



CALIFORNIA 2024

APRIL 27 -28, 2024 / SAN DIEGO, CA

13th ANNUAL HELL OF THE WEST

RACE BIJBEL



APRIL 28 [CA]



THE MOST UNIQUE CYCLING EVENT IN THE WORLD



APRIL 28 [CA]



CALIFORNIA 2024



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BWR CALIFORNIA - APRIL 27 -28, 2024

WELKOM TO THE THIRTEENTH ANNUAL BELGIAN WAFFLE RIDE CA

Thirteen years ago we started as the only Euro-style Spring Classic on American soil, and today the BWR is once again being supported by **The Lost Abbey Brewery**, the coolest Belgian-inspired brewery anywhere west of Flanders. The race venue is hosted at the nearby North City in San Marcos, where the BWR Unroad Expo will again have Draft Republic at the center of the festivities! We've got augmented courses again. Not only will the race offer up the same type of insanity, challenge, and unparalleled experience that has made it notorious and noteworthy, the BWR at North City also offers a special final **Kermesse Kross** circuit that all riders will get to enjoy, tackle, or otherwise survive in order to get to the actual finish line, which is the dead center of the Unroad Expo. This final cross-style finish will give fans and riders an extra bit of fun in celebrating the survival of all three of the BWR course options.

The 2024 edition, which is the finale of the Tripel Crown of Gravel Series, has drawn more world-class cyclists from around the globe than ever before... many coming to take on this Monument of Gravel for the first time, and many more just to partake in the unique challenge of the day they have come to relish. Riders coming to win have their work cut out for them, as the pro field is DEEP. This year everyone will get to share the same start line with one massive, mixed field taking off at once. There is a new course - reminiscent of the 2022 version - to contend with featuring several of the new Unroad features added for 2022 and 2023, plus new sectors we have tried to permit for many, many years. This year, they're added, and we are delighted.

THIS IS THE FINAL STOP OF THE TRIPEL CROWN OF GRAVEL SERIES



NORTH CITY



North City is our host venue again for the 2024 BWR festivities and is the ideal setting for connecting with all your cycling friends. With ample Unroad Expo space and parking for all the vendors and guests, this venue will give you plenty of opportunity and space to connect with everyone over the course of the weekend. It's close to the Lost Abbey, where previous BWRs have been hosted.

North City is a gathering of fantastic amenities: Restaurants (Draft Republic), bars, brewery tap rooms, bowling alleys, Mesa Rim climbing gym and more! North City is approximately 30 minutes north east San Diego and adjacent to the campus Cal State University San Marcos.

When you arrive, please check in with one of our volunteers who will guide you to to the BWR Unroad Expo and provide you with all the information you will need for a successful BWR. Learn more here: <https://www.northcity.com>

NORTH CITY - 251 N City Dr, San Marcos, CA 92096



NORTH CITY - 251 N City Dr, San Marcos, CA 92096

North City, a vibrant and evolving destination, is a “city within a city” located in San Diego’s North County and immediately adjacent to California State University at San Marcos (CSUSM). A collaborative effort between the City of San Marcos and developer Sea Breeze Properties, the North City development overall is projected to include: 3,000 units of mixed housing, including single-family, market-rate apartments, affordable housing and CSUSM affiliated student housing; 375,000 square feet of mixed retail, including restaurants, grocery, entertainment, and other services; 750,000 square feet of commercial office; and 20 acres of parks and trails. North City’s compact area, strategic location, and easy access to existing mass transit make it the most exciting new development in the region. For more information visit <https://www.northcity.com/>. Or, follow along on Instagram, Facebook and LinkedIn at [@northcitysandiego](#).

NORTH CITY DIRECTORY



Enjoy a truly modern urban living experience at Block C Apartments, in the heart of North City. Virtual Tours available online.



A staple of award winning Neapolitan-style pizzas and Northern Italian upscale entrees in a family-friendly, approachable space.



Healthy and balanced sandwiches, wraps, salads, smoothies, protein bowls and more.



Local coffee roaster offering specialty coffee and specialty tea options. Food menu includes delectable pastries, salads, and sandwiches.



CSUSM Extended Learning offers a full range of degree, certificate, and individual programs and courses to fit your education needs.



A family friendly eater-tainment destination of comfort food, wine, craft cocktails, extensive beer list with bowling, patio games, summer movies and music, and more.



America’s #1 Black-Owned Gourmet Vegan Cookie Company is packed with delicious, all-vegan treats, and features unique partners for special in-store events, products, and exclusive flavors and items.



The premiere indoor climbing gym and fitness center, Mesa Rim is a hub for folks to explore the sport of climbing. Make friends, get fit, come climb.



Specializing in handmade artisanal empanadas drawing from a traditional Argentinian heritage cultivated in Michelin-star kitchens. Enjoy handmade and freshly baked savory options.



Independent and local hand-crafted cider house, brewed in San Diego using local apples and selected botanicals from around the globe.



Select among Certification, Associate and Bachelor Degree health care career programs, using hands-on training for a variety of health care professions.



Students attending CSUSM can live in Campus-affiliated, apartment-style housing within North City.



Scripps Coastal Medical Center provides primary care for the entire family, including family medicine, internal medicine and pediatrics.



Scripps HealthExpress is a same-day, walk-in clinic providing care for minor and everyday illnesses and injuries. Open 365 days a year, including weekends and holidays.



Welcome to the future of electric. We offer ZERO emission electric scooters, bikes, motorcycles & mobility products designed in San Diego, California. Ride in style while you turn heads!



Assortment of Taiwanese teas, boba, and snacks.



Traditional Sushi and creative rolls, ramen, poke bowls and other Japanese cuisine. Select from a wide range or trust the Chef and order omakase.



Union Cowork

Creative communal office space, including flex and dedicated desks, private offices, conference & classrooms for private businesses, startups, entrepreneurs, students, and more.



WYNSTON'S
- ICE CREAM CO. -

Handmade Happiness. Select from classic flavors, seasonal delights, and dairy free options of inspired ice cream. Served by cone, cup, or pint.



251 N City Dr, San Marcos, CA 92096





PARKING

251 N City Dr, San Marcos, CA 92096





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SCHEDULE OF EVENTS

THURSDAY April 25

Quick n Dirty Summer Race Series #1 - 4pm registration - [click here](#)
6pm - Gravelstoke BWR Shakeout Ride - Lost Abbey Sanctuary / San Elijo Hills
<https://www.gravelstoke.com/calendar/shakeout-in-the-hills-2024>

FRIDAY April 26 - Canyon Showroom - 5600 Avenida Encinas Carlsbad, CA 92008

10am - Noon - Drop off (5pm pick up): Get your Canyon BWR Race Ready (Free bike checks)
2:30pm - Meet and Greet with Alejandro Valverde
3:00pm - Coastal ride with Alejandro, Pete Stetina, Heather Jackson, Griffin Easter & more
4:00pm - Tacos and beers with Alejandro and friends
10:00am to 6:00pm - Expo vendor load in at North City



SATURDAY April 27 - The BWR CA Unroad Expo

10am to 6pm - BWR Unroad Expo and Rider Registration
10am to 6pm - Free Bike Checks for Canyon owners - Canyon Booth
11am - FasCat Shakeout Ride with PeopleForBikes
1pm - Rider Briefing - Emceed by Dave Towle - Unroad Stage
1:30pm - 2:30pm - Alejandro Valverde autograph signing at Canyon Booth
2:30pm - Canyon Ice Cream Social Ride - Canyon Booth
6pm - Venue closes



SUNDAY April 28 - The BWR CA Unroad Expo and BWR

5am - Venue opens, Waffles from Ames Works and coffee from Caffeine and Watts
6:40am - Call to staging for all distances
6:45am - Rider announcements
6:48am - Pro Call ups
6:57am - US National Anthem
7:00am - Race departs - all distances
10:00am to 6:00pm - BWR Unroad Expo
10:30am - First anticipated Wafer rider finish
1:30pm - First anticipated Waffle rider finish
3:00pm - Wafer podium presentation (Including age groups) - Unroad Stage
4:00pm - Waffle podium presentation (Including age groups) - Unroad Stage
4:30pm - Tripel Crown podium presentations - Unroad Stage
6:00pm - Venue closes
7:00pm - Course closes



NORTH CITY - 251 N City Dr, San Marcos, CA 92096





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 at Expo with select partners

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 Rouleur Brewing Company

+ 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

Heuvels - Hills that are smaller than mountains but painful nonetheless

Omgekeerde - Reverse

Voltooiing - Finish

Verstandsverbijstering - insanity

Welkom - Welcome

Roofvogel - Raptor

Krankzinnig - Mentally ill

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



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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

Confidentiality and Privacy

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

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

Bicycles & Equipment

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

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

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

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

- Dimensions. Bicycles may be no more than 2 meters long and 75 cm wide. Tandem bikes are allowed and may be up to 3 meters long
- Protective shields, fairings, or other devices are not allowed on any part of the bicycle, except spoke covers, which may be used.
- Wheels can be made with spokes or solid construction. No wheel may contain special mechanisms to store and release energy.
- Handlebar ends must be solidly-plugged, and any attachments must be fashioned in such a way as to minimize danger without impairing steering. Handlebars with ends, features, or attachments that extend forward or upward or that provide support for other than the rider's hands are not permitted. Handlebar coverings are limited to standard handlebar tapes and wraps. No additional padding, shapes or supports designed to facilitate resting the rider's forearms on the bars are allowed in the BWRs, which are massed start events.
- Brake controls must be attached to the handlebars and be hand operated. Brakes must be operable with hands on the brake supports or positioned on the handlebar.
 - Recumbent bicycles are not permitted.
- Aero-type and other similar auxiliary handlebars are prohibited. This includes "tri-bikes" with otherwise unremovable aero bars. Please remove them prior to the ride [no tri-bikes].
- No entrant may utilize a motorized or power-assisted bicycle, nor may a bicycle have such devices attached. All bicycles must be powered solely by human force; unless entered into the e-bike category.
- Riders are responsible for their equipment and for taking reasonable precautions to ensure that its condition is adequate and safe for use in competition.



BWR RULES & REGULATIONS, continued

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

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

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

- Riders may help other riders with mechanical support, navigation assistance, or by any other means.
- Riders may resupply at local businesses and stores along the route
- Riders may receive “neutral” support from local residents at a stationary location from which any other event participant could also receive aid.
- The marked route must be followed at all times. No short cuts or alternate routes are permitted. If a rider intentionally leaves the course for any other reason, the rider must re-enter the course at the same spot at which they left.
- If a rider finds themselves off course, the rider shall make every reasonable attempt to backtrack to the point where they departed the official course; or to re-enter the course as soon as possible and without gaining an advantage.
- “Advantage” is defined by time and race position.
- Drafting another rider is allowed. Drafting on a non-participant rider or vehicle will result in disqualification.
- Rider “Race Plates” MUST be affixed to the front of the handlebars. Athlete “Race Plates” MUST NOT be bent, folded, wrapped around the head tube, or in any other position than flat against the handlebars. Improper attachment of the race plate will cause timing chips not to register and may be cause for disqualification.
- All athletes must attend the mandatory Rider Briefing the day before race day. (Full Schedule of Events is above on page 8).

