



BELGIAN WAFFLE RIDE UTAH
CEDAR CITY, UT - APRIL 6, 2024

RACE BIJBEL





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BWR UTAH - APRIL 5 -6, 2024

WELKOM TO THE FIFTH ANNUAL BELGIAN WAFFLE RIDE UTAH

Welkom to a most unique cycling event, the Belgian Waffle Ride, affectionately known as the BWR. 2024 brings the 13th anniversary and the fifth edition in Cedar City, and we've got a revised, more entertaining and scenic course this year of 127-miles, more than 92% of which are unroad sectors. Last year the course was tough with a lot challenging terrain but this year its been altered to make it easier; dare we say. **We changed the course to avoid the ever-challenging Tolweg single-track at the end and made the Three Peaks single-track more rippable. Plus there is the long forest sector, unless it snows...** and we'll have more waffles and **Rouleur** beer, too. We also have the 74-mile Wafer ride and an opportunity to get a taste of it with the Wanna, which is 35-miles.

One of the only Euro-style Spring Classics on American soil, the BWR UT is being hosted again by **our generous friends at Cedar City**, with the coolest brewery anywhere, **Rouleur**, offering our finisher's beer, Badass Ale! The BWR UT will offer up the same type of insanity, challenge, and unparalleled experience that has made it notorious and noteworthy, and the festivities will take place at **Main Street Park on Friday and Saturday, April 5 - 6, 2024.**

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





Cedar City, nestled in southwestern Utah, is a charming city surrounded by stunning natural beauty. Known for its proximity to national parks like Zion and Bryce Canyon, Cedar City offers outdoor enthusiasts a gateway to breathtaking landscapes and recreational activities. The city is also home to the renowned Southern Utah University, contributing to a vibrant cultural scene with events like the Utah Shakespeare Festival. With a rich history, friendly community, and a backdrop of red rock formations, **Cedar City is a hidden gem for those seeking a blend of adventure and cultural experiences in the heart of Utah.**



THE PAROWAN GAP

Mile-30



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

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

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

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





CEDAR CITY REGIONAL HIGHLIGHTS:

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



UTAH 2024

THE BWR UNROAD EXPO

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

Friday, April 5

BWR UNROAD EXPO

- 10:00 - 6:00 pm - Expo and Registration Packet Pick Up
- 12:00 pm - FasCat/OpiCure Shakeout Burrito Ride - [Click Here!](#)
- 2:00 pm - Recommended Rider Briefing with Dave Towle
- 11:00 - 5:00 pm - Beer & Live Music from Apollo's Army
- 4:00 - 6:00 pm: Cedar City Slow Roll & Bike Rodeo
- 6:30 - 8:00 pm - Happy Hour & Late Packet Pick Up

Courtyard Marriott - [Address](#): 1294 S Interstate Dr

Saturday, April 6

BWR UNROAD EXPO AND BELGIAN WAFFLE RIDE

Vendors, Food Trucks, Music, Free Flowing Beer

7:30 am - Waffles and Coffee - Caffeine and Watts

8:00 am - Late Packet Pick Up

8:40 am - Riders enter the staging area

8:50 am - Rider Call Ups

8:58 am - National Anthem

9:00 am - Waffle / Wafer / Wanna Start

10:00 am - 6:00 pm - BWR Unroad Expo

11:00 am - Food & Beer

2:00 pm - First Waffle Riders Expected

3:00 pm - Wafer Awards - starting with youngest age groups

5:00 pm - Waffle Awards - starting with youngest age groups

8:00 pm - Course Closes





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

Drie Pieken - Three Peaks

Voltooiing - Finish

Godverdamme - God Damn it

Welkom - Welcome

Asfalt - Flemish for Asphalt

Groene Vlaggen - Green Flag

Pad - Trail or path

Winnaar - Winner

Dank U - Thank you





BWR RULES & REGULATIONS

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

Age group competition – determined by the age of a rider on December 31, 2024



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



Race Categories

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

Racing Classifications

All Belgian Waffle Ride events will offer the following racing categories:

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

We will award equal amounts of prize money for men's and women's categories. Typically, the top three will be awarded prize money. Some races, the top five may be awarded prize money.

Eligibility Verification

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

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



BWR RULES & REGULATIONS, continued

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 5).

The elite category includes these additional rules:

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

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

Additional Rules & Regulations, plus valuable race suggestions can be found on page 100



"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 - \$25,500 for the Tripel Crown top five 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?

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



LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT

SARAH MAX



WHAT MAKES THE BELGIAN WAFFLE RIDE UNIQUE?

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

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

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



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

This BWR UT course is no different and we are once again mixing things up with 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 UT route will enjoy devilish dirty detours with silky smooth road connectors** and additional sectors that will both take one’s breath away and challenge in new and untold ways.



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 fifth edition of the Cedar City event, which was won by Melisa Rollins and Brendan Johnston last year. We're excited to offer something completely different with the Cedar City location and give riders a chance to race on a proper unroads: gravel, truck trails, dirt roads, sand, some rocks, at altitude, against some of the best cyclists from the road, gravel, mtb, cyclocross and unroad scenes.

