

# NAPA VALLEY Mustard Festival

## 2010 World-Wide Mustard Competition

The Napa Valley Mustard Festival, in cooperation with the National Mustard Museum, proudly announces the 14th annual Napa Valley Mustard Festival World-Wide Mustard Competition.

Judging will take place under the guidance of Barry Levenson, Curator of the National Mustard Museum, in Middleton, 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 12, 2010, at The Awards, a featured event of the seventeenth 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, 2010. 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 now through Friday, January 22, 2010. The shipping address for entries is **(Please note new address):**

National Mustard Museum  
7477 Hubbard Avenue  
Middleton, WI 53562  
608-831-2222 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 Robert Mondavi Winery. **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, for display and tasting at The Awards and The Marketplace at Robert Mondavi Winery.

**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 608-831-2222. For information about the Napa Valley Mustard Festival, World-Wide Mustard Competition, or The Awards, contact Summers-McCann, Inc. Public Relations: 707.938.1133; fax 707.938.0123.

NAPA VALLEY  
**Mustard Festival**

## **2010 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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**2010 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 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.

**17. 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).

**18. 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.

NAPA VALLEY  
**Mustard Festival**

**2010 World-Wide Mustard Competition  
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 **(please note new address)**:

NAPA VALLEY MUSTARD COMPETITION  
NATIONAL MUSTARD MUSEUM  
7477 HUBBARD AVENUE  
MIDDLETON, WI 53562 USA  
608-831-2222

Deadline for entries: Mustard entries accepted now through Friday, January 22, 2010.

**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  
707.938.1133 • fax 707.938.0123  
info@mustardfestival.org