



# BELGIAN WAFFLE RIDE ARIZONA

CAVE CREEK, AZ - MARCH 2, 2024

## RACE BIJBEL





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MARCH 2 [AZ]



## WELKOM TO THE SECOND ANNUAL BELGIAN WAFFLE RIDE ARIZONA

The 2024 BWR Arizona is a sold out affair. This year, like last, the **Hell of the North Desert** will be another unique experience with new courses. Here is more than a snapshot of info about the event and what to expect. But first...

There is a formula to the creation of each Belgian Waffle Ride, and this year's first BWR and the kick-off to the largest gravel series in the world, the Tripel Crown of Gravel, is the latest manifestation of this formula. **The BWR AZ, which will take place in Cave Creek, Arizona, on the fringes of the Valley of the Sun, embodies the three ingredients that make the BWR mixology so special.** 1) A dream destination, 2) Varied terrain to accommodate an extremely dynamic racecourse, and 3) A cycling community that is both vibrant and desirous of the Unroad experience only the BWR can offer.

**1)** Located in the heart of the Sonoran Desert, on the fringes of North Scottsdale, the race will start & finish at Stagecoach Village in Cave Creek and take in a seamless connection of beautiful desert and varied challenging terrain with breathtaking views and near-perfect riding conditions. The area enjoys over 300 days of sunshine and incredible scenery, with conditions that are perfect for exhilarating Unroad riding, including crushing climbs to beautiful views of the surrounding desert. The destination **is a picture-perfect town in the desert foothills that brings together history, culture, and nature in a unique atmosphere.** The downtown area has plenty to offer and the city is surrounded by many destinations that you don't want to miss out on.

**THIS IS THE FIRST STOP OF THE TRIPEL CROWN OF GRAVEL SERIES**



## CAVE CREEK

**2)** The topography, transitioning from the verdant riparian environment along the Salt River to the foothills of the McDowell Mountains, will offer towering saguaro cactus standing sentry against a backdrop of made-to-order sunsets. The springtime temperatures will nurture an array of stunning wildflowers among an ocean of vibrant green cacti and remain mild enough for riders to enjoy the full day of riding. The BWR AZ will bring along technical unroads punctuated by pristine tarmac in the outskirts of Scottsdale. The course in and around **Cave Creek** will boast a fantastic concoction of terrible terrain, including pitchy undulations in **Carefree, Tonto Forest mountains & washes, Rio Verde, sinuous single-track in McDowell Mountain Regional Park & its Sonoran Preserve**, and smooth roads connecting gravel sectors completely unique to this desert playground. The dynamic nature of the course, which is less than the usual BWR, will surely devastate even the most well-trained professional gravelleurs by its finale – a challenging unroad sector, sure to challenge in surprising ways. How do you say, “Ouchie,” in Flemish. **Oh yeah, it’s AUW! Kind of like, WTF!**

**3)** And then there is the third and final ingredient – **a vibrant cycling community**. Not only has the area been designated one of only 35 gold-level bicycle-friendly communities in the US, with its **safe accommodations, miles of designated bike lanes, and, of course, a plethora of trails to explore – both urban and desert** – it has an extensive network of cycling teams, enthusiasts, and every type of bike shop to support them. This Sonoran Desert locale is the most diverse desert in the world, offering amazing views along the rocky mountain ranges that surround it. **No wonder this destination has become home to such an active and enthusiastic bike community.**



# SCHEDULE

## Thursday - Feb. 29

- o 12:00 pm - 6:00 pm - Vendor Load-In

## Friday - March 1 - BWR UNROAD EXPO

- o 6:30 am - 9:30 am - Vendor Load-In
- o 10:00 am - 6:00 pm - Expo Open / Packet Pick Up
- o 12:00 pm - FasCat Shakeout Ride for CCF & RIDE4IBD
- o 2:00 pm - Mandatory Rider Briefing with Dave Towle
- o 6:30 - 8:30 pm - Late Packet Pick-Up at Flat Tire Bike Shop



## Saturday - March 2 - BWR ARIZONA & BWR UNROAD EXPO

- o 5:15 am - Waffles and Coffee (Caffeine & Watts)
- o 6:00 am - Early morning Packet Pickup
- o 6:45 am - Call riders to Staging
- o 6:50 am - Rider Call Ups
- o 6:58 am - National Anthem
- o 7:00 am - Waffle Start
- o 7:10 am - Wafer & Wanna Start
- o 9:00 am - First Wanna Riders Finish
- o 10:00 am - 6:00 pm - BWR UNROAD EXPO
- o 12:00 pm - First Waffle Riders Finish
- o 2:00 pm - 4:00 pm - Awards
- o 6:00 pm - Course Closed
- o 6:30 pm - Vendor Load-Out



7100 E Cave Creek Rd - Cave Creek, AZ 85331



## WHAT DO I GET WHEN I REGISTER?

First off, you should have gotten a nice email from us politely asking if you bumped your head and maybe made a mistake... Then series of emails detailing the course sectors and important offers from BWR partners. Many people don't read these and then complain later on that they didn't know important details like start time or venue address. But not you...

### In terms of accouterments, every rider will receive:

#### **Large Musette Bag from The Feed that contains many important items -**

\$20 BWR BUCKS for use with Mumu and ALMSTHRE

BWR Cactus Comb

Race Number & RFID Tag (for official finishing time)

+Pre- and Post-Race Waffles, Coffee & Beverages

+Well-Stocked Feed Zones

+Beer Ticket + More Waffles

+Finisher's Beer Trophy from Lost Abbey

+Promotional Items from Sponsors



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



## BWR Terminology

**BTFU** - Belgian The Funk Up; like Harden The Funk Up

**Tripel** - This is how the Flemish spell triple. Some of the best beers are Tripels.

**Kakaboulet** - Something that can cause dismay or an expression of disbelief

**Cholla** - A cactus that will leap at you and impale you with its spines

**Hoefijzerberg** - Horseshoe

**Voltooiing** - Finish

**Godverdamme** - God Damn it

**Welkom** - Welcome

**Asfalt** - Flemish for Asphalt

**Groene Vlaggen** - Green Flag

**Pad** - Trail or path

**Winnaar** - Winner

**Dank U** - Thank you





# 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 December 31, 2024



- 18 & Under
- 19 – 34
- 35 – 39
- 40 – 44
- 45 – 49
- 50 – 54
- 55 – 59
- 60 – 69
- 70 & Over



## 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

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 men’s and women’s categories. Typically, the top three 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

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## **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

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**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 the mandatory Rider Briefing the day before race day. (Full Schedule of Events is above on page 5).

**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 [Tony@omnigoevents.com](mailto:Tony@omnigoevents.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 one week before the packet pickup date. (e.g., If race day is a Saturday, packet pickup would be Saturday and deferrals would need to have been completed by the rider prior to midnight on Friday.)

**Additional Rules & Regulations, plus valuable race suggestions can be found on page 94 & 95**



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In a soon to be historic collaboration, two iconic cycling races, the Specialized Cactus Cup and the Belgian Waffle Ride (BWR), are set to merge for a thrilling back-to-back cycling extravaganza, the "Duel in the Desert." Taking place on consecutive Saturdays, March 2 and March 9, 2024, this combination event of mountain biking and gravel racing promises an unparalleled celebration of cycling prowess, camaraderie, and the breathtaking Arizona landscape in and around the magnificent McDowell Mountain Regional Park.

### **Race Details:**

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- Dates: March 2 (BWR) and March 9 (Cactus Cup 40-mile XC race)
- Locations: Stagecoach Village & McDowell Mountain Regional Park
- 

### **The Duel Challenge: Queen and King of the Desert Awards**

Cyclists daring to conquer both events stand a chance to earn the prestigious Queen and King of the Desert Awards. This unique challenge combines the Belgian Wafer Ride's 72-mile unroad gravel racing with the technical mountain biking excellence of the Cactus Cup's 40-mile XC race.

Winners will be determined after the Cactus Cup XC event, and they will be awarded the winnaar's bag on the podium. These bags will also be available for purchase without the KING/QUEEN title.

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# "MAKE MINE A TRIPEL"

MARCH 2 [AZ] APRIL 6 [UT] APRIL 28 [CA]



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## THE TRIPEL CROWN OF GRAVEL SERIES WITH THE BWR

Monuments of Cycling (MoC) is excited to deliver an entirely new approach to the Tripel Crown of Gravel Series, which will kick off the 2024 Belgian Waffle Ride Series in full-blown Spring Classic mode, Americana style, with three grand events all taking place within seven weeks. The Tripel Crown is the ultimate showdown for the gods of gravel racing and those who worship them. It's a three-event rowdy rollercoaster of grit and glory, smashing through vastly different gravel playgrounds – The Desert Daydreams, The Mountainous Meadows, The Coastal Canyons. Kicking off in full-blown Spring Classic mode, Americana style, with not one, not two, but three grand events crammed into two months of dirty debauchery.

The Tripel Crown is our coups de maître, giving riders—whether they're pros with thighs of carbon or weekend warriors with a penchant for pedal-induced masochism—the chance to tackle three decidedly different, incredibly beautiful courses all in the confines of Spring. It's the perfect cocktail of recovery and fitness gains, served with a heaping side of epinephrine. And for those eyeing the purse (gravel gods, we're looking at you), the stakes are high. The BWR CA will be the ultimate decider, carrying extra weighted points to settle the score. Get ready for the showdown at North City in San Marcos, CA, on April 28, 2024, where glory awaits the victors in Male, Female, and Gender Diverse categories. Cue the epic showdown music...

While you are waiting, there's more! The BWRs aren't just races; they're a wild concoction of 'unroad' insanity. Inspired by the great European Spring Classics, the BWRs are hailed as 'the most unique cycling events in the world.' Picture gravel, single track, sand, rocks, water crossings, cyclocross features, and even a splash of asphalt thrown in for good measure. It's cycling, only different. It's the perfect blend of pain, pleasure, and some serious bragging rights (should you finish).

And because we're not just a pretty race, we present the BWR Unroad Expo—a two-day fiesta where the cycling community gathers to revel in the Belgian Bliss. Discover the latest cycling designs, products, and promotions while feasting on culinary delights, with Belgian Waffles and Ale all weekend. There will also be fun for all with vendors of all variety on hand to lend to the pageantry.