Cedar City has been incredibly inviting and accommodating of the event's needs and has really rolled out the red, yellow and black carpet for us. This year, we are excited to be able to offer the essential elements of a proper BWR with waffles, cycling in its extreme and beer from **Rouleur Brewing Company**...

The BWR Utah, the Hell of the South (West), has a parcours that is quite the juxtaposition to the ones run in California or elsewhere. The only Euro-style Spring Classic on American soil, the BWR CA is a Road Race punctuated by two dozen unroad sectors (read: dirt for 55-miles) over roughly 137-miles and 11,000 feet of climbing. The Utah BWR in Cedar City is **an Unroad Race of 127-miles broken up with roughly nine road sectors and much less the climbing of San Diego at ~7,500 feet.** Regardless of the vital stats, the BWR Utah race will offer up the same type of insanity, challenge and the unparalleled experience that has made the BWR notorious and noteworthy.

The BWR Utah edition has drawn world-class cyclists from around the globe... including numerous former WorldTour riders, defending champions from BWR CA, and many more just to partake of the unique challenge of the day. Riders coming to win will have their work cut out for them. And, riders of all abilities will tackle the same course at the same time after the start gun goes off and an initial neutral section of four miles is completed. **The Wafer and Wanna Rides will start with the Waffle Ride and will traverse a course 74- and 35-miles, the beginning of which are on the Waffle course. The last six-miles of the Wafer / Wanna routes also follow the Waffle course all the way to Main Street Park.**



**2023 BWR UTAH WINNAARS -
MELISA ROLLINS & BRENDAN JOHNSTON**





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?**"



UTAH 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](#)



THE BWR UNROAD EXPO



UTAH 2024





THE BWR UNROAD EXPO

Festivities kick-off Thursday night at 6:00 p.m., April 4 at Main Street Park with a Cedar City Slow Roll ride for everybody. And the **FasCat Shake Out Ride for OpiCure is at 12:00 pm on Friday**, which you can find out more about by clicking [here](#). It's all open to the public. The route will cover just over 20-miles, including features of all three events the next day. It'll be good opportunity for 'reconning' the course ending, giving to a great cause and enjoying the art of two-wheels with friends. **Recommended Dave Towle Rider Briefing is at 2 pm.**

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

After the race on Saturday, Waffleurs will get to enjoy the Utahsome 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 Rouleur, and riders will get to feast on more waffles or get food from the food vendors.



104 MILES

~5,500 FT. OF CLIMBING

60% UNROAD SECTORS

3 Q/KOS SECTORS

3 Q/KOM SECTORS

3 Q/KOD SECTORS

4 FEED ZONES



WAFFLE COURSE SUMMARY

<https://ridewithgps.com/routes/46035773>

104-Miles/167-Kilometers

~5,500 Feet of Climbing

8 road sectors (the rest is Unroad)

60% Unroadiness of all kinds

3 Queen/King of the Mountain segments

3 Queen/King of the Dirt segments

3 Queen/King of the Sprint segments

4 Feed Zones

Q/KOMs:

<https://www.strava.com/segments/36591215>

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

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

Q/KOSs:

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

<https://www.strava.com/segments/36591447>

<https://www.strava.com/segments/36475671>

Q/KODs:

