



Sun Valley Mustard
Box 474 Sun Valley, Idaho 83353
801.560.1918 | info@sunvalleymustard.com

FOR IMMEDIATE RELEASE

Gourmet favorite Sun Valley Mustard wins Silver and Gold Medals at the 2012 World-Wide Mustard Competition!

Sun Valley Mustard has won multiple national awards, in blind taste tests judged by specialty food industry experts, chefs and others. They include 1st place, Chili Mustard division for Hot Jalapeno; 1st place, Spirit-based division for Chardonnay; and 1st place, beer division for Amber Ale, from Food Distributor Magazine. Several flavors have also won prizes at the Napa Valley Mustard Festival worldwide competition.

Most recently, Sun Valley won a Silver Medal for its signature flavor, Spicy-Sweet and a Gold Medal for its Labels and Packaging at the 2012 World-Wide Mustard Competition. Over 300 mustard brands entered.

Sun Valley Mustard is owned by Josh Wells of Kethum, Idaho and a group of investors. "We couldn't be more thrilled," Wells said. "Spicy-Sweet is the original Sun Valley Mustard and in our 28 year history, its never won an award." (Sun Valley's other flavors are multiple award winners). "And we're really proud of our new label. We re-designed it to include an iconic image of Bald Mountain, Sun Valley's main ski hill, and differentiated our flavors with bright, contrasting backgrounds. The judges loved it!"

"Judges were nearly unanimous in their praise of the eye-popping colorful label," notes Barry Levenson who conducted the competition, "and it doesn't hurt that the mustard inside is so good as well."

The award-winning line of artisan mustards has been handcrafted in small batches in Sun Valley, Idaho since 1984. Using only natural ingredients and no preservatives, Sun Valley Mustard is known for its high quality, velvety texture and intense flavor. Named one of Idaho's "Best Kept Secrets," Sun Valley Mustard is now available to appreciative palates in a wider world.

Crafted from the finest, freshest ingredients, Sun Valley Mustard was featured on the QVC shopping network in their "Quest for America's Best – The 50 in 50 Tour." The product is made with a high level of quality controls and a special blend of spices that make it unique in the market. It has been featured in national publications including Family Circle and Sunset Magazines and is the most decorated specialty food item in Idaho's history.

Packed with simple, elegant four-color labels, Sun Valley Mustard is available in six delicious flavors: Spicy-Sweet, Chardonnay Wine, Amber Ale, Sweet Garlic, Dill mustard and Hot Jalapeno.

The premium mustards retail at a reasonable price, and are available in markets ranging from large supermarket chains, including Albertsons, to gourmet specialty stores, artisan delis and restaurants. Wells said the mustard is available in Idaho, Utah, Wyoming and Washington with additional retailers in Montana, Oregon and California in the near future.

The Company recently expanded operations in its new production facility in the Hailey Industrial Park. "We're positioned for growth with extensive production capacity and we're working on new distribution channels." Wells also noted that sales are up 47% year-over-year and they recently added a new Director of Production.

Our motto is, "Spread the Love," said Wells. "Its handcrafted quality, premium ingredients and intense flavors are winning fans all over and beating the big boys at competitions."

For more information about Sun Valley Mustard, or to purchase it online, visit www.sunvalleymustard.com. Dealer inquires should be sent to info@sunvalleymustard.com.

Shipping: 1760 Lear Lane #C | Hailey Idaho | 83333 | 800.628.7124
www.sunvalleymustard.com | info@sunvalleymustard.com

COMPANY INFORMATION

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Shipping: 1760 Lear Lane #C
Hailey, Idaho 83333

Mail: PO Box 474
Sun Valley, Idaho 83353

Sun Valley Mustard has been hand-crafting artisan mustards since 1984 in Sun Valley, Idaho. We use the highest quality ingredients in our proprietary recipes and production processes to create our award winning all natural mustards. We never use preservatives and our products contain no artificial colors or flavors.

Our location in Sun Valley has given us national exposure which has led to strong online sales and more recently, attention in national publications including Sunset Magazine and Family Circle.

Sun Valley Mustard is expanding throughout the Northwest where we have strong brand recognition in areas with a high concentration of gourmet food enthusiasts. We sell our products in gourmet stores, restaurants, specialty stores, sandwich shops and delis and the national grocery chain, Albertsons. We have sales representatives actively developing the Seattle, Boise and Salt Lake markets with plans to develop the Eugene, Portland, San Francisco and Los Angeles markets in the near future.

PROMOTIONAL SCHEDULE

We have recently procured the services of Strategies 365 in Seattle, Washington to generate public relations and marketing materials (see attached press release). In addition, they will assist us with the identification and implementation of a comprehensive advertising and marketing strategy and will leverage contacts in the food industry to maximize the exposure of our company and our products.

