

Please pass the mustard sauce

Ozark's Country Meats in Peninsula Village brings the art of southern cooking north

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Black Press

Chances are if you travel down to the most southern U.S. states, they've never heard of the Semiahmoo Peninsula, or even Vancouver for that matter.

But they have now.

Earlier this year, Shelley and Rick Moore, owners of Ozark's Country Meats, beat the southerners at their own game earning the top prize in the National Barbecue Association's Awards of Excellence for their Ozark's Carolina Mustard Sauce.

The award was handed out in Knoxville, Tennessee, at the annual conference of the NBBQA.

After submitting their mustard sauce award entry via Federal Express, the Moores waited, hoping to place in the top 20 of the mild mustard category.

Out of a sea of entries from Africa to the UK, the Moores were floored to hear they ranked as the world's best for Shelley's creation.

"We were just aiming to place in the top 20 and weren't expecting to get first prize. They were pretty shocked someone from Canada won," she said.

For their efforts, they received a gold medal and certificate, which was promptly framed and is on display at the Peninsula Village store. The win has also earned them the right to compete in the Best of the Best in



Chung Chow photo

Shelley Moore's award winning Ozark's Carolina Mustard Sauce has garnered international fame as the one to beat for 2007.

Southern Georgia this November.

So how did the true flavours of the south end up on the Peninsula?

"We did a lot of traveling through the southern barbecue belt," Shelley said, adding the products they came across fit perfectly with their Ozark's concept.

To get started, Glenn and Marg Dawson, Shelley's parents, headed down south to train with the best and bring that knowledge home.

Through their eight years of running the Peninsula Village shop, the Moores have tried their hand at developing several sauces, but the mustard sauce is their first international win.

"It's not really a barbecue sauce. It's like an all-purpose kind of sauce."

"We make our own sausages here and French's Mustard just didn't do it for us. But because we've made two other barbecue sauces, we just rolled

up our sleeves," she explained.

The result was the Carolina Mustard Sauce which is marketed as a marinade and a dipping sauce, is great on deli sandwiches and hot dogs. It's even turned up in salad dressings.

However, there's good reason why Shelley didn't think they'd place first.

"Barbecuing is a real art down there. People have worked for years and years to develop sauces. Their barbecue knowledge down there is tremendous," she said.

She said Canadians don't really know the true art of barbecuing, and what we consider barbecuing is actually grilling.

"Southern barbecuing is cooking for long periods of time at low temperature. A lot of people here throw a steak on and call it barbecuing, but it's actually grilling."

Down south they take it serious, including soaking wood chips in water to achieve the right level of smoke, using dry rubs, and there's a special miniature mop they float the sauce over the meat with.

"Their brisket can be barbecued for 27-28 hours. That's unheard of up here.

"But down there, they do just that."

The Moores will defend their title at the 2007 NBBQA conference in Rollie, Carolina. Because they were absent for the win this year, Shelley aims to fly down just in case they repeat the win.