<https://www.strava.com/segments/29801622>

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

<https://www.strava.com/segments/36591488>



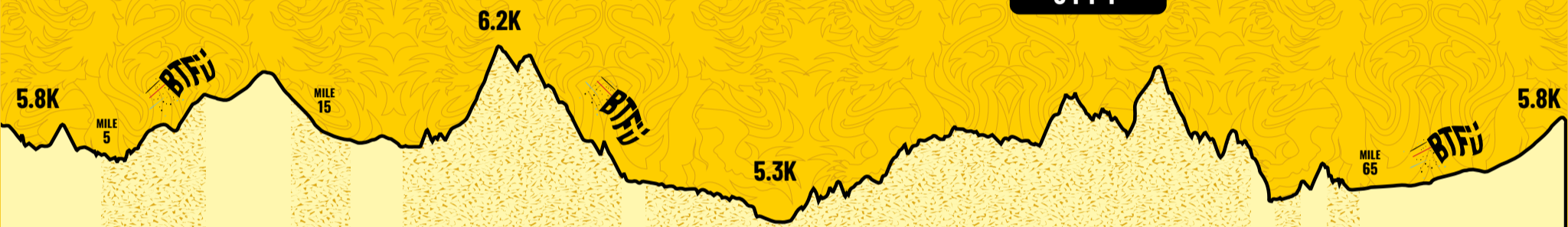
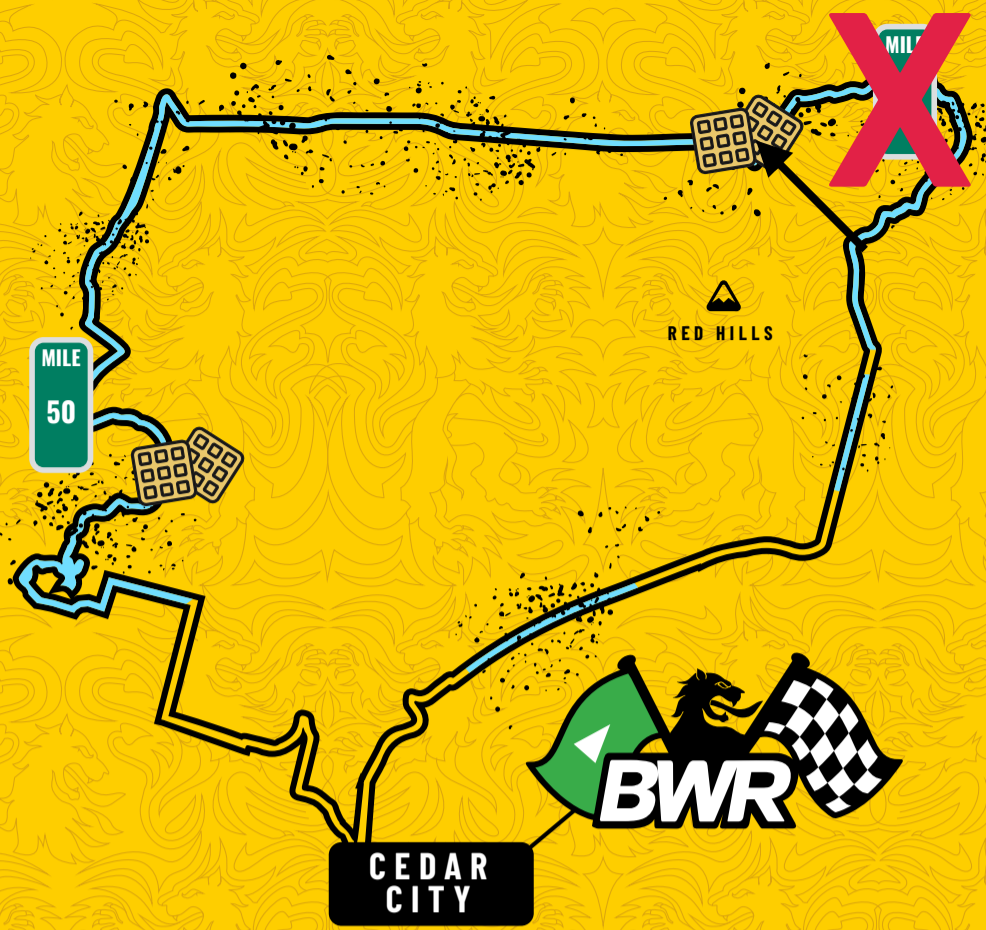


74 MILES

3,400 FT. OF CLIMBING

70% UNROAD SECTORS

2 FEED ZONES



WAFFER COURSE SUMMARY

<https://ridewithgps.com/routes/46035775>

66.9-Miles/108-Kilometers

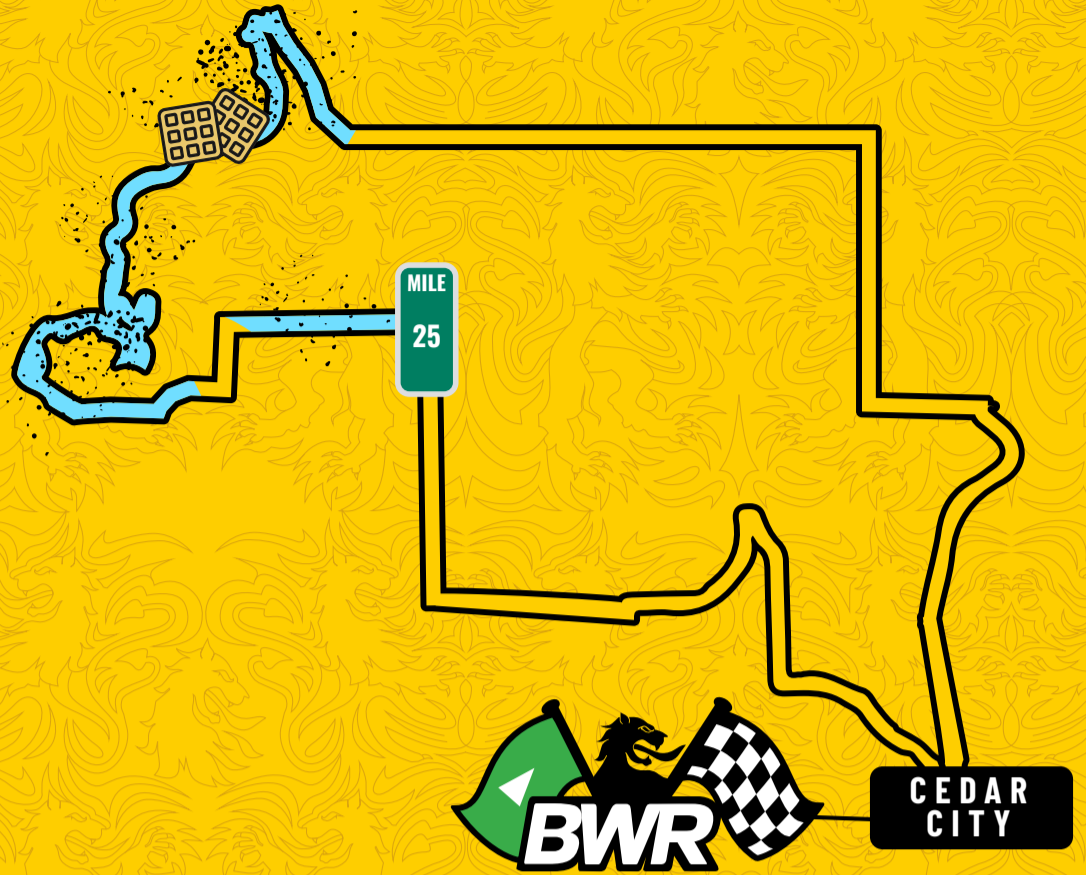
~2,700 Feet of Climbing

Several long Unroad sectors (the rest is really nice road)

