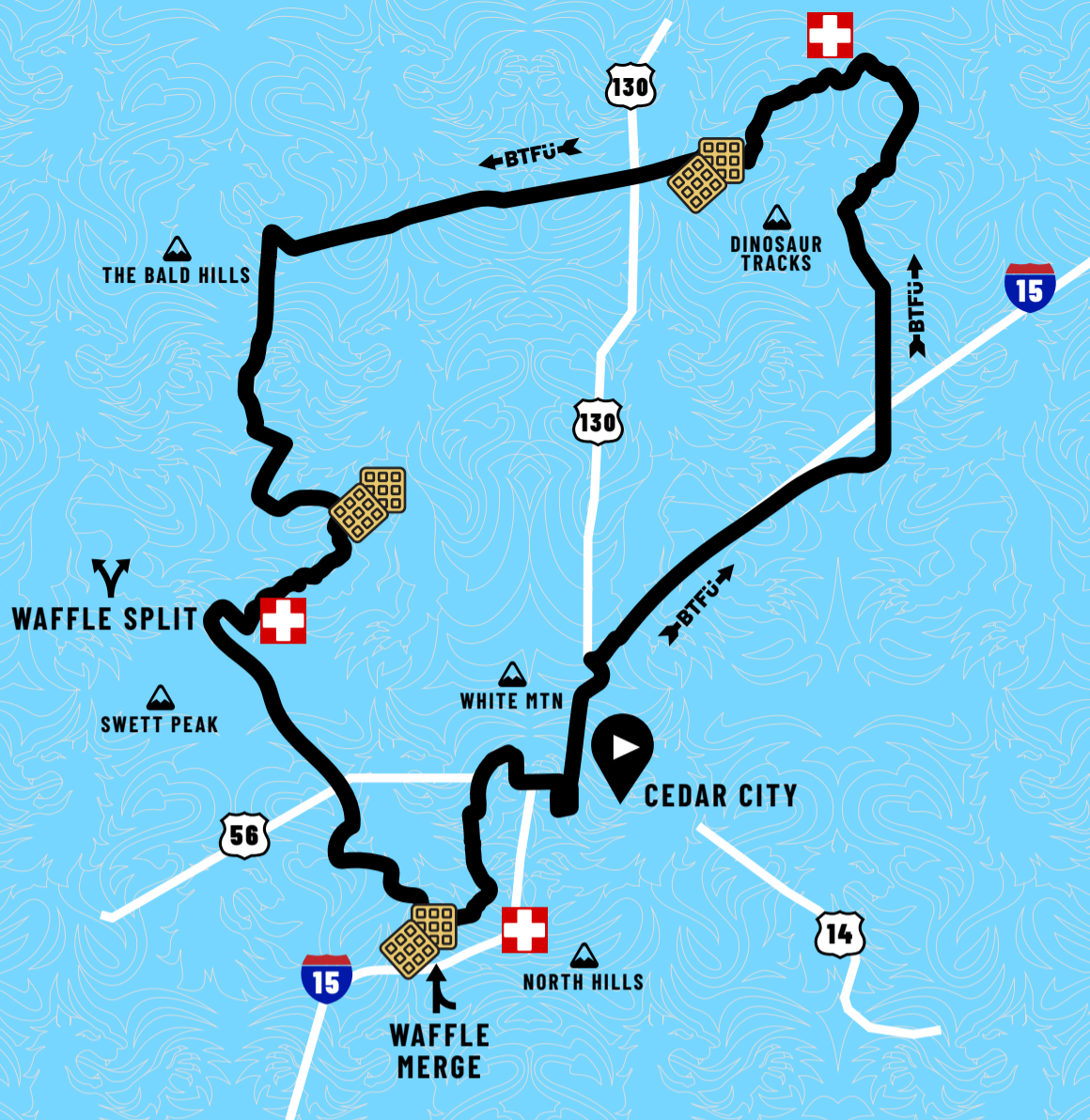
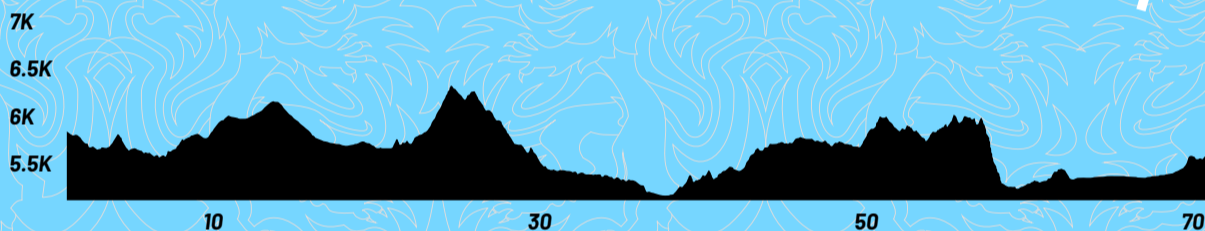
Q/KODs:

<https://www.strava.com/segments/25663082>
<https://www.strava.com/segments/32624460>
<https://www.strava.com/segments/25690881>





-  81 Miles
-  3,600 Ft. of climbing
-  60+ Miles of unroad sectors
-  3 Feed Zones
-  3 Mobile Medics



BTFÜ

<https://ridewithgps.com/routes/44077621>

- 81-Miles/131-Kilometers
- ~3,700 feet of Climbing
- 6 Road Sectors
- 80% Unroad
- 3 Feed Zones








The Wafer Ride will start with the Waffle Ride at 7:00 am and will traverse a course 81-miles in length, the first 59-miles of which are on the Waffle course. The last 8-miles of the Wafer route also follow the Waffle course.

THE
HELL
OF
THE
SOUTH
(UTAH)





-  40+ Miles
-  1,800 Ft. of climbing
-  10+ Miles of unroad sectors
-  2 Feed Zones
-  2 Mobile Medics

6K
5.5K

10

30

BTFÜ



<https://ridewithgps.com/routes/44077622>

- 43.4-Miles/70-Kilometers
- ~3,700 feet of Climbing
- 6 Road Sectors
- 80% Unroad
- 2 Feed Zones



The Wanna Ride will start with the Waffle and Wafer Rides at 7:00 am and will traverse a course 43.4-miles in length, the first 4-miles of which are on the Waffle course. The last 28-miles of the Wanna route follows the Wafer route.

THE
HELL
OF
THE
SOUTH
(UTAH)





BWR UT PARTNERS



The Feed.





Pronounce it however you like, but ROULEUR is the new Ruler

Inspired both by the collaborative, artisanal craft of modern craft breweries and the secretive, monastic breweries of the Old World, our beers are designed to be **stylish without precedence, irreverent without recklessness**. There is symmetry to what we do. **ROULEUR Brewing** is about bringing into balance well-crafted style variations and ingredient combinations that expertly reach beyond the rules and limitations tradition has imposed on others.

ROULEUR's Head Rouleur is Rawley Macias, who has had a love affair with the magical elixir since first tasting craft beer. Rawley has been brewing beer for over fifteen years and is himself a recognized beer judge. During his education and certification, Rawley put his innate mechanical mindset to work, steadfastly absorbing the details and guidelines that dictate everything in beer making—**aroma, appearance, flavor, mouthfeel, and overall impressions**. The idea of **a great brewery that bends rules with nobility and purpose** came to life because of Rawley's desire to step out...



It's this **adventurous spirit** that also led Rawley to cycling, and not just the freedom of exploration that comes with it. Romantically speaking, cycling, in all of its Old World heritage, is a unique sport—a lifestyle, actually—with **its own exclusivity, pageantry and code of ethics—just like beer making**. Being a Rouleur is the highest honor one can achieve. It is these magnificent individuals and their machines that capture the imaginations of monarchs and mortals alike—through their tough, hard and relentless sacrifices; and **creative contributions**. Rouleur is a glorious marriage of cycling and beer, where science and art manifest magic; **nobility**.

BUBS

NATURALS.



Alongside waffles at the start line, BUBS Naturals will be serving their organic BUBS Brew Challenger Roast, a single origin coffee bean from the Chiapas region of Mexico. With bold notes of red cherry, citrus, and dark chocolate this specialty coffee will be sure to get you buzzin pre-ride. BUBS Naturals will also be offering optional mix-ins of their collagen peptides and MCT Oil creamer.

