

# NATIONAL MUSTARD DAY 2014 EVENT SCHEDULE

- WHAT** 24th Annual Tribute to the “King of Condiments”
- WHEN:** **Saturday, August 2, 2014**  
10 a.m. – 4 p.m. *Rain or Shine*
- WHERE:** **The National Mustard Museum**  
Downtown Middleton at the intersection of Hubbard Avenue & Parmenter Street
- GREY POUPON STAGE:** 9:30 Mustard Day Overture by the POUPON U Accordion Band  
10:00 Opening Ceremony with Dr. Mustard, Dean of POUPON U  
10:30 – 1:00 Funky Chunky  
1:30 – 4:00 The Red Hot Horn Dawgs
- FRENCH’S FAMILY TENT:** 11:00, 12:30 & 2:30 Kids Are People Too! *Interactive kids show*  
11:45 Clowning Around with Doc the Rube
- TASTY TREATS:** *Free\*\*Oscar Mayer Hot Dogs while they last & with mustard (donations appreciated)*  
Culver’s Frozen Mustard Custard with Caramel Ribbon & Chocolate Flakes  
Mustard Day Cookies by Hubbard Avenue Diner  
Hot Soft Pretzels with Mustard!  
Chippy’s Popcorn Creations
- ACTIVITIES:** Fun and Photos with the Oscar Mayer Wienermobile
- Climb to the Top of Boulders Rock Wall
- Visit with the Mascots: French’s Mustard Man & Scoopie from Culver’s
- Dance with the Duchess of Mustard
- \*\*Mustard Games:**  
Hoops for Koops’ Mustard Ring Toss; Fishing for Mustard; Mustard Bowling;  
Plochman’s Spinning Wheel of Mustard Fortune; Feed the Curator; Painting with Mustard
- Balloon Twisting by *The Balloonatic*  
Temporary Tattoos  
Face Painting  
Bounce House with Slide

**\*\*Proceeds from the Mustard Games, Activities & Hot Dog Donations will benefit both LOV Dane, an organization that brings individuals with disabilities, their families and community members together to connect, contribute & create, and also the non-profit National Mustard Museum.**

## **Mustard MarketPlace & Tasting Tents**

Sample Mustards from: Grey Poupon, Hawkwind, Kelley’s Gourmet, El Diablo and Slimm & Nunne Carr Valley Cheese Curds  
Souvenir Mustard Day T-shirts, Cold Drinks and more...

## **INSIDE THE MUSTARD MUSEUM – Admission is Free:**

Enjoy the MustardPiece Theatre  
See the World’s Largest Collection of Mustards & Mustard Memorabilia  
Play the interactive ‘Food Whiz’ Quiz Game  
Browse the Museum Gift Shop and the POUPON U Bookstore

For more information go to [www.mustardmuseum.com](http://www.mustardmuseum.com). To arrange an interview, contact Curator Barry Levenson (cell 608-235-3870) or Marketing Director Patti Levenson (cell 608-444-5280) at the National Mustard Museum (800)438-6878, (608)831-2222 or email: [curator@mustardmuseum.com](mailto:curator@mustardmuseum.com). The National Mustard Museum is a 501(c)3 nonprofit organization.