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## KC Masterpiece / A Great Brand Story

KC Masterpiece, the go-to sauce for barbecue lovers, had drifted — going from leader to follower with no ownable difference. LRXD was tasked with crafting a true brand story to help KCM recapture its authenticity, swagger and masculinity. We developed positioning platforms, tested them through preliminary advertising with consumers, and selected a winner. The new positioning is being introduced through packaging with a larger campaign to follow.











**“ TO GENUINELY PLEASE THE BIG EATERS AT MY**  
 house, I start all their favorite recipes with real ingredients. Real Idaho potatoes. Topped  
 with real Wisconsin cheddar and KC Masterpiece – a real Kansas City barbecue sauce. Perfectly sweet  
 and not too spicy, so my kids always get a big kick out of eating it. Get the recipe for my real deal,  
 along with hundreds more for every taste and every age, at [MyRealDeal.com](http://MyRealDeal.com). And fall in love with  
 KC Masterpiece, the #1 selling sauce in Kansas City – the barbecue capital of America. ”

*Shauna White, Winner  
 Sandstone Barbecue Competition*

**THE REAL DEAL.**

**KANSAS CITY KC Masterpiece**

BBQ SAUCES MARINADES BARBECUE SAUCE SEASONINGS RECIPES TIPS


**PUT YOUR BBQ ON THE MAP**

**GET THE IPHONE APP**

Winner of the first American Royal Barbecue and the best-selling sauce in Kansas City

When it comes to BBQ, there's sauce from everywhere else. Then, there's thick, rich, real KC Masterpiece born in the heart of barbecue country – Kansas City. To create your instant classic, combine legendary American foods with the sauce inside our bottle. It's **THE REAL DEAL.**

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