



America's Favorite Condiment Museum!

NATIONAL MUSTARD DAY: A TWENTY-FIVE YEAR TRADITION

MIDDLETON, WI -- The intersection of Hubbard Avenue and Parmenter Street in Middleton will be awash in yellow as the **National Mustard Museum** hosts its **25th annual National Mustard Day** celebration on **Saturday, August 1**, from 10 am to 4 pm. Last year's event drew an estimated 7,000 mustard lovers and even more are expected to attend this year. Admission is free.

This 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 **LOVDane**, 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, the Mustard Wheel of Fortune and the new Pitching for Mustard. A rock-climbing wall will test the mettle of all who aspire to new heights.

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 **The Red Hot Horn Dawgs** and the **Evan Riley Band** will provide top-notch musical entertainment.

Major Museum sponsors **French's** and **Grey Poupon**, along with dozens of other mustard companies and mustard fans, have all contributed to make this year's National Mustard Day one of the country's most important food festivals. Grey Poupon will be sampling a new recipe idea, a "Virgin Mustard Bloody Mary," along with their different flavors. The lovable French's mascot will delight children of all ages with his (her?) antics. French's famous mustards, including their new BBQ, Spicy, and Sweet varietals, will be available for topping hot dogs and soft hot pretzels.

The **Roth Cheese Food Truck** from Monroe, WI, will serve up grilled cheese sandwiches (with mustard, of course). **Culver's**, headquartered in nearby Prairie du Sac, WI, has created a fresh frozen **Honey Mustard Custard**, available exclusively at the Mustard Museum and only on National Mustard Day. **Patti Levenson**, aka Mrs. Mustard, says "This year's mustardalicious creation will be another taste sensation." *[continued...]*

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800-438-6878

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The National Mustard Museum opened to the public in 1992 but celebrated its first National Mustard Day in 1991 with only a small gathering of friends in the Curator's back yard. It has grown to a major festival known around the world for its surreal dedication to a condiment that millions may take for granted — though not the mustard fanatics at the Mustard Museum.

The National Mustard Museum holds the world's largest collection of mustards (more than 5,800) 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 King 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.

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: mustardmuseum.com. Information about LOV Dane can be found at lovdane.org.

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