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, 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 pages 126 - 127



**“MAKE
MINE A
TRIPEL”**

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



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...

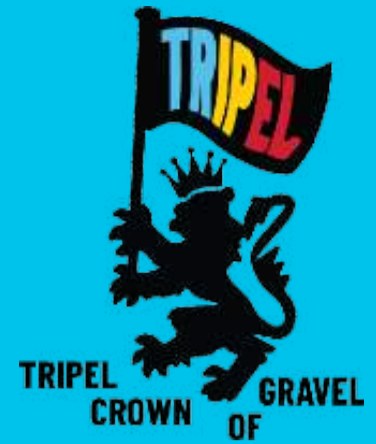
While you are waiting, there's more! The BWRs aren't just races; they're a wild concoction of 'unroad' insanity. Inspired by the great European Spring Classics, the BWRs are hailed as 'the most unique cycling events in the world.' Picture gravel, single track, sand, rocks, water crossings, cyclocross 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]



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 a \$37,000 prize purse for the Series, which includes the individual event purses and \$25,500 for the Tripel Crown top five Waffle men/women.

In terms of accouterments, every rider will receive:

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
 - Race Number and RFID Tag (for official finishing time)
 - + Pre-Race Waffles coffee / beverages
 - + Waffles and Ice Cream after
 - + Beer from Lost Abbey or Rouleur
 - + Finisher's Beer Trophy from Lost Abbey or Rouleur
 - + 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?

YES! There is a MTB category and also an OG Road Bike category (28mm tires or less). It's possible on a variety of bikes including tandems—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





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 CA 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 CA route will enjoy devilish dirty detours with not so smooth road connectors** and additional sectors that will both take one's breath away and challenge in new and untold ways.



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 13th edition of the San Marcos event, which was won by Heather Jackson and Russell Finsterwald last year. We're excited to offer something slightly different with this year's course and give riders a chance to race on a proper unroads: gravel, truck trails, dirt roads, sand, some rocks, against some of the best cyclists from the road, gravel, mtb, cyclocross and unroad scenes.

North City in San Marcos 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 **The Lost Abbey...**

The BWR CA, the Hell of the West, has a parcours that includes new sectors, as well as favorite sectors from years gone by. The only Euro-style Spring Classic on American soil, the BWR CA is a Road Race punctuated by 23 Unroad sectors (read: dirt for 55-miles) over roughly 119-miles and 10,000 feet of climbing. The BWR CA is **a true spring classic where the cobbles have been replaced with unroads or cali-cobbles, as it were.** Regardless of the vital stats, the BWR CA race will offer up the same type of insanity, challenge and the unparalleled experience that has made the BWR notorious and noteworthy.

The BWR CA edition has drawn world-class cyclists from around the globe... including numerous former WorldTour riders, World Champions like Alejandro Valverde, previous BWR champions like Peter Stetina, Sofia Gomez Villafane, Alexey Vermeulen, and many more just to partake of the unique challenge of the day. Riders coming to win will have their work cut out for them. And, riders of all abilities will tackle the same course at the same time after the start gun goes off and an initial neutral section of four miles is completed. **The Wafer and Wanna Rides will start with the Waffle Ride and will traverse courses of 75- and 44-miles, the beginnings of which are on the Waffle course. The last 18-miles of the Wanna and 28 of Wafer follow the Waffle course all the way back to the finish at North City.**



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?"**



CALIFORNIA 2024

LIVE COVERAGE

The BWR UT'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](#)



APRIL 28 [CA]



THE BWR UNROAD EXPO



CALIFORNIA 2024





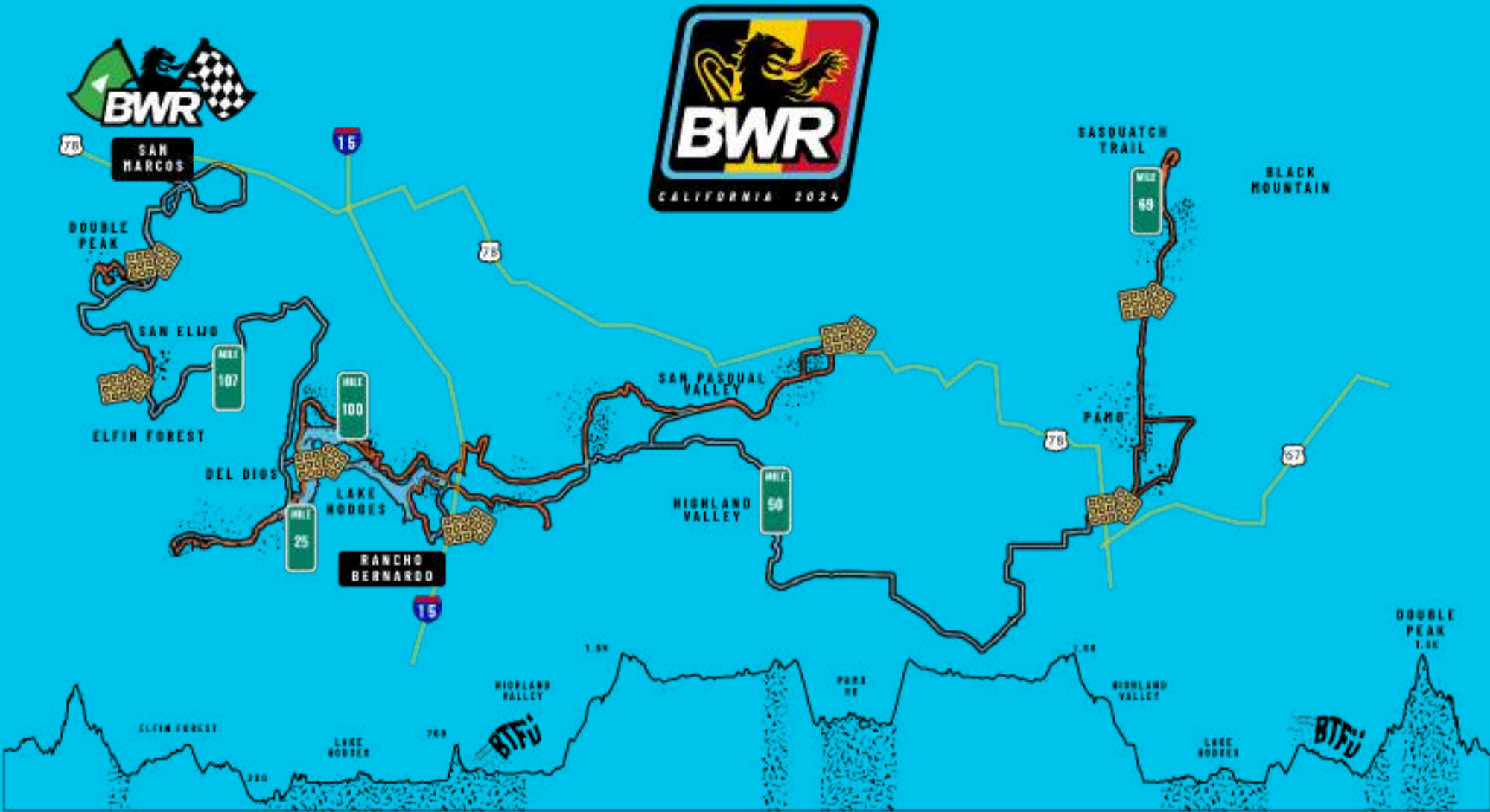
THE BWR UNROAD EXPO

Festivities kick-off Thursday night at 6:00 pm, April 25 at Lake Hodges with the first [Quick n Dirty Summer Race Series Event](#) or [Gravelstoke BWR Shakeout Ride](#) at the nearby Lost Abbey Sanctuary in San Elijo Hills.

Starting at **10:00 am on Friday at the Canyon Showroom in Carlsbad**, there will be free bike checks for Canyon riders, a meet and greet with **Alejandro Valverde** at 2:30 pm, followed by a ride with Alejandro, **Peter Stetina, Heather Jackson, Griffin Easter, and Petr Vakoč**. [It's all open to the public](#). The coastal route will cover 20-miles.

On Saturday the BWR Unroad Expo kicks off at 10am and all day during the expo, Canyon riders can have their bike's checked at the Canyon Booth. The FasCat Shakeout Ride for PeopleForBikes will leave at 11am. It'll be good opportunity for 'reconning' the course ending, giving to a great cause and enjoying the art of two-wheels with friends. The **recommended Dave Towle Rider Briefing is at 1 pm**, followed by an autograph signing with Alejandro at 1:30 pm to 2:30 pm. Beers will be flowing at 11:00 am. and will run all the way until 6:00 pm. 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 Sunday, Waffleurs will get to enjoy the 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 Lost Abbey**, and riders will get to feast on more waffles or get food from the food vendors.



WAFFLE COURSE SUMMARY

<https://ridewithgps.com/routes/46234731>

- 119.7-Miles/192-Kilometers
- ~10,000 Feet of Climbing
- 23 Unroad sectors
- 30% Unroad
- 3 Queen/King of the Mountain segments
- 3 Queen/King of the Dirt segments
- 3 Queen/King of the Sprint segments
- 8 Feed Zones

- Q/KOMs:**
- 1) <https://www.strava.com/segments/31418222>
 - 2) <https://www.strava.com/segments/31158365>
 - 3) <https://www.strava.com/segments/14770219>

- Q/KODs:**
- 1) <https://www.strava.com/segments/30925347>
 - 2) <https://www.strava.com/segments/36645497>
 - 3) <https://www.strava.com/segments/3403787>

- Q/KOSs:**
- 1) <https://www.strava.com/segments/6985148>
 - 2) <https://www.strava.com/segments/33930381>
 - 3) <https://www.strava.com/segments/20480438>



APRIL 28 [CA]

76 MILES | 5,700 FT. OF CLIMBING | 40% UNROAD | 7 FEED ZONES



WAFER COURSE SUMMARY

<https://ridewithgps.com/routes/46234734>

75.5-Miles/122-Kilometers

~6,000 Feet of Climbing

18 Unroad sectors

40% Unroad (virtually all are lengthy)

Numerous Washes, Water Crossings or Rock Croppings

7 Feed Zones



APRIL 28 [CA]

44 MILES | 4,200 FT. OF CLIMBING | 17% UNROAD | 4 FEED ZONES



WANNA COURSE SUMMARY

<https://ridewithgps.com/routes/46234735>

- 43.7-Miles/70-Kilometers
- ~4,200 Feet of Climbing
- 5 Unroad sectors
- 25% Unroad
- 4 Feed Zones



APRIL 28 [CA]



BWR PARTNERS



The Feed.