68% Unroad

2 Feed Zones



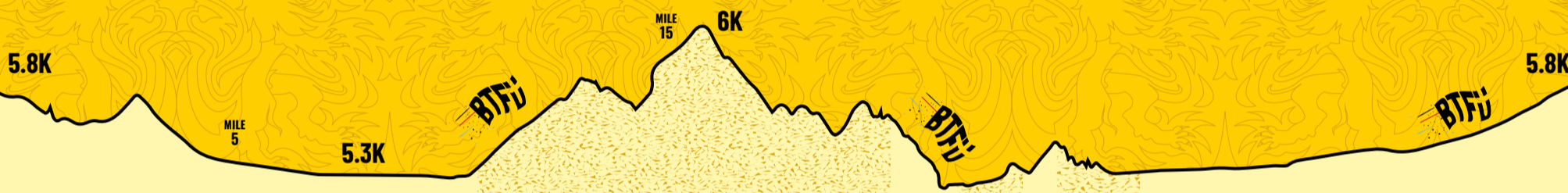


35 MILES

1,600 FT. OF CLIMBING

33% UNROAD SECTORS

1 FEED ZONES



WANNA COURSE SUMMARY

<https://ridewithgps.com/routes/45660329>

- 34.8-Miles/56-Kilometers
- ~1,600 Feet of Climbing
- 2 Unroad sectors (the rest is really nice road)
- 25% Unroad (Long, Sandy, Wet or Dry, Rocky, Hilly, Ugly)
- 1 Feed Zone



BWR PARTNERS

CANYON



The Feed.

MUMU
CYCLING APPAREL



F2CTM
NUTRITION



bikeinsure



UNROAD
UNLTD

SIS
SCIENCE IN SPORT

**CAFFEINE
AND WATTS**

QEJA
ONE SOCK FOR LIFE

OpiCure
FOUNDATION

KASK

CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



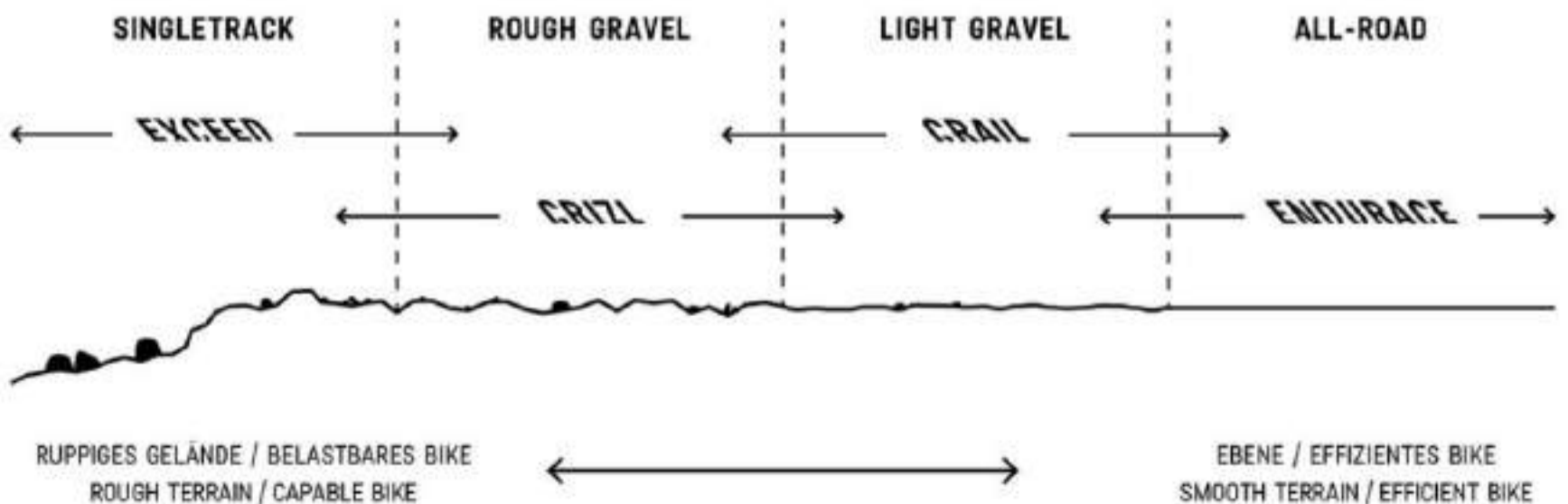
CHOOSE YOUR CANYON HERE

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

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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.