BUBS Naturals was founded in 2017 after a perfect confluence of events. The national tragedy of a best friend, eventually leading to a morning coffee meeting of Sean and TJ looking to make a difference, preserve a legacy, and have some laughs along the way.

Woven into the DNA of BUBS Naturals is that of professional athletes, top performers, rabble-rousers, and Navy SEALs. Through that, our goal is to exceed your expectations in everything we do, starting with our Collagen and MCT Oil Powder backed by scientific research and discovery; an endless pursuit to find the Fountain of Youth.

Visit BUBS to learn more: <https://www.bubsnaturals.com>



PowerBar is absolutely thrilled to be on course for the 2023 Belgian Waffle Ride Series. You'll have access to our bars and gel blasts at your aid stations this year. So you can plan ahead, here is a list of **PowerBar** products that will be part of your rolling buffet:

PowerBar Energize Bars- Flavors: Chocolate, Cookies & Cream, Berry



PowerBar Gel Blasts- Flavors: Cola (75mg of caffeine/ pouch), Orange & Raspberry



Each PowerBar product is formulated with C2MAX, our dual source carb mix of 2:1 Glucose to Fructose. This combination of carbohydrates is proven to speed energy delivery to your working muscles which improves endurance performance. At each station, you can choose which form of energy you prefer- a bar or a pouch of gel blasts (9 to a pouch). For more information on our products, visit our website below or follow us on Instagram @powerbarsport

As a thank you for participating in the Belgian Waffle Series, please enjoy the following **PowerBar** discount code to use on our website. This code is good for 25% off and free shipping for orders over \$50 and expires 11/30/2023.

Code: bwr

Website: <https://sport.powerbar.com/>



We are proud to partner with Rouleur, one of the most celebrated and award-winning breweries in San Diego. Waffleur and Brewmaster, Rawley Macias, has crafted the BWR UTAH version of the Badass Ale for us this year. Every finisher gets to enjoy one of these most desired libations and celebrate their badassness in true cicerone bliss. Here's to being a Rouleur and Waffleur.



THE HELL OF THE SOUTH (WEST)


BADASS ALE



6.3%



THE MOST UNIQUE CYCLING EVENT IN THE WORLD

 FOLLOW US ON STRAVA
strava.com/clubs/rouleurbrewing

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

BREWED FRESH. DRINK FRESH.

CA REDEMPTION VALUE
BREWED AND CANNED BY:
ROULEUR BREWING CO.
Carlsbad, CA
San Marcos, CA
ROULEURBREWING.COM



OFFICIAL TIRE OF THE BELGIAN WAFFLE RIDE



2023 TIRE GUIDE

TIRE CHOICE IS CRITICAL

The BWR UT course is very Unroady, but has little road. The course is designed to test your body, mind, and equipment to the limit. Tire choice is critical! New this year, the UT course was rough at times, but still includes a ton of fun and 7,500 feet of climbing. The BWR UT promises to give cyclists a demanding course riding some of the most coveted Unroads in Southwest Utah. Once again, the BWR course designers will utilize dozens of gravel and single-track sectors for a genuinely dynamic unroad race in a spectacular setting. The BWR is known for a combination of unique road and multi-surface 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 Utah 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](#)



DOUBLECROSS WAS MADE FOR UTAH!



THE OFFICIAL TIRE OF THE BELGIAN WAFFLE RIDE

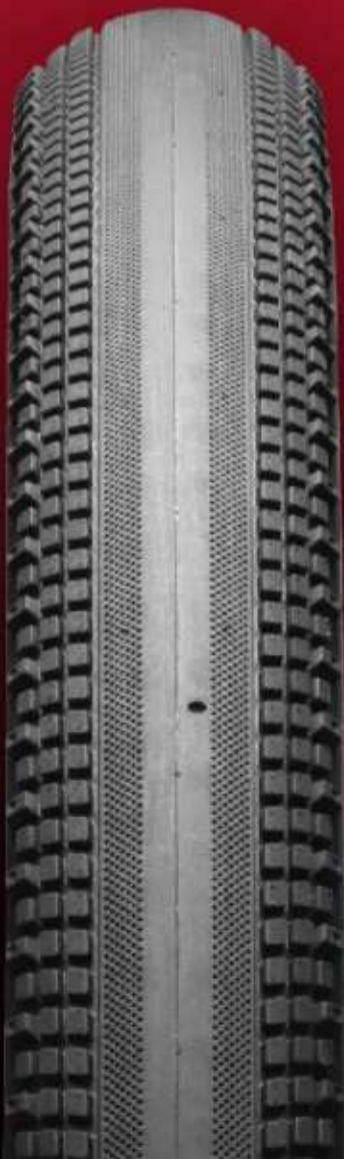


**THE TIME HAS COME
LET'S DO THIS!**



**CEDAR
CITY**

BOKEN PLUS 38, 42



BOKEN 36, 40



DOUBLECROSS 38, 42





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

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



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

CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



DeFeet®

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



BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE



BELGIAN WAFFLE RIDE



F2CTM

NUTRITION



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

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

The Feed.

The Feed is BWR's partner for all The Feed Zones 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 nine **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 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 with **Feed Zones** stocked with the F2C Glyco-Durance which will be blended to approx. 200cals per 750ml bottle fill. All stations are run by volunteers giving their time to make riders' experiences the best ever.

Other food and beverages typically on offer:

Water
Coke
Bananas
Peanut Butter Pretzels
Fig Bars
Peanut Butter & Jelly 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





GET LOST!

**COME HANG WITH TJ EISENHART
AND THE ALMSTHRE CREW**

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 have 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 seven 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.

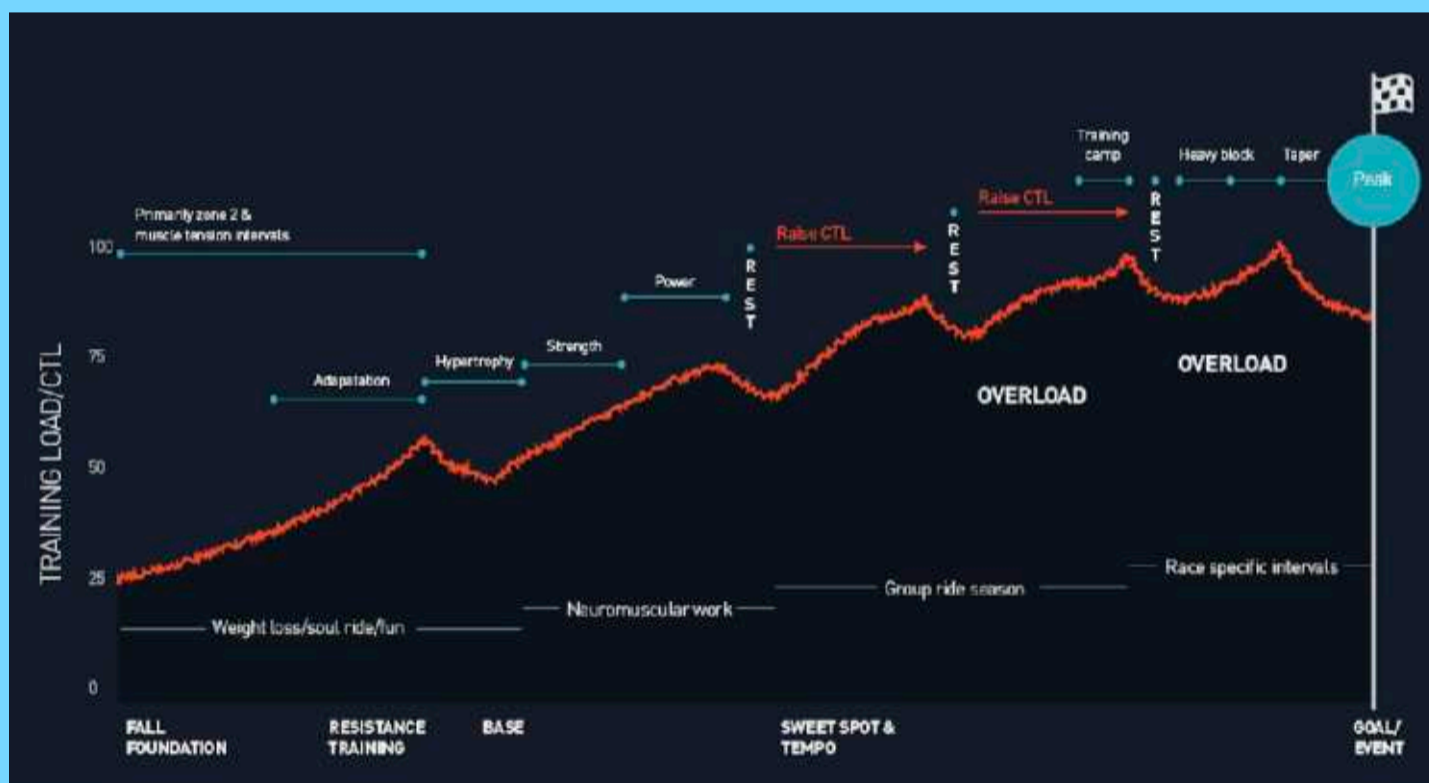
Fascat

COACHING + TRAINING

Optimize is your year-round, four-phase training solution that includes in-app Coaching Support! The four phases are:

1. [Off-Season Training with Weight Lifting](#)
2. [Base \(Sweet Spot\)](#)
3. [Intervals](#)
4. [Six-Week BWR Plans](#)

Subscriptions include all of these plans, professional coaching support, and training/recovery optimization dashboards that balance your training to your recovery.





