

# Napa Valley Mustard Festival

## 2005 World-Wide Mustard Competition

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

Judging will take place between January 30, 2004 and February 6, 2005 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 Chicago. The Grand Champion will be selected from gold medal winners by panels in Chicago. Winners will be announced publicly and medals presented on March 11, 2005, at The Awards, a featured event of the twelfth annual Napa Valley Mustard Festival at COPIA: The American Center for Wine Food & the Arts.

**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, 2005. 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 Monday, December 13, 2004 through Friday, January 17, 2005.

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 \$25 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 \$450. Complete sponsorship packages are available upon request. Mail check to P. O. Box 1385, Sonoma, CA 95476.

**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 Grand Champion selection and 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 contest coordinator.

**Further Information:** For specific information about the competition contact Barry Levenson, contest 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; fax 707.938.0123.

# *Napa Valley Mustard Festival*

## **2005 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 Mustard**

The addition of horseradish to mustard gives not only strength but horseradish flavor to this category.

#### **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.

#### **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 & Sauces**

Calling all salads! From the elegant "moutarde vinaigrette" to the homey "honey mustard dressing," if it makes a salad sing "I Love Mustard," that's the salad dressing we like. The judges will taste it on a dish of mixed greens. Calling all meats! Calling all vegetables! From the rambunctious "down-home barbeque" to the gourmet "delicieux coutis", if it makes meat or vegetables sing "I love mustard", that's the sauce we like.

# Napa Valley Mustard Festival

## 2005 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 \$ 25.00 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 Monday, December 13, 2004 through Monday, January 17, 2005.

**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

# NAPA VALLEY MUSTARD FESTIVAL 2005 MARKETPLACE EVENT REGISTRATION MUSTARD COMPANY

**THE MARKETPLACE**  
March 12 & 13, 2005  
COPIA: The American Center for  
Wine, Food & the Arts

\_\_\_\_\_

business name

\_\_\_\_\_

contact

\_\_\_\_\_

mailing address

\_\_\_\_\_

city zip

\_\_\_\_\_

telephone fax

\_\_\_\_\_

website email

\_\_\_\_\_

signature

## DONATION

Auction lots include wine, dinners, overnight stays, travel packages, and gift baskets.

I would like to make the following contribution(s) for the auction or as a contest/door prize donation (description & value):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Napa Valley Mustard Festival reserves the right to place donations as auction items, contest awards, or door prizes.

For Napa Valley Mustard Festival  
information contact the Event Coordinator  
Summers-McCann Inc. Public Relations  
707.944.1133

[www.mustardfestival.org](http://www.mustardfestival.org)  
[info@mustardfestival.org](mailto:info@mustardfestival.org)

## BOOTH FEES

NO BOOTH FEE FOR NVMF SPONSOR OF \$5,000 CASH OR MORE

\$525 mustard, condiments and gourmet food products

\$ 50 Please add electricity to my booth

- 50 discount for registration  
and payment by December 15

\$ \_\_\_\_\_ TOTAL DUE

Check payable to the Napa Valley Mustard Festival is enclosed

Please use my credit card for payment

Booths are approximately 10' X 10', and include three tables with white linens

## CREDIT CARD INFORMATION

\_\_\_\_\_

name (as it appears on card for charges)

\_\_\_\_\_

credit card number expiration date

\_\_\_\_\_

signature

You will receive detailed event information  
prior to events

Please return this form at your earliest convenience to:  
Napa Valley Mustard Festival  
P.O. Box 3603 • Yountville, CA 94599  
707.944.1133 • fax 707.938.0123