

Napa Valley Mustard Festival

2008 World-Wide Mustard Competition

The Napa Valley Mustard Festival, in cooperation with the Mount Horeb Mustard Museum, proudly announces the 12th annual Napa Valley Mustard Festival World-Wide Mustard Competition.

Judging will take place under the guidance of Barry Levenson, Curator of the Mount Horeb Mustard Museum, in Mt. Horeb, Wisconsin. The final round of judging will be held in February. The Grand Champion will be selected from gold medal winners by a panel of food critics and chefs. Winners will be announced publicly and medals presented on March 14, 2008, at The Awards, a featured event of the fifteenth annual Napa Valley Mustard Festival at Black Stallion Winery in Napa.

Eligibility: The competition is open to all commercial mustard producers and agents throughout the world. Each mustard entered must be available commercially (generally available to grocery or specialty food trade at wholesale level) as of January 1, 2008. Prototype mustards that are not commercially available are not eligible. Proof of commercial availability may be required, especially when prototype labels are furnished.

Deadline: Entries will be accepted at the Mount Horeb Mustard Museum beginning Friday, December 14, 2007 through Friday, January 25, 2008.

The shipping address for entries is:

Mount Horeb Mustard Museum
100 West Main Street
Mount Horeb, WI 53572
608.437.3986 or 800.438.6878
curator@mustardmuseum.com

Entry Fees: The entry fee is \$35 per mustard entered. A mustard may be entered in more than one category, but each category will constitute a separate entry. Checks should be made payable to Napa Valley Mustard Festival - Mustard Competition.

Cash sponsors of \$5,000 or more may enter up to 20 mustards at no extra charge. Sponsorship also includes a booth at The Marketplace, at COPIA: The American Center for Wine, Food & the Arts. **Cash sponsors of \$2,500** may enter up to eight mustards at no extra charge with booth fees at an additional cost of \$525. Complete sponsorship packages are available upon request. **Mail check to Summers-McCann, Inc., P. O. Box 1385, Sonoma, CA 95476 with a copy of entries.**

Submittal Requirements: Each entry must consist of twelve (12) jars of at least three-and one-half ounces net weight, not to exceed 32 ounces each. Jars will be used for the tasting competition, display, and promotion. Unopened jars will not be returned and may be sold by the Mustard Museum to support promotional mustard activities. Special instructions (e.g., refrigeration requirements) should be clearly written on the entry form.

Each medal winner will be required to submit an additional 12 jars of each mustard entry to Summers-McCann, Inc. Public Relations, 752 Broadway, Sonoma, CA 95476 for display and tasting at The Awards and The Marketplace at COPIA: The American Center for Wine, Food & the Arts.

Categories: The categories for the competition appear on a separate sheet, attached to this announcement. Mustards that appear to be entered in an inappropriate category will be placed in an appropriate category at the discretion of the competition coordinator.

Further Information: For specific information about the competition contact Barry Levenson, competition coordinator, at the Mount Horeb Mustard Museum: Telephone 608.437.3986; Fax 608.437.4018. For information about the Napa Valley Mustard Festival, World-Wide Mustard Competition, or The Awards, contact Summers-McCann, Inc. Public Relations: 707.944.1133 or 707.938.1133; fax 707.938.0123.

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2008 World-Wide Mustard Competition Categories

1. Sweet-Hot

These popular mustards have classic heat countered by sweetness in the form of honey, sugar, brown sugar, molasses, or other sweetening agents. The heat in this mustard should come predominately from the mustard and not any flavorants (e.g., horseradish or peppers). See also the HONEY MUSTARD category.

2. Honey Mustard

Honey can provide both sweetness and a distinctive flavor to mustards. Mustard in this category contains a certain amount of honey, although no minimum percentage is required. Other flavorants, such as herbs, peppers, horseradish, etc. may be present but the honey character of the mustard must come through and will be a critical factor in the judging of this category.