PROTONE ICON. REDEFINED GREATNESS.

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

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

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

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

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

KASK

KCO
e y e w e a r



S P E C T R O
SPECIAL EDITION

GET YOUR KOO BWR SPECTROS NOW!



 **#BUILT FORTHIS**

 **APPROVED
EQUIPMENT**

THE BEST DEAL YET

\$400 OFF CARBON SETS - USE CODE: CARBON23

\$200 OFF ALLOY SETS - USE CODE: ALLOY23


TRADE UP



TRADE IN 

PBO POWER 

CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



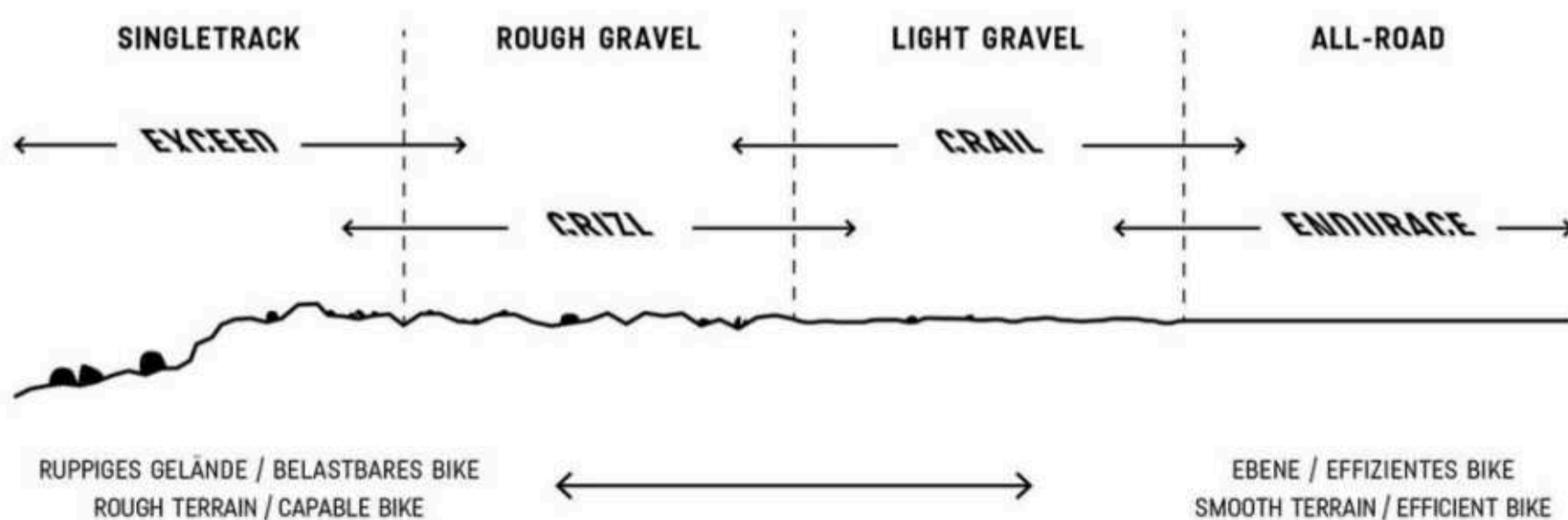
CHOOSE YOUR CANYON HERE

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

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 **Muur van Kanarraberg** or smiling brightly along the **Tolweg**.

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 UT photos here: <https://www.finisherpix.com/en/event/6954/>



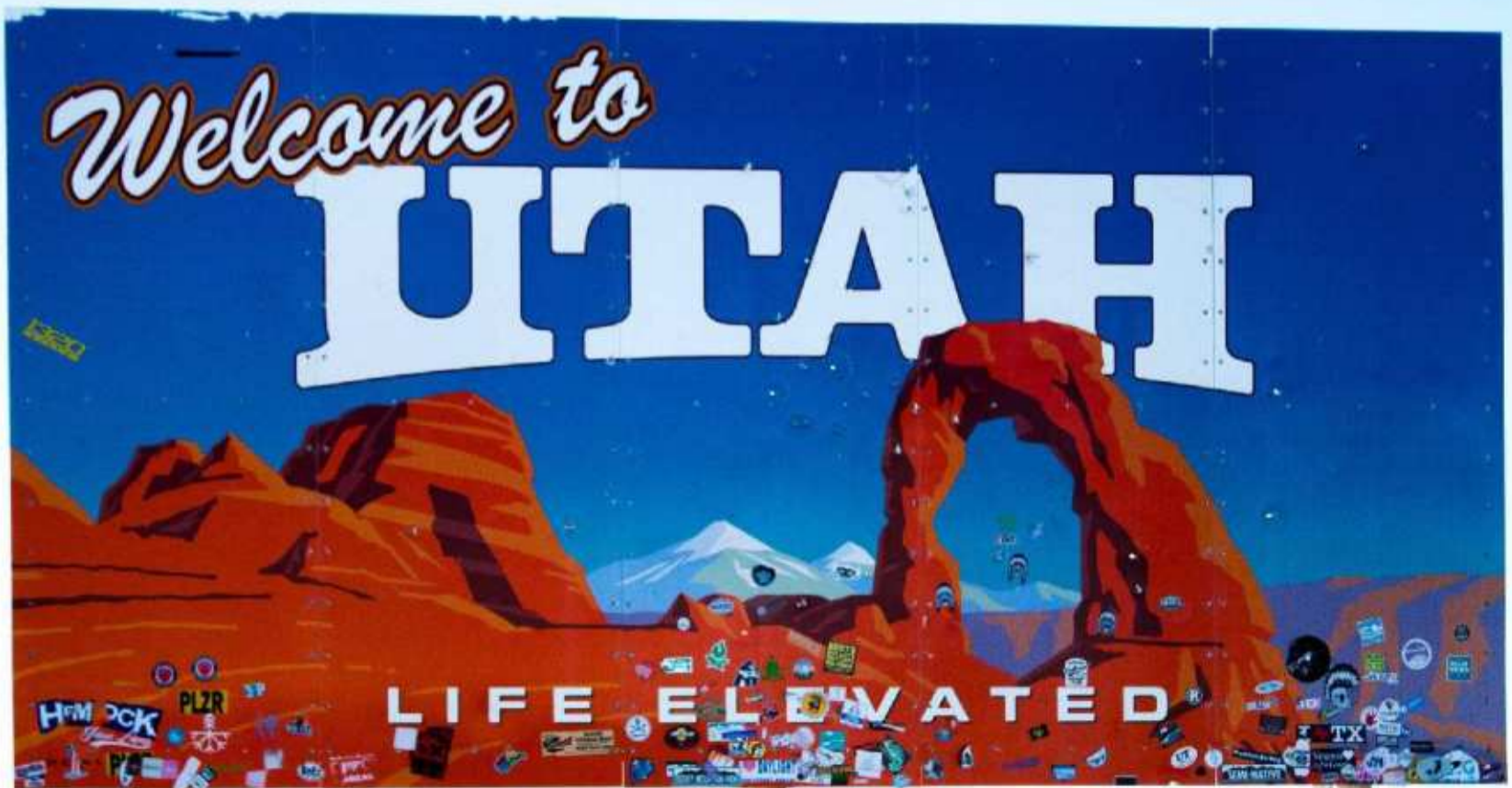


THE ROUTE(S)



At 128-miles in length, the BWR Utah is slightly shorter in length than the California event and climbs a bit more than half the amount (but will hit an altitude of over 6,900 feet), 92% of the course is Unroad; gravel, sand, rocks or dirt, and the headwinds from approximately mile-42 to mile-94 will have a definite bearing on whether people finish or not. Of course, the wind could pull a fast one if the weather is finicky. This is not to discount the other challenges of the course, of which there are many, including the need for tires at least 40mm in width. Please don't say we didn't warn you. **THIS IS YOUR WARNING:** When it doubt, add more rubber, more gears, more training, more grit, more waffles, more beer.

