



America's Favorite Condiment Museum!

WINNERS ANNOUNCED AT 2013 MUSTARD COMPETITION

MIDDLETON, WI -- Maille Dijon Originale is the Grand Champion of the 19th annual World-Wide Mustard Competition at the **National Mustard Museum**. Nearly 300 entries from as far away as New Zealand and Japan competed in sixteen flavor categories in this prestigious international mustard competition. More than eighty judges, including chefs and food writers, tasted and scored the mustards over a three week period, selecting Gold, Silver and Bronze in each category. When it was over, a smooth classic Dijon mustard from one of the world's oldest mustard houses took top honors.

Held under the direction of **Barry Levenson**, Curator of the National Mustard Museum, the competition explored the many facets and flavors of the world's most varied and versatile condiment.

This is only the second time a classic Dijon has won the Grand Champion award. The winning mustard can be traced back to 1747, when master vinegar maker Antoine Maille opened a shop on the Rue Saint-André-des-Arts in Paris.

"This year's mustards were outstanding, in every category," says Levenson. "and the Grand Champion round was especially challenging for the judges, who had to taste the sixteen Gold Medal winners and decide which deserved to be Best-of-Show." The Grand Champion round was held at the Milwaukee Public Market in Milwaukee's historic Third Ward.

Several familiar mustards were among the medal winners, including **French's**, which won the Gold Medal in the American Yellow category. Last year's Grand Champion, **Three Monkeys Sweet & Spicy Mustard**, repeated its Gold Medal showing in the popular Sweet-Hot category. For the first time in the competition's history, a French mustard won the Gold in the Pepper Hot category, with a new Espelette Pepper mustard from **Pommery**, known mostly for its "Moutarde de Meaux," a grainy mustard that always comes in a stoneware crock with a red lid.

The National Mustard Museum holds the world's largest collection of mustards and mustard memorabilia. It has been an important part of the Wisconsin food and tourism scene since 1992.

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.

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