3. Classic Dijon

The classic Dijon-style mustard should be smooth in texture (enter coarse-grained Dijon mustard in Category 4, below), made entirely from the brown mustard seed, and contain no flavorings such as herbs or sweeteners. The mustard should be pungent with a full finish.

4. Coarse Grained

A coarse-grained mustard may contain either cracked or whole mustard seeds and may be flavored.

5. Classic Hot

The heat (or “strength”) comes only from the mustard seed, not from any other agent.

6. Pepper Hot

The flavor and heat of the particular pepper or peppers is the defining flavor profile in this category.

7. Horseradish/Wasabi Mustard

These mustards, flavored with either horseradish or wasabi (or both), will tickle or even torment the sinuses but will be first and foremost mustards.

8. Herb Mustard

These mustards, either smooth or coarse, are defined by the herbs which flavor them. For purposes of this category, onion, peppercorns, spice blends (e.g., curry), and tomatoes are considered herbs. Garlic is not an herb for this category but has its own category.

9. Garlic Mustard

It is called “the stinking rose” and it is a flavor that has married well with mustard for centuries. Mustard in this category must contain garlic. Other flavors are permitted but the hallmark of the medal winner will be its great garlic flavor.

10. Fruit Mustard

Any fruit may give the defining flavor to the mustard in this category. The mustard may be mild or hot, as long as the fruit flavor is evident.

11. Spirit Mustard

Beer, wine, liqueur, or any spirit may be used as the principal liquid and flavoring agent for this category.

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2008 World-Wide Mustard Competition Categories

Continued

12. American Yellow

The classic American Yellow mustard is smooth and gets its yellow color from a natural coloring agent, typically turmeric.

13. Deli/Brown Mustard

This mustard is typically smooth to tightly grained and is the appropriate mustard for a corned beef sandwich.

14. Exotic

Anything goes in this wide-open category, proving that mustard is indeed an artist's canvas on which all things may be drawn.

15. Mustard Based Salad Dressing

These dressings are based on mustard and may be sweet or tangy; classic vinaigrettes and honey mustard dressings are only two of the possibilities that represent this category.

16. Mustard Based Hot Sauce

These hot sauces are based on mustard but combine hot peppers and other flavors to create its own genre within the ever-growing population of hot sauces.

17. Mustard Based BBQ Sauce, Glaze, or Marinade

These are cooking sauces, used to enhance the flavors of meats, poultry, and fish; the mustard character must be evident.

18. Organic Mustard

This new category is open only to products that are certified as organic under U.S. law; any style of mustard is allowed, (dressings, hot sauces, and other sauces are not eligible).

19. Outstanding Label/Packaging

This is the only category not judged blind, and rewards creativity in marketing, design, and presentation. A single mustard or an entire line may be entered. Not eligible for the Grand Champion Award.

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Entry Form

Company Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Contact Person: _____

NAME OF MUSTARD ENTERED: _____

CATEGORY: _____

METHOD OF PAYMENT: Check Money Order # _____ Amt \$ 35.00 per entry

NOTE: Use one entry form for each mustard entered. If you wish to enter a mustard in more than one category, use a separate entry form for each category entered. You may copy this form.

Each entry must include a minimum of 12 jars (minimum weight 3.5 ounces per jar).

*Send mustard and entry forms to:

NAPA VALLEY MUSTARD COMPETITION
THE MOUNT HOREB MUSTARD MUSEUM
100 WEST MAIN STREET
MOUNT HOREB, WI 53572 USA
608.437.3986
FAX 608.437.4018

Deadline for entries: Mustard entries accepted from Friday, December 14, 2007 through Friday, January 25, 2008.

Send a copy of each completed entry form, with appropriate entry fee payable to Napa Valley Mustard Festival Mustard Competition, under separate cover to:

Napa Valley Mustard Festival
c/o Summers-McCann, Inc. Public Relations
P.O. Box 1385
Sonoma, CA 95476
707.944.1133 • fax 707.938.0123
info@summers-mccann.com