Leaving the start/finish line at **Main Street Park**, a prominent feature of downtown Cedar City, riders will depart in a neutral roll-out in one happy, fun-loving wave (Waffle, Wafer, Wanna)... all the way up until the Groene Vlag is waved at mile-four when the racing will commence. Riders will encounter all sorts of different terrain, which is a hallmark for any BWR, and this event will offer numerous obstacles in the form of unroad sectors, sandy turns, rocky single track, sandy truck trails, gate crossings, rutted trails, and gravel unroads that roll to the horizon. For the Waffle, there are five Feed Zones three for the Wafer, and two for the Wanna. Please stop and refuel at each one; they're roughly every 20-miles, the later ones come more frequently.





**WAFFLE WOMEN WILL START WITH THE MEN'S WAVE
TO ALLOW A GREAT MANY MEN A WHEEL TO HIDE BEHIND**



BTFU



**THIS YEAR WE HAVE EVEN LESS ROAD MILEAGE THAN EVER BEFORE,
AS WE HAVE ADDED A RAD NEW FOREST SECTOR IN DIXIE NATIONAL FOREST**





Hitting the first gravel road — **Groene Vlaggen** — after the waving of the green flag will be eye-opening for all. The gravel will immediately slow people down, except for the leaders who will soon be down the unroad. This section will undulate with three distinct pitches before hitting the tiny town of Summit. By mile-13, the field will have been obliterated into 'groeperings' as a left turn will take riders toward a tunnel and a long gravel straightaway that'll be deceiving enough for some riders to try to catch the riders ahead.

The next six- or seven-miles, the **Kakaboulette** sector, will feel hard but it's a net-downhill that loses around 300 feet until hitting the corner of Little Salt Lake. This is where the race will take a decided turn, with the first real unroad confronting riders. This, the first Queen/King of the Dirt sector will commence with **Ronde van Rode Heuvels** and the Red Hills Climb, **Rode Heuvels**.



The first climb is less than three-miles in length and only climbs a total of 436 feet, but the trail is rutted and rocky, filled with tricky spots with a noticeably different colored dirt. In fact, this area is called Red Hills for the color of the soil. The dirt sector continues along here for another seven-miles of incredibly fun but challenging terrain before arriving at the **Parowan Gap** where the first Feed Zone will be at mile-29.



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(UTAH)



After this first Feed Zone, there will be a brief respite on asphalt for about one-mile before the unroad on the sector known as Rollers for Rouleurs - 10-miles of covering 10 rollers that collectively are sure to take the snap out of the legs. Toward the end there is the first Queen/King of the Sprint sector, **Paard Party** (not to be confused with the Pity Party some may already be partaking of), which is less is an uphill slog. Hit it hard, because there is good news at the end... the next major sector takes a turn to the south and into the glorious headwind that will only get worse by the minute.





If **Rollers for Rouleurs** was a gravel grinders heaven, **De Ruige Kale Heuvels Full** is much more of a single/double track trail for eight-miles, with its own set of unique challenges—elevated cattle crossings, sand, rocks, chupacabras, more sand, and, of course, that ever-increasing headwind. Take note of the **Belgian Waffle Beach** sector, as it will let you know you are close to Feed Zone #2, which comes after a most glorious sector with a decidedly deranged climb out called **Als stroop een zandheuvel opduwen**. Translated from Dutch crudely it means, “pushing up a sand hill like molasses.” Again, don’t say we didn’t warn you.





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Als stroop een zandheuvel opduwen = Pushing up a sand hill like molasses





In 2023, the Hell of the South (West) will be even more hellaciously fun!





Ahhh, riders won't have seen asphalt for 20-miles at this point, but this year instead of getting on the road for three-miles pushing downhill, riders get to enjoy the first new feature of the 2023 course. It's a fantastic, flowy, free wheelin' fete of single track in the Three Peaks MTB park, replete with berms, bumps, bridges and barricades. **It's called Drie Pieken.**



WAFER & WANNA COURSES



The Wafer course follows the Waffle for the first 58-miles, enjoying all of the insanity these opening miles proffer. After indulging in all the single track of **Drie Pieken**, Wafeurs will stay on the road for a while, heading back toward Cedar City and the last 8-miles of the Waffle course. Wanna riders take their own route over to this sector and follow the Wafer course henceforth.

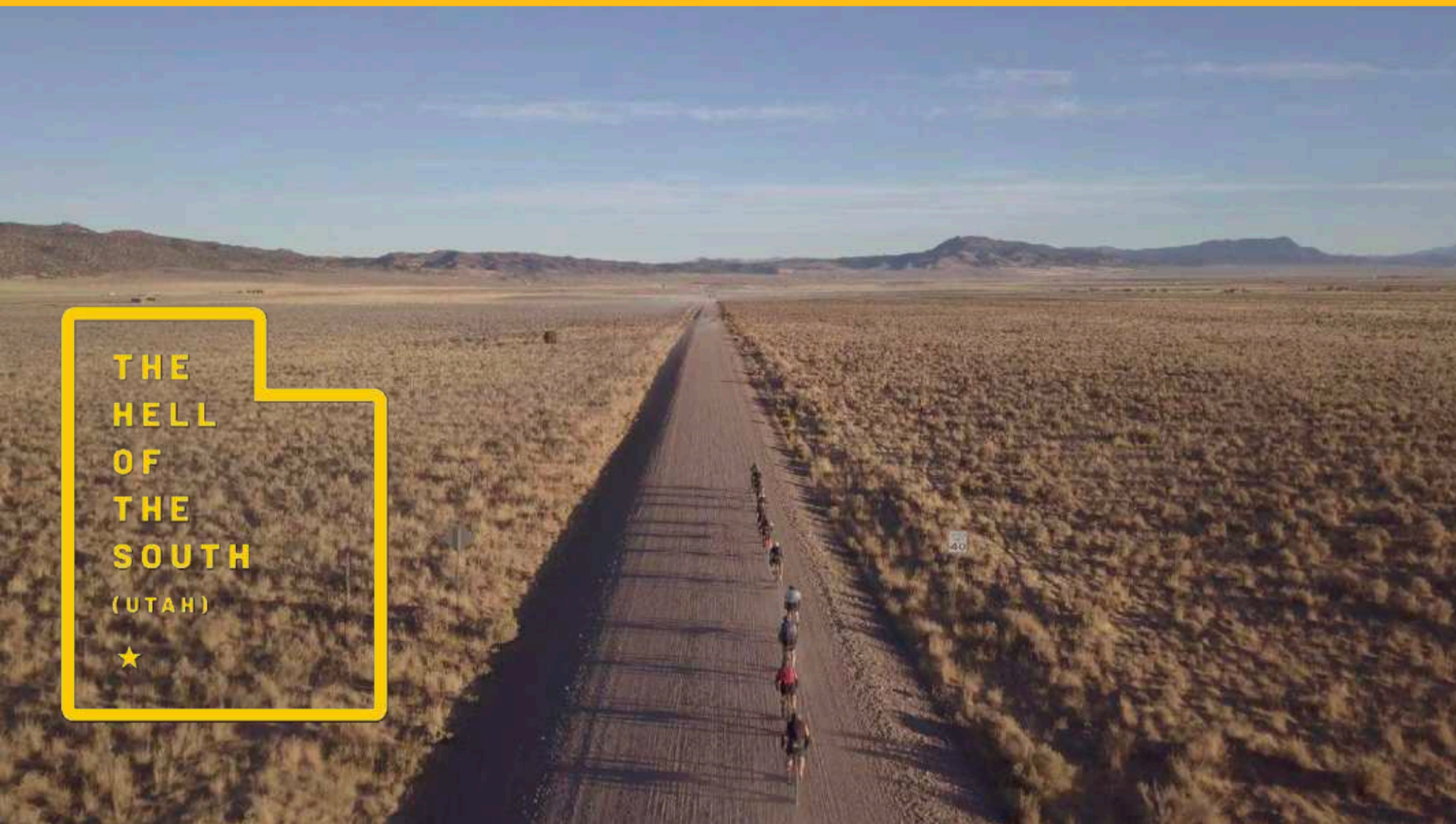
The Wafer course does get to take in an unroad sector of its own on the way back to joining the Waffle course, which will happen at the third Feed Zone for Wafeurs (seventh for Waffluers).

