



America's Favorite Condiment Museum!

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2012 WORLD-WIDE MUSTARD COMPETITION WINNERS ANNOUNCED

MIDDLETON, WI -- Nearly 300 mustards from around the world competed in eighteen categories at the 17th annual **World-Wide Mustard Competition**, conducted under the direction of **Barry Levenson**, Curator of the National Mustard Museum in Middleton, Wisconsin.

From the Gold Medal winners, a panel of chefs from the Windy City (Chicago) chapter of the American Culinary Federation selected as Grand Champion **Three Monkeys Sweet & Spicy Mustard**, a butter-laced sweet-hot mustard made by **Dan Collins** of Lawrenceville, PA.

According to Levenson, the winning mustard reflects both the quality and diversity of the mustard industry. "It doesn't matter if it's a well-established large producer or, as is the case this year, a small boutique mustard maker, this competition attracts the finest mustards in the world. The judging is blind, giving each mustard the same chance to win. The judges were certainly challenged by the high quality of the entries."

For the second year in a row, top Dijon honors went to the French mustard maker, **Europeenne des Condiments**, with another French *moutardier*, **Clovis**, capturing the Silver. **Grey Poupon**, made in the United States, showed that it can go toe-to-toe with the French, earning the Bronze, along with two additional medals.

"The venerable French mustard maker **Maille**, with its three-hundred year tradition, took home three medals, while **Beaverton Foods** of Beaverton, Oregon, led all mustard makers – as it has done several times in the past – with six medals.

The competition affords the mustard industry an opportunity to showcase the variety of flavors and styles available to consumers. "We are way beyond just yellow and brown deli mustards," says Levenson, "although those styles continue to be important in the mustard world, as they have their own categories in the competition. But herb mustards, fruit mustards, garlic mustards, spirit mustards, mustard-based sauces and dressings, organic mustards, whole seed mustards, and exotic mustards are what adventurous food lovers want these days. Several new mustards won medals this year, including **Clovis Cucumber Garlic Dill** (France), **LissElla Blueberry** (Sweden), **Minokyu Yuzu Honey** (Japan), and **Beaver Hickory Smoke Bacon** (USA).

The National Mustard Museum also demonstrates the breadth and depth of the mustard industry. It holds more than 5,400 mustards from 79 countries in its permanent collection, in addition to hundreds of items of mustard history. The Museum became a nonprofit museum in early 2011. Levenson, who founded the museum in 1986, coordinated the World-Wide Mustard Competition since its inception in 1995.

*For more information, and to receive a complete list of medal winners, contact:
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