# "MAKE MINE A TRIPEL"

MARCH 2 [AZ]   APRIL 6 [UT]   APRIL 28 [CA]



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## BELOW ARE THE DATES OF THE BWR SERIES FOR 2024:

### **Tripel Crown of Gravel Series**

- Second Annual BWR AZ in Scottsdale, AZ on March 1 - 2, 2024
- Fifth Annual BWR UT in Cedar City on April 5 - 6, 2024
- 13th Annual BWR CA in San Diego on April 27 - April 28, 2024

The Tripel Crown of Gravel Series has been recreated to give riders, both professional and amateur alike, the chance to compete in three very different environments over a short period of time, offering the perfect blend between recovery and fitness gains for the early season competition. The Tripel Crown will be contested for both Waffle and Wafer distances in a points-based omnium format, for professionals and age-group riders alike. Riders competing for the Tripel Crown honors and prize purse (for pros only) will be scored based on the total points achieved over the three races. The BWR CA will carry extra weighted points to complete the series, which is being contested at North City in San Marcos, CA, April 28, 2024. There is currently a \$30,000 prize purse for the Series.

### **In terms of accouterments, every rider will receive:**

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Large canvas BWR Musette Bag from The Feed which contains many important items:

- Sponsor Swag
  - \$20 BWR BUCKS to use at the Unroad Expo with select vendors
  - BWR Cactus Comb
  - Race Number and RFID Tag (for official finishing time)
    - + Pre-Race Waffles coffee / beverages
    - + Waffles and Ice Cream after
    - + Beer from Lost Abbey
  - + Finisher's Beer Trophy from Lost Abbey
    - + Bragging Rights
  - + Well-marked course with traffic control and on-course mechanics
    - + Well-stocked Feed Zones virtually every 20-miles
    - + After Party with waffles and beer
  - + Potential to win money or prizes as top competitors in respective categories
-

# VOLUNTEER!



## FAQ

### **HOW CAN I VOLUNTEER FOR SUCH A FUN EVENT, SINCE I UNABLE 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.



**LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT**

**NICHOLAS ROCHE**



## 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.**





**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 AZ course is no different and we are once again mixing things up with a new course – a cocktail that is equal parts road and unroad with features that are sure to surprise and delight. **For 2024, the BWR AZ route will enjoy devilish dirty detours with silky smooth road connectors** and 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 second edition of the Arizona event, **THE HELL OF THE NORTH DESERT**, which was won by Sofia Gomez Villafane and Keegan Swenson last year. We're excited to offer something different with the new course this year and give riders a chance to race on a gravel, sand and rock route, against some of the best cyclists from the road, gravel, mtb and unroad scenes.

Cave Creek 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 **Lost Abbey Brewing**. We will also have a pre-race gathering, on Friday at the BWR Unroad Expo.

The BWR Arizona 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 Arizona BWR is **an Unroad Race of 103-miles that features seven definitive unroad sectors - including single track, double track, gravel roads, and a little bit of asphalt**. Regardless of the shorter distance, the BWR AZ race will offer up the same type of insanity, challenge and the unparalleled experience that has made the BWR notorious and noteworthy.

The BWR Arizona edition has drawn world-class cyclists from around the globe for a sold out race... including former BWR winners like Heather Jackson, Peter Stetina, Alexey Vermeulen, Whitney Allison, plus numerous standout riders like Todd Wells, Emily Newsom, Toby Ortenblad, Jenna Rinehart, Kimberly Lucie, Drew Dillman, Joe Goettl, Katie Kantzes, Cory Greenberg, 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 10-minutes after the Waffle Riders and will traverse a course 68- and 33-miles, the beginnings of which are on the Waffle course. The last miles of the Wafer / Wanna routes also follow the Waffle course all the way back to the festivities at Stagecoach Village.**



## Dave Towle - The Voice of the BWR

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?**"



# LIVE COVERAGE

The BWR AZ's live coverage of the event will be featured on Instagram Stories. The men's and women's races can be viewed on the BWR Instagram [@BelgianWaffleRide](#). Additional coverage can be viewed on the **UNROAD UNLTD** account on Instagram [@UNROADUNLTD](#) 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](#)



# THE BWR UNROAD EXPO





## THE BWR UNROAD EXPO

Festivities kick-off Friday at 10:00 a.m., March 1 at Stagecoach Village, and the **FasCat Shake Out Ride for CCF and RIDAE4IBD is at 12:00 pm**, which you can find out more about by clicking [here](#). It's all open to the public. The route will cover just over 20-miles, including features of all three events the next day. It'll be good opportunity for 'reconning' the course ending, giving to a great cause and enjoying the art of two-wheels with friends. **Mandatory Rider Briefing is at 2 pm.**

The Lost Abbey Beer Station opens up at 11:00 a.m. and will run all the way until 6:00 p.m. Attendees can peruse a wide range of offerings from event sponsors and vendors, buy some BWR merch and people watch in Belgian bliss.

After the race on Saturday, Waffleurs will get to enjoy the Arizona hospitality as cyclists from all over will get to bask in the glory of finishing this part of the country's most unique cycling event, lapping up the libations, especially the BWR BADAASS Ale from the Lost Abbey, and riders will get to feast on more waffles or get food from the food vendors.



103 MILES

7,050 FT. OF CLIMBING

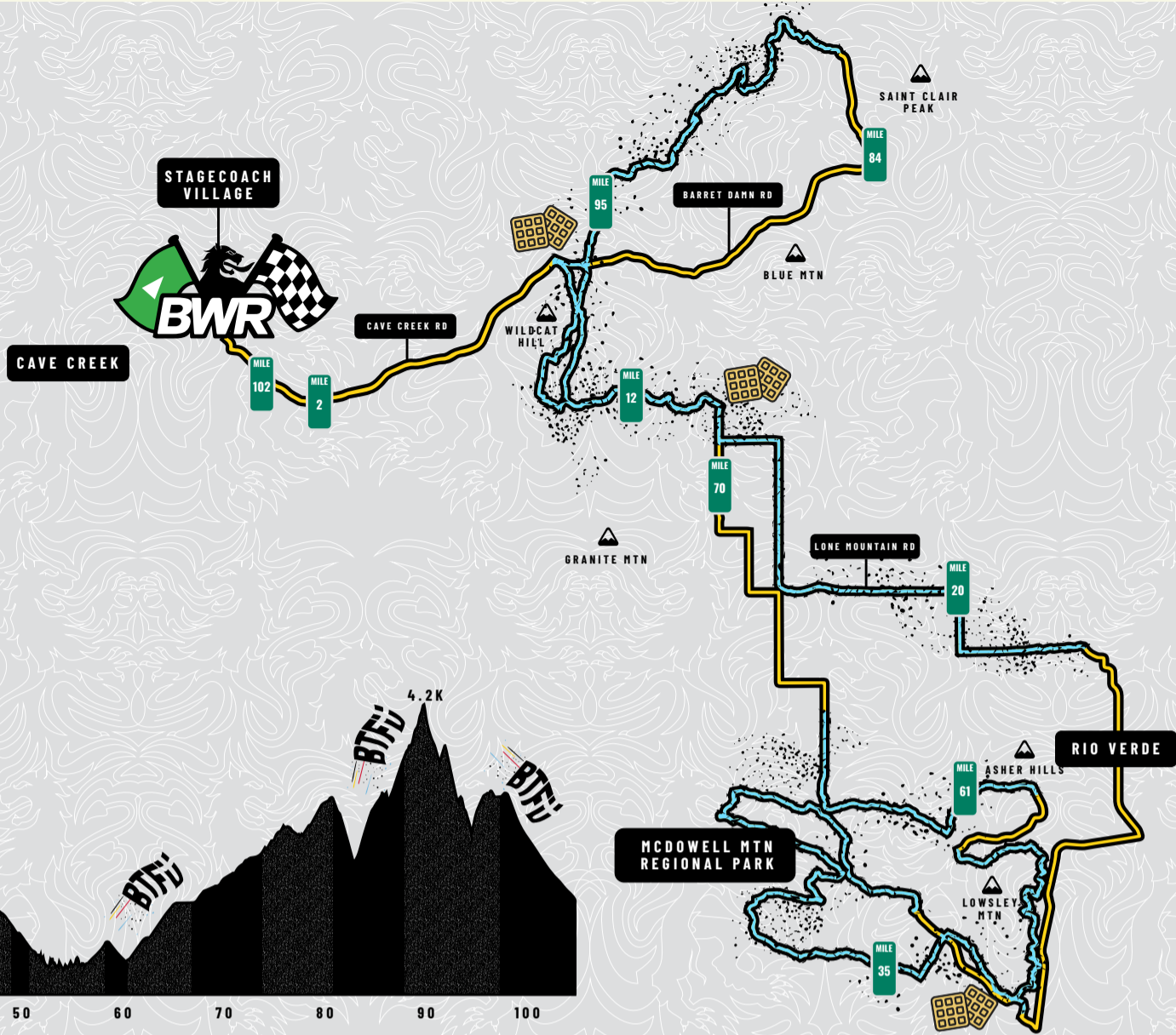
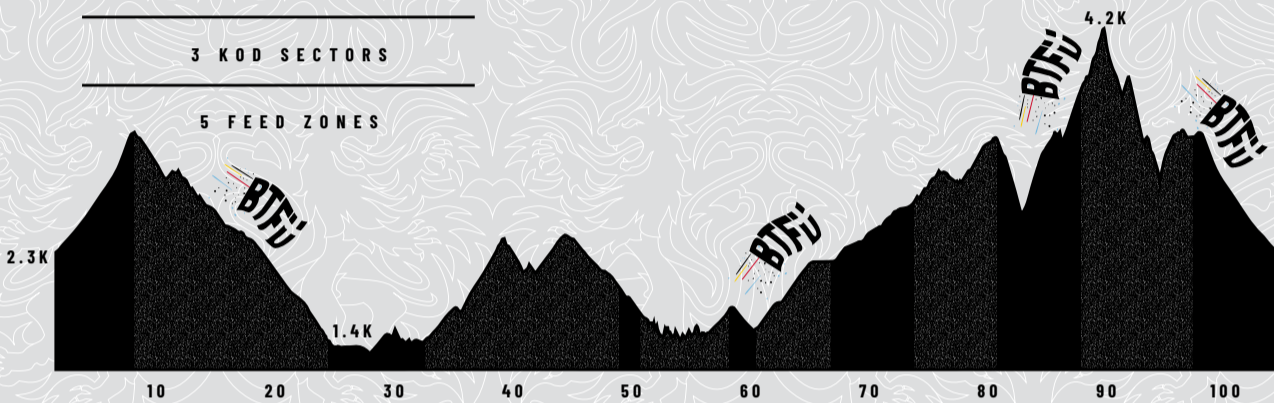
58% UNPAVED SECTORS