Wafeurs and Wannas should take care to accommodate the leaders of the Waffle race who will be joining at this point. Stay to the right and enjoy the finish.

BTFÜ



Soon thereafter is another funky feature, **Braapen Krankzinnigheid**, which riders will be delighted to know is an old motocross track with endless twists and turns, sand, and berms. If waffleurs make it through this gauntlet they notice the headwind got turned up. That headwind signifies the beginning of the riddled 'two bump chump' stretch and the second Queen/King of the Dirt sector, **Woestijn Werpheuverel**.



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(UTAH)





Once through the two bumps, a welcomed slight left turn offers up the second King/Queen of the Mountain, the **KOMBewaren**, which is a 10-km steady climb up a deceiving grade into a glorious headwind. In the misery here one must remind themselves a recess is coming... or at least another Feed Zone at the top.





At the top of the ascent of **KOMbeware** at mile-74, riders will be encouraged to stop at Feed Zone #3, after which they cross the Hwy and begin the NEW 20-mile stretch into the Dixie National Forest wonderland. This new fabulous fabrication delivers waffleurs around and between Stoddard & Granite Mountains.



The new forest sector will create big smiles and take riders past Lion's Mouth Cave and Page Ranch House before a left onto the second Queen/King of the Mountain sector, **Temp Draw Kilm** (Page Draw Climb), which offers five miles of beautiful, forested truck trail climbing up to the highest point in the race at an altitude of ~7,000 feet.





Continuing with the smiles theme, after the climb, waffleurs will get to enjoy the most beautiful and fun part of the entire day, descending for seven miles and 1,700 feet down to New Harmony. This stretch will be amongst the most scenic and will arguably be celebrated as the best new sector of any BWR in 2023. **Keep the rubber side down!**





Once into New Harmony by Red Butte Canyon, Waffleurs will get to enjoy a tailwind and the reverse unroad sector, **Kanarraheuvelds Omgekeerde**, to break things up for a bit.. Take a good look to your right here, as you will be able to see the beginning of the end, the hardest, most sadistic feature of the course...





Don't worry, after eight miles of unroad undulations, Feed Zone 4 is at mile-100

Soon after the Feed Zone, waffleurs will get to enjoy a bit of reprieve as the route turns back toward home along another road sector, which features the second Queen/King of the Sprint competition, **Tarwegras Fulgas**. Thereafter, a right at mile-104 leaves riders with just 24-miles to go, but these last miles are by far the most dynamic, challenging, technical, and brutal of the course, where many will have to get off their bikes and push and even more will come to know why we have warned everyone to go with wider tires.



Once riders have caught their breath after the sprint...

It will be swiftly and deftly taken away as the right onto the Muur reveals a most unpleasant sight... if riders were to stretch their heads back and look up as high as they can into the mountain directly in front of them. It is here that riders should just stop, hyperventilate, steel themselves and perhaps say a prayer or two before re-mounting their bikes and click, click, clicking for their easiest gear.



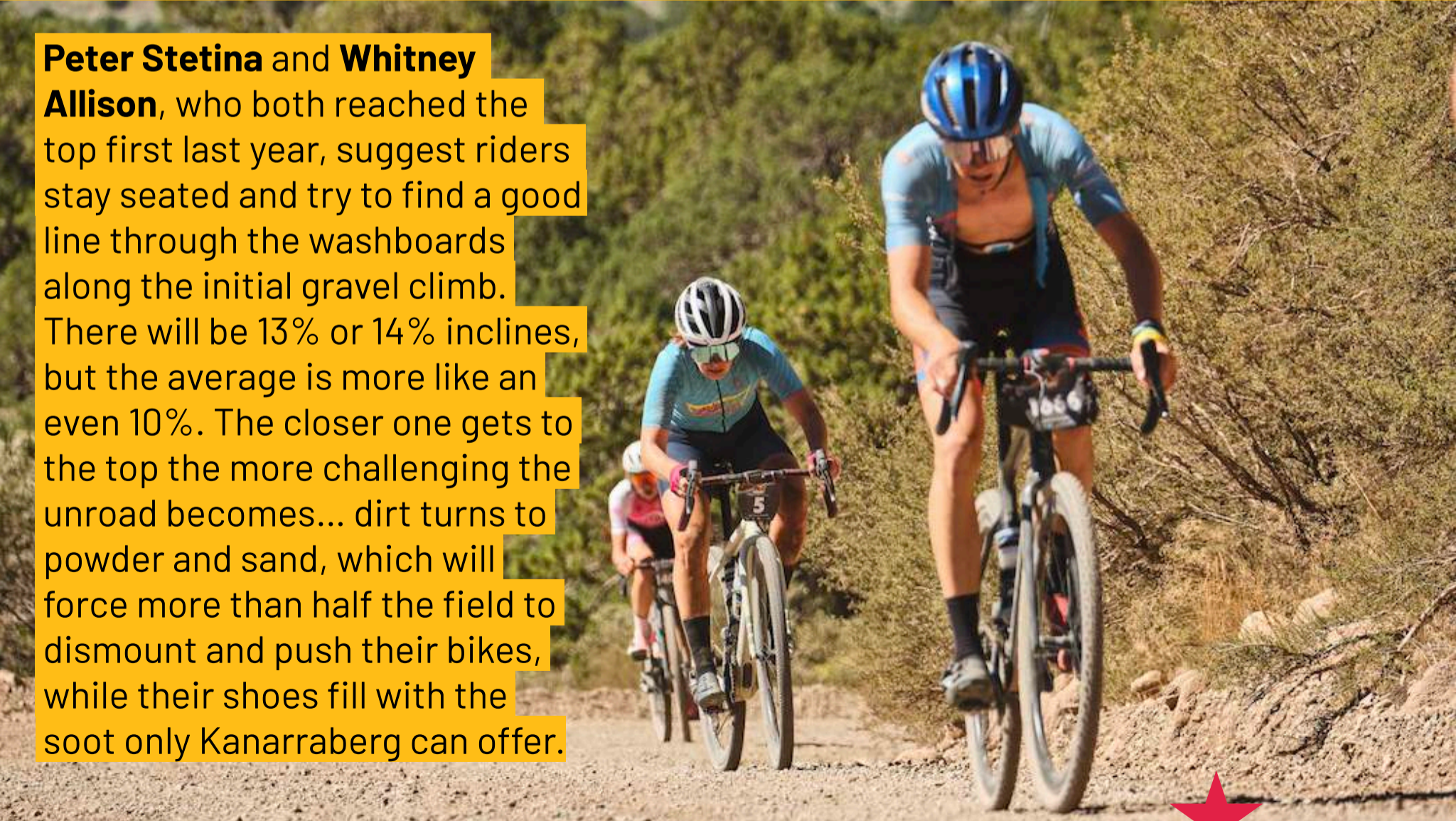
Over the next three-miles riders will be confronted with myriad challenges...

Some of which will undoubtedly be physical - cramps for those that didn't drink or eat enough at the Feed Zones - but the more difficult ones will be mental. After so many miles of headwinds and energy sapping unroads, most riders will not have heeded the warnings or read this Race Bijbel with the deference it deserves. These will be the riders others will need to cheer on and encourage when passing them along the death march up the Muur.





Peter Stetina and **Whitney Allison**, who both reached the top first last year, suggest riders stay seated and try to find a good line through the washboards along the initial gravel climb. There will be 13% or 14% inclines, but the average is more like an even 10%. The closer one gets to the top the more challenging the unroad becomes... dirt turns to powder and sand, which will force more than half the field to dismount and push their bikes, while their shoes fill with the soot only Kanarraberg can offer.





