

DAVID'S BWR DIET PLAN



Turns out, man does not perform on Ding Dongs alone

David Rosen is the founder of Sage Titanium Bicycles, and he is a four-time finisher of BWR. Following this year's event, he shared some insight into his particularly unique diet strategy and the lessons he's learned about eating to finish.

Tell us about how you restructured your BWR diet for this year.

I went into 2019's race wanting to consume 300 calories an hour, and when I was on one of my pre-BWR training rides, we stopped at a gas station for food, and that's where I discovered that Hostess Ding Dongs had right around 250 calories.

Although the ride that day wasn't at a BWR pace, it was about 100 miles long at between an 18- to 20-mph average, and they didn't seem to hurt me. My BWR theory then was to subsist on Ding Dongs versus gels, so I stuffed my feedbag with them. It was all working okay, until it wasn't.

At the top of the Black Canyon climb, I came apart. When a friend (who is a

doctor) found me there, he said I was talking gibberish and had probably gotten hypoglycemic. He made me sit for a while and have some bananas and SIS Isotonic gels. Eventually, I finished the ride after blowing up a few more times and consuming too many gels. Afterwards, I realized I needed to think more about what to eat for the race.

You said this year you came into the race with a revised diet plan?

Completely. That same friend told me that for the first half of the race I needed to eat real food, nothing from a package. What I came up with was ham sandwiches with whipped cream

cheese on a soft brioche bun. My plan was to eat one per hour. In addition to beginning a dedicated hydration program two weeks before the race, I made sure to drink a bottle of water every hour. I also took a salt tablet at the start.

So, was that the turnaround you were hoping for?

Well, as you remember, it was really hot that day, so what ended up really helping was ice and later in the race drinking a lot of Cokes. Unlike 2019 when I came apart climbing Black Canyon, this year I rode past so many riders just falling off their bikes from the heat; it looked like the walking dead!

At an earlier stop I had placed some ice in my neck gator, and that helped so much by lowering my core temperature and then having it drip down my back. At the top of Black Canyon some park rangers had bought 3-pound bags of ice to hand out, and I broke off a piece and rubbed it all over my body just to cool down.

From there I was just drinking Cokes at the feed zones and motored on to the finish in 10:45, which came close to my goal of finishing under 10 hours.

What's your best tip for finishing BWR?

People have to pay attention to the weather and plan accordingly. Everyone knew it was going to be hot, and I heard it was around 106 degrees in Black Canyon, but I think a lot of the riders were still unprepared. I would say rely on natural food for the first half of the race, and try not to rely on gels until the final three hours to avoid rot gut. Once you start drinking Cokes, you need to stay with it to avoid the sugar crash. The bottom line—hydration, nutrition and pacing.