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elemento
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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



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



UTAH 2024



PALE ALE

ONE PINT | 16 FLUID OUNCE

ONE PINT | 16 FLUID OUNCE | ALCOHOL 5.5% BY VOLUME



BREWED FRESH. DRINK FRESH.

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



CA REDEMPTION VALUE



FOLLOW US ON STRAVA
strava.com/clubs/rouleurbrewing

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

BTFU



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

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

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



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

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with optional
TheftProtect
+ \$8/mo.



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

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



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Get your Race Ready Essentials with ALMSTHRE!

BWR Race Exclusive

Save 20% off your entire order at almsthre.com

Use code **2024WAFFLE** at checkout



F2C™ NUTRITION



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

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

QEJA

ONE SOCK FOR LIFE

Simplify Your Sock Drawer

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

Even the BWR!



CAFFEINE AND WATTS

BTW 

GRVL BLEND THAT WILL
BRING YOU ENDLESS MORNING
SMILES AND MILES

MEDIUM ROAST SOURCING BEANS FROM
SOUTH AMERICA/AFRICA/INDONESIA



DANK U!



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



Caffeine and Watts and Belgian Waffle Ride are committed to delivering exceptional experiences for cyclists and coffee enthusiasts alike. This partnership marks an exciting chapter for both brands as they continue to inspire and energize individuals on and off the road.

Coffee is being provided by Caffeine and Watts!

<https://caffeineandwatts.com>



OPICURE FOUNDATION, MONUMENTS OF CYCLING & CANYON

For 2024, Monuments of Cycling has partnered with Utah's own OpiCure Foundation, which is a 501(c)(3) nonprofit committed to bringing awareness of opioid addiction, redefining best practices for recovery and devoting resources to affect positive change in the Utah community and beyond. **Canyon Bike will be given away this July.**

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

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



OpiCure
FOUNDATION



Win a Canyon Grail with OpiCure Foundation & Monuments of Cycling

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

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

Proceeds of this charitable fundraiser will go directly towards supporting OpiCure Foundations awareness campaign and "Rider in Recovery" programs. Part of this program is sponsoring one individual in recovery to attend and complete the Belgian Waffle Ride quadruple crown. Donate to be entered to win a Canyon Grail CF SL 7 AXS bicycle!

Our goal is to raise \$50K. **The fundraiser ends of July 26, 2024 at 3 pm MST.** The winner will be announced July 26, 2024 after 3PM MST.

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

\$15 donation = **1 entry**

\$30 donation = **10 entries**

\$50 donation = **25 entries**



Donate before July 26, 2024 at 3PM MST to be entered to win.



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. Todd Hess has once again brought together a long list of Utahsome people 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.



The Feed.

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 **KANARRABERG** or smiling brightly along the **RONDE VAN RODE HEUVELS**.

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

BWR UT photos here: <https://finisherpix.com/e/7558>



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 Arizona scenery and terribly challenging terrain. It's also the most unique one-day cycling event in the country, because everyone says it is. But, its a lot of kilometers of suffering over sinuous, bone grinding roads, sandy trails and single-tracks fraught with rocks, arduous climbs, gravel, choking dust, chollas, in head-swelling heat (or snow) fought against the wind (always a headwind) make it so.

AND YET, WE LIKE TO THINK IT'S SPECIAL BECAUSE THE BWR CAN BE A METAPHOR FOR SOMETHING MUCH BIGGER...

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

AND THEN, THERE IS THE FINISH. THE ELATION. THE JOY. THE RECONNECTING WITH LOVED ONES AND THE CELEBRATION OF THE BWR EXPERIENCE...

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 DRIE PIEKEN 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 **DE RUIGE KALE HEUVELS FULL** 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.



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



BTFU



THIS YEAR WE HAVE EVEN LESS ROAD MILEAGE THAN EVER BEFORE, AS WE HAVE THE ADDED FUN OF A FOREST SECTOR IN DIXIE NATIONAL FOREST



SECTORS TO NOTE (IN ORDER)



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

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

Ronde van Rode Heuvels (Q/KOD #1): <https://www.strava.com/segments/25663082>

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

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

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

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

Drie Piekenzhee: <https://www.strava.com/segments/36459855>

Woestijn Werpheuvel (Q/KOD #2): <https://www.strava.com/segments/32624460>

KOMBewaren (Q/KOM #1): <https://www.strava.com/segments/29787770>

Pace Draw Klim (Q/KOM #2) : <https://www.strava.com/segments/24199448>

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

Nieuwe Harmonie Bloedbad: <https://www.strava.com/segments/36354783>

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

Muur van Kanarraberg (Q/KOM #3): <https://www.strava.com/segments/25690578>

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

Maneschijn: <https://www.strava.com/segments/36459972>

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

Kruis Hol Pad: <https://www.strava.com/segments/36493346>

de geweldige afwerking: <https://www.strava.com/segments/36459998>

BTFU



**THIS IS HOW YOU WILL SPEND MOST OF YOUR DAY ON APRIL 6.
THE REST WILL BE SPENT CONSUMING BELGIAN WAFFLES AND
BEER, AND MORE BEER. KAKABOULET!**



THE ROUTE(S)

At 127-miles in length, the BWR Utah is slightly shorter in length than the California event and climbs a bit more than half the amount (but will hit an altitude of over 6,900 feet), 92% of the course is Unroad; gravel, sand, rocks or dirt, and the headwinds from approximately mile-42 to mile-94 will have a definite bearing on whether people finish or not. Of course, the wind could pull a fast one if the weather is finicky. This is not to discount the other challenges of the course, of which there are many, including the need for tires at least 40mm in width. Please don't say we didn't warn you. **THIS IS YOUR WARNING:** When it doubt, add more rubber, more gears, more training, more grit, more waffles, more beer.