NORTH CITY



bikeinsure



The Lost Abbey



CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



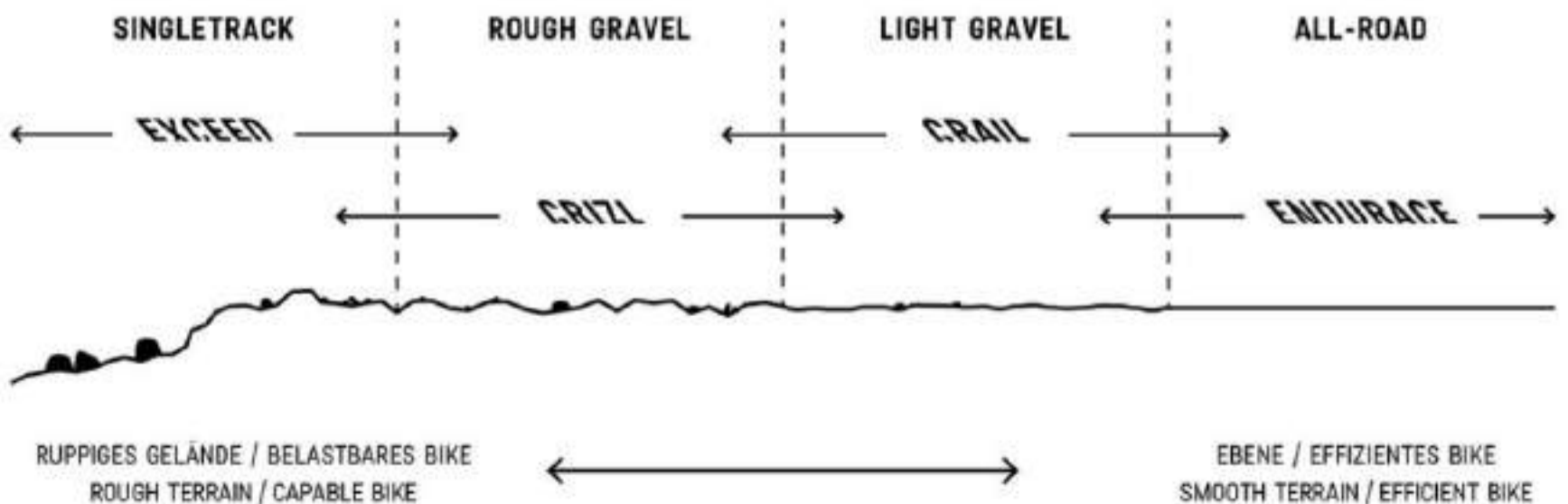
CHOOSE YOUR CANYON HERE

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

UNLEASH YOUR SPEED



Fascat
OFFICIAL TRAINING PARTNER OF THE BSW

Get Coached Like a Pro for \$35/mo

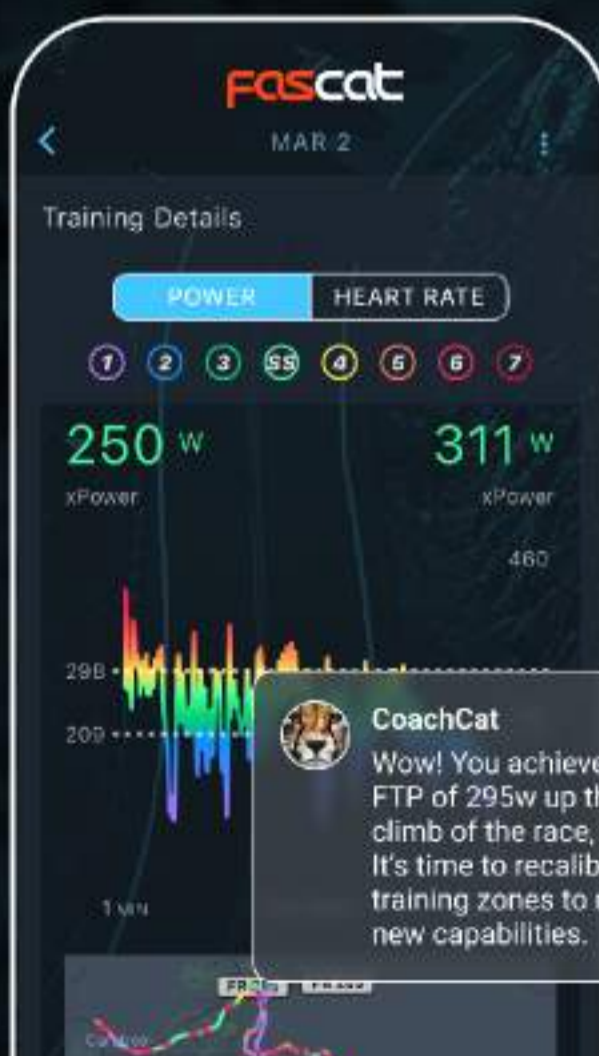
Ride faster and train smarter than ever with the **FasCat App**.

Our AI-powered CoachCat turns data into dialogue giving you instant feedback after every ride. Your training plan automatically updates to optimize your performance and adjust to your schedule. The app includes our BWR-specific training programs to get you to your peak right at the starting line.



Scan the QR Code and download the app to get riding faster.

FIRST MONTH FREE



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 five **Feed Zones** on the Waffle course two for Wafer, one 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—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: The Hop Concept (also an IPA-focused brand), Tiny Bubbles (fruit-flavored, tart wheat ales), and Kharisma Hard Tea.

Finishers of the BWR CA 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. Visit the Lost Abbey at 2055 Thibodo Rd, Vista, CA 92081 or click [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

Use code **2024WAFFLE** at checkout



THE OFFICIAL TIRE OF THE BELGIAN WAFFLE RIDE

IRCTIRE



**OFFICIAL TIRE
RECOMMENDATION**



IRC SERAC CX EDGE 700X32

NORMAL - HOOKLESS RIM COMPATIBLE
X-GUARD - HOOKLESS RIM COMPATIBLE

MHS

A future-proof, highly customizable modular hitch platform system made for eBike, MTB, fat, gravel, and road. Now carries up to 80lbs.



RIDE ANY DAY. ANYWHERE.

Saris's line of bike racks are designed to carry eBikes safely and securely. The MHS, Door County, and SuperClamp HD racks feature a higher weight capacity and wider wheel trays, along with locking mechanisms and adjustable straps to keep bikes in place during transport. Now, eBike enthusiasts can easily take their bikes on any adventure with peace of mind.



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.



Q&A



The Official Sock of the



Simplify
Your
Socks

Stop by our booth in
San Marcos to
pickup a pair, or buy
online!

MAKE IT A
TRIPEL
AND TRY ALL THREE!

Your new favorite socks for your favorite race series
are now available online and at the BWR Unroad Expo.

[CLICK HERE!](#)

CAFFEINE AND WATTS

BTW 

GRVL BLEND THAT WILL
BRING YOU ENDLESS MORNING
SMILES AND MILES

MEDIUM ROAST SOURCING BEANS FROM
SOUTH AMERICA/AFRICA/INDONESIA





FREE RACE MORNING COFFEE !



If you've raced Cave Creek or Cedar City, you'll recognize our official coffee sponsor, Caffeine and Watts! If San Marcos is your first race, welkom, and please check them out. Whether you're interested in their exclusive BWR blend or GRVL merch collection, let's work together to #pushwatts and look great in the process. [CLICK HERE!](#)





PeopleForBikes & Monuments Of Cycling

Monuments of Cycling (MoC) is delighted to unveil its partnership with PeopleForBikes (PFB) as the Official Charitable Partner of the Belgian Waffle Ride California. PeopleForBikes (PFB), the U.S. bicycle industry's trade association and a national bicycle advocacy organization, has a mission to make the U.S. the best place in the world to ride a bike.

PeopleForBikes is making biking better for everyone by uniting millions of Americans, thousands of businesses, and hundreds of communities to make every bike ride safer, more accessible, and more fun. The PeopleForBikes Coalition has more than 325 supplier members and 1.4 million supporters in its grassroots network. Their motto is, "When people ride bikes, great things happen,

About PeopleForBikes

PeopleForBikes is the U.S. bicycle industry's trade association and a national advocacy nonprofit representing more than 325 bicycle industry supplier members and nearly 1.4 million individuals. Through our three areas of influence – infrastructure, policy, and participation – we accelerate the construction of safe, fun, and connected places to bike; advance pro-bike and pro-bike-business legislation; and reduce barriers to access and welcome more people to the joys of riding a bike. Our goal: Become the best place to ride a bike in the world. Join us at [PeopleForBikes.org](https://www.PeopleForBikes.org).



MX
XY



Endurance Hydration Partner

Get to know the Flexx Series this weekend and bring your bottle for free electrolytes!



Water +
supplements.



Dial in
on-demand.



Easy to
clean.



GIVE THE GIFT OF BETTER BIKING





WE'VE GOT ON-COURSE SUPPORT FOR YOU!

We are very stoked to have local cyclists supporting our events 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. Shimano will once again their awesome crew to help make this event fun and super supported.

We will also have Paul Dunlap of The Wrench House onsite during the Unroad Expo to help you with any last minute mechanical needs. Paul will also be out on the course to support riders once again! These mechanics will have most everything with them to help stranded cyclists who choose the wrong weapon or shield.



SHIMANO®

The Feed.

F2C™
NUTRITION





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, local bike teams and shops, who help with all the Feed Zones. The BWR happens because of all the 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 eight Feed Zones on the Waffle course (seven for Wafer, four 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.



The Feed.

There are eight **Feed Zones** on the Waffle course (seven for Wafer, four 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[®]

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





PHOTO OPPORTUNITIES

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

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 CA photos here: <https://finisherpix.com/e/7560>





2023 BWR CA WINNAARS - HEATHER JACKSON & RUSSELL FINSTERWALD



WHAT TO EXPECT WITH THE BWR?



If you want to get technical, it's the only race of its kind that covers as much distance of combined road and unroad sectors through the beautiful North County San Diego 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, 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...

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 Kakaboulet 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 long and arduous **Highland Arendberg's** 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.