3 KOS SECTORS

3 KOM SECTORS

3 KOD SECTORS

5 FEED ZONES



# WAFFLE COURSE SUMMARY

<https://ridewithgps.com/routes/45519042>

103-Miles/166-Kilometers

~7,500 Feet of Climbing

7 Unroad sectors (virtually all are lengthy)

58% Unroad

Numerous Washes and Chollas

3 Queen/King of the Mountain segments

3 Queen/King of the Dirt segments

3 Queen/King of the Sprint segments

6 Feed Zones

## Q/KOMs:

<https://www.strava.com/segments/36255726>

<https://www.strava.com/segments/36255741>

<https://www.strava.com/segments/36255746>

## Q/KOSs:

<https://www.strava.com/segments/36255758>

<https://www.strava.com/segments/36255766>

<https://www.strava.com/segments/36255772>

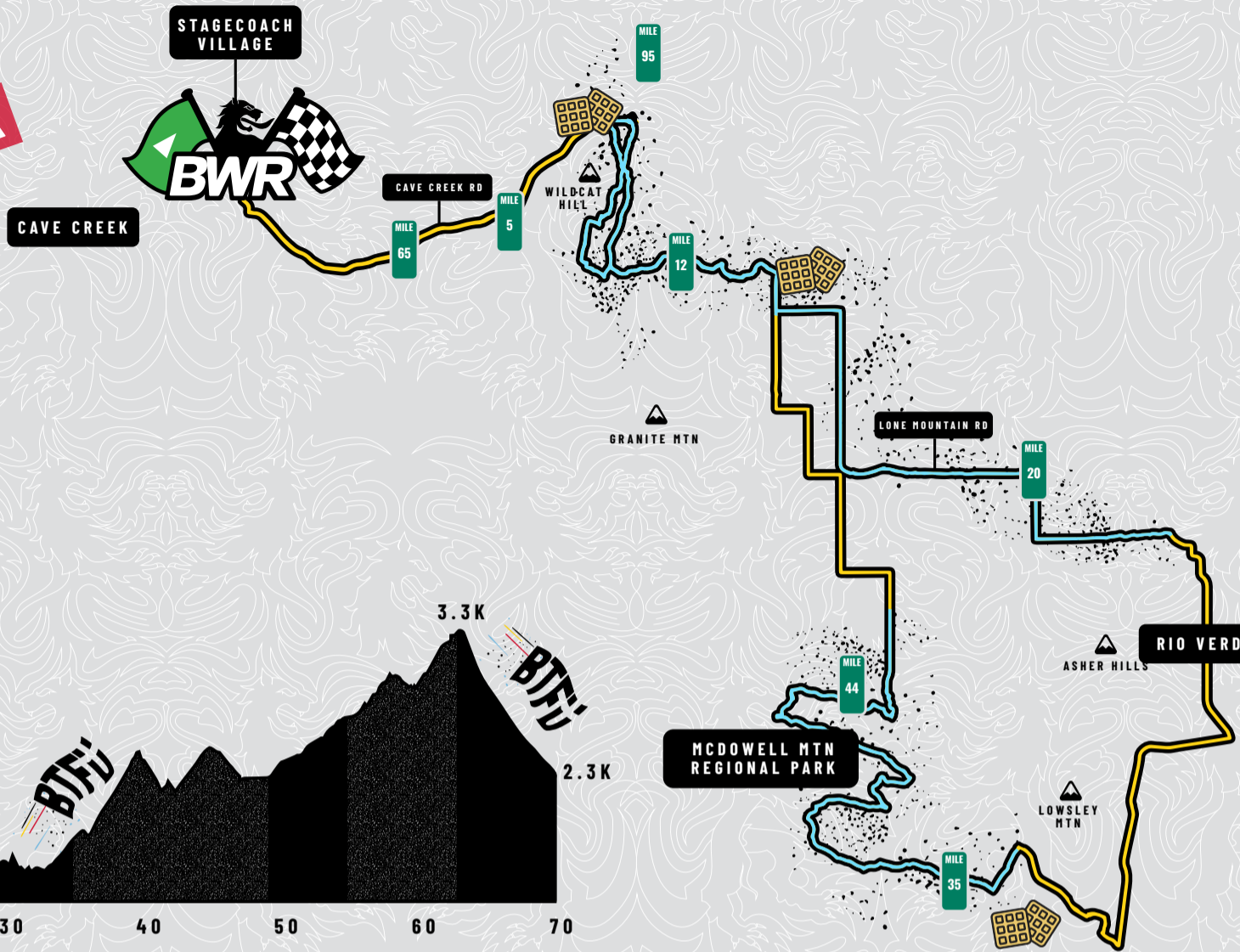
## Q/KODs:

<https://www.strava.com/segments/36273856>

<https://www.strava.com/segments/33700570>

<https://www.strava.com/segments/33700145>





69 MILES

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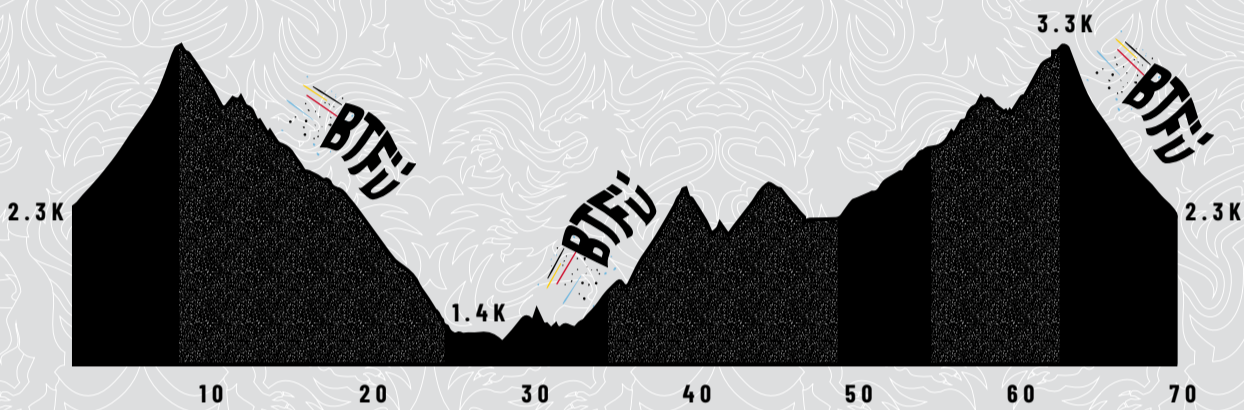
3,800 FT. OF CLIMBING

---

53% UNPAVED SECTORS

---

4 FEED ZONES



# WAFER COURSE SUMMARY

<https://ridewithgps.com/routes/45519046>

- 68.3-Miles/110-Kilometers
- ~4,000 Feet of Climbing
- Several Unroad sectors (the rest is really nice road)
- 53% Unroad (virtually all are lengthy)
- Numerous Washes, Water Crossings or Rock Croppings
- 4 Feed Zones





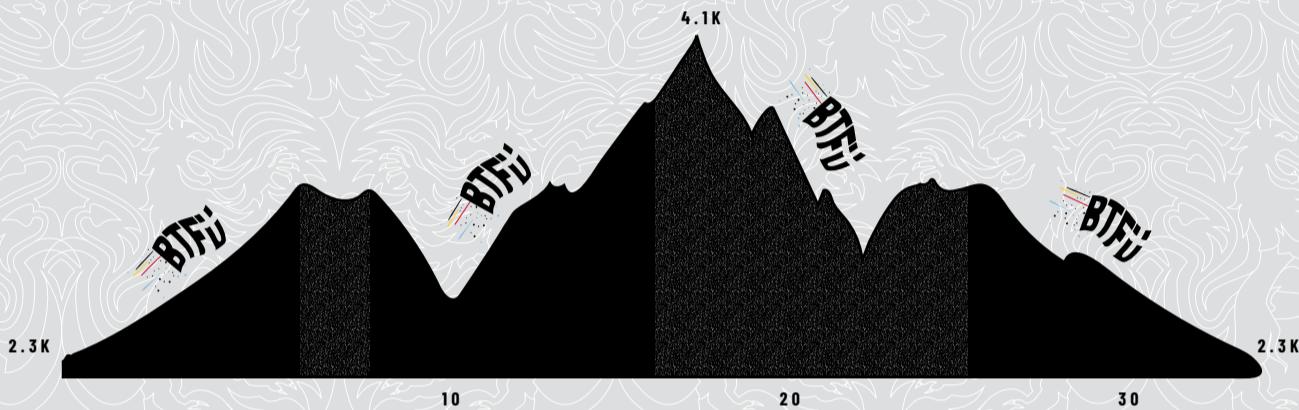


34 MILES

3,300 FT. OF CLIMBING

22% UNPAVED SECTORS

2 FEED ZONES



# WANNNA COURSE SUMMARY

<https://ridewithgps.com/routes/45519050>

- 33.4-Miles/54-Kilometers
- ~3,500 Feet of Climbing
- 2 Unroad sectors (the rest is really nice road)
- 25% Unroad (Long, Sandy, Wet or Dry, Rocky, Hilly, Ugly)
- Numerous Washes, Water Crossings or Rock Croppings
- 2 Feed Zones



# CANYON

# The Feed.



The Lost Abbey.