But remember, eventually most everyone will reach the top and get to fly down the fun, twists and turns of the **Down Kanarra** sector that ends out on the unroad sector leading to the final Queen/King of the Sprint climb up Shirtz Canyon to the most technical sector of the day, **The Tolweg (Turnpuke)**.

Pop a wheelie at the top and prepare to descend like never before!



At the top of this unroad climb there will be another Feed Zone (#6 for the Waffle), where riders will have yet another place to gather their wits and summons their inner dirt devil, as the next four-miles will be among the most focus- requiring of all. (Read: skinny tires need not apply.)

BTFÜ



With every BWR, each route has had dirty, dastardly, and diabolical sectors that help give the event its 'most unique cycling event in the world' moniker.

The BWR Utah course to this point in the race has offered incredible unroads, trails, and otherwise flowy single tracks, most of which are lovely rolling hills spiced up with sandy and rocky sectors just to keep riders on their game. While each of these unroad sectors look somewhat similar to the others, **Turnpuke**, as it is now known, is one that has a complexion all its own.

This third Queen/King of the Dirt sector is actually 4.4-miles and twists and turns—sweeping and swooping—leaving riders weeping or whooping, depending on their single track skills and whatever energy they may have left, because they won't encounter this most-feared of all sectors until mile-111.6.



This definitive sector is a single track that contours Iron Hills, just above the valley floor, with its most prominent features being rocks, three dozen turns, boulders, junipers, sage brush, pines and more rocks. Riders may encounter one of the chupacabras who call Iron Hills home, but don't fret, as they only eat skinny tires.

Once a rider enters **The Tolweg** there is only one way out...

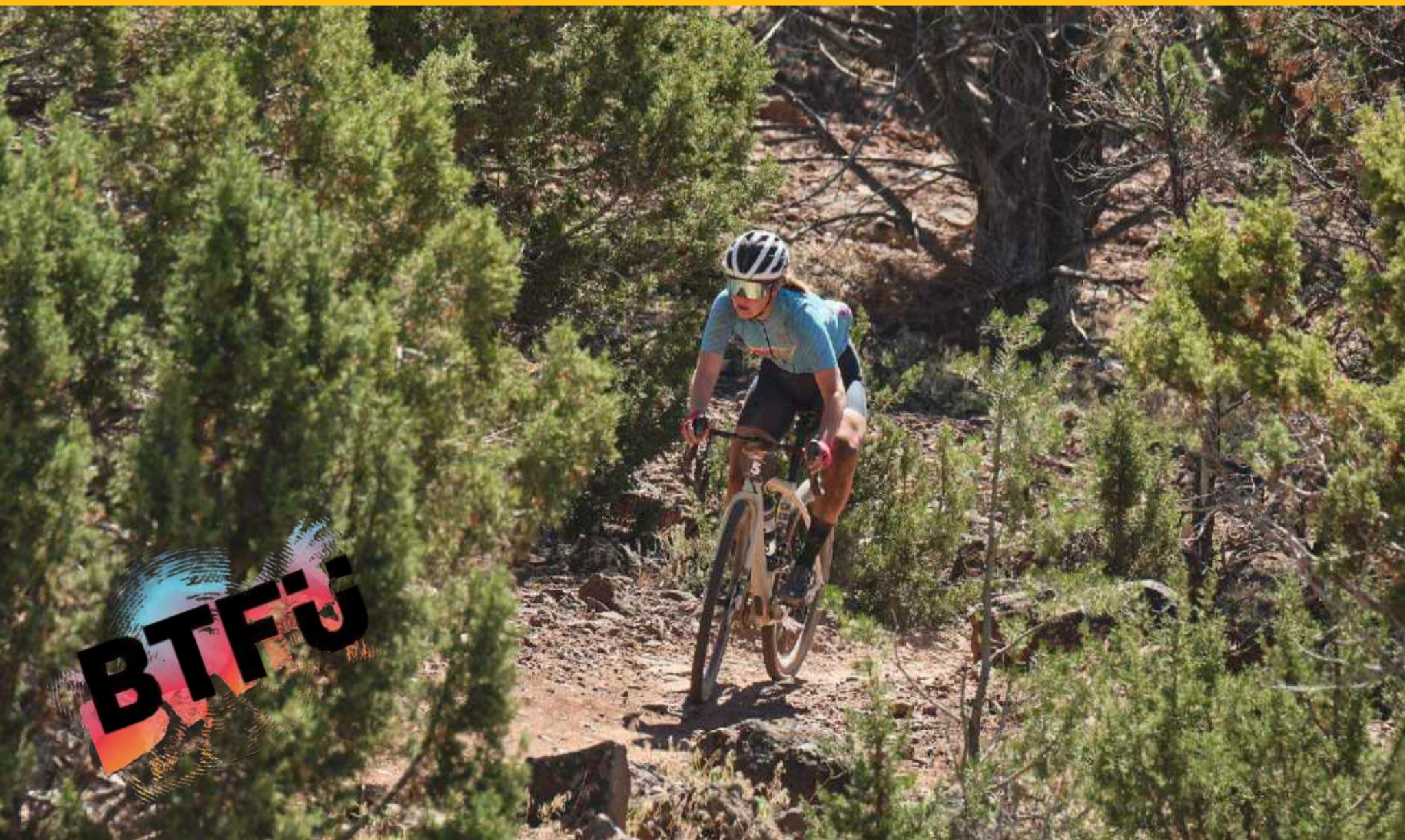
No off-ramps, no 7-11s, no connecting trails to cut through. It's just the rider, their Canyon bike, their IRC tires, their technical skills, their remaining watts and the will to finish this damn race and enjoy a Belgian ale or 10. Once through **The Tolweg**, it's a virtual certainty riders will survive the fourth edition of the BWR Utah. Congrats to them on making it this far, even if they had to get off and walk.

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(UTAH)





While it is true once through all the turnpuking, finishing will be a virtual certainty, the remaining course does offer up a unique element or two. Just a mile on the road after **The Tolweg**, the route jumps across the 15 & over to the tricky and penultimate dirt sector, **Holderdebolder**, which finishes before a brief road jaunt and the final unroad sector, **Holle berg Oversteken**. Once that's done, there is just the final 5-miles of road up to the final uphill sprint to glory, waffles, and beer.



BTFÜ



VOLTOOING - WAFFLES. BIKES. WAFFLES. BEER. MORE WAFFLES. MORE BEER.

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 Utah to always be more than a day's journey through the Hell of the South (West) and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more **BWR BADASSEDNESS**.





THE BWR UNROAD EXPO IS A FUN PLACE TO PARTY, ESPECIALLY AFTER THE RACE



SECTORS TO NOTE (IN ORDER)



Groene Vlaggen: <https://www.strava.com/segments/25663025>

Kakaboulette: <https://www.strava.com/segments/25765094>

Rollers for Rouleurs: <https://www.strava.com/segments/25663302>

De Ruigen Kale Heuvels Full: <https://www.strava.com/segments/25877716>

Belgian Waffle Beach: <https://www.strava.com/segments/29331438>

Als stroop een zandheuvel opduwen: <https://www.strava.com/segments/25663493>

Drie Pieken: <https://www.strava.com/routes/3125162388445268412>

Braapen Krankzinnigheid: <https://www.strava.com/routes/2996538354734610952>

Woestijn Werpheuvel: <https://www.strava.com/segments/32624460>

KOMBewaren: <https://www.strava.com/segments/29787770>

Temp Draw Klim: <https://www.strava.com/segments/24199448>

Nieuwe Harmonie Geluk: <https://www.strava.com/segments/24199587>

Voorgevel Gravel: <https://www.strava.com/routes/2868871982443934834>

Kanarraheuvels Omgekeerde: <https://www.strava.com/routes/3125157695207978202>

Tarwegras Fulgas: <https://www.strava.com/segments/29791392>

Muur van Kanarraberg: <https://www.strava.com/segments/25690578>

Down Kanarra: <https://www.strava.com/segments/25538991>

Hard Rennen: <https://www.strava.com/segments/29791335>

The Tolweg (Turnpuke): <https://www.strava.com/segments/25690881>

Holderdebolder: <https://www.strava.com/segments/29954545>

Holle Berg Oversteken: <https://www.strava.com/segments/29937765>



THIS IS HOW YOU WILL SPEND MOST OF YOUR DAY ON AUGUST 26. THE REST WILL BE SPENT CONSUMING BELGIAN WAFFLES AND BEER, AND MORE BEER. KAKABOULET!