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



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

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



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



THE
HELL
OF
THE
SOUTH
(UTAH)



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





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



BTFU



**THE
HELL
OF
THE
SOUTH**
(UTAH)
★

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





In 2024, the Hell of the South (West) will be even more hellaciously fun!





Ahhh, riders won't have seen asphalt for 20-miles at this point, but this year instead of getting on the road for three-miles pushing downhill, riders get to enjoy the first new feature of the 2024 course, which is a nice variation of last year's course. It's a fantastic, flowy, free wheelin' fete of single track in the Three Peaks MTB park, replete with berms, bumps, bridges and barricades. It's called **Drie Piekenzhee**.



WAFER & WANNA COURSES

BTFU

The Wafer course follows the Waffle for the first 61-miles, enjoying all of the insanity these opening miles proffer. After indulging in all the single track of **Drie Piekenzhee**, Wafeurs will stay on the road for a while, heading back toward Cedar City and the last 6-miles of the Waffle course. Wanna riders take their own route over to this sector and follow the Wafer course henceforth.



The Wafer course does get to take in an unroad sector of its own on the way back to joining the Waffle course,

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

THE
HELL
OF
THE
SOUTH

(UTAH)





Soon after the funky feature, **Drie Piekenzhee**, which riders will be delighted to know we recreated to make it easier and more rippable, yet it still has endless twists and turns, sand and berms. If waffleurs make it through this gauntlet they notice the headwind got turned up. That headwind signifies the beginning of the riddled 'two bump chump' stretch and the second Q/KOD sector, **Woestijn Werpheuverel**.



THE
HELL
OF
THE
SOUTH
(UTAH)

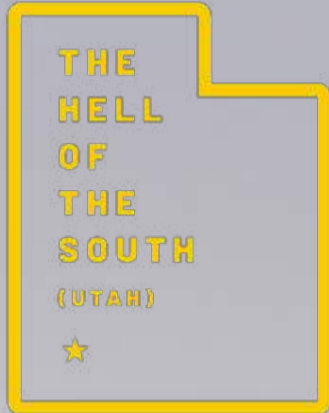


THE
HELL
OF
THE
SOUTH
(UTAH)



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





At the top of the ascent of **KOMbeware** at mile-75.5, riders will be encouraged to stop at Feed Zone #3, after which they cross the Hwy and begin the 20-mile stretch into the Dixie National Forest wonderland. This fabulous fabrication delivers waffleurs around and between Stoddard & Granite Mountains.





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





Continuing with the smiles theme, after the climb, waffleurs will get to enjoy the most beautiful and fun part of the entire day, descending for seven miles and 1,700 feet down to New Harmony. This stretch will be amongst the most scenic and will arguably be celebrated by riders in 2024. **Keep the rubber side down!**





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



BTFU



Don't worry, after eight miles of unroad undulations, Feed Zone 4 is at mile-105

Soon after the Feed Zone, waffleurs will get to enjoy a bit of reprieve as the route turns back toward home along another road sector, which features the second Queen/King of the Sprint competition, **Tarwegras Fulgas**. Thereafter, a right at mile-105 leaves riders with just 22-miles to go, but these last miles are by far the most dynamic, challenging, and brutal of the course, where many will have to get off their bikes and push and even more will come to know why we have warned everyone to go with wider tires.



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

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



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

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

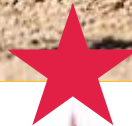


This is 2023 winnaar, Brendan Johnston, after his blistering attack at the bottom of Muur de Kanarraberg. It proved to be the decisive move of the day! Incidentally, his time that day was good for 4th on the all-time list for the Strava KOM. Peter Stetina has the KOM from 2021, and his average speed up the 4km plus climb was 10 mph!





Peter Stetina and Whitney Allison, who both reached the top first in 2022, suggest riders stay seated and try to find a good line through the washboards along the initial gravel climb. There will be 13% or 14% inclines, but the average is more like an even 10%. The closer one gets to the top the more challenging the unroad becomes... dirt turns to powder and sand, which will force more than half the field to dismount and push their bikes, while their shoes fill with the soot only Kanarraberg can offer.





But remember, eventually most everyone will reach the top and get to fly down the fun, twists and turns of the **Down Kanarra** sector that ends out on the unroad sector leading to the final Queen/King of the Mountain up Kanarraberg Mtn

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



BTFÜ



Don't forget to have a little fun, now that you are close to home



**THE
HELL
OF
THE
SOUTH**
(UTAH)
★



While it is true once up and over **The Kanarraberg**, finishing will be a virtual certainty, the remaining course does offer up a unique element or two. After leaving the unroads, the route jumps across the 15 & over to the tricky and challenging final sectors, **Maneschijn**, which finishes before a brief road jaunt and the final unroad sector, **Holle Berg Oversteken**. Once that's done, there is just the final 10-miles of road up to the final sprint to glory, waffles, and beer.



