

The **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 more top-notch musical entertainment. Renowned food writer **Meathead Goldwyn** will share his secrets of grilling and sign copies of his new book, *The Science of Great Barbecue and Grilling*.

Major 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. Special thanks go to the **Middleton Community Development Authority** and the **City of Middleton, Wisconsin**.

The **Roth Cheese Food Truck** from Monroe, WI, will serve up mouth-watering cheese snacks (with mustard, of course). **Culver's**, headquartered in nearby Prairie du Sac, WI, has created a new flavor of fresh frozen **Mustard Custard**, available exclusively at the Mustard Museum and only on Mustard Day.

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 – and Queen – of Condiments."

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. The Museum is also the home of America's tongue-in-cheek Mustard College: **POUPON U**.

For more information, contact Barry or Patti Levenson at the museum (608-831-2222) 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 web site: www.mustardmuseum.com.

