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NATIONAL MUSTARD DAY FESTIVAL RETURNS TO MIDDLETON: SATURDAY, AUGUST 7

(Middleton, Wisconsin) With the gradual reopening of Wisconsin from the pandemic, the annual **National Mustard Day** festival is back. Since 1992, the National Mustard Museum has been celebrating the first Saturday in August as the day on which we pay homage to the King of Condiments. Hubbard Avenue in front of the **National Mustard Museum** in Middleton, Wisconsin, will rock with hot dogs and bratwursts, mustard tastings, live music and mustard games for kids of all ages.

This year the Museum will feature the Blue Accordion and The Dawg Bones as headline performers on the Main Mustard Stage. For families, the popular *Kids Are People Too!* will delight the crowds with interactive rock 'n roll shows. Usinger's of Milwaukee will return as the official sausage sponsor of National Mustard Day. There will be plenty of mustards for slathering on your dogs and brats. However, ketchup is not allowed on the grounds of the National Mustard Day festival.

Details of all the activities and a schedule are online at www.mustardmuseum.org/mustard-day/

Legendary Milwaukee Brewer slugger and two-time American League home run champion **Stormin' Gorman Thomas** will be there with his award-winning mustard-based "Stormin' Sauce."

This year's theme "*No Matter How You Say Mustard, We All Love It*" will offer curious fans of the Mustard Museum the opportunity to learn how to say and write mustard in twenty-five different languages. It is this year's t-shirt design and is page 2 of this press release.

The National Mustard Museum recently concluded the annual **World-Wide Mustard Competition** and on Mustard Day visitors will have the opportunity to taste many of the medal winning mustards, including the 2021 Grand Champion **Bornier Whole Grain Dijon Mustard**.

The nonprofit National Mustard Museum holds the world's largest collection of mustards and mustard memorabilia. Mustard lovers will have the opportunity to buy the museum's new book, *The Art of Mustard*, with more than 600 pictures of objects and artifacts in the museum collection. The popular game, *Please Pass the Mustard!*, will also be available for sale, as are hundreds of mustards and other gourmet foods.

For those unable to attend the festival, we will launch an International Mustard Day Youtube video, with mustard greetings from around the world, on the morning of August 7. We will also host a live Mustard Day Zoom call at 5:00 (CDT) on August 7. Details and links will be available on the Mustard Museum's web sites (www.mustardmuseum.com and www.mustardmuseum.org) the week before Mustard Day.

For more information: Contact the museum curator Barry Levenson at curator@mustardmuseum.com or by calling the museum at 608-831-2222.

NO MATTER

HOW YOU SAY

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WE ALL LOVE IT

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2021 NATIONAL MUSTARD DAY