# CANYON

**FIND YOUR PERFECT GRAVEL BIKE WITH CANYON**



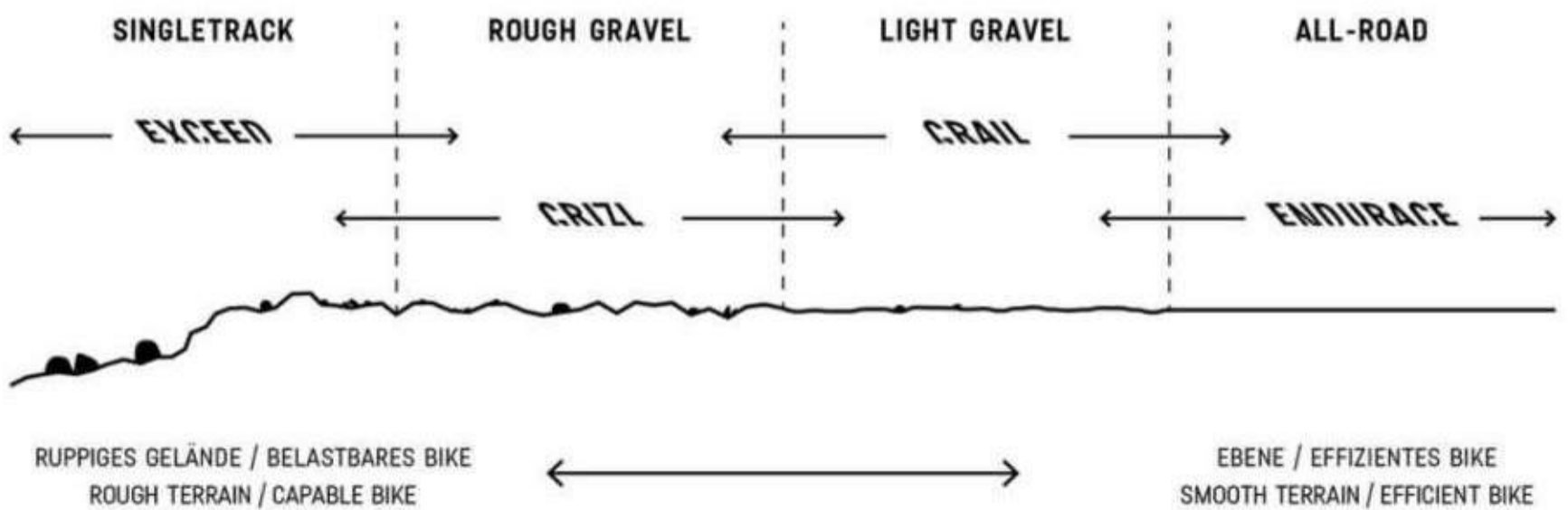
**CHOOSE YOUR CANYON HERE**

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

## Official Bike of the Tripel Crown Series



### Grail

The Grail is the pinnacle of gravel performance. Designed in collaboration with our pros, the New Fast has been raced to victory at the biggest gravel races around the world!

[LEARN MORE ABOUT THE GRAIL](#)

# CANYON

## Official Bike of the Tripel Crown Series



### 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.

[LEARN MORE ABOUT THE GRIZL](#)

# CANYON

## Official Bike of the Tripel Crown Series



### 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.

[LEARN MORE ABOUT THE ENDURANCE](#)

# CANYON

## Official Bike of the Tripel Crown Series



### 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.

[LEARN MORE ABOUT THE EXCEED](#)



# THE NEW FAST



Quick where you want it, rugged when you need it, adaptability that enables you to get the most out of your ride, the new Grail is already a proven winner - a true gravel race machine that covers all the bases for all-out speed across all terrain.

**CANYON**



# FasCat

COACHING + TRAINING

We've got seven of the most challenging unroad events of BWR history lined up on the 2024 calendar and the Tripel Crown of Gravel Series is proud to once again 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 six BWRs, which progressively build up to the duration of the target event, and include long gravel simulation rides with tips on nutrition and hydration as well as challenging intervals, ways to incorporate group rides into training, recovery advice and more.



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

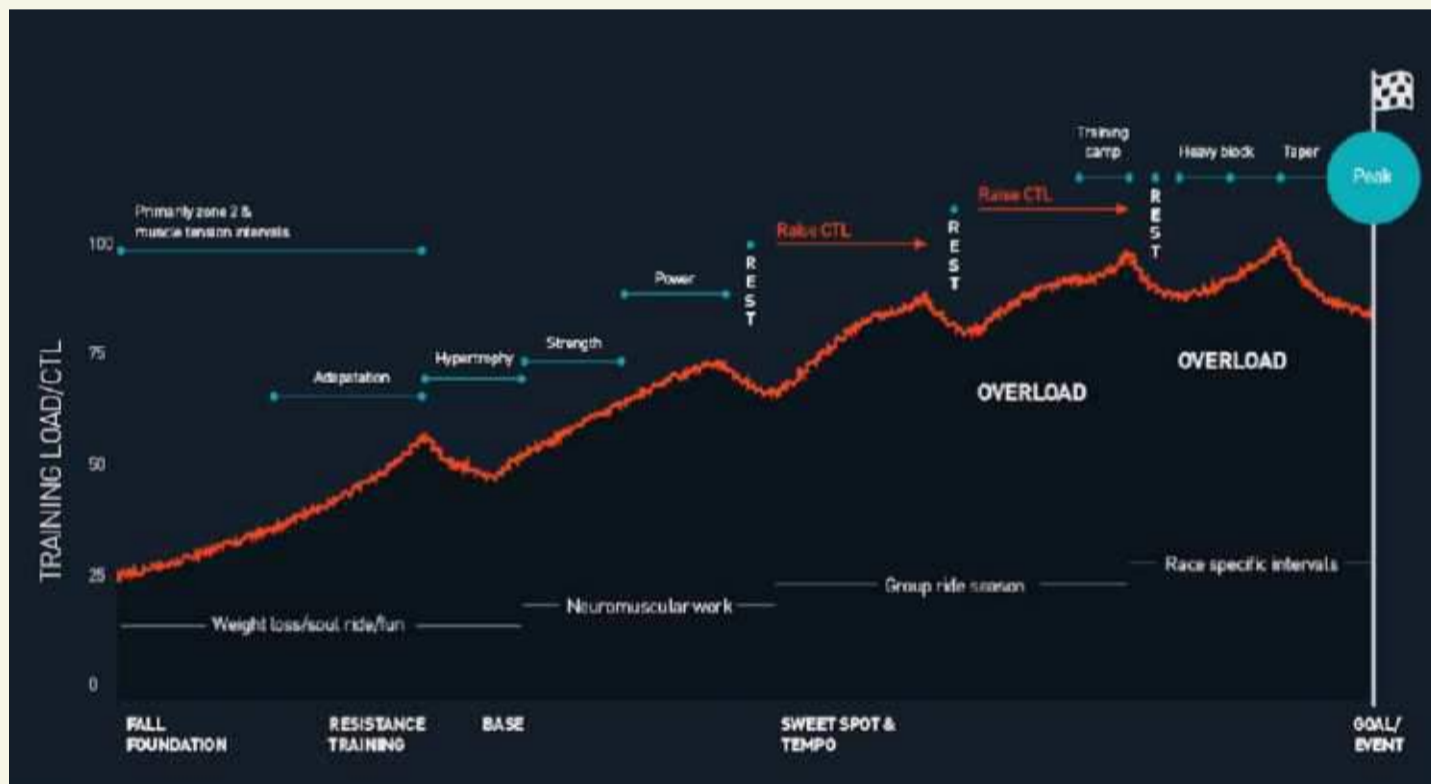
If you want to really take your training to the next level, hire a FasCat Coach for one-on-one coaching tailored to your goals, ability and schedule. All FasCat Coaches have raced or are racing at the professional level, and pride themselves on helping riders learn and improve.

# FasCat

COACHING + TRAINING

FasCat's AI Coaching gives you instant workout analysis faster and better than a coach for a fraction of the cost. A FasCat subscription includes all BWR training plans, AI Coaching, a Custom Training Plan Builder as well as weight loss and performance nutrition meal plans. Use **FasCatBWR** for 25% off your first two months of two year of training with FasCat.

Visit FasCat here: <https://fascattoaching.com/collections/gravel>



# KASK



elemento  
BE AHEAD OF THE GAME

kask.com



## **PROTONE ICON.**

## **REDEFINED GREATNESS.**

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...

**Protone Icon** also comes in a brand new Belgian Waffle Ride customization.

**[Click here to get yours!](#)**

# **KASK**

**MUMU**  
CYCLING APPAREL



THE OFFICIAL APPAREL PARTNER FOR THE BELGIAN WAFFLE RIDE





**MUMU**  
CYCLING APPAREL



# The Feed.



## THE FEED HAS YOUR BACK FOR ALL YOUR FUELING NEEDS

Secure your free \$20 towards The Feed to kickstart your training.







**The Feed.**  
**FUELING YOUR  
PERFORMANCE**



# The Feed.

**The Feed** is the go-to 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 sweeten your journey with The Feed, sign up to [claim \\$20](#) to use just like cash, and you'll receive another \$20 each quarter.

**Wondering about on-course nutrition?** There are six **Feed Zones** on the Waffle course (five for Wafer, two for Wanna) to help riders get the proper hydration and nutrition from **F2C NUTRITION**. **The Feed** will be stocking all aid stations with all the gels, chews, and bars riders will need to get them to the finish line. The Feed will be providing **SiS Isotonic Gels**, **SiS Beta Fuel Gels** as well as **Enervit C2:1PRO Carbo Chews** and **Enervit C2:1 PRO Carbo Bars** to fuel riders along the course.

The Feed is also here for you before the ride! Here are their top tips to help you prepare for BWR fueling:

- Start fueling for your ride 2-3 days before the event with high-carb meals and plenty of water and electrolytes.
- Try out any fuel and hydration options that will be on course ahead of race day. Have a few different options for fuel available. Depending on the length of the event, variety will be key so you don't experience flavor fatigue.
- FUEL EARLY AND OFTEN! Aim for 60-90 grams of carbohydrates per hour during training and racing lasting over 90 minutes in duration.
- Run your fueling plan by an expert. Did you know BWR riders get access to free nutrition coaching from The Feed? Just send your questions to [coaching@thefeed.com](mailto:coaching@thefeed.com)—their pros would love to help!