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



THE 23 UNROAD SECTORS



23 - 12



#	Unroad Sector	Length	Rating	Strava	Description
23	HAVENSQUESTENBERGEN	3.5-km	1	https://www.strava.com/segments/30895864	Mind the gate. Downhill. Rutted, sandy, and little rocks. Easy.
22	LEMONTWISTENBERG	4-km	4	https://www.strava.com/segments/36645687	Single-track, slippery, climby, muddy, and rocky with a lovely bridge. Really hard.
21	BOCHTIG EN ZANDERIG	4-km	2	https://www.strava.com/segments/36645854	Tricky descent followed by a sinuous single-track with some mud and sand. Technical.
20	KAKABOULET OMGEKEERDE	2-km	2	https://www.strava.com/segments/31593319	Single-track, sand, very fun at times, big rocks, dismount. Cyclocrossy.
19	SNICKETY SNEL	1.5-km	1	https://www.strava.com/segments/36645965	Flowy single-track. Rippable.
18	MUURHIDGESGATE	4.6-km	3	https://www.strava.com/segments/17331822	Rocky, wide trail with a climb and technical lines to follow. Infamous bridge. Pick your line.
17	MIGHTY MULE	5-km	2	https://www.strava.com/segments/17331870	Sandy, rippable trail with sections of deep sand and rocks. Mighty on way out, modest on way back.
16	ROOFVOGEL BERKAM	6-km	5	https://www.strava.com/segments/30925347	Truck trail to single-track with both a challenging climb and cautious descent. Gearing. Demented.
15	SANDY BANDY OMGEKEERDE	5.5-km	3	https://www.strava.com/segments/30925724	Mixture of unroad textures, including quick sand. Single-track. Flat but not easy.
14	HEISENBERG'S FORREST	2.3-km	1	https://www.strava.com/segments/6905126	This one may be for the dogs, dawg, but remember their teeth are real. Real sharp.
13	HATFIELD KREEK	2-km	2	https://www.strava.com/segments/36646133	Sandy with a chance of dismount. Uphill mostly with a nice urban gravelleuring.
12	KUST-NAAR-KAMPAD	5-km	3	https://www.strava.com/segments/36645497	NEW. A highly coveted stretch of the Coast to Crest Trail. Mind the gates, cows, views, and sand.

THE 23 UNROAD SECTORS



11-1



#	Unroad Sector	Length	Rating	Strava	Description
11	VALLEI VAN DE RIVIER	4.5-km	2	https://www.strava.com/segments/31161463	Washboards, sand, and exposure. As you clatter along, prepare to walk your bike up Pamoberg.
10	HEISENBERG'S FOREST OMGEKEERDE	2.3-km	1	https://www.strava.com/segments/36646301	If the rabid dogs didn't get you near the meth lab, you may be too tired to outrun them now...
9	ALLEE JONGEN	1-km	1	https://www.strava.com/segments/33969639	Bumpy, sandy, washboardy, grumpy, but short unroadiness. Prepare your tech skills.
8	HOOGLAND VALLEI	3-km	4	https://www.strava.com/segments/33969670	Single-track, sand, very fun at times, technical, big rocks, dismount. Bridges. Cyclocrossy.
7	ZEDDE OP UWE KOP GEVALLEN?	2-km	2	https://www.strava.com/segments/36646390	Wonderful views, enough to make you crash in the rocks, sand, mud and whoops. Don't say whoops!
6	SNELLY SNICKET	1.5-km	1	https://www.strava.com/segments/36646432	Rippable, single track racing adjacent to the road with some whoops.
5	KAKABOULET	2-km	2	https://www.strava.com/segments/36647108	Single-track, sand, very fun at times, big rocks, dismount. Cyclocrossy.
4	QUESTHAVENSBERGEN	5-km	5	https://www.strava.com/segments/9290575	Long climb with two dismounts, some unroad and some road. This late in the game, it HURTS.
3	DUBBELBERG CIRKEL	.3-km	1	https://www.strava.com/segments/28759794	A formality, but not an easy one. Some will walk their bike to the best view of the race.
2	DUBBELBERG TWISTENWEG	2.5-km	3	https://www.strava.com/segments/11629331	Just when you thought it was all downhill to the finish. DG, cali-cobbles, slippery turns, dismount?
1	OPWINDEN	.5-KM	1	https://www.strava.com/segments/36647209	Ah. The laatste test, Opwinden. Welkom home, now drink some Belgian Ale!





THE WAY WE ROLL IN 2024

BELGIAN WAFFLE RIDE AND ITS 'CALIFORNIA COBBLES'

23 Unroad sectors of rough, bone-jarring Cali-cobbles—some of them are new—await riders along the new “Hell of the West” route.

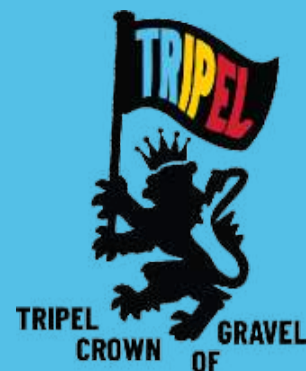
A couple years ago, Multiple National Champion, Karl Bordine, crashed while enjoying a four-minute lead on the **Zwartenberg** descent of the Belgian Waffle Ride, seemingly for no reason at all. His front wheel vanished in the sand, putting the solo leader promptly on the rocks of the BWR.

And so it goes on the Unroad insanity of the “Monument of Gravel,” one of the oldest multi-surface races on the US calendar that’s known as the most unique cycling event in the country with its diabolically deviant collection of Cali-cobbles that are the hallmarks of the BWR’s offering.

And so many incidents like Karl’s have happened on these sectors. There seems a tortured relationship with the BWR for the peloton and its equipment choice; here is one of the most storied races in North America, and yet or perhaps because of, it can proffer absolute heartbreak and misery in the form of mechanicals, crashes, punctures, sand, mud, and a multitude of other problems... like riders running out of talent on certain technical sectors. Laurens ten Dam, Alex Howes, Ted King, Amanda Naumann, Peter Stetina, Amity Rockwell, Brian McCulloch, Allison Tetrick, Phil Gaimon, and myriad other potential winners have succumbed to the treachery of the ever-changing BWR course. **THIS IS NOT A GRAVEL RACE** in the traditional sense... It is an Unroad Race with nearly two dozen sectors to break things up.



APRIL 28 [CA]



This 13th edition of the BWR CA rolls, clatters, sinks and slides over 193-km, with more than 85-km of Cali-cobbles spread over 23 numbered sectors; each with varying degrees of difficulty (rated by a star system - 1 through 5 - with 5 the hardest). The Unroad mayhem begins just 12-km in and Cali-cobble punctuates the route thereafter all the way to the finish, with the aforementioned **Pamoberg** in the middle of the race and the infamous **Muur van Dubbelberg** confronting riders as the final lengthy climb of the day.

The BWR CA route, like all the great races, has changed over time, but the spirit remains as **Belgianesque** as ever... incredibly hard, festive and something for the fans to celebrate. Each year, the earlier additions had more miles and Unroad sectors added until the past couple of years where the course was barely altered. It is the first of cycling's five **Monuments of Gravel**—one the most important one-day races on the calendar in the US—and this year the course will enjoy yet another upgrade with half a dozen new Unroad sectors to confound riders.

Headwinds blow over these Unroads with or without the rain and the riders who actually make it back to the finish are often caked in mud, dirt, grime and smiles.

Holding to the notion of **'Change is Good'**, this year's BWR CA not only has some incredible Unroad sectors added to its parcourse, it has had the longest stretches of Highway removed almost completely, creating a safer, more Cali-cobble intensive experience that is sure to test the world's top pros in rigorous ways as they vie for the top step of this Monument of Gravel.

The route now has Unroad sectors adding up to over 85-kms, with many of these new Cali-cobbled sectors soon to be the most celebrated of them all. The removal of the long road/highway sections means riders won't have to share the road along side cars, making it much safer. All told, **the added Unroad sectors offer more of what the BWR is so loved for** and remove the parts that riders have come to accept but not embrace. The new routing also avails opportunities for added Feed Zones and mechanical support. There will be eight **Feed Zones** and support vehicles, which should make riders feel safer and allow them more opportunities for hydration and nutrition from **F2C Nutrition**.



LEMONTWISTENBERG BRIDGE

Everyone knows by now the (former) initial Unroad sector, **Lemontwistenberg**, would always be a bottleneck for all but the fastest riders and in the haste to get there first, the race was often very fast and at times dangerous at the beginning along Del Dios Hwy. Much like the increased pace of the pro peloton toward **La troupe d'Arendberg** in Paris-Roubaix, where it is to the great advantage of a rider to be amongst the first handful of riders, this type of frenetic racing wont need to take place along this stretch anymore. Now, with a re-imagined start to the race, riders wont hit this sector until nearly 40-km in, not the 20-km of the past. No longer the first Cali-cobble sector, it follows one other Unroad sector, so there will be no bottle neck, just chasing.

Riders will find this new parcours to be incrementally more challenging in ways that will underscore exactly why they experienced months of equivocation as to what equipment to use and which tires to trust. Adding to the tension that only the unknown can bring (**cue JAWS soundtrack here**), and unfortunately for virtually everyone, the course cannot be revealed until the county has provided a permit for the event. Their permits have traditionally been signed over just a couple days before the starting gun fires, commencing the **"Hell of the West."**



THE UNROAD RACE

BTFÜ

At roughly 119-miles in length, the BWR CA is shorter in length than every other year except the first, which was 118-miles, but don't let the shortness fool ya. There is roughly 10,000 feet of climbing, but it's the ever-changing and ever-challenging terrain that will ultimately ruin the unprepared. Less than half the course is unroad and the road stuff can run from smooth to broken up, but it is the unroad stuff that will break things up... gravel, sand, mud, 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 IRC tires can range from 28mm to 47mm 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.

Leaving the start/finish line at North City, riders will depart in a neutral roll-out in one big wave ... and soon thereafter the **Groene Vlag** will be waved, and then the racing will commence. Riders will immediately notice they are climbing (read: breathing hard) and will do so up and over Twin Oaks Valley To Questhaven, where a lovely downhill allows riders to catch their breath before the first Unroad sector of the day presents itself - **Havensquestenberg** - which requires a dismount to enter.



K R A N K Z I N N I G

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

For all riders, the most important thing to constantly be thinking about is safety. There are new unroad sectors on the course that will require caution. This also pertains to going down Del Dios, Highland Valley and any of the downhill sections...

Following is how the course will play out on race day. The first two or so blocks are neutral as the course leaves North City on Barham and over to the first bump of the day with the right turn onto La Moree. Essentially, here at 2-km, the race is on. Riders will sprint up this first pitch to stay up front and safe, and then race around the La Moree stretch over to the CSUSM campus. Once they exit the campus and turn left up Twin Oaks Valley Road, the first meaningful sector, a climb called **Verstandsverbijstering**, awaits riders, all of whom will already wonder what they've gotten themselves into...





