



America's Favorite Condiment Museum!

FRENCH DIJON WINS TOP HONORS AT 2014 INTERNATIONAL MUSTARD COMPETITION

MIDDLETON, WI -- **Bornier Dijon Mustard**, from the French company Européene de Condiments, has been named Grand Champion at the 2014 World-Wide Mustard Competition.

Held under the direction of the **National Mustard Museum in Middleton, Wisconsin**, the 2014 World-Wide Mustard Competition drew more than 300 entries in sixteen flavor categories. Judges tasted the mustards “blind,” not knowing if they were tasting international brands or small boutique mustards. The judging took place at the Mustard Museum and also at the Kendall College Culinary Arts School in Chicago, where chefs, food writers, and restaurateurs gathered to pick the Grand Champion from the sixteen Gold Medal winning mustards.

“Bornier Dijon represents all that one could want in a classic Dijon mustard,” says **Barry Levenson**, Curator of the National Mustard Museum and director of the competition since 1995. “It is sharp, perfectly balanced, silky smooth, and versatile for use in both cooking and as a condiment for sandwiches, sausages, or cheese.” Bornier mustards go back nearly two centuries, as the brand originated as the creation of master French mustard maker (“moutardier”) Denis Bornier. The factory is located in Couchy, only a few kilometers from the city limits of Dijon.

Other mustards from France won medals, as did mustards from Japan, Sweden, Canada, and the United States. In addition to the Dijon category, judges sampled sweet-hot, honey, whole-grain, classic hot, pepper-hot, horseradish, herb, garlic, fruit, spirit, American yellow, deli, and exotic flavors, as well as mustard-based dressings and BBQ sauces. “The competition shows how varied the flavors and style of mustard are,” says Barry Levenson. “Dijon may represent the old-world traditional school of mustard but mustard lovers can’t live without it.”

The nonprofit National Mustard Museum features the world’s largest collection of mustards (more than 5,600) and mustard memorabilia. The Museum is open daily from 10 am to 5 pm.

For more information, including a list of all the medal winners, visit the Museum website, mustardmuseum.com. Contact Museum Curator Barry Levenson at 608-831-2222 or curator@mustardmuseum.com.

Learn. Taste. Shop. Laugh!

800-438-6878

608-831-2222