As a BWR participant, you can unlock [\\$80 of Feed Credit](#) (which acts just like cash)

@thefeedme #FeedYourSpeed #FueledByTheFeed @belgianwaffleride



## The Lost Abbey

Since the first Belgian Waffle Ride, **The Lost Abbey Brewing Company** has been a part of the Belgian experience, and rightfully so as **The Lost Abbey** specializes in producing Belgian-inspired beers, barrel-aged beers, and sours. In fact, the brewery was the host of the BWR for many years until the event just got too big for the space and moved to nearby North City.

One of the U.S.'s most revered and awarded breweries, **The Lost Abbey** is run by Director of Brewery Operations **Tomme Arthur**, who is a world renowned brew master himself. In fact, Tomme's **Cuvee de Tomme** is one of the highest ranking beers of all time. It's a huge (11% abv), sour brown ale made with candi sugar, raisins, and sour cherries that undergoes a secondary fermentation in bourbon barrels with wild *Brettanomyces* yeast. Tomme's groundbreaking accomplishment is daring in its application of so many different techniques to one delicious, award-winning brew. **It's won gold medals at the Great American Beer Festival and the World Beer Cup.** It's made Tomme a celebrity in Flanders.

**The Lost Abbey** has sibling brands: Tiny Bubbles (fruit-flavored, tart wheat ales), and Kharisma Hard Tea.

Finishers of the BWR AZ receive a trophy beer from **The Lost Abbey**, the BWR BADASS Ale, which has often been a version of Carnevale, a gold medal winning saison style beer brewed in celebration of Lent and the Easter season, which is upon us. But this time we have a special treat for you. Visit them [HERE](#).

**We really appreciate The Lost Abbey's support all these years. DANK U!**

# bikeinsure® it, then Ride it!



## BikeCoverage

**\$16.99**/mo.

### COVERAGE HIGHLIGHTS



Bike



Accessories



Transit



with optional

## TheftProtect

+ **\$8**/mo.



Bicycle Damage Coverage  
Theft Protection Optional  
Accessories Covered  
Transit Included  
No Extra Fees  
Monthly Payments

**BWRinsure.com**



Protect your Gravel Bike from riding, transit + theft risks.



**Get BikeInsure**



**Get your Race Ready Essentials with ALMSTHRE!**

**BWR Race Exclusive**

Save 20% off your entire order at [almsthre.com](https://almsthre.com)

Use code **2024WAFFLE** at checkout





# F2C™ 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.

# QEJA

ONE SOCK FOR LIFE

## Simplify Your Sock Drawer

With performance socks that are comfortable enough to wear for anything life throws at you.

Even the BWR!



# **CAFFEINE AND WATTS**

**BTW** 

**GRVL BLEND** THAT WILL  
BRING YOU ENDLESS MORNING  
**SMILES AND MILES**

MEDIUM ROAST SOURCING BEANS FROM  
**SOUTH AMERICA/AFRICA/INDONESIA**





# DANK U!



 **CAFFEINE  
AND WATTS**  
<https://caffeineandwatts.com>

**Caffeine and Watts** isn't just about riding bikes—the bikes are a perfect expression of what they do, yes, but cycling is just the beginning. These wonderful cycling maniacs happen to also be generous coffee connoisseurs and they are providing us with their magical elixir to power us through the day. Let's "push watts" with these AZ denizens.



<https://wafflelove.com>

**Waffle Love** is joining the BWR again in Arizona and will be serving up the most delicious authentic Belgian Waffles possible, all mixed and served with love. The Waffle Love truck will be on hand Sunday morning to fuel up the riders before heading out onto the course and will be there after with a sweet treat to cap off your ride.



## **Ride4IBD: The BWR AZ is supporting Cory Greenberg with his new program!**

Ride4IBD is a program dedicated to raising awareness and support for individuals living with Inflammatory Bowel Disease (IBD). With a mission to empower and unite cyclists and the community, Ride4IBD aims to make a meaningful impact on the lives of those affected by IBD.

IBD, encompassing Crohn's disease and ulcerative colitis, affects millions of people globally. Ride4IBD believes in utilizing cycling as a powerful platform to bring attention to this chronic condition. Through a range of engaging events, such as charity rides and strategic partnerships with organizations like Belgian Waffle Ride, the program actively fundraises for IBD foundations such as The Crohn's and Colitis Foundation which provides crucial support to individuals and families impacted by these diseases. To learn more, visit Cory and RIDE4IBD: <https://www.ride4ibd.com/>

Ride4IBD's commitment extends beyond visibility and advocacy. It actively works towards promoting health and fitness among the IBD community, providing inspiration, resources, and tools to help patients challenge their conditions. By fostering friendships and support networks, Ride4IBD aims to build a better future for IBD worldwide, and to bring a broader message of awareness towards gut health, an area of increasing interest and importance.

Gut health forms the foundation of our overall well-being, including our immune system and digestion. The statistics surrounding gut health and its connection to conditions like IBD are compelling. In the United States alone, over 3 million people have been diagnosed with IBD, while globally, more than 6.8 million individuals are affected by it. The gut houses approximately 70% of the body's immune cells, highlighting the profound link between gut health and the immune system.

# CROHN'S & COLITIS FOUNDATION



## Sign up for the Shakeout ride [here!](#)

We are a non-profit, volunteer-fueled organization dedicated to finding cures for Crohn's disease and ulcerative colitis, and improving the quality of life of children and adults affected by these diseases. Since our founding in 1967, the Foundation has played a role in every major breakthrough in IBD research. We have invested more than \$400 million into finding the causes, treatments, and cures for Crohn's disease and ulcerative colitis. And we won't stop until we realize our vision of a future free from Crohn's and colitis.

We operate at the **highest ethical standards** and we consistently meet guidelines established by charity watchdogs, including the **Better Business Wise Giving Alliance**.

The mission of the **Crohn's & Colitis Foundation** is to cure **Crohn's disease** and **ulcerative colitis**, and to improve the quality of life of children and adults affected by these diseases.

The Foundation sponsors **basic and clinical research** of the highest quality. We also offer a wide range of educational programs for patients and healthcare professionals, while providing supportive services to help people cope with these chronic intestinal diseases. These programs are supported solely through our donors, grants, fundraising efforts, and sponsors.

## The Arizona Chapter of CCF

We serve Arizona and New Mexico, raising awareness and providing education and support to IBD patients.

Learn more about our upcoming events, ways to get involved, and support groups by visiting the pages listed below, or by calling us at (332) 999-5518 (cell).

Are you newly diagnosed with Crohn's disease or ulcerative colitis? **Click here** for important resources and information.

Contact us to receive emails from the Crohn's & Colitis Foundation at **[Arizona@crohnscolitisfoundation.org](mailto:Arizona@crohnscolitisfoundation.org)**.



## SUPPORT THE LOCAL BIKE SHOPS AND PARTNERS!

We are very stoked to have these fine local bike shops and the Rob Dollar Foundation supporting our event and their community by bringing in a mass of volunteers to ensure every rider is taken care of. Please be sure to thank them at each Feed Zone.

Also, please go visit them while you are in town...



CLICK THE LOGOS



## 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 **SEARS-KAY INDIANSE RUINES** or smiling brightly along the **PEMBERTON ENKELSPoor**.

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 AZ photos here:** <https://www.finisherpix.com/en/event/7556/>





**BTFÜ**

**ARE YOU READY FOR THE HELL OF THE NORTH DESERT?**



**BELGIAN WAFFLE RIDE**



# WHAT TO EXPECT WITH THE BWR?

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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 Arizona 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 a lot of kilometers of suffering over sinuous, bone grinding roads, sandy trails and single-tracks fraught with rocks, arduous climbs, gravel, choking dust, chollas, in head-swelling heat (or snow) 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 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...**

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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 unroads are 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 SEARS-KAY INDIAANSE RUÏNES and its challenging terrain.** 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 **PEMBERTON ENKELSPOOR** winding insanity, 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.



# BWR AZ COURSE SEGMENTS

## WAFFLE

### SECTOR

### SEGMENT

GROENE VLAGGEN	<a href="https://www.strava.com/routes/3190384333353428632">https://www.strava.com/routes/3190384333353428632</a>
WILDE KAT KAKABOULET LANG EN ONTSNAP NAAR NAALDROTS	<a href="https://www.strava.com/segments/36273839">https://www.strava.com/segments/36273839</a>
TONTE VERDE ASFALT	<a href="https://www.strava.com/segments/36273845">https://www.strava.com/segments/36273845</a>
2024 BWR AZ - KOS #1	<a href="https://www.strava.com/segments/36255758">https://www.strava.com/segments/36255758</a>
ENSCENEREN OMWEG	<a href="https://www.strava.com/segments/36273851">https://www.strava.com/segments/36273851</a>
2024 BWR AZ - KOM #1	<a href="https://www.strava.com/segments/36255726">https://www.strava.com/segments/36255726</a>
PEMBERTON ENKELSPoor (INCLUDES BWR AZ - KOD #1)	<a href="https://www.strava.com/segments/36273856">https://www.strava.com/segments/36273856</a>
MMP DH ASFALT	<a href="https://www.strava.com/segments/36273864">https://www.strava.com/segments/36273864</a>
ESCONDIDO PAD	<a href="https://www.strava.com/segments/36273871">https://www.strava.com/segments/36273871</a>
MMP DH2 ASFALT	<a href="https://www.strava.com/segments/36276509">https://www.strava.com/segments/36276509</a>
GROEN PAD (BWR AZ KOD #2)	<a href="https://www.strava.com/segments/33700570">https://www.strava.com/segments/33700570</a>
BULSEN EN KNEUZINGEN ASFALT	<a href="https://www.strava.com/segments/36273884">https://www.strava.com/segments/36273884</a>
2024 BWR AZ KOS #2	<a href="https://www.strava.com/segments/36255766">https://www.strava.com/segments/36255766</a>
WILDE KAT OMGEKEERDE	<a href="https://www.strava.com/segments/36273888">https://www.strava.com/segments/36273888</a>
2024 BWR AZ KOM #2	<a href="https://www.strava.com/segments/36255741">https://www.strava.com/segments/36255741</a>
HOEFIJZERBERG ASFALT	<a href="https://www.strava.com/segments/36273892">https://www.strava.com/segments/36273892</a>
HOEFIJZERBERG/SEARS-KAY INDIAANSE RUÏNES (BWR AZ KOM #3)	<a href="https://www.strava.com/segments/36255746">https://www.strava.com/segments/36255746</a>
2024 BWR AZ KOS #3	<a href="https://www.strava.com/segments/36255772">https://www.strava.com/segments/36255772</a>
SMERIG EN MORSIG (BWR AZ KOD #3)	<a href="https://www.strava.com/segments/33700145">https://www.strava.com/segments/33700145</a>
GROTE FINALE	<a href="https://www.strava.com/segments/36273893">https://www.strava.com/segments/36273893</a>