VERSTANDSVIRBIJSTERING - 2-KM

ROAD

<https://www.strava.com/segments/30895500>

Verstandsverbijstering translates to mental derangement, but the lunacy of this opening road sector has a definitive *raison d'être* that transcends the sheer stupidity of this more than 2-km climb of 7 or 9% right out of the gate. "And what might that reason be," you ask? Well, there are several—1) to get riders properly warmed up, 2) to string things out for the next sector, 3) to create a safer way to get riders strung out.

It's s certainty a rider can't win or lose on the **Verstandsverbijstering**, but this climb will certainly separate the climbers from those carrying around a few extra pounds.

The good news is at the top of this opening climb, riders will most likely be with the riders they should be, so groups can form later on that are comprised of those equally adept or challenged with going up hill.

For some, this opening sector will be wholeheartedly welcomed, while their more portly rivals will curse, cringe and cry for many miles to come as they see their race escape into the distance. It's sheer **Verstandsverbijstering** bewilderment.

ADMONITION: DON'T TRY TO STAY UPFRONT HERE, YOU WON'T SUCCEED AND YOU'LL PAY THE PRICE THE NEXT 190-KM.



HAVENSQUESTENBERGEN - 3.5-KM

ROAD, CALI-COBBLES, DISMOUNTS

<https://www.strava.com/segments/30895864>

The BWR has never gone this way until 2022, but most every year the course has confronted riders at the end with one final climb up to the **Muur van Dubbelberg**, which begins with the **Questhavensbergen**—all totaled to the top it's a 9-km climb, but we won't mention that yet. The **Havensquestenbergen** takes into account part of the road descent plus the lovely dirt section and the two forced dismounts that demarcate the beginning and end of the Questhaven unroad sector.

Havensquestenbergen will further string the peloton out after opening sectors because of the two forced dismounts, which will create delays as riders go through them one by one and remount. The dirt may also cause concern for some who lack the ability to fly down soft, sandy, muddy, slippery dirt. There is always the option to bunny hop the barriers, but the likeliness of sticking it hovers around 5%. Not a calculation worth considering. At the exit of this sector riders will find the first Feed Zone. One might think this is a bit early to drink, but trust us, riders will already be dehydrated.

Once through the whole of this sector, a left onto the paved **Troupe d'Elfinberg** will offer riders their first real chance to chase in earnest, which they can do for the next 20-km... all the way to **Lemontwistenberg**, which won't be the bottleneck it once was.

Warning: You won't be able to bunny hop the barriers, so don't even think about it. Now that we've shared this, we know some will attempt this fool's errand, so we will have cameras poised to capture the yard sales for all to enjoy later.



TROUPE D'ELFINBERG/ HARMONIE BOSJE - 7.5-KM

ROAD

<https://www.strava.com/segments/30925257>

While this combined road sector doesn't include any dirt, it is a beautiful stretch through Elfin Forest and Harmony Grove... perhaps the most popular stretch of non-coastal North County riding. The BWR only recently has run along this lovely stretch in this direction in the past, but riders won't notice much of anything as they attempt to make up for time they lost over the opening climb and **Havensquestenbergen** descent.

Troupe d'Elfinberg/ Harmonie Bosje isn't a climb in the traditional sense, but it does undulate upwards and gain well over 300 feet over its nearly 8-km, but none of it is steady. Twisting and turning, swooping and hurling, this sector will have riders stretched out in a long line; even more elongated after the opening mayhem of the first 10-miles. This is the first time in the race where things can actually settle in, which may be good news for those chasing, but everyone should be wary of burning too many matches before even getting to **Lemontwistenberg**.

Hint: Many a rider will be freaked out by how strung out the race already is here, but it is best to temper action with wisdom by setting a good tempo rather than chasing in earnest. It's just too early on to panic. In fact, just give up the ghost and think about surviving; **think about the children.**

LEMONTWISTENBERG - 4-KM

UNROAD, SINGLE-TRACK, ROCKS, BRIDGES, MUD



<https://www.strava.com/segments/36645687>

Returning again, this demented dirt detour comes with a twist of tartness at a time when you will not be prepared for it. As the second of the 23 Unroad sectors, this tarty, tangled and treacherous trail confronts those who haven't done their homework or have never watched a Spring Classic unfold. It commences near the famous Lemon Twist produce stand along Del Dios Highway and thus its name, **Lemontwistenberg**. Keep in mind, this is the first long dirt sector, which always used to get clogged as groups of riders come in together, so the course has been altered. Still, get stuck behind a slow rider here and it can be difficult to get around them ...

This, the most undulating and twisty of Unroad sectors, is extremely challenging with four-kilometers of single-track trails over sand, clay, mud, water and bridges, with many rocks. It will offer far too many challenges for most roadies to get through unscathed. On top of that, this section has a nice climb to complete its contribution to the fatigue factor, so one should bring their biggest cogs, widest tires and largest lungs. And here's the real twist, you may find there is no longer a group for you to hide behind after you make it through here, as your lemon will have had much of the juice squeezed from it by the time you find pavement, which won't come for 20-kms.

Don't fret at the end of this Unroad sector when there is no longer a group of riders with you to hide in, as you trained for this moment of near solitude, didn't you?

WARNING! YOU MUST GO SLOW DOWN THE HILL TO THE BRIDGE. VERY SLOW. HEED THE SIGNS AND VOLUNTEERS.



BTFU

BOCHTIG EN ZANDERIG - 4-KM

UNROAD, SINGLE-TRACK, SAND



<https://www.strava.com/segments/36645854>

New last year, **bochtig en zanderig** is a gem of an Unroad feature. Picking up soon after riders mutter “good riddance” to **Lemontwistenberg**, this sector starts the same as the old **Stuur Uw Kat** sector with a tight gravel climb but descends on a very rocky single-track that is sure to make some wish they hadn’t signed up for this insanity. In fact, **Stuur Uw Kat** is a Flemish phrase that means “send your cat,” which essentially translates to **don’t show up**. Once you make it past the rock gauntlet and car wreckage riders will briefly be relieved to find some gravel, but this is where the **Kat** diverges into **bochtig en zanderig** with a tight right toward the lake to take advantage of the single track that follows the contours of Lake Hodges instead of the gravel road that **Kat** uses.

Bochtig en zanderig essentially means twisty and sandy, but there is very kind of Unroad terrain woven into its nearly 4-km, including straight up gravel and off-camber turns. Wanna riders will get to exit here, whereas Wafer and Waffle riders continue past the Feed Zone at its completion and onto **Kakaboulet Omgekeerde**.

No matter which course a rider is attempting to complete, they are going to need to take the many sandy and gravel turns slowly in order to stay upright. Remember, if doing the big one, waffleurs still have 175-kms to go, so stay calm and pedal on, because what is going to be offered next will freak anyone out. It’s almost better that one doesn’t know what’s coming because one may literally want to **Stuur Uw Kat**.

KAKABOULET OMGEKEERDE - 2-KM

UNROAD, SINGLE-TRACK, SAND, BIG ROCKS



<https://www.strava.com/segments/31593319>

After sending their cat through *bochtig en zanderig*, riders will have an even more ridiculous sector to send it through. This one, the **Kakaboulet** in reverse, features necessary dismounts, jumps, narrow trails, water crossings, bridges, sand and rocks. Big rocks. **Kakaboulet** is a Flemish slang word used "to express dismay" and offers up its own opportunity for complete disquiet, discomposure, distress, yes, dismay and disrespect of the course creator. It's but one of many features in the BWR that make it so unique and challenging. In fact, it is sectors like **Kakaboulet Omgekeerde**, no matter when they come on the course, that help the seemingly short 207-km BWR route for this year belie its true insanity.

Rest assured, or rest according, as riders have a mile stretch to undo the discomposure and prepare for the inanity of the next hallmark sector... **Kakaboulet Omgekeerde** begins right after passing through the second Feed Zone.

WANNA Riders Note: You will not get to enjoy this signature sector, as you will get to climb up from Lake Drive and proceed up Del Dios Hwy to Citracado following the Waffle and Wafer return routes through Elfin Forest. Skip ahead to Questhavensbergen...



WHO WILL BE THE ANIMATORS AND ATTAQUEURS?



SNICKETY SNEL - 1.5-KM

UNROAD, SINGLE-TRACK



<https://www.strava.com/segments/36645965>

Immediately after negotiating their way through **Kakaboulet Omgekeerde**, riders will be surprised to see for the first time in BWR history that they will not get to enjoy the road sector all the way to the entrance to **Muurhodesgate**. This new Unroad sector, **Snickety Snel**, also features swoops, jumps, narrow trails, water crossings, sand and rocks. Plus a truly lovely view of the lake off to the right.

"Snel" is Dutch for "quick."

It is also the surname of the founder of a rather well-known Dutch bike shop in Utrecht. Founded in 1938, they made a name for themselves by selling nice bikes.

"Snickety," similarly, means something very small or insignificant.

Although this new sector is but a mile in length, it replaces what would have been a typical resting spot between hallmark Unroad sectors with more single-track that requires extra attention and just a bit more energy than some riders will have planned on.



MUURHODGESGATE - 7-KM

UNROAD, ROCKS, CACTI, WATER CROSSING, SAND

BTFU

<https://www.strava.com/segments/23052867>

After the extremely ridiculous succession of previous unroad shenanigans up to and along the western edge of Lake Hodges, a quintessential dirt sector awaits...

This is the dreaded place where it all really begins (again). **Muurhodesgate** used to be the trickiest, dirtiest, rockiest and most beastly stretch possibly on the first 25% of the course until you have to come back through it the opposite direction, which is harder. There's the initial gravel, then sand, a super-rutted ascent, the ever-growing rock garden, the holes, boulders, cacti, mud, and a lovely dip in the water crossing that awaits riders who don't follow the perfect line. All of this hits hard and one can't imagine a beat down of this magnitude after only 50-kms. While the scenery here is amongst the most picturesque, riders will only notice what looks to be a lunar landscape of rocks with small traces of dirt in between them. Pick a line. Don't let it pick you. This is probably where tire choice will matter as much as the technical Unroad riding skills honed over the spring (see [IRC TIRE GUIDE](#) for your rubberized insurance policy). It may be difficult, but at least there is a lot of fun to go still.

It is here that riders will ask themselves two questions: "Why didn't I train more in the dirt?" And, **"Why didn't I train more?"**



MIGHTY MULE - 4-KM

UNROAD, ROCKS, MUD, SAND



<https://www.strava.com/segments/17331870>

Right after **Muurhodesgate**, the **Mighty Mule** is merely more mischievous misery, to aimfully alliterate. If riders have managed to transverse the previous Hell of the West Unroad sectors, this slender, soft dirt and super-sand purgatory confronts riders one-kilometer later. Slipping and sliding their way along this nearly 4-kilometer connector to the next much more brutal sector, riders need to make sure their third, smallest chainring is ready for action.