BTFÜ



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 South (West) and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more **BWR BADASSEDNESS**. MORE WAFFLES. MORE BEER FROM THE ROULEUR. MORE BEER FROM THE ROULEUR.



UTAH 2024





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:

<https://www.strava.com/segments/36591215>

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

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

Q/KOSs:

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

<https://www.strava.com/segments/36591447>

<https://www.strava.com/segments/36475671>

Q/KODs:

<https://www.strava.com/segments/29801622>

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

<https://www.strava.com/segments/36591488>





HOW DO THE CATEGORY RESULTS WORK?

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

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

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

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



MUMU
CYCLING APPAREL

CATEGORY WINNAAR'S JERSEYS



ATTAQUEUR



GC



KUDOS



DIRT

TRIPEL
CROWN



SPRINT



HARDPERSON



MOUNTAIN





WINNAARS

Waffle Finishers will also receive:

Rouleur Badass Ale (trophy) Bragging rights

Wafer Finishers will also receive:

Rouleur Badass Ale (trophy) Right to step up

Wanna Finishers will also receive:

Rouleur Badass Ale (trophy) Right to step up

Category Winnaars will receive:

Custom Category Jersey from Mumu

Age Group Winnaars will receive:

BWR Winnaar's socks from QEJA

BWR Saddle Bag from ALMSTHRE

BWR Waffle Medal for First

Top Three Overall (GC) Finishers receive:

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





GET LOST!

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





The Feed.

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.

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 winnaars jerseys, too!



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





MUMU

CYCLING APPAREL



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



FAQs

IS THERE ON-COURSE SUPPORT?

One of the great features of the Belgian Waffle Ride is the sheer amount of support the race receives from BWR Staff, Event Partners, like Wrench House and Todd Hess' family, who help with all the Feed Zones, volunteers, teams, colleges, fraternities, sororities, schools and bike-minded people who want to give back to the community. You will find these lively Tifosi all over the course on race day. There are five Feed Zones on the Waffle course (2 for Wafer, 1 for Wanna) to help get riders the proper hydration and food requirements from F2C Nutrition, The Feed, Enervit, and SIS to finish the event, all of them run by volunteers giving their time to make your experience the best ever. We will also have **many other items for sustenance** at Feed Zones to help riders make it to the finish.

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



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

We're gonna tell you right now, it's probably too much for you to take on, honestly. Sorry. Sure, it's only something like 205-km, but so much of the race will be in dirt, rocks, sand, water or gravel. Only 70% of starters might finish the event because they either don't have anyone to ride behind, flat too many times or in most cases, just didn't train enough.

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

IS THE WAFER REALLY ONLY HALF AS FILLING?

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

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

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

THINGS TO AVOID!

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

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

Mostly, go slow on the downhill sectors, especially **DOWN KANARRABERG**. 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 **VELO WAFFLE** crew in order to not have a calorie deficit on race day. We recommend about three before and, sure, bring one along for the ride. You will also note when you return—70% of the riders who start the BWR actually finish—that nothing goes better with a Rouleur Belgian Ale than a Belgian waffle from **VELO WAFFLE** (except for maybe bacon, but you can have that, too).



BTFÜ



BTFÜ

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.**



BTFÜ

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 5 locations on the Waffle course (3 for Wafer, 1 for Wanna), except for the first one, they are usually every 20-miles or less. As the course wears on, typically the Feed Zones become more frequent.

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

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

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



ADDITIONAL INFORMATION:

Suggested Equipment Checklists:

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

Must haves...

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

Should haves...

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



Desirables...

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

LAST REMINDERS:

- The winner of this year's event will take around 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 8:00 pm, allowing 12:45 hours to officially finish.
- Cut-Off Times: mile 60 at 1pm - riders follow Wafer/Wanna course back, and at mile 115 at 6:45pm - riders follow the bike path back
- The tires you are thinking of riding may not be wide enough, get some IRCs. Whether you go with knobby 38 mm or even wider tires, IRC will be at the BWR Unroad Expo for you.
- There are many unroad sections you need to go slow down. There will be signs of CAUTION, but just take each one of these sections slowly.
- There are five official The Feed Zone locations (5 for waffle, 2 for wafer, 1 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 The Feed Zones or put them in your pockets. Pack it in, pack it out, be respectful. Please.**
- **All traffic laws must be obeyed unless directed by an officer. Riders should ride as far to the right as safe to do. Crossing over the double yellow line is cause for immediate disqualification.**
- Be courteous to all your fellow riders. Point things out. Communicate. Be friendly. Share the work. Enjoy meeting people and show them your best side.
- Packet Pick-Up for registration is from 10:00 am to 6:00 pm on Friday, April 5, 2024. There is also late packet pickup from 6:30 pm to 8:00 pm at Courtyard Marriott, as well as 6:00 am 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.