## WAFER

GROENE VLAGGEN	<a href="https://www.strava.com/routes/3190384333353428632">https://www.strava.com/routes/3190384333353428632</a>
WILDE KAT KAKABOULET LANG EN ONTSNAP NAAR NAALDROTS	<a href="https://www.strava.com/segments/36273839">https://www.strava.com/segments/36273839</a>
TONTE VERDE ASFALT	<a href="https://www.strava.com/segments/36273845">https://www.strava.com/segments/36273845</a>
ENSCENEREN OMWEG	<a href="https://www.strava.com/segments/36273851">https://www.strava.com/segments/36273851</a>
PEMBERTON HEMEL	<a href="https://www.strava.com/segments/36273901">https://www.strava.com/segments/36273901</a>
BULSEN EN KNEUZINGEN ASFALT	<a href="https://www.strava.com/segments/36273884">https://www.strava.com/segments/36273884</a>
WILDE KAT OMGEKEERDE	<a href="https://www.strava.com/segments/36273888">https://www.strava.com/segments/36273888</a>
GROTE FINALE	<a href="https://www.strava.com/segments/36273893">https://www.strava.com/segments/36273893</a>

## WANNA

GROENE VLAGGEN	<a href="https://www.strava.com/routes/3190384333353428632">https://www.strava.com/routes/3190384333353428632</a>
WILDE KAT PLAAGGEEST	<a href="https://www.strava.com/segments/36273903">https://www.strava.com/segments/36273903</a>
HOEFIJZERBERG ASFALT	<a href="https://www.strava.com/segments/36273892">https://www.strava.com/segments/36273892</a>
HOEFIJZERBERG/SEARS-KAY INDIAANSE RUÏNES	<a href="https://www.strava.com/segments/36255746">https://www.strava.com/segments/36255746</a>
SMERIG EN MORSIG	<a href="https://www.strava.com/segments/33700145">https://www.strava.com/segments/33700145</a>
GROTE FINALE	<a href="https://www.strava.com/segments/36273893">https://www.strava.com/segments/36273893</a>

# THE UNROAD RACE



## THE COURSES IN DETAIL

**At 103-miles in length, the BWR Arizona is shorter in length than most every BWR courses**, but don't let the shortness fool ya. There is ~7,500 feet of climbing, but it's the ever-changing and ever-challenging terrain that will ultimately ruin the unprepared. More than half the course is unroad and the road stuff is smooth and very nice, which are not things we can say about the unroad stuff... gravel, sand, rocks, double-tracks, DG or dirt, and the single-tracks, oh, the single-tracks. This is not to discount the other challenges of the course, of which there are many. This means the need for tires at least 40mm in width. Please don't say we didn't warn you. **THIS IS YOUR WARNING:** When in doubt, add more rubber, more gears, more training, more grit, more waffles, more beer. **AND PLEASE MIND THE CHOLLA!**

Leaving the start/finish line at Stagecoach Village, Waffleurs will depart in a neutral roll-out at 7 am followed by the Wafeurs and Wannas at 7:10 am... and soon thereafter the **GROENE VLAGGEN** will be waved, and then the racing will commence. Riders will immediately notice they are climbing (read: breathing hard) and will do so for 10-km until a right just before Bartlett Dam Road and a dive into the longest unroad sector of the day, where a lovely but tricky 16.2-miles of downhill forces riders dropped to use their chops to chase back along the unroad and single tracks...



## UNROAD SECTOR #1 - WILDE KAT KAKABOULET LANG EN ONTSNAP NAAR NAALDROTS - Mile-7 to Mile-23

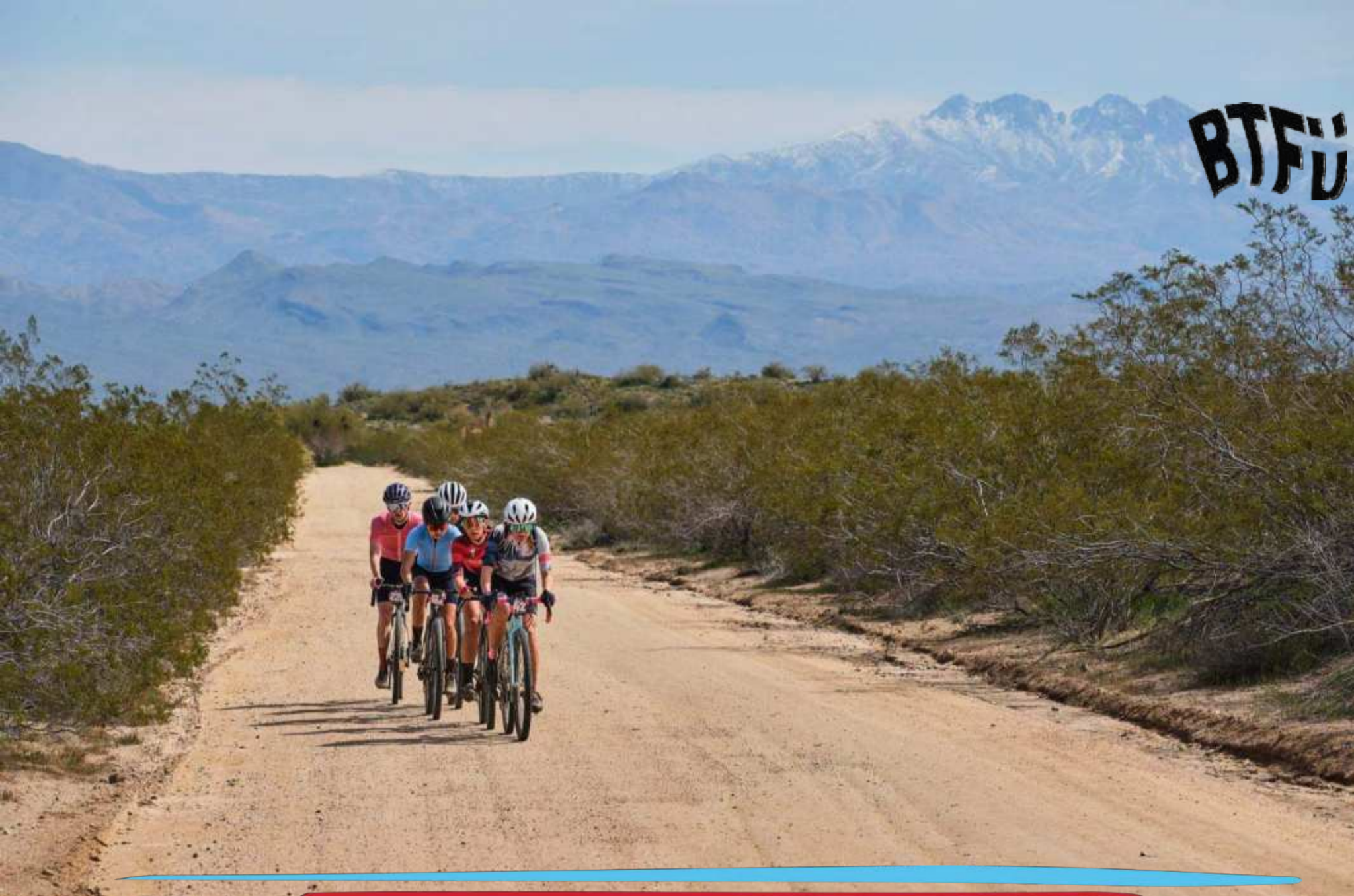
**KAKABOULET** is entirely downhill but will require 100% attention from every rider. This is an ideal place for off-road vehicles and unroad vehicles alike, Wild Cat Pass. Here riders will find lots of trails with much less loose sand and gravel than they will find in the future sectors.

Leaving the Groen Vlaggen asphalt, now heading downhill...ish, this is the part where we will be more concerned about riders' technical abilities. Gravelleers will find themselves immediately on a fast, flowing single-track that will force even the most serious among us to wear a smile from ear to ear, but only for 3-miles! Only! Riders' get their perky party interrupted with a hard left into the world of motocross - big berms, free-flowing whoops, a few double jumps. We added this nice moto section for a few miles to see who has the technical skills to survive!

**BRAAAP!** <https://www.strava.com/segments/36273839>

Ontsnap is what riders signed up for... as many will have thought unroad meant Gravel. Well, now they will get the gravel they've been waiting for, but just for a bit through this rural neighborhood of horse properties. And, **because we will feel sorry for riders** already, this sector is downhill, so everyone can get the feeling of a gravel race, which the BWR is not.

A few miles into **ONTSNAP**, there is a little bunny hop over the gate, though it is recommended riders dismount for this. **Everyone should look up for a second**, under the power line road, and check out the Bartlett Lake Dam in the distance! Ok, now don't miss the right turn that puts all into a single-track, because it will bring riders back over to that gravel road they liked so much!



**BTFU**





## ROAD – TONTE VERDE ASFALT - 9-MILES WORTH

<https://www.strava.com/segments/36273845>

Alright, here's something for the roadies, who have been struggling since the initial KOM sector. At this point, we're sure some will be starting to think there would be no more road! After essentially 16-miles of Unroad craziness, these next 10-miles should be a welcomed diversion. Seriously, most MTB races aren't as hard as the previous 40-miles have provided, right? **Now is a good time to let the big power guys pull at the front. It'll be 30 or 60 minutes of painless uphill roadie paradise.**

During this road sector the sprinters get to flex for the first Q/KOS of the day...