Currently, we are advertising in local publications and through online media outlets and social media channels. We participate with our retailers in sales with promotional product pricing.

DISTRIBUTION AND RETAIL SUPPORT

Sun Valley Mustard is handling its own distribution and Retail Support through its highly trained and detail oriented account representatives. Our product is delivered fresh and we stock shelves and face product as well as assist with product demonstrations and promotions.

We are currently working with several distributors to obtain the best combination of reliable delivery service and customer support coupled with the broadest market reach.

We are proponents of sampling and have realized great success with in-store product demos. Our conversion rates for triers-to-buyers is consistently over 50% and in new markets we see strong repeat buyer activity.

We provide demo product credits to our retailers for in-store demos and we match discount pricing when our retailers reduce retail prices for sales.

1 Idaho lamb burger

STACK IT UP

For each burger, put a grilled **ground lamb*** patty topped with **sheep's-milk cheese*** on bottom of a grilled **onion roll**. Set a **potato chive cake** and a **butter lettuce** leaf on top. Dollop **Idaho mustard spread** onto onion roll top and set on burger.

TOP THIS!

This summer, give your burgers a real sense of place

BY STEPHANIE DEAN
AND AMY MACHNAK
PHOTOGRAPHS BY
ANNABELLE BREakey

ROCKIES LAMB + IDAHO RUSSETS + SUN VALLEY MUSTARD

TOPPINGS

Potato chive cakes

Soak 8 oz. **russet potato**, peeled and shredded, in water for a few minutes. Drain, then toss with 1 tsp. **kosher salt**, ¼ tsp. **pepper**, and 1 tbsp. **chopped chives**. Heat 1 tbsp. plus 2 tsp. **vegetable oil** in a large frying pan over high heat. Drop potato mixture into

pan in 4 mounds and spread to form cakes. Cook until well browned on each side, turning once, about 5 minutes total.

Idaho mustard spread

Mix together 3 tbsp. **mayonnaise** and 1 to 2 tsp. **Dijon-style mustard** such as Sun Valley Chardonnay Wine Mustard (sunvalleymustard.com).

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*We used Idaho's Lava Lake lamb (lavalakelamb.com) and Lark's Meadow Farms Dulcinea, a Basque-style raw sheep's-milk cheese, also from Idaho (larksmeadowfarms.com).

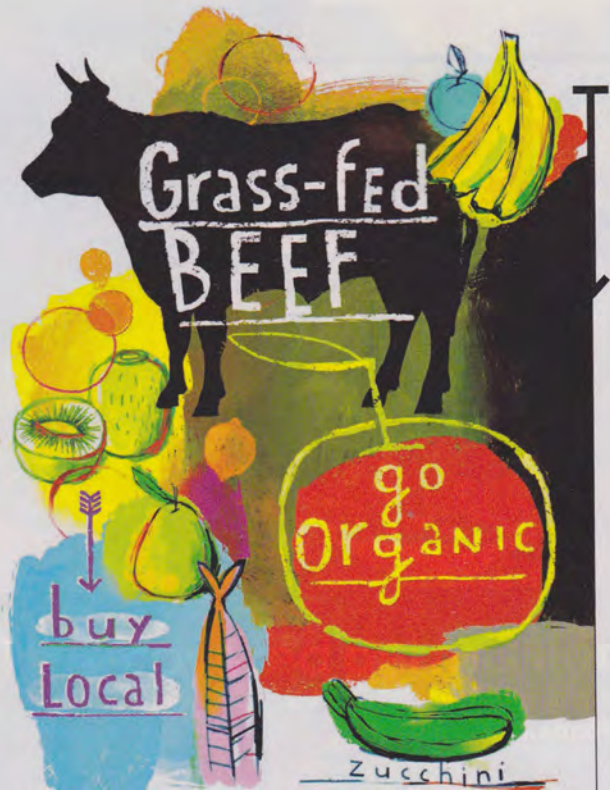
ALL TOPPING RECIPES MAKE ENOUGH FOR 4 SERVINGS.

FOOD NEWS

→ BY MEGAN BINGHAM

Food for THOUGHT

Want to make a difference on Earth Day? Look at your plate. “The easiest way to help the environment is to be responsible about what you eat,” says Tanya Deckla Cobb, author of *Reclaiming Our Food* (Storey Publishing). Here are three ways to clean



OVER THE TOP

Classic
condiments
with a twist



Sun Valley Chardonnay Mustard

This gourmet relish is
perfect for parties.
Sunvalleymustard.com,
\$16/3 jars

2012 WORLD-WIDE MUSTARD COMPETITION WINNERS ANNOUNCED

(MIDDLETON, WI.) Nearly 300 mustards from around the world competed in eighteen categories at the 17th annual **World-Wide Mustard Competition**, conducted under the direction of **Barry Levenson**, Curator of the National Mustard Museum in Middleton, Wisconsin.