By the way, this year Waffleurs and Wafeurs only get to enjoy the **Mule** one way this year, not both ways as in the past. The first pass-through is called the **Mighty Mule** because it's slightly downhill and riders are still fresh enough to chase all those who read all these descriptions, took better lines, didn't flat and trained more in the dirt.

This year there is one major dynamic that will surely come into play. The **Mighty Mule** will work its way down to the flood plain that used to just be part of the eastern limits of Lake Hodges. There has been so much rain this year that not only have we had to alter the course in the last two weeks, some of it will still be under water, including the final section that leads to **Roofvogel Bergkam**, where even more water and mud awaits riders and their skinny tires.

BTFÜ



ROOFVOGEL BERGKAM - 6-KM

UNROAD, ROCKS, STEEPNESS, DEMENTIA

<https://www.strava.com/segments/30925347>

The 6-km that gave new definition to the BWR two years ago is back, at least for a little while until the other new sectors began to reveal a pattern of inane insanity, technical tests and **Mad as a March Hare** challenges that taxed riders in new and untold ways. It's the hardest of the two 5 Star Unroad sector.

This one really changed the complexion of the race, which came on the heels of the **Mighty Mule** sector, staying along the flood plain until the trail veered unpleasantly up and way, becoming a single-track unlike any that has confronted riders before. This year it's still here.

As a warning, there are plenty of stretches along this single-track that hit well over 20 percent, which means riders better have the gearing to keep moving forward. Lots of riders wont read any of these course details and will be forced to walk their bikes along much of the **Bergkam** climb. If you are caught behind them, we hope you will bring a nail file or crossword puzzle, because you will be stuck here a very long time. We also recommend while you are stopped to take a few photos and drink a bit.

The **Roofvogel Bergkam** isn't a place where the race can be won because it's just 60-km into this survival contest, but by this time riders will have already burned so many matches along the previous Unroad sectors that the wheels can definitely come off the bus here and probably will.



SANDY BANDY OMGEKEERDE - 6-KM

UNROAD, SAND, MUD, LOSS OF TRACTION

<https://www.strava.com/segments/30925724>

We all love **Sandy Bandy**, that deceptively deep dish diversion, but this year riders get to do it in reverse... with a Feed Zone at the end. Even in this direction, riders get an unlikely excursion, eschewing the heavenly smooth and open road along Bandy Canyon; paralleling the same route on a narrow dirt trail that is mostly, you guessed it, sand—and this year, with the BWR in spring, it will be the sandiest and muddiest it has ever been for the event. Some would even say quicksand, and its depths can create more separation than the **Bandy Weg/Highland Arendberg** climb that follows. When you do fall, make sure to wave your hand for one of the marshals to rescue you.

This year, again with all the rain, dirt as turned to mud and sand has taken on new dimensions. By this point in the race you will be muddy and tired.

This unroad sector is mostly single track, so it's very hard to pass along any of its 6-kilometers. There are off-camber turns, a rocky stretch, and plenty of twists and turns to methodically eat away at riders' energy reserves.

Hint: There is a Feed Zone at the end of this sector. Stop. Refuel on F2C.





BANDYWEG - 1-KM

ROAD

<https://www.strava.com/segments/974417>

Sadistically situated, the **Bandyweg** may not be long, but it's effective (in burning matches). It is nothing more than a kilometer-long climb, but after the initial mayhem of the first 76-kms and however many hours riders have put into their body at this point, its steepness will wreak havoc on legs, arms, egos and average miles per hour alike. Plus, this one is followed by the longest climb of the day, most of the **Highland Arendberg**. Don't look across the road, there's a creepy old couch there... you don't know which cyclists took refuge there before you.

For those with the mettle to still pedal, the peak—after so many hours of perversity, which is just a little pitch—gets steep enough to destroy much of one's will. Not to worry, finish the **Bandyweg**, turn left and the first Q/KOM of the day begins - **Highland Arendberg Kort**.

Quit shaking Wafeurs! You don't get to enjoy any of the major climbing that's coming for Waffleurs, as the Wafer route turns right instead of left and heads down Highland Valley toward another unroad sector. (Skip ahead to Allee Jongen.)



<https://www.strava.com/segments/31418222>

The longest climb of the day and Q/KOM #1 on the day—the cat 2 **Highland Arendberg** — commences just when riders will have stopped to catch their breath after the **Bandyweg**.

This six-kilometer climb has some pitchy bergs and peaks out at Eagles Crest, and thus the name Arendberg. Still, early on in the race, it's along the **Highland Arendberg Kort** that riders will have a hard time imagining more than 140-kms of masochistic misery are still left. Yet, many around will whimper along, praying and maundering to others between labored breaths, "that mountain off to the left isn't where we're headed, is it?"

This has been a place in the past where riders have ridden off the front, but no one has ever won from here.

It may be steep in many places, but at least it's long.

After the long climb flattens out for a bit comes the first Q/KOS of the day:
<https://www.strava.com/segments/6985148>.



HEISENBERG'S FOREST - 2.5-KM

UNROAD, BOOBY TRAPS, RAVENOUS DOGS, CHICKEN

<https://www.strava.com/segments/6905126>

Soon after the end of the first KOS sector there is a left turn at Main St./Julian Road and the route takes another left at Hope St. for the **Heisenberg's Forest** sector, a more than 2-km stretch that is less dangerous in terms of the terrain and more insane in terms of the craziness riders might encounter in the drug lord's 'hood. There are no trees in this forest, by the way.

A most unlikely challenge, this fanged and poisonous-tailed sector is set near the heart of rural Ramona and allows us to eschew the traffic lights of downtown. A dastardly detour for unusual reasons, it bumps and grinds through a "neighborhood" that happens to also be home to a few 'businesses' - you'll know which ones because there are shoes hanging from the telephone wires nearby.

If you're already gassed this late (or early) in the BWR and your kick has fizzled, you could easily wind up as a Scooby Snack for one of this neighborhood's devilish denizens whose sole role is to protect the 'business': Beware a piqued Pit Bull, pissed off Pincher, or Reprobate Rottweiler.

THIS ONE MAY BE FOR THE DOGS, DAWG, BUT REMEMBER THEIR TEETH ARE REAL. REAL SHARP.



HATFIELD KREEK - 2-KM

UNROAD, ROCKS, CACTI, WATER CROSSING, SAND, MUD

<https://www.strava.com/segments/36646133>

Hatfield Kreek is going to be adding a bit more chaos exactly where it is needed. For sure the **Kreek** itself will be muddy and nearly impassable.

At two kilometers, the **Kreek** is a cyclocross course we are employing as much for its fun and challenging features as a good way to break up the road sectors. This deliberate detour has a bit of everything 'cross racers love; grass, single track, sand, rocks, more sand, mud, dismounts and off-camber turns. We'll add some course tape and a Feed Zone here to really break things up.

Hatfield Kreek comes far enough into this 2024 edition's parcourse that for those chasing it can be an opportunity to close the gap. Similarly though, for those down the road, it's easy to enter this sector and disappear into its cacti camo, accelerating and exiting the other side with even more of a gap on the way to the **Pamoberg Omgeekerde**.

Riders should be reminded that speed is a friend when riding through deep sand. Any hesitation will require a dismount and the opportunity to get back rolling will be very challenging. The good news is riders who have prepared for this 'cross course within a 'cross course can navigate this entire sector without dismounting.

While much of **Hatfield Kreek** runs through the expansive Ramona Community Park—**dit is geen picknick**—this ain't no picnic.



KUST-NAAR-KAMPAD - 5-KM

UNROAD, ROCKS, SAND, MUD

nieuw sector



Pamo Valley Staging Area





KUST-NAAR-KAMPAD - 5-KM

UNROAD, ROCKS, SAND, MUD

nieuw sector



<https://www.strava.com/segments/36645497>

This is a new section of the Coast to Crest Trail built by the San Dieguito River Park Organization (SDRP.org) and this is the first time an event is being allowed to access its glories. **Kust-Naar-Kampad** is a wide rolling singletrack that meanders through the southern portion of Pamo Valley.

This Unroad sector parallels Pamo Rd, with cattle gates at a few transitions. The first half is an easement through Pamo Valley Ranch. Beyond here, gravelleers will return back south along Pano Rd (**Vallei van de Rivier**) becomes a washboarded out gravel road.

This sector as been rated 3-stars when some might say its two stars. It's certainly pleasant enough has a little grandeur and some nice views, never escapes the road, and follows the river at considerable distance, but it has enough tricky little quirks to it that would might be a 2.5 star gets upgraded to a 3. You will see.





VALLEI VAN DE RIVIER - 4.5-KM

UNROAD, SAND, WASHBOARDS

<https://www.strava.com/segments/31161463>

After *Kust-Naar-Kampad*, the **Vallei van de Rivier** will look like pure gravel heaven. That is until you start rolling on it and realize there are two choices - Kitty Litter or Washboards. This splendiferous sector paralleling the San Dieguito River is an incredibly well-groomed, wide enough for two cars, unroad following the contours of the valley's terrain. This Pamo Valley sector, once a gap in the planned Coast to Crest Trail, connects two existing trails in the Cleveland National Forest, the Upper Santa Ysabel Truck Trail (*Wildeman Wildernis*) and the Lower Santa Ysabel Truck Trail, *Paradijepad*, which some day will be the greatest feature of any BWR, ever. But not this year. Instead, once **Vallei van de Rivier** is complete an incredibly brutal climb will confront riders at just the wrong time.

Vallei van de Rivier doesn't offer a wide variety of riding along its five-km stretch, but it does parallel the *Kust-Naar-Kampad*, so riders can look to their left and see who is chasing them. This 2 star sector actually has some fun pitches, bridges and undulations, gaining nearly 300 feet, but riders should just focus on the seeming ease of this sector. It is a perfect palette cleanser between the mayhem of *Kust-Naar-Kampad* and the devastation of *The Pamoberg*.

THE PAMOBORG - 2.2-KM

ROAD, STEEP



<https://www.strava.com/segments/31158365>

What Spring Classic doesn't have a Berg? Kurne-Brussels-Kurne has the **Kluisberg**, Ronde van Vlaanderen has the **Koppenberg** and the **Paterberg**, and Gent-Wevelgem has the **Kemmelberg**. None of them come close to comparing to the **Pamoberg** in terms of length, steepness and punishment. The **Pamoberg** is just over 2-km with a steady 9% grade that will sometimes hit 14%, climbing up 650 feet in a short or long burst of match burning glory or ignominy depending on how much is kept in reserve.

The cat 3 **Pamoberg** could be one of the most talked about features of the new BWR course and with a star billing, it should get in the head of anyone thinking they can win this thing. This stretch deserve to be lined with cheering and drunk spectators, urging riders on between hearty swigs of Belgian ale from the Lost Abbey.