CANYON'S HOW TO SURVIVE BWR UTAH

By Griffin Easter, OpiCure Foundation Gravel Team

Nutrition

When planning for Belgian Waffle Ride UT, 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

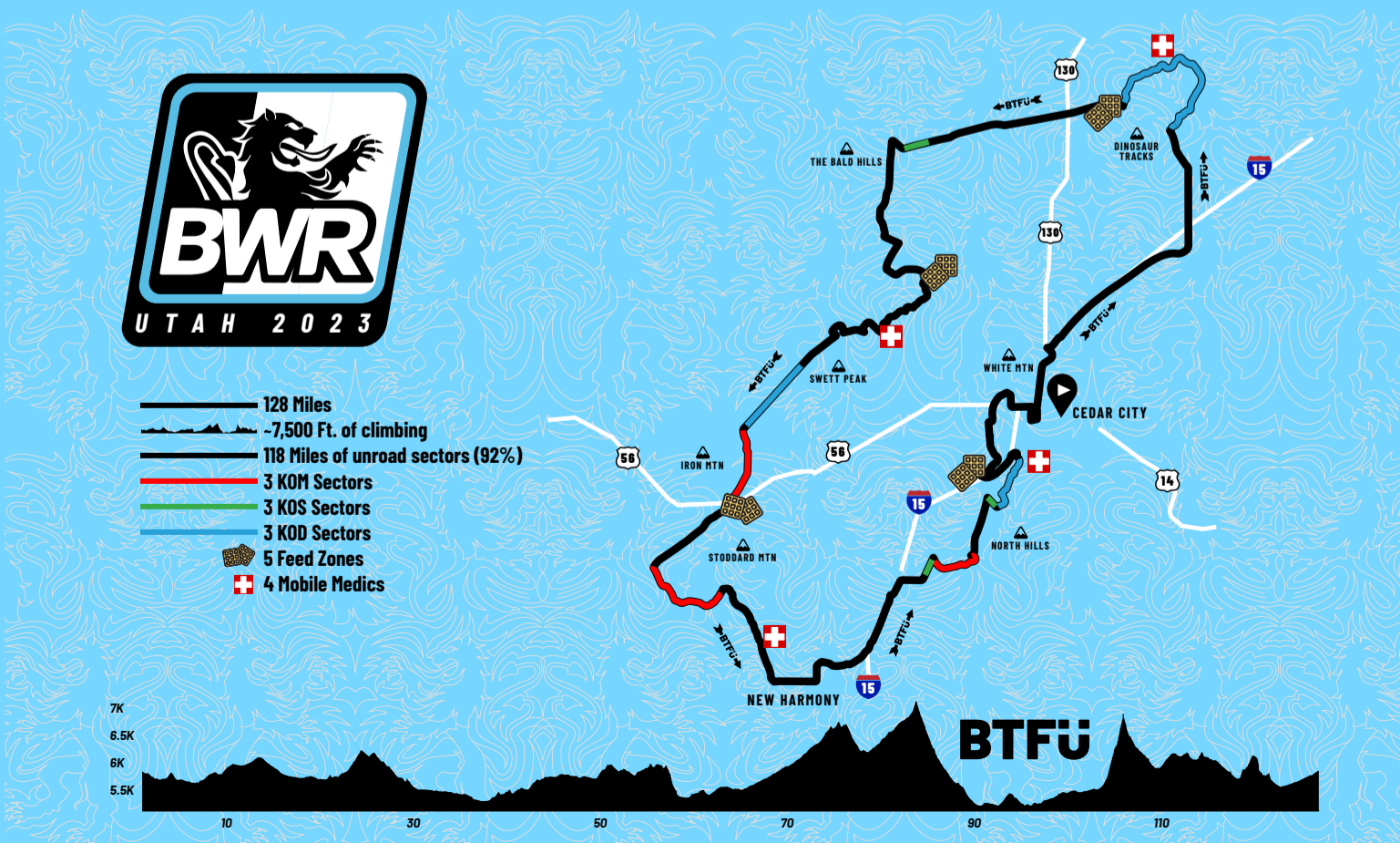


CANYON'S HOW TO SURVIVE BWR NC

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 UT is a dedicated gravel bike—a Canyon Grail or Grizl will be the best tool for the job. BWR UT 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 UT's 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 UT is the most important one for us. Utah is our home and we get to award the Canyon bike winner on race day. Our mission is simple: Use the bicycle and gravel community as a recovery tool for individuals battling opioid use disorder. OpiCure's Rider's in Recovery 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 UT." 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!



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/29787770>

<https://www.strava.com/segments/24199448>

<https://www.strava.com/segments/25690578>

Q/KOSs:

<https://www.strava.com/segments/25690665>

<https://www.strava.com/segments/29791392>

<https://www.strava.com/segments/29791335>

Q/KODs:

<https://www.strava.com/segments/25663082>

<https://www.strava.com/segments/32624460>

<https://www.strava.com/segments/25690881>





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 & prizes of \$3,000 for the top three of Male, Female & Gender Diverse.

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:

Rouleur Badass Ale (trophy) Bragging rights

Wafer Finishers will also receive:

Rouleur Badass Ale (trophy) Right to step up

Wanna Finishers will also receive:

Rouleur Badass Ale (trophy) Right to step up

Category Winnaars will receive:

Custom Category Jersey from Mumu

Age Group Winnaars will receive:

BWR Winnaar's socks from Defeet

BWR Waffle Medal

Top Three Overall (GC) Finishers receive:

Women:	Men:
1st - \$750	1st - \$750
2nd - \$500	2nd - \$500
3rd - \$250	3rd - \$250





LET'S CELEBRATE TOGETHER!





WHERE ARE THE FEED ZONES?

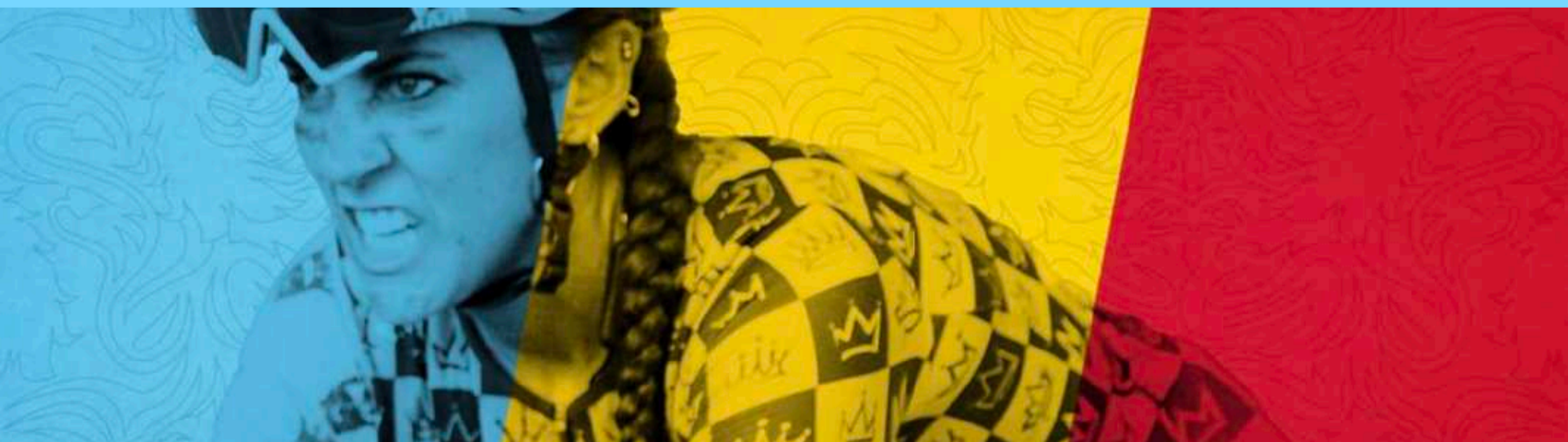


They are strategically located at five locations on the Waffle course 3 for Wafer, 2 for Wanna), except for the first one, they are usually every 20-miles or less. As the course wears on, the **The Feed Zones** become more frequent.

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.



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!