CANYON'S HOW TO SURVIVE BWR UTAH

By Griffin Easter, OpiCure Foundation Gravel Team

Nutrition

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

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

CANYON

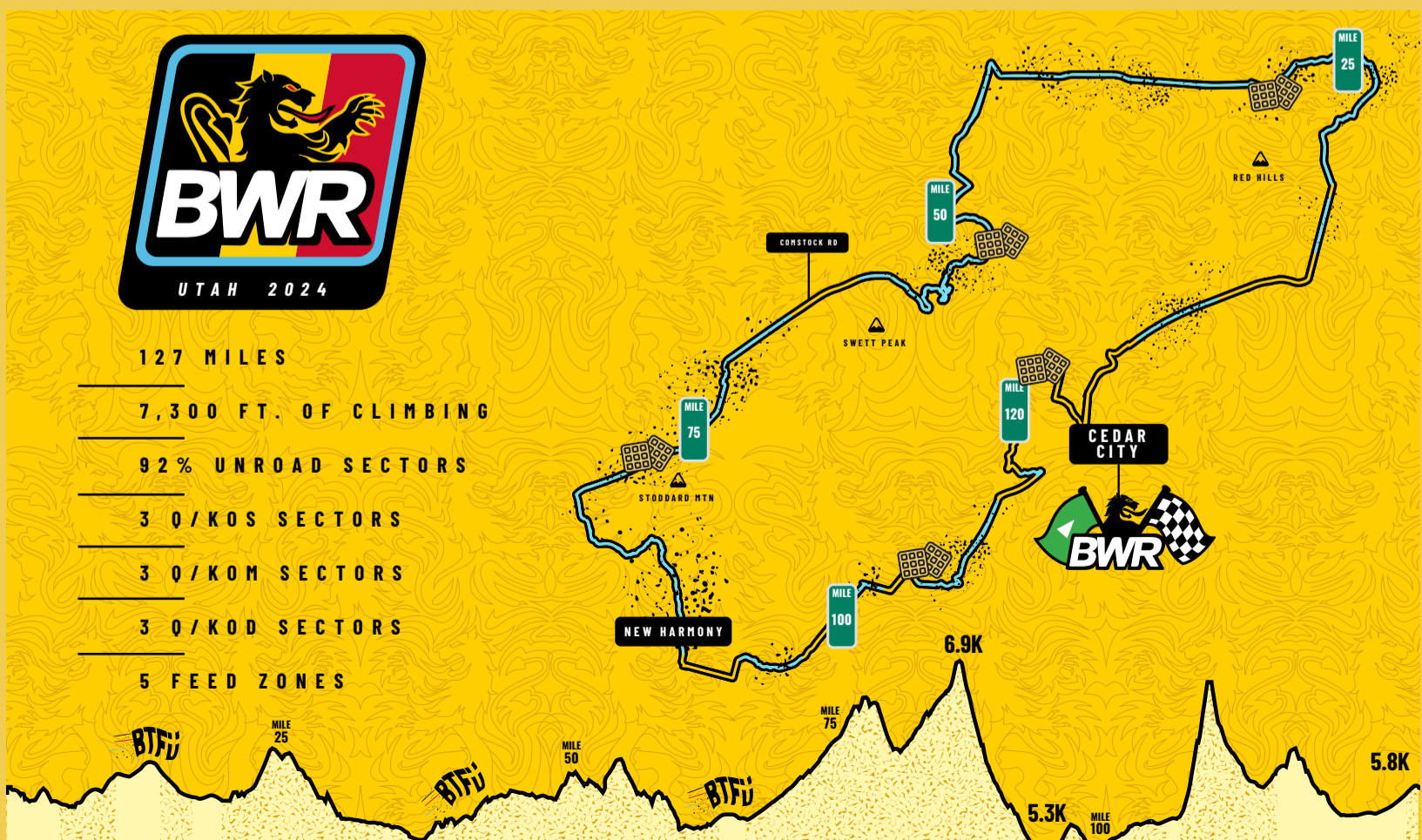


CANYON'S HOW TO SURVIVE BWR UTAH

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 UTAH

By Griffin Easter, OpiCure Foundation Gravel Team

Bike

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



CANYON



CANYON'S HOW TO SURVIVE BWR UTAH

By Griffin Easter, OpiCure Foundation Gravel Team

Tires

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

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

[CHECK THE IRC TIRE GUIDE HERE](#)



CANYON'S HOW TO SURVIVE BWR UTAH

By Griffin Easter, OpiCure Foundation Gravel Team

Remember to have Fun!

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

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

BWR UT is the most important one for us. Utah is our home and we get to award the Canyon bike winner on race day. Our mission is simple: Use the bicycle and gravel community as a recovery tool for individuals battling opioid use disorder. OpiCure's Rider's in Recovery will be tackling the Waffle as well as President Cullen Easter and myself—be sure to say "hi" to anyone in an OpiCure jersey!

Take Photos

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

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



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>)

BTFU THE UNROAD RACE BTFU



SURVIVOR



SURVIVE AND THEN TAKE YOUR PICTURE WITH THE SURVIVOR BANNER AND SHARE WITH THE WORLD...



DANK U FOR JOINING US!







BTFU

HET
EINDE
OR
HET
BEGIN

