



America's Favorite Condiment Museum!

SALUTE TO THE SUPERCONDIMENT: NATIONAL MUSTARD DAY, SAT., AUGUST 2, 2014

MIDDLETON, WI -- The intersection of Hubbard Avenue and Parmenter Street in Middleton will be awash in yellow as the **National Mustard Museum** hosts its **24th annual National Mustard Day** celebration on **Saturday, August 2**, from 10 am to 4 pm. Last year's event drew an estimated 6,500 mustard lovers and even more are expected to attend this year. Admission is, as always, free.

The family-friendly salute to the King of Condiments will feature live music, mustard games, mustard painting, the **Oscar Mayer Wienermobile**, and "free" Oscar Mayer hot dogs — free if slathered with mustard; donations are encouraged. Proceeds from the games and hot dog donations will benefit the nonprofit **National Mustard Museum** and **LOV Dane**, an area grassroots organization that brings together individuals with disabilities, their families and community members, for the purpose of building fulfilling community centered lives for all citizens. Games include Mustard Ring Toss, Fishing for Mustard, and the Mustard Wheel of Fortune. A rock-climbing wall will test the mettle of all who aspire to new heights.

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 several mustard makers will be on hand to sample some of the world's most distinctive mustards. The always popular **POUPON U Accordion Band** will kick off the day's activities and local favorites **Funky Chunky** and the **Red Hot Horn Dawgs** will provide top-notch musical entertainment.

Major Museum sponsors **Grey Poupon** and **French's**, along with dozens of other mustard makers and mustard fans, have all contributed to make this year's National Mustard Day one of the country's most important food festivals.

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SALUTE TO THE SUPERCONDIMENT: NATIONAL MUSTARD DAY, SAT., AUGUST 2, 2014 [continued]

(continued from previous page...) The National Mustard Museum holds the world's largest collection of mustards (more than 5,600) and mustard memorabilia. Founder and Curator **Barry Levenson** reminds food lovers that mustard is not only a versatile condiment but a healthy one, too. "With no more than 10 calories per serving and no fat or cholesterol, it really is the superhero of condiments." Levenson notes that Shakespeare mentions mustard in four of his plays; neither ketchup nor mayonnaise comes even close to such literary notoriety.

With the help of Confidential Condiment Counselors, visitors can taste more than 450 different mustards, on National Mustard Day, and every day, in the Museum gift shop. In addition to National Mustard Day, the Museum and Gourmet Gift Shop is open daily from 10 am to 5 pm.

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. Information about National Mustard Day and the National Mustard Museum is available on the Museum's website: www.mustardmuseum.com. Information about LOV Dane can be found at www.lovdane.org.

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