

CUTTING THE YOU-KNOW-WHAT: IT'S NATIONAL MUSTARD DAY

***** SATURDAY, AUGUST 4, 2012 *****

(MIDDLETON, WI) The intersection of Hubbard Avenue and Parmenter Street in Middleton will be awash in yellow as the National Mustard Museum hosts its 21st annual **National Mustard Day** celebration on **Saturday, August 4**, from 10 a.m. to 4 p.m. Last year's event in downtown Middleton drew an estimated 6,000 mustard lovers and even more are expected to attend this year. Admission is, as always, free.

The family-friendly festival will feature live music, mustard games, mustard painting, the **Oscar Mayer Wiernmobile**, and "free" Oscar Mayer hot dogs – free if slathered with mustard; donations are encouraged. Proceeds from the games and hot dog donations will go to the **Middleton Athletic Booster Club** and the **nonprofit National Mustard Museum**. For those looking for traditional Wisconsin fare, **Klement's Sausage Co.** of Milwaukee will be grilling their famous cheesy bratwurst sliders. Games include Mustard Ring Toss, Fishing for Mustard, Feed the Curator, and the Mustard Wheel of Fortune.

Culver's Frozen Custard, headquartered in nearby Prairie du Sac, WI, has again created a fresh frozen Mustard Custard, available exclusively at the Mustard Museum and only on National Mustard Day. "It was a big hit last year," says **Patti Levenson**, aka Mrs. Mustard, "and this year's mustardalicious creation will be another taste sensation."

Representatives of mustard makers **Grey Poupon**, **East Shore**, **Hawkwind**, and **Bertman's**, along with cheese maker **Carr Valley**, will be on hand to provide tasting samples at the outdoor Marketplace Tent. **Dan Collins**, maker of the 2012 World-Wide Mustard Competition Grand Champion **Three Monkeys Mustard** will also be sampling his award-winning mustard.

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The always popular **POUPON U Accordion Band**, the **Middleton Jazz Band**, and local favorite **Red Hot Horn Dawgs** will provide top-notch musical entertainment. Mascots from French's, Culver's, and Maynard the Mallard will join one of the famous Miller Park Sausage Racers for a mascot extravaganza.

Major Museum sponsor **Grey Poupon**, along with dozens of other mustard makers, have all contributed to make this year's National Mustard Day one of the country's most important food festivals. The theme of this year's souvenir t-shirt is "ELECT (to eat lots of) MUSTARD," officially kicking off the 2012 fall election season. According to Curator and Chief Punster **Barry Levenson**, "We think that smearing mustard on hot dogs and pretzels is the only kind of *smear campaign* that should be tolerated this year."

The Museum, home of the world's largest collection of mustards and mustard memorabilia, will formally introduce two new exhibits. The interactive Canadian Mustard Exhibit, sponsored by the **Saskatchewan Mustard Development Commission**, shows how western Canada has become the world's largest producer of top quality mustard seed. A new antique mustard pot exhibit showcases an extensive collection of German porcelain mustard pots donated by **R.L. and Lavonne Riley** of Holton, Kansas.

With the help of Confidential Condiment Counselors, visitors can taste more than 400 different mustards, on National Mustard Day and every day, in the Museum gift shop.

For more information, contact Barry or Patti Levenson at the museum (608-831-222) or via cell (Barry at 608-235-3870; Patti at 608-444-5820) or email curator@mustardmuseum.com or plevenson@mustardmuseum.com.

