

2013 WORLD-WIDE MUSTARD COMPETITION

Sponsored by the National Mustard Museum

OFFICIAL RULES

WHO MAY ENTER? Manufacturers, producers, distributors, importers, brokers, and wholesalers of prepared mustard may enter their mustard products if they are commercially available for retail sale through wholesale channels. Mustards that are sold to consumers only through the manufacturer are not “commercially available.” Prototype mustards may be entered only if they will be commercially available as of April 15, 2013.

WHAT CONSTITUTES AN ENTRY IN THE COMPETITION? A valid entry consists of **twelve jars** (minimum net weight of 3.5 ounces (100 grams) and maximum weight of 17.6 ounces (500 grams)), plus an entry fee of **\$40 per mustard** entered in a category, and a completed entry form for each mustard entered.

WHEN AND WHERE ARE ENTRIES DUE? Entries are due no later than **March 15, 2013** and should be sent to the National Mustard Museum at the following address:

**NATIONAL MUSTARD MUSEUM
7477 Hubbard Avenue
Middleton, WI 53562 USA**

IF MY MUSTARD IS MADE OUTSIDE THE UNITED STATES, HOW SHOULD IT BE SENT? Each entrant is responsible for getting its mustards to the National Mustard Museum by the deadline. Delivery services in each country are different so we cannot recommend any single means of shipping. You are responsible for getting your mustards to clear United States Customs.

HOW ARE THE MUSTARDS JUDGED? In each tasting category, mustards are judged on the basis of (1) mustard quality (how “mustardy” is it); (2) category fidelity (e.g. how fruity is the mustard entered in the fruit mustard category); and (3) overall flavor and appearance. Mustards are tasted “blind,” in that judges will not know the brand identity of any mustard being tasted. Judging takes place under the direction of Barry Levenson, Curator of the National Mustard Museum. Judges include chefs, food writers, food professionals, and others deemed qualified to taste the various mustards.

WHAT MEDALS ARE AWARDED? In each category, the top three mustards are awarded a Gold, Silver, and Bronze medal. From the Gold Medal winners in the tasting categories, one winner will be selected as Grand Champion.

WILL EVERYONE KNOW THAT I HAVE ENTERED MY MUSTARDS? We do not publish or divulge the names of entrants. Only a list of medal winners is made public.

CAN I ENTER THE SAME MUSTARD UNDER DIFFERENT LABELS IN ONE CATEGORY? No. Many companies market a mustard under different brand names but you may not enter identical mustards with different labels in a single category.

CAN I ENTER A MUSTARD IN MORE THAN ONE CATEGORY? Yes. You may enter a mustard in multiple categories but you must send a separate case and separate entry fee for each category entered.

WHAT ARE THE CATEGORIES? There are 16 tasting categories. These are listed on a separate sheet. If you are uncertain as to which category your mustard should enter, Barry Levenson will make sure your mustard is entered in the appropriate category. The Museum reserves the right to move a mustard from one category to a different category if the originally selected category is not appropriate. The goal of the competition is to make sure each mustard has the best possible chance of winning a medal and to generate as much positive publicity for the entire mustard category.

WHEN AND HOW WILL WINNERS BE NOTIFIED? We will notify winners by phone or email on or about April 24, 2013. The winning mustards will also be posted on the National Mustard Museum website, www.mustardmuseum.com. Medals will be mailed to all winners by May 15, 2013.