<https://www.strava.com/segments/36255758>

**BTAFU**

BTFU



From the smoothness of asphalt, **Q/KOM #1 starts here** (<https://www.strava.com/segments/36255726>). Riders get to attack here if they are going for the Q/KOD title. Otherwise, riders should settle in now because it's another virtual 33-miles of single-track. The next sectors start at **PEMBERTON**, then **ESCONDIDO PAD**, which is a nice sinuous slog. Here riders will get to repeat Stage 2 of the Cactus Cup Enduro downhill! There are tons of direction changes, and the race visits parts of Dawn to Dusk, 12 hours of Fury and Cactus Cup courses!

10-miles into the glories of McDowell Mountain, riders will get to enjoy an epic single-track climb to the top of **Pemberton Trail**, which is a favorite among local gravelleers. This is followed by a smashing downhill to Lariat and then back to the McDowell Campground Road, where there is a very quick transition to **ESCONDIDO PAD**. Q/KOD contenders get after it here for the second time (<https://www.strava.com/segments/33700570>). A second trip past the Feed Zone may require a stop, to be honest. **We think all this single-track will be the subject of many a post-race narrative.** We're excited to be able to offer this to Waffleurs and lots of it for Wafeurs.

## UNROAD SECTOR #2 - ENSCENEREN OMWEG

<https://www.strava.com/segments/36273851>

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## UNROAD SECTOR #3 - PEMBERTON ENKELSPOOR

<https://www.strava.com/segments/36273856>

Now the course has found its way to the spectacular **McDowell Mountain Regional Park**, which has over 50-miles of hiking, mountain biking and horseback riding trails through its beautiful desert scenery. This 21,099-acre regional park is located four miles north of Fountain Hills and for miles-51.5 to 80 the gravelleers will be in Heaven. For those like us, there are several loops to be enjoyed to their fullest.

**Riders skills will be tested in new and untold ways** while negotiating steep inclines, swooping turns, technical descents, and rugged terrain at race speed. A pump track has been added to the competitive track trailhead with a twisting combination of tabletops, rollers and banked turns; a great way to improve weight shifting and bike handling skills.

**Wildlife sightings are common**; look for deer, javelina, **chupacabra**, coyotes, **Cholla** and a multitude of bird species around the three ponds in the park. Elevations rise from 1,600 feet to 3,000 feet at the base of the McDowell Mountains. The entire park faces the **Four Peaks, Weaver's Needle** and **Superstition Mountains**, all of which offer awesome views. It's here that riders will be reacquainted with the unroad, and what amazing unroadiness the course will offer now.



**BTFU**

## **DO NOT MESS WITH THE CHOLLA**

### **HOW TO REMOVE CACTUS SPINES FROM YOUR PERFORATED BODY**

Cholla cactus can be among the worst offenders because their big spines are lined with barbs. These are designed to catch on passing animals or riders, break off and be carried far and wide to drop off and root into a whole new plant. That's why a deep cholla stick requires needle nose pliers to pull it out. The process is very painful as tissues are torn during release. The best way to get a cholla piece off your skin is to use your BWR Cactus Comb, slide it in underneath along the skin, then pop it straight out.

There's one thing you absolutely should not do when you get pierced by a cholla: do not bring the injured part of your body anywhere near your face. Often enough, an entire section of cholla will lodge in your skin and refuse to fall off. You should resist the temptation to try to pull the section away with your free hand, as you'll almost certainly end up impaling that hand. Even more importantly, do not attempt to dislodge the cholla stem by vigorous shaking of the limb it's attached to.

Instead, use your trusty BWR Cactus Comb to pry the section off of you. Desert denizens who live in this cholla country will be jealous, as they know it's an excellent tool for prying cholla stems off yourself.







# THE UNROAD RACE



## MMP DH ASFALT

<https://www.strava.com/segments/36273864>

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## UNROAD SECTOR #4 - ESCONDIDO PAD

<https://www.strava.com/segments/36273871>



New this year, **ESCONDIDO PAD** takes its inspiration from the the Cactus Cup race happening the following weekend as part of the Duel in the Desert. Wafer riders can compete for age group victories by their combined times for the Wafer and the Cactus Cup 40-mile XC.

This fine sector may be a sinuous and slippery MTB single-track, but it is still rippable on a gravel bike and sure to be a celebrated addition to this year's Hell of the North Desert. At nearly 8-miles in length, this is the twistiest sector of them all, giving riders a chance to gain slightly with each turn, putting the screws to those who don't have the MTBing chops to swiftly and deftly navigate this fun new addition.



BTFÜ



## UNROAD SECTOR #5 – GROEN PAD

At mile-59, riders take a quick left onto **GROEN PAD** - Verde Trail - which provides those skinny little climbers among us the chance to enjoy a flowing uphill grind of five-miles. It also gives those contending for the Q/KOD a chance to shine (<https://www.strava.com/segments/33700570>). This glorious sector will carve its way up and out of McDowell Regional Park and climb over 100 feet for each of its scenic five-miles. **By now, riders will have been suffering under the fatigue of a thousand tree branch cuts.** Still worse, riders who will have already utilized their BWR Cactus Combs will be wondering how on God's cactus-strewn earth they'll survive the next 44-miles. **Yes, some will ask, "Why am I going so slow on this trail?!"** We will answer, "Because... it's so **Schilderachtige.**"

**Unfortunately, all we can offer is the opportunity to quit at the next Feed Zone, which isn't anywhere close yet.**



## BULSEN EN KNEUZINGEN ASFALT

<https://www.strava.com/segments/36273884>

## 2024 BWR AZ Q/KOS #2

<https://www.strava.com/segments/36255766>

## UNROAD SECTOR #6 - WILDE KAT OMGEKEERDE

<https://www.strava.com/segments/36273888>

## 2024 BWR AZ Q/KOM #2

<https://www.strava.com/segments/36255741>



NEW

This whole new north bound collection of sectors includes asphalt, unroad, single-track, and double-track. It also includes the second Q/KOS and the second Q/KOM. Leaving behind the Q/KOD climb of **GROEN PAD**, riders are in for a dynamic treat of everything AND the kitchen sink (somebody dumped their sink!) - and all of it is climbing, up, up, up, all the way to the most dramatic downhill of the day and then the most spectacular Q/KOM of the day. There's another Feed Zone in here before the single-track fun. Stop! Take in some sustenance. Sadly for some, things are about to get real. Real hard. Then its gets harder. This is the norm for the BWR.





## HOEFIJZERBERG ASFALT

Fortunately, after that last collection of diabolical detours, there is a brief three-mile descent before the final Q/KOM of the day is reached – **HOEFIJZERBERG**. After the Feed Zone at mile-79 and down a bit, then up to mile-86.5, there is a menacing climb in there, much steeper than the opener, which for the first several miles is a grade between 6% and 7%. In the middle, it plateaus for a brief 3% incline, but then kicks back up on its ways to the start of both the final Q/KOS and the final unroad sector – **SEARS-KAY INDIAANSE RUÏNES**. This seven-mile stretch is sure to eliminate the pretenders and isolate the potential winners. According to Eric Marcotte, multiple National Champion who resides here, it's also going to be a rude awakening for many who didn't heed the warnings, adequately train or practice pushing away the apple pies, maple syrup, custards, cakes, and ice cream at dinner. **The BWR tests us all, not just on race day.**

**BTFU**

BTFU



Last year, the course climbed up to Bartlett Dam Road and the **HOEFIJZERBERG**, so there was a very emphatic climb after the **GROENE VLAGGEN** that kicked up to the first unroad sector. Well, this year, we've saved that pain and suffering for the finale... the most challenging part of the day that features this asfalt and a dirty Q/KOS and more climbing in the dirt. And then finally, the third Q/KOD **SMERIG EN MORSIG**. In short, we've packed the back part of this year's route with all the most dynamic elements. You can call it an encore. **GODVERDOMME.**



## UNROAD SECTOR #7 - SEARS-KAY INDIAANSE RUÏNES -

Riders will commence this unroad sector completely ruined from the previous six-miles of climbing along Bartlett Dam Road and North Horseshoe Dam Road. The lonely stretch leading out to **RUÏNES** is a very seldom used road, and riders will understand why.

Still climbing since **HOEFIJZERBERG**, the **RUÏNES** starts at 86.5-miles, but now in dirt and much punchier and steeper! Don't forget to "make sprint." Soon, but not soon enough, riders will reach the highest point of the course at the old "Indian Ruins" and 4,100 feet elevation.

**Our admonition is to try and stay on your bike**, but we know some will walk a bit. We know granite and traction are not always found in the same sentence.





Once the climbing, walking, swearing, and crying are all done, riders will get to enjoy some descending. While its downhill and fast, it's also slippery, so we will have a bunch of Slow The Funk Down signs here to remind everyone what's important – **GO SLOW TO GO FAST**. This sector has a few very steep descents and climbs. Riders will love it and hate it. If a rider thinks they're **Brian McCulloch**, they will absolutely hate this part, because there are giant rain ruts that will force an late exit from the race. (Read: There is only one Brian McCulloch). Moderation and enjoyment are the watch words for this sector.

**RUINES** is not all downhill, by the way, as it is punctuated by a few very steep, rutted off-camber climbs. We hate to say it, but those same folks who were complaining early on about not training enough, they will be seen walking their bikes again. And, more than a few will be irritated that the person in front of them didn't make it. We think this is an ideal place for a photographer to capture all the whining, walking, and wincing. **SMILE! BTFU!**

At mile-86.7, we know we are going to hear, **"Oh Shift!"** from anyone that didn't read this document. It's faster than you want, there are sticker bushes close to the trail, and those things want to slice your left arm (see BWR Cactus Comb in your musette bag). There are big ditches that could end anyone's day if they aren't prepared. Riders might be able to win the race here, but for sure they can lose it, so we recommend keeping your head.. Riders should take this double-track like it's a single-track and weave all over to achieve the line that's most conducive to maintaining something that looks like speed, only slower. At this point, **the friendly suggestion is BTFU**. After all, you are almost to a Lost Abbey BADASS Ale.