After hours of battling the undulations, varied unroads and headwinds, the **Pamoberg** will end up being a scene of decisive action. It is conceivable riders at the front can lose minutes on the inanity of this incline. Even though this steep berg is roughly 64-km from the finish, it will for sure have a bearing on the composition of the lead pack as it heads toward home and will leave a mark for anyone in over their head on the day... which is most everyone. **Note: This is Q/KOM #2.**



SAY MY NAME

BTFÜ

HEISENBERG'S FOREST OMGEKEERDE - 2.5-KM



UNROAD, BOOBY TRAPS, RAVENOUS DOGS, CHICKEN

<https://www.strava.com/segments/36646301>

Riders return to run the gauntlet of Heisenberg where the piqued Pit Bull, pissed off Pincher, and reprobate Rottweiler all await their return. While they may be tired from chasing thousands of riders earlier on the way out, some riders could be so tired that even a napping, man-eating dog might have enough gumption to tear the legs off a struggling cyclist.

Remember, if you're already gassed this late (or early) in the BWR and your kick has fizzled, you could easily wind up as a Scooby Snack for one of this neighborhood's devilish denizens whose sole role is to protect the 'business.'

These dogs (and chicken) are there merely to remind you what Heisenberg wants... "Stay out of my territory."





ALLEE JONGEN - 1-KM

UNROAD, SAND, WASHBOARDS

<https://www.strava.com/segments/33969639>

Allee Jongen, which means "Come on, dude," is your chance to regroup after the longest road section of the entire race at 13-miles from **Heisenberg's**. This little ginger snap of an Unroad sector will get you sorted for **Hoogland Vallei**.

COME ON, DUDE!!!!



HOOGLAND VALLEI - 3-KM

UNROAD, ROCKS, SAND, DISMOUNTS

BTFÜ

<https://www.strava.com/segments/33969670>

Hoogland Vallei. It quite possibly could become your all-time favorite Unroad sector for its diversity as a diabolical diversion of dastardly dirt devotion. Somewhere between Belgian waffles and Belgian ale, Waffleurs and Wafeurs will be confronted with this beautiful, badass, bucolic, and bush-laden sector, which happens to be the most dynamic Unroad sector we've ever woven into our two-wheeled celebration.

At just 3-km in length, **Hoogland Vallei** packs so many funky facets into one demonic detour it is a perfect microcosm of this year's BWR CA course. **HV** proffers seven punchy, jagged little climbs and is delivered with sand, single-track, double-track, water crossings, dismounts, bridges, rock outcroppings, and banked twists and turns. Yes, at times, **Hoogland Vallei** is a fun, flowy trail that is one of the best in the entire San Dieguito River Park system. (By the way, Monuments of Cycling rents out this network of trails for the benefit of every waffleur on race weekend.)

Hoogland Vallei contours along the hillside, just above Highland Valley Road, for three quarters of its length. It is well-maintained by **Ranger Dave Hekel** (former kUDOs Award Winnaar) and the stewards of SDRP, and slightly rises over its nearly two-miles of insidious insanity.



TAKE ME TO THE BRIDGE!



ZEDDE OP UWE KOP GEVALLEN?

UNROAD, ROCKS, MUD, SAND, WHOOPS



<https://www.strava.com/segments/36646390>

After a very short paved respite from the energy-sapping dirt (unless you stopped for a massage or a coffee at the end of the bridge, the headwind that blows across Lake Hodges will exacerbate the difficulty of the dreaded **Hodgesmuurgate**. This year, riders don't get to complete this sector, but they do get to do the hard part, including the bridge crossing, before commencing **zedde op uwe kop gevallen? (Did you bump your head?)** Just as the Unroad finally starts to go down the new route takes a detour up onto a much more technically challenging sector.

Now 5-, 6- or 11-hours into this ronde, riders won't quite be able to smell the waffles nor beer, but they will begin to smell the salt air of the Pacific being carried by that pesky westerly wind across the lake. Now riders get to navigate the ever-growing rock garden and do so into the worst headwind of the day. At this point, fatigued riders can make all sorts of mistakes. Simple ones, like choosing the wrong line through the water crossing or over the teeth-like rock section, can spell doom and destruction. Along this new stretch, riders may want to walk their bikes through some of the more challenging technical sectors.

If riders do make it past all of these obstacles, there will eventually be another Feed Zone to seek refuge at, but not before another Unroad sector and Kakaboulet.

Hint: This sector can destroy wheels, handlebars, saddles, spokes and the will to go on the next even more challenging sector.



SNELLY SNICKET - 1.5-KM

UNROAD, SINGLE-TRACK

<https://www.strava.com/segments/36646432>

Just like the previous **zedde op uwe kop gevallen?** Sector, **Snelly Snicket** is another new one, and this one is even more for the BMXers. For those riders just too damn tired at this point to go on with another challenging sector, we will have Bob Haro posted up here to sign autographs and provide words of encouragement, as he is wont to do.

The varied terrain, with jumps and bumps, runs parallel to Lake Hodges and follows along its northern border until it reaches the parking lot, which delivers riders to the start of **Kakaboulet**. Earlier on in the day riders rode **Snickety Snel** in the opposite direction, on the other side of the road.

Although this new sector is but a mile in length, it replaces what would have been a typical resting spot between hallmark Unroad sectors with more single-track that requires extra attention and just a bit more energy than some riders will have planned on.



KAKBOULET - 2-KM

UNROAD, ROCKS, DISMOUNTS, THE KITCHEN SINK



<https://www.strava.com/segments/36647108>

Now riders get to face back to back sectors during which they may ask themselves if they are getting punked... Once again incorporated into this unique event with permission of the SDRPT Park Ranger, Dave Hekel, **Kakaboulet** has to be one of the most interesting BWR sectors of them all; for both Waffle and Wafer. It barely has any incline to it but bring all sorts of rocks and challenges that everybody will have to get off and run their bike at some point, even the leaders.

The varied terrain runs parallel to Lake Hodges and follows along its western border until it reaches Hernandez Hideaway, which delivers riders to the base of a very steep hill. Remember, **Kakaboulet** is a nonsense Flemish word used "to express dismay." It is short in length and starts just after **Snelly Snicket**. Once on this sector, it's easy to express dismay at this most unique sector of the event. There are big cactus, little bridges, banked turns, whoops and jumps... and really big rocks. There are a series of tricky tense ravines that many will choose to walk through, while some will ride, and possibly, not so successfully. Eventually, all must get off and navigate the rocks as though it were a cyclocross race. Riders may have to dismount several times along this sector. It's ok... they'll be really tired anyway.

Hint: If you think you might not make it, you won't.

QUESTHAVENSBERGEN - 5-KM

ROAD, CALI-COBBLER, DISMOUNTS, DISMAY



<https://www.strava.com/segments/9290575>

Alluring in a most glorious way to the Belgian Waffle Ride, **Questhavensbergen** is the beginning of the final climb of the day for everyone. The 8-km plus climb up to 1600 feet (Including **Muur van Dubbelberg**) commences through the Questhaven Retreat of the Christward Ministry. It's a non-denominational Christian retreat nestled among chaparral-covered hills encompassing 655 acres of pristine wilderness with hiking trails inviting the worship and experience of God in a beautiful natural setting. Barely staying upright, riders may struggle through this oak-lined canyon and shaded woodland sanctuary, forced to focus only on the stress at hand... unable to experience the centered stillness and quiet necessary for the awakening that lies at the top. It is here, many riders will stop to pray.

Questhavensbergen offers more than any other sector in BWR history. If riders make it this far, their eyes, mouths and stomachs will be treated to delights of all varieties; the kind that may entice them to quit or at least hang out for a while at Coureur's Oasis Feed Zone (#7) – Also, riders in the hunt will find the final Q/KOD category sector: <https://www.strava.com/segments/3403787>

BE WARNED: There will be many things here that will get in the way of finishing or finishing before dark. don't forget to take a picture, eat some bacon or have a lavender spritzer.

Hey, at least you made it this far.



MUUR VAN DUBBELBERG - 1.5-KM

ROAD

<https://www.strava.com/segments/14770219>

If you make it to the top of Questhavensbergen to the right turn at San Elijo, congrats, you've still got the worst part of the climb in front of you. In fact, the **Muur van Dubbelberg** is the last and worst climb of the entire course.

Double Peak, as some like to call it, gets its name because many who attempt it end up "seeing double." It is the wall that Foreigner made famous with their hit song, "Double Vision." The Muur is the final and steepest climb of them all, attaining a grade of 23% at one point near the top, which comes very late in the race. It's cruel and unusual and therefore perfectly in tune with our mantra: **BTFU!**

Whether one pushes their bike, pedals it or drags it up, at the top the most glorious views and the final Feed Zone (#10) await. Plus, it's all downhill thereafter and soon finishers will be lapping up the liquid joy of a Lost Abbey BWR BADASS Ale and swearing to anyone that will listen, **"I will never do the BWR again, but F#@K, wasn't that incredible?"**

Note: If you make it here, you are surely to finish, but please take care to go slow on the Twistenweg to ensure your place at the finish line.

Another note: This is Q/KOM #3.



BTFÜ

DUBBELBERG CIRKEL - .5-KM

ALMOST UNNECESSARY UNROAD, BUT THE VIEW

<https://www.strava.com/segments/28759794>

After finally making it to the top of **Muur van Dubbelberg** for the photo op, riders have now made it to the final Feed Zone where many will see dancing harlequins, cavorting nymphs, Aztec temples, and all sorts of denizens of the underworld. If a rider makes it this far, they will most certainly finish this race, which is what makes this particular place such a powerful one. Many spend much of the day contemplating that final climb up the **Dubbelberg**, wondering if they will actually make it there and not have to walk their bike. (Many will walk their bikes.)

Alas, refreshment awaits, and so does a mostly downhill run to the finish. After the Feed Zone (#8), there remains a not-so-easy diversion to the top of the park for the best panoramic view ever. One can even see the Lost Abbey Monastery from here. This tricky little circuit is the **Dubbelberg Cirkel** and sadly some will have to walk their bikes to the view spot. Once this sector is navigated, on foot or two wheels, there is a short plunge down to the next dirt sector, so keep the hands on the brakes and be ready to slowly make it onto the unroad of **Dubbelberg Twistenweg**.

Special thanks to our volunteers who make this final Feed Zone something wonderful to experience. Take a moment to look way down to the Northeast, where you can see the finish line festivities you're missing. Get a move on. **It's all downhill from here.**



DUBBELBERG TWISTENWEG - 3-KM

UNROAD, DG, CALI-COBBLER, SLIPPERY TURNS, DISMOUNT



<https://www.strava.com/segments/11629331>

In years gone past, reaching the top of the **Dubbelberg** meant finishing was just a matter of letting gravity do its thing. This sort of made the last 15-km or so a bit anti-climactic or worse, so we decided to skip the full descent of the **Muur van Dubbelberg** and add in a fun, tricky, twisty dirty trick, forcing riders to once again test their gravel grinding skills in a masochistic maze of trails that offer a view of the finish line but provide no direct line toward it. At roughly three-kilometers in switchback length, this is the zig-zaggiest and perhaps sickest of all the sectors. **Dubbelberg Twistenweg** requires skills, sacrifice, singular focus and a sense of humor to navigate, as once again the opportunity to walk the bike becomes a necessity if any of those things are missing from a rider's repertoire. It may be twisted, but it's demented, too.