From the Gold Medal winners, a panel of chefs from the Windy City (Chicago) chapter of the American Culinary Federation selected as Grand Champion **Three Monkeys Sweet & Spicy Mustard**, a butter-laced sweet-hot mustard made by **Dan Collins** of Lawrenceville, PA.

According to Levenson, the winning mustard reflects both the quality and diversity of the mustard industry. “It doesn’t matter if it’s a well-established large producer or, as is the case this year, a small boutique mustard maker, this competition attracts the finest mustards in the world. The judging is blind, giving each mustard the same chance to win. The judges were certainly challenged by the high quality of the entries.”

For the second year in a row, top Dijon honors went to the French mustard maker, **Europeenne des Condiments**, with another French *moutardier*, **Clovis**, capturing the Silver. **Grey Poupon**, made in the United States, showed that it can go toe-to-toe with the French, earning the Bronze, along with two additional medals.

“The venerable French mustard maker **Maille**, with its three-hundred year tradition, took home three medals, while **Beaverton Foods** of Beaverton, Oregon, led all mustard makers – as it has done several times in the past – with six medals.

The competition affords the mustard industry an opportunity to showcase the variety of flavors and styles available to consumers. “We are way beyond just yellow and brown deli mustards,” says Levenson, “although those styles continue to be important in the mustard world, as they have their own categories in the competition. But herb mustards, fruit mustards, garlic mustards, spirit mustards, mustard-based sauces and dressings, organic mustards, whole seed mustards, and exotic mustards are what adventurous food lovers want these days. Several new mustards won medals this year, including **Clovis Cucumber Garlic Dill** (France), **LissElla Blueberry** (Sweden), **Minokyu Yuzu Honey** (Japan), and **Beaver Hickory Smoke Bacon** (USA).

In the Packaging/Label category, **Sun Valley Mustard Company** of Sun Valley, Idaho, captured the Gold Medal. “Judges were nearly unanimous in their praise of the eye-popping colorful label,” notes Levenson, “and it doesn’t hurt that the mustard inside is so good as well.” **Sun Valley Spicy-Sweet Mustard** won a Silver Medal in the highly competitive Sweet Hot Mustard Category.

The National Mustard Museum also demonstrates the breadth and depth of the mustard industry. It holds more than 5,400 mustards from 79 countries in its permanent collection, in addition to hundreds of items of mustard history. The Museum became a nonprofit museum in early 2011. Levenson, who founded the museum in 1986, coordinated the World-Wide Mustard Competition since its inception in 1995.

For more information, and to receive a complete list of the medal winners, contact:

Barry Levenson, curator@mustardmuseum.com

2012 WORLD-WIDE MUSTARD COMPETITION

MEDAL WINNERS

Sweet Hot Mustards

Gold: Three Monkeys Sweet & Spicy Mustard
Silver: Sun Valley Spicy-Sweet Mustard
Bronze: I Cherchies Champagne Mustard

Honey Mustards

Gold: Maille Honey Dijon
Silver: Rothschild Raspberry Honey Mustard
Bronze: Wicked Natural Caramel Mustard & Dip

Classic Dijon Mustards

Gold: Temeraire Dijon
Silver: Clovis Dijon
Bronze: Grey Poupon Dijon Mustard

Whole Grained Mustards

Gold: Maille Moutarde a l' Ancienne
Silver: Silver Spring Whole Grain Mustard
Bronze: Grey Poupon Harvest Coarse Ground Mustard

Classic Hot Mustards

Gold: Beaver Original Chinese Mustard ("Extra Hot")
Silver: Colman's Original English Mustard
Bronze: Bornier Dijon

Pepper Hot Mustards

Gold: Lucky Dog Smoked Habanero Honey Mustard
Silver: Daddy Cook's Heaven n Hell Mustard
Bronze: Beaver Jalapeno Mustard

Horseradish/Wasabi Mustards

Gold: Inglehoffer Wasabi Horseradish Mustard
Silver: Silver Spring Beer 'n' Brat Mustard
Bronze: Maille Horseradish Mustard

Herb/Veggie Mustards

Gold: Clovis Cucumber Garlic Dill Mustard
Silver: Willamette Valley Dill Mustard
Bronze: Terrapin Ridge Sweet Beet and Horseradish Mustard

Garlic Mustards

Gold: Garlic Survival Co. Roasted Garlic Honey Mustard
Silver: Saucy Mama Smoky Garlic Mustard
Bronze: Beaver Dijon Garlic Mustard