Soon, non-local riders get to experience a real Arizona sand wash – Blue Wash, as it's known. **Now we'll see riders at their worst, and it might be the last time they're down there.** This is but the last one. (Advice: practice leaning back, so you don't get bogged down!) The single-track will become more of the norm now, so riders should settle in - no more wide-open stuff - now they have very little options to try and miss a rain rut or a rock crop. Jumping is probably the best way to go, but single-track means there's very little room for error on this mountain ridge top. This sector leads right to the first switchback climb of the day at Camp Creek, but riders shouldn't worry. What one goes up, they get to go down! **Please stay on your bike on the descent, and certainly do not go over the edge.** We don't have the ability to retrieve riders from down there should they not pay attention to all the warnings.



**And look at this.** Just one-mile later, another climb out of **BLUE WASH**. Riders might have to dismount in deep sand at the base of it, maybe not. Regardless, the initial climb will hurt. It's technical AF, so riders will need to pick the right line. Alas, no one should overdo it, because it's gonna be uphill all the way to the Ranger Station just before mile-95, where the final Feed Zone awaits, where all sorts of sustenance awaits. If a rider makes it this far, there is a 99% chance they will finish. It's all downhill to the finish from here!





**SPECIAL NOTE:** We ride near the **Sears-Kay Ruin**, which offers visitors a glimpse of a distinctive lifestyle that existed long before Columbus. The course rolls near the Hohokam Ruins, the site of **Sears-Kay Ruin**, which was first occupied about 1500 AD, where there are the remains of what once was a fortification of the Hohokam culture. These desert foothills in the area surrounding the town of Carefree were home to the Hohokam culture. The prehistoric Hohokam built villages and defensive fortifications here. The **Sears-Kay Ruin** was built atop a desert foothill in the Tonto National Forest.

Small floodplains along these drainages provided areas for the cultivation of corn, squash, and beans; agave was grown on these well-drained slopes. Saguaro, cholla, prickly pear and mesquite all provided nutrition for the Hohokam.

Back then and now, these foothills provided ideal habitats for large and small game such as deer, mountain sheep, rabbit and gravelleours of all stripes.





NEW

## GROTE FINALE

<https://www.strava.com/segments/36273893>





## VOLTOOIING

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 Arizona to always be more than a day's journey through the Hell of the North (Desert) and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more **BWR BADASSEDNESS**. MORE WAFFLES. MORE BEER FROM THE LOST ABBEY. MORE BEER FROM THE LOST ABBEY.





**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. **Waffle Cut-Off time is 11:30 am at mile-64. Riders will have to follow the Wafer course back if they don't make the cut-off time.**

**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 calculate the Category results for these sub-races after the official cut-off at 7:00 p.m., after which everyone should have posted their rides to Strava.

**Q/KOMs:**

- <https://www.strava.com/segments/36255726>
- <https://www.strava.com/segments/36255741>
- <https://www.strava.com/segments/36255746>

**Q/KOSs:**

- <https://www.strava.com/segments/36255758>
- <https://www.strava.com/segments/36255766>
- <https://www.strava.com/segments/36255772>

**Q/KODs:**

- <https://www.strava.com/segments/36273856>
- <https://www.strava.com/segments/33700570>
- <https://www.strava.com/segments/33700145>





## 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 and Female riders.

**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.





**MUMU**  
CYCLING APPAREL

## CATEGORY WINNAAR'S JERSEYS



ATTAQUEUR



GC



KUDOS



DIRT



SPRINT



HARDPERSON



MOUNTAIN





## WINNAARS

### Waffle Finishers will also receive:

BWR BADASS Ale (trophy) Bragging rights

### Wafer Finishers will also receive:

BWR BADASS Ale (trophy) Right to step up

### Wanna Finishers will also receive:

BWR WANNABEE(R) Right to step up

### Category Winners will receive:

Custom Mumu Jersey u(not age groups)

BWR ALMSTHRE bag

### Top Three Overall (GC) Finishers receive:

PRO Women:

1st - \$750

2nd - \$500

3rd - \$250

PRO Men:

1st - \$750

2nd - \$500

3rd - \$250



The Lost Abbey



THANKS TO THE LOST ABBEY



**GET LOST!**

**AGE GROUP WINNAARS  
RECEIVE A CUSTOM BWR  
ALMSTHRE BAG!**





There are six **Feed Zones** on the Waffle course (four for Wafer, two for Wanna) to help riders get the proper hydration and nutrition from **F2C NUTRITION**. **The Feed** will be stocking all aid stations with all the gels, chews, and bars riders will need to get them to the finish line. The Feed will be providing **SiS Isotonic Gels**, **SiS Beta Fuel Gels** as well as **Enervit C2:1PRO Carbo Chews** and **Enervit C2:1 PRO Carbo Bars** to fuel riders along the course. Shimano will be at the two major Feed Zones, which Waffle riders will hit two times each.

**SHIMANO**<sup>®</sup>

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

**F2C**<sup>™</sup>  
NUTRITION

**ENERVIT**<sup>®</sup>

**SiS**  
SCIENCE IN SPORT



**MUMU**  
CYCLING APPAREL

Monuments of Cycling has partnered with Mumu Cycling Apparel to create a NEW BWR collection for the 2024 BWRs and the Tripel Crown of Gravel. There is an entire BWR merchandise collection, including shirts, hats, water bottles, caps, arm warmers, vests, hoodies, jerseys and bib shorts.

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



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





# MUMU

CYCLING APPAREL



[CLICK HERE TO GET YOUR BWR MERCH FROM MUMU](#)



## FAQs

### 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, like Shimano and McDowell Mountain Cycles, who help with all 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 six Feed Zones on the Waffle course (4 for Wafer, 2 for Wanna) to help get riders the proper hydration and food requirements from F2C Nutrition, The Feed, Enervit, and SIS to finish the event, all of them run by volunteers giving their time to make your experience the best ever. We will also have **many other items for sustenance** at Feed Zones to help riders make it to the finish.

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



## **HOW DO I KNOW IF THE WAFFLE IS TOO MUCH FOR ME TO SWALLOW?**

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 166-km, but so much of the race will be in dirt, rocks, sand, water or gravel. Only 70% of starters might finish the event because they either don't have anyone to ride behind, flat too many times or in most cases, just didn't train enough.

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

## **IS THE WAFER REALLY ONLY HALF AS FILLING?**

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

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

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



## THINGS TO AVOID!

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

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

Mostly, go slow on the downhill sectors, especially **BLUE WASH**. There will be signs, but please go down all dirt hills SLOWLY.



## 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!

## 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 LOVE** 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 Lost Abbey Belgian Ale than a Belgian waffle from **WAFFLE LOVE** (except for maybe bacon, but you can have that, too).



## AM I ALLOWED 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.**



## WHAT IF I HAVE TO DROP OUT?

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### IF THERE IS AN EMERGENCY: **Dial 911**

Medical Help: **480-269-4126** (Call or Text)

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.

*If you need a ride back to the venue, an Uber will be the most expeditious way.* We have few support vehicles that can accommodate bikes.

### WHAT HAPPENS IF I FLAT?

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

Be prepared to change your own tires, but there will be Shimano mechanics at numerous Feed zones you should be back rolling in no time. Make sure you are rolling the IRC tires for best results.





## **WHERE ARE THE FEED ZONES?**

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

Feed Zones will have F2C hydration and water, plus all sorts of different food-like substances like chews, gels, bars, and cookies. 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 cacti, 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.



# 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 by an Uber
- 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 5-hours and some change to complete the course. This means for most it's an 6-, 8- or 10-hour day on the bike. The official cut off will be 6:00 pm, allowing 11:00 hours to officially finish.
- **Cut Offs for Waffle**  
*Mile-64 @ 11:30 a.m. Waffleurs will take the wafer route back*
- 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 four official The Feed Zone locations, 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.
- There will be many locals who 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. Please.**
- **All traffic laws must be obeyed unless directed by an officer. Riders should ride as far to the right as safe to do. Crossing over the double yellow line is cause for immediate disqualification.**
- Be courteous to all your fellow riders. Point things out. Communicate. Be friendly. Share the work. Enjoy meeting people and show them your best side.
- Packet Pick-Up for registration is from 10:00 am to 6:00 pm on Friday, March 1, 2024. **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.



# How to Hydrate Optimally Before the BWR

**By Denis Faye**

I know what you're thinking, but for the sake of this conversation, let's leave beer out of the equation.

Many people feel they get adequate hydration from the water in the foods they eat. There may be some validity to this belief for the masses, but not for us athletes. You blow through way more water than the average Joe or Josephine, so don't hesitate to drink up! The odds of you over-hydrating to the point of hyponatremia (a condition characterized by nausea, headache, confusion, and fatigue that's caused by abnormally low blood sodium) are super unlikely (unless you're hazed by the wrong frat), so you might as well be a little too hydrated than not enough.

Leading up to the BWR, this is especially important. A study done by the US Army showed that being even 2% dehydrated by volume can impact physical endurance exercise performance. This becomes critical two to three hours before starting. The **F2C Nutrition** product line not only tastes great but uses all natural, ground breaking ingredients that have the science to back them up.

There are two ways to know if you're hydrating adequately. The first is the "thirst sensation." If you're thirsty, you're not drinking enough. Second, you should feel the need to pee frequently, and that urine should have a pale, yellow color. If you don't pee at least once in the two hours leading up to the race, you're not drinking enough.

Lucky for you, the organizers of the BWR make sure there are plenty of port-a-potties on hand, so you can attend to any and all besoins naturels in comfort.

For more nutritional pro tips to help you eat right and kick ass on the Belgian Waffle Ride, subscribe to Denis' New Personal Best newsletter. (<https://denisfaye.substack.com>)





# THE UNROAD RACE



**SURVIVOR**



Survive and then take your picture with the Survivor banner and share with the world...



# PARKING

The BWR UNROAD EXPO will take place on the northern portion of Stagecoach Village with Vendor parking to the north of the blue space above. The **green** areas represent the **first come - first served** parking locations within the village, as well as the surrounding neighborhoods. The **red arrows** represent the finish of the race. The **black** areas represent **NO PARKING ZONES**.

Make sure to arrive early to get your waffles on race day!



7100 E Cave Creek Rd - Cave Creek, AZ 85331



**DANK U FOR JOINING US!**





**BTFU**

HET  
EINDE  
VOR  
HET  
BEGIN

