

MONTY THE BISCUIT

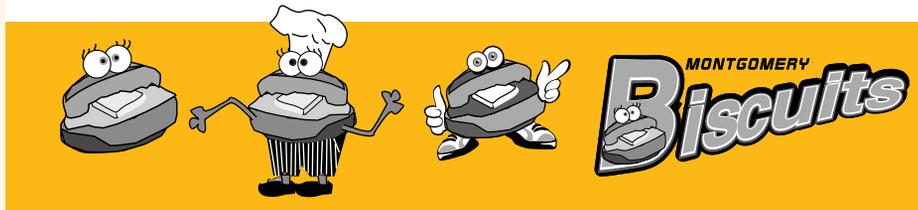
AND BIG MO

Logo and Mascot of the Montgomery Biscuits

THERE WILL BE HOT BISCUITS coming straight from the oven (and the dugout!) this spring in Alabama. On April 16, the Montgomery Biscuits will throw their first pitch at Riverwalk Stadium. The Double-A affiliate of the Tampa Bay Devil Rays is moving from Orlando, which will be left without a professional baseball team for the first time in eighty-four years.

So why the Biscuits? Owners Tom Dickson and Sherrie Myers—the same duo that tagged the infamous Lansing Lugnuts (a nod to the Lansing, Mich. automotive industry)—held a name-the-team contest prior to the 2004 season. Three thousand entries later, Dickson and Myers were set; the winning team name was submitted by Tripp Vickers, a local Alabamian. Megan Frazer, general manager of sales and marketing, said the reasoning was simple, “Everyone in the South loves their biscuits. It’s like a tradition; everyone seems to have their own family recipe.” Tom Dickson agreed, “We wanted a name that celebrated the South, and what better way to celebrate than to pick their favorite food!”

Look up “biscuits” on the Internet, and it’s suddenly obvious how embedded this culinary treat is in the Southern culture. Though traditionally served for breakfast, Montgomery goes against the grain and appeases fans’ taste buds by selling Mary B’s Biscuits and Alaga Syrup at concession stands in Riverwalk Stadium.



Photographs by Percy Wang / Simple Studios

MONTY COMES TO LIFE: Percy Wang of Simple Studios proudly displays the Biscuit’s grand transformation. Wang is the creative genius behind Montgomery’s official logos and colors. (Above) Monty’s conception.

“We wanted a name that celebrated the South, and what better way to celebrate than to pick their **favorite food!**”

- Biscuit’s Owner Tom Dickson



The Biscuits' logo, nothing short of comical, joins the ranks of eccentric minor league team names and will be an instant favorite for all fans. Dickson and Myers designed the logo—a googly-eyed biscuit named Monty, who wears a pair of blue baseball cleats and has a pat of butter in lieu of a tongue—with the help of Percy Wang from Simple Studios in Chicago.

While Monty will be proudly showcased on the players' blue and gold caps every game this season, a life-size replica will not be roaming the stadium. Instead, Montgomery introduced mascot Big Mo to their fans. The big, orange, biscuit-eating monster bears an awkward resemblance to an aardvark or Sesame Street's Snuffleupagus.

This 6-foot-11-inch, 398-pound jokester who sports his favorite team's jersey will prove to be a threat to anyone's biscuits at Riverwalk Stadium starting this month. **|| Eric Karlan**



Photograph by Rus Baxley / Unconventional Photography

HATS OFF!

Whoever said that just because ball players are required to wear uniforms, that they don't have versatility in their wardrobes? The Monty-clad Biscuits wear different hats for all occasions. From batting practice to games, you just never know what these trendsetters will end up in next.



SAY CHEESE...Y BISCUITS!: A part-time model in the off-season, mascot Big Mo takes a break from eating to strike a pose.

He's fuzzy, he's orange, he's seven feet of biscuit lovin' beast. He's **Big Mo** and when you see him around town watch your lunch! He's a bit of a joker and his curious long nose might scarf-up your biscuits, or other edibles if you're not careful.