WARNING: Please go slow here or you'll regret the time you'll spend with the paramedics who await the arrival of those who pay no heed to such admonitions.

Once the **Twistenweg** is completed, a nice plunge down toward the final sector, **Opwinden**, which awaits at the Unroad Expo along with Lost Abbey BWR BADASS Ale. But this penultimate detour can't be taken lightly.

OPWINDEN - .5-KM



<https://www.strava.com/segments/36647209>

Ah yes, the end. The finish. The celebration. The Belgian ale. The Waffles.

One cannot finish the BWR in 2024 without negotiating the final sector, **Opwinden**, which will be a test of all riders' cyclocross skills and quite possibly the place where the race will be won or lost.... all within the confines of the BWR Unroad Expo. Spectators will have a view of riders as they come into the expo area, circumnavigate the tents and booths, to finally end on the grass strip that welcomes riders to the finish line at **Draft Republic**.

This year, with the glorious new venue to accommodate thousands of cycling revelers all at once, we have the pleasure of adding this finishing **Kermesse Kross** circuit... all in front of the throng of spectators to cheer, cajole, heckle, throw beer and otherwise make life more fun. Navigate this sector and the glory of surviving the 12th Annual Belgian Waffle Ride is yours.

Once safely back to the finish, riders can expect a vibrant post race festival with live music, revelry, Belgian waffles, entertainment and lots and lots of beer drinking courtesy of **The Lost Abbey**.



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. MORE BEER.





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





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.

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 8:00 p.m., after which everyone should have posted their rides to Strava.

Q/KOMs:

- 1) <https://www.strava.com/segments/31418222>
- 2) <https://www.strava.com/segments/31158365>
- 3) <https://www.strava.com/segments/14770219>

Q/KODs:

- 1) <https://www.strava.com/segments/30925347>
- 2) <https://www.strava.com/segments/36645497>
- 3) <https://www.strava.com/segments/3403787>

Q/KOSs:

- 1) <https://www.strava.com/segments/6985148>
- 2) <https://www.strava.com/segments/33930381>
- 3) <https://www.strava.com/segments/20480438>



APRIL 28 [CA]



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 \$5,500 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:

Lost Abbey Badass Ale (trophy) Bragging rights

Wafer Finishers will also receive:

Lost Abbey Badass Ale (trophy) Right to step up

Wanna Finishers will also receive:

Lost Abbey Badass Ale (trophy) Right to step up

Category Winnaars will receive:

Custom Category Jersey from Mumu

Age Group Winnaars will receive:

BWR Winnaar's socks from QEJA

BWR Saddle Bag from ALMSTHRE

BWR Waffle Medal for First

Top Five Overall (GC) Finishers receive:

Women:	Men:
1st - \$1,000	1st - \$1,000
2nd - \$750	2nd - \$750
3rd - \$500	3rd - \$500
4th - \$300	4th - \$300
5th - \$200	5th - \$200



The Lost Abbey





GET LOST!

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





The Feed.

There are eight **Feed Zones** on the Waffle course (seven for Wafer, four 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.

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





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](#)



WHAT ELSE?

The BWR isn't a Grand Fondo and while it's a crazy feat to finish the BWR, it isn't some ultra-endurance, eating contest on a two-day bike binge. It is a proper one day race, the likes of which don't happen in the US – the BWR has so many added facets that truly underscore just how special it is...

BWR boasts some of the best cycling has to offer, including:

- A completely unique experience for all
- Eight fully-stocked Feed Zones and perfectly marked courses with traffic control
- Immensely (physically) challenging; exclusive to the toughest and most prepared
- Technically challenging, requiring super human effort, special skills and equipment
- Irreverence, where riders are compelled to BTFU (Belgian the Funk Up)



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

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

IS THE WAFER REALLY ONLY HALF AS FILLING?

The Wafer is a bit harder than doing half of the Waffle. Its dirt-to-road ratio is 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 **ROOFVOGEL BERKAM**. 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 **Gear Grinder Grill** crew in order to not have a calorie deficit on race day. We recommend about three before and, sure, bring one along for the ride. You will also note when you return—70% of the riders who start the BWR actually finish—that nothing goes better with a Rouleur Belgian Ale than a Belgian waffle from **Gear Grinder Grill** (except for maybe bacon, but you can have that, too).



BTFO

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?



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?

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 eight locations on the Waffle course (seven for Wafer, four 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.





CANYON'S HOW TO SURVIVE BWR CALIFORNIA

By Griffin Easter, OpiCure Foundation Gravel Team

Belgian Waffle Ride California is a unique mixed-terrain Unroad event, encompassing aspects of road, mountain biking and gravel. Last year's BWR CA second-place finisher, Griffin Easter, is seeking to better his finish in 2024 using this must-do checklist that will help you survive, and thrive, at BWR SD on April 16.



CANYON



CANYON'S HOW TO SURVIVE BWR CALIFORNIA

By Griffin Easter, OpiCure Foundation Gravel Team

Nutrition

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

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

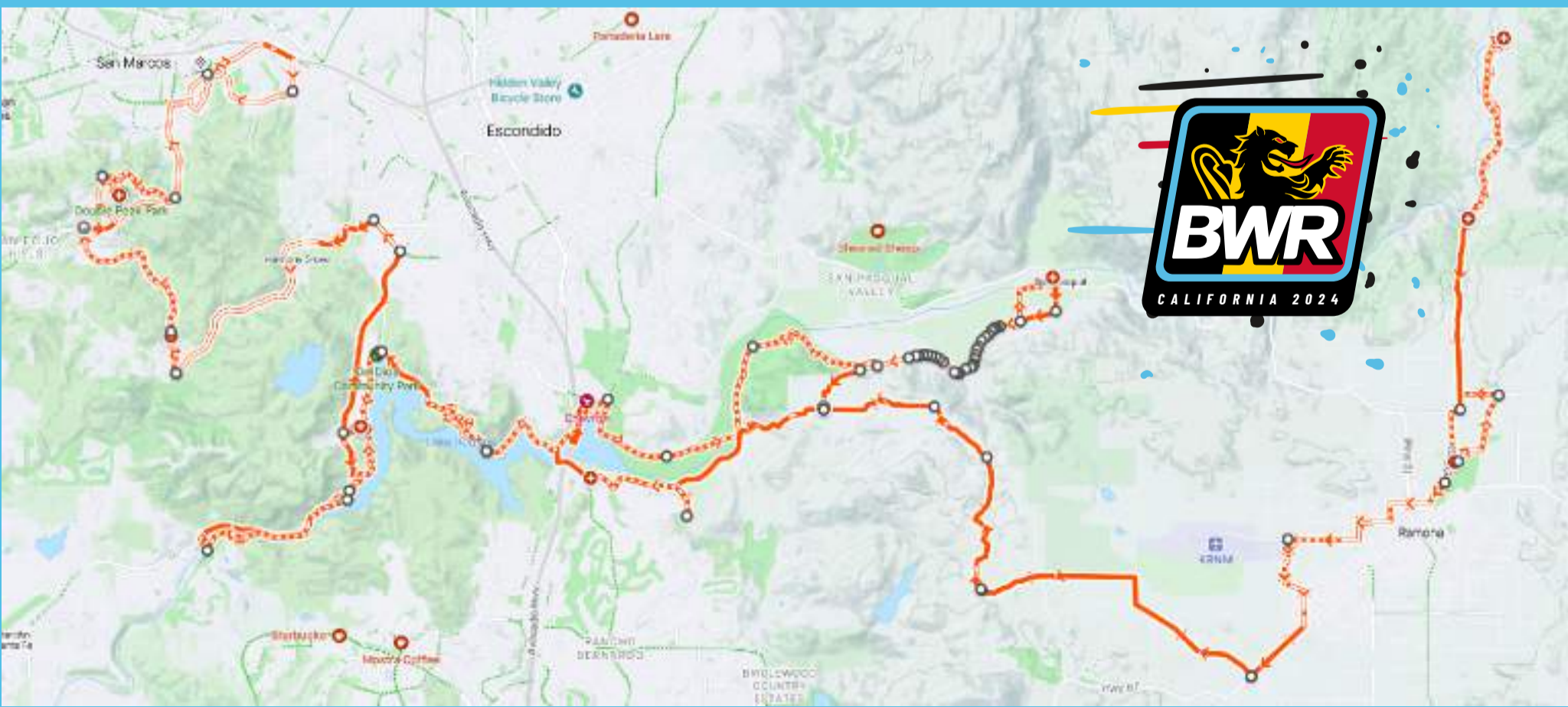


CANYON'S HOW TO SURVIVE BWR CALIFORNIA

By Griffin Easter, OpiCure Foundation Gravel Team

Mapping

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





CANYON'S HOW TO SURVIVE BWR CALIFORNIA

By Griffin Easter, OpiCure Foundation Gravel Team

Bike

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





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Tires

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

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

CHECK THE IRC TIRE GUIDE HERE



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Remember to have Fun!

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

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

BWR CA is the final 2024 Tripel Crown of Gravel Series event for the OpiCure Foundation Gravel Team. Our mission is simple: Use the bicycle and gravel community as a recovery tool for individuals battling opioid use disorder. OpiCure's two sponsored Riders in Recovery from opioid use disorder will be tackling the Waffle as well as President Cullen Easter and myself—be sure to say "hi" to anyone in an OpiCure jersey!

Take Photos

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

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

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 under 6 hours to complete the course. This means for most it's an 8-, 10- or 12-hour day on the bike. The official cut off will be 7:00 pm, allowing 12:00 hours to officially finish.
- **Cut off times:** 1) Bandy Canyon - mile-46 @12pm - all riders to turn right and follow wafer route. 2) Feed Zone 4 - mile-61 @12:30pm- riders will be turned around and sent back along course. 3) Questhaven/San Elijo- mile-113 @ 6pm - riders will follow San Elijo/Twin Oaks back to the finish; not turning left up Double Peak - instead heading straight up San Elijo to Twin Oaks and down the hill following the course 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 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 eight official The Feed Zone locations (eight for waffle, seven for wafer, four for Wanna), 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. And be nice to the Shimano mechanics there to serve you.
- 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 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 Saturday, April 27, 2024. Late packet pick-up is at 5:30am on race day. **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 2 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



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