Fruit Mustards

Gold: LissElla Lycklibar Blabar (Blueberry)
Silver: Daddy Cooks Blood Orange Sangria Mustard
Bronze: Minokyu Yuzu Honey Mustard

Spirit Mustards

- Gold: Wine Country Kitchen Amber Beer Mustard
- Silver: Plochman's Beer Mustard with Killian Irish Red
- Bronze: Raye's Sea Dog Beer Mustard

American Yellow Mustards

- Gold: Raye's Down East Schooner Mustard
- Silver: Plochman's Premium Mild Yellow Mustard
- Bronze: Mustard Girl Sweet n Fancy Yellow Mustard

Deli/Brown Mustards

- Gold: Ba-Tampte Delicatessen Mustard
- Silver: Grey Poupon Deli Mustard
- Bronze: Kosciuski Spicy Brown Mustard

Exotic Mustards

- Gold: Earth & Vine Chipotle Honey Lime Mustard
- Silver: Beaver Hickory Smoke Bacon Mustard
- Bronze: Dulcet Moroccan Mustard

Mustard-Based Dressings

- Gold: McClain's Vidalia Onion Honey Mustard Sauce
- Silver: Auntie Lilikoi's Passion Fruit Wasabi Dressing
- Bronze: Food & Wine Honey Dijon Dressing

Mustard-Based BBQ Sauces

- Gold: Po Boy's BBQ Sauce
- Silver: Joe Bud's Everything Sauce (Hot)
- Bronze: Fischer & Wieser Smokey Mesquite Sauce

Organic Mustards

- Gold: Lou's Famous Organic Horseradish Mustard
- Silver: Silver Spring Organic Dill Mustard
- Bronze: Inglehoffer Organic Honey Mustard

Outstanding Label/Packaging

- Gold: Sun Valley Mustard Company
- Silver: Mustard Girl
- Bronze: Grandpa Spencer's Original Sweet & Spicy Mustard

***** GRAND CHAMPION: Three Monkeys Sweet & Spicy Mustard *****

All of our gourmet mustards use 100% fresh ingredients and no preservatives. We use a unique cooking process to blend flavors and produce the superb texture that makes this mustard such a versatile product for sandwiches, sauces, dipping and dressings.

Sun Valley Spicy Sweet Mustard: Our classic and best selling mustard possesses a very smooth and sweet gourmet texture. A powerful and delightful personality, very versatile. Use for dips, dressings, glazes, sausage meats and specialty sandwiches. Silver Medal 2012!

Sun Valley Chardonnay Wine Mustard: Delicious gourmet mustard made from select award winning Chardonnay wine. Wonderful aroma and aftertaste. Great on smoked salmon, white meats and in dips.

Sun Valley Amber Ale Mustard: An award winning mustard at the 1999 Napa Valley Mustard Festival competition. A rich exciting blend of Amber Ale and spices. Great for all meats, dips, sauces and in dressings.

Sun Valley Sweet Garlic Mustard: A magical blend of spices and fresh garlic. A great cooking mustard that is superb for salad dressings or as a meat glaze. Especially good on chicken, pork, or corned beef.

Sun Valley Dill Mustard: A touch of fresh french dill is added to the mustard for a mild, yet dynamic taste.

Sun Valley Hot Jalapeno Mustard: Our classic Spicy-Sweet mustard infused with cayenne pepper and freshly chopped hot jalapenos. Add a little zing to anything.



Nutrition Facts

Serving size: 1 tsp (5 mL)
Servings: 40

Amount Per Serving	
Calories: 10	
% Daily Value*	
Total Fat	0g 0%
Cholesterol	5mg 1%
Sodium	30mg 1%
Total Carb.	1g 0%
Sugars	1g
Protein	0g 0%

* Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Mustard, sugar, beer, vinegar, eggs, water, vegetable oil, salt and spices.



Mfg. by: 5B Foods, LLC
Box 474, Sun Valley, ID 83353
1-800-628-7124



NO PRESERVATIVES

NET WT. 7.5 oz (212.47g)

REFRIGERATE AFTER OPENING

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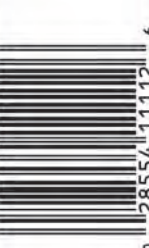
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INGREDIENTS: Mustard, sugar, fresh jalapeño, vinegar, eggs, water, vegetable oil, salt and spices.



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INGREDIENTS: Mustard, sugar, vinegar, eggs, water, vegetable oil, salt and spices.



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INGREDIENTS: Mustard, sugar, fresh garlic, vinegar, eggs, water, vegetable oil, salt and spices.

Nutrition Facts

Serving size: 1 tsp (5 mL)
Servings: 40

Amount Per Serving	
Calories: 10	
% Daily Value*	
Total Fat	0g 0%
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www.sunvalleymustard.com