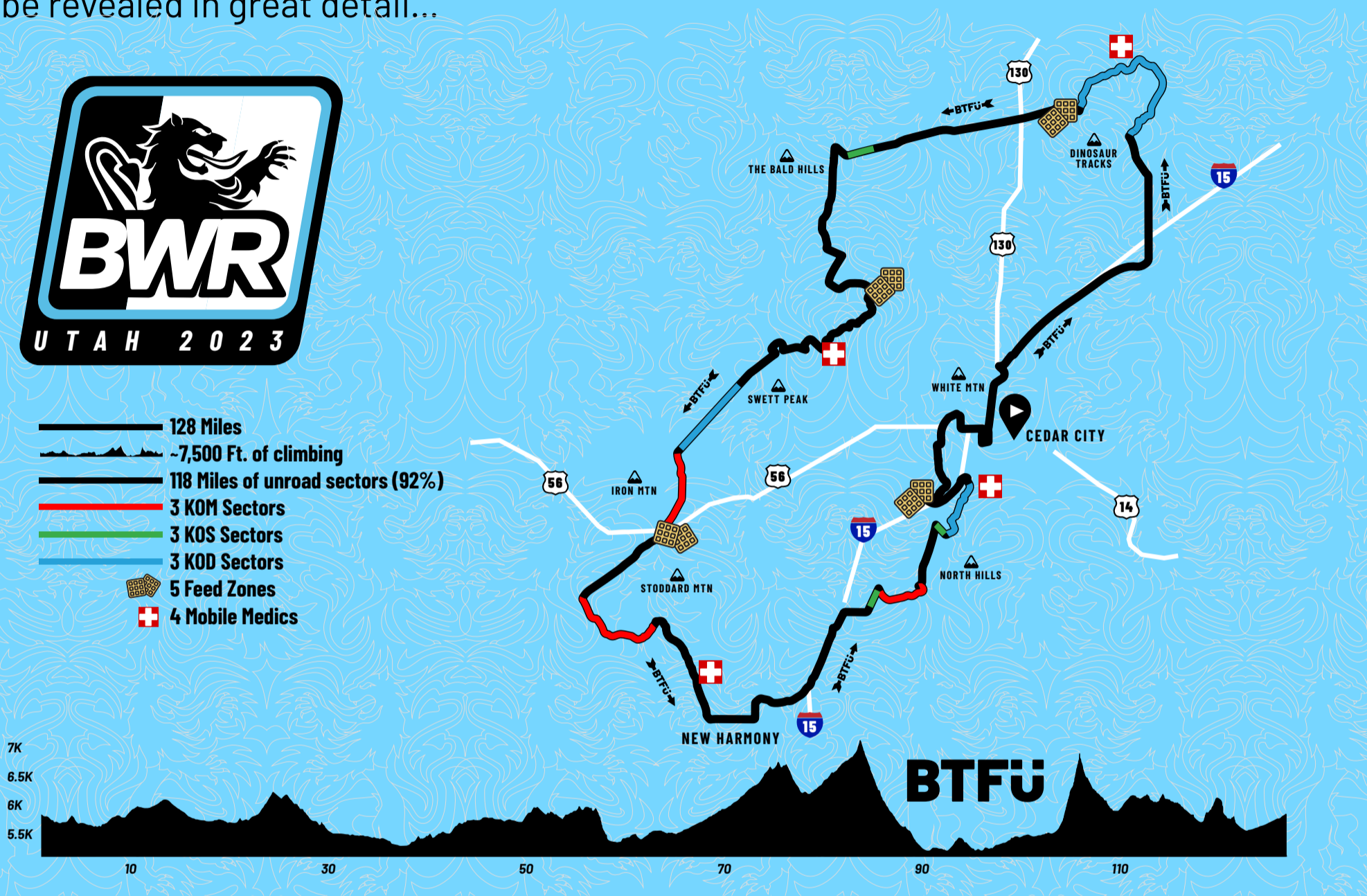
HOW MANY WAFFLES SHOULD I EAT?

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 waffle 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 Rouleur Badass Ale than a Belgian waffle (except for maybe bacon, but you can probably have that, too).



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...



WHAT IF I HAVE TO DROP OUT?



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.





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 128-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.

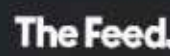
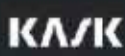
We recommend getting out and doing some 10-hour rides with as much climbing and dirt as possible, so you can really see if your body is up to such a challenge. Add in lots of riding over rocks, through water, popping a wheelie and fixing flat tires.

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.



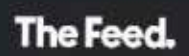
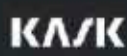


IS THERE ON-COURSE SUPPORT?



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 five Feed Zones on the Waffle course (3 for Wafer, 2 for Wanna) to help get riders the proper hydration and nutrition to finish the event, all of them run by volunteers giving their time to make your experience the best ever. **The Feed** will be providing Endurance Tap as the on-course gel for BWR riders, and the aid stations will also have **PowerBar Shots Energy Chews** and **PowerBar Energize Bars** to help riders make it to the finish. Riders will also have the ability to fill their bottles on course at **The Feed** Zones stocked with Glyco-Durance hydration from **F2C NUTRITION** which will be blended to approx. 200cals per 750ml bottle fill.

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



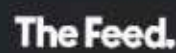
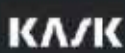
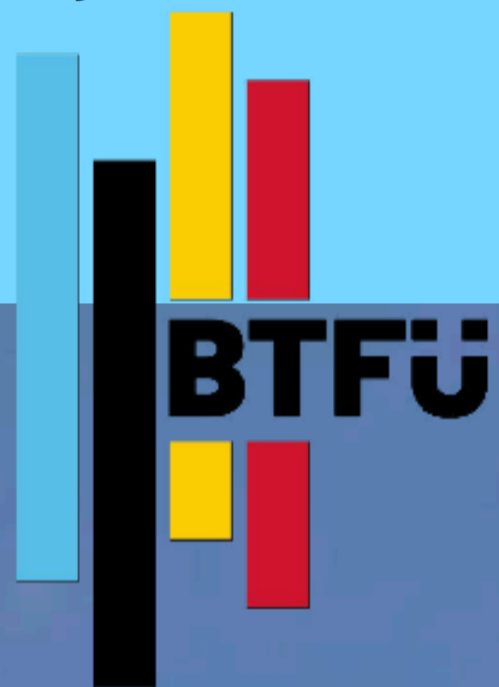
WHAT THINGS SHOULD I AVOID?



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.



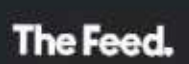
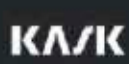


AM I ALLOWED PERSONAL SUPPORT ON THE COURSE?

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.**



ADDITIONAL INFORMATION:



Suggested Equipment Checklists:

Items in this list are sorted into three categories: Must haves, Should haves, and Desirables. "Must" items are absolutely required by all riders. "Should haves" are highly recommended for surviving the BWR. "Desirables" items are nice to have in for varying situations or may be recommended given certain weather conditions.

Must haves...

- Helmet (approved by CPSC or Snell standards)
- Cell phone to call for pick up should you need to abandon
- Approved Bicycles
- Bike computer for navigation and for Strava (category competition)

Should haves...

- Navigation system/Bike Computer (GPS device, cue sheets, map, etc.)
- Inner tubes (tubeless tires may need tubes, too)
- Tire repair plugs if rider's tires are tubeless
- Tube patch kit
- Tire repair boots
- Tire inflation system (CO2 inflators or a hand pump)
- Tire levers
- Bicycle multi-tool that contains:
 - All allen wrenches needed for your bike
 - Chain tool
 - Spoke wrench
- Spare chain quick links
- Front light
- Red taillight
- Cash, debit, or credit card (to purchase supplies from local businesses)



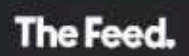
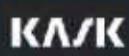
Desirables...

- Chain lube
- Chamois crème
- Sunscreen
- First aid kit

LAST REMINDERS:



- The winner of this year's event will take around 6.5 hours and some change to complete the course. This means for most it's an 10-, 12- or 15-hour day on the bike. The official cut off will be 8:00 pm, allowing 13-hours to officially finish.
- **Cut Offs for Waffle**
Mile 59.6 N Shooting Range Rd & Iron Spring @ 1pm. All will take the wafer and wanna route back
Mile 116.4 Old US HWY 91 @ 7pm. (Waffle only) Riders will be instructed to return to the venue via Main Street
- 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 unroad sections you need to go slow down. There will be signs of CAUTION, but just take each one of these sections slowly.
- There are five 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 5:30 pm on Friday, August 25, 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.





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