

2023 WORLD-WIDE MUSTARD COMPETITION – OFFICIAL RULES

Sponsored by the National Mustard Museum

WHO MAY ENTER? Manufacturers, producers, distributors, importers, brokers, and wholesalers of prepared mustard may enter their mustard products if they are commercially available for retail sale through wholesale channels. Mustards that are sold to consumers only through the manufacturer are not “commercially available.” Mustards made in the home are not eligible unless they may be legally sold to the public under applicable law. Prototype mustards may be entered only if they will be commercially available as of April 15, 2023.

WHAT CONSTITUTES AN ENTRY IN THE COMPETITION? A valid entry consists of **12 jars** (minimum net weight of 3.5 ounces (100 grams) each and maximum weight of 17.6 ounces (500 grams)), plus an entry fee of **\$50 per mustard** entered in a category for mustards shipped from a U.S. address. and a completed entry form for each mustard entered. For mustards sent from outside the United States, the entry fee is \$25 per mustard entered in a category.

Jars must be designed to be available for retail sale to consumers; pouches or food service packs, not available for sale to consumers, are not eligible for the competition.

WHEN AND WHERE ARE ENTRIES DUE? Entries are due no later than **March 12, 2023** and should be sent to the National Mustard Museum at the following address:

**NATIONAL MUSTARD MUSEUM
7477 Hubbard Avenue
Middleton, WI 53562 USA**

IF A MUSTARD IS MADE OUTSIDE THE UNITED STATES, HOW SHOULD IT BE SENT? Each entrant is responsible for getting its mustards to the Mustard Museum by the deadline. Delivery services in each country are different so we cannot recommend any single means of shipping. You are responsible for getting your mustards to clear United States Customs. We find that packages marked “Commercial Samples of No Commercial Value” encounter few problems.

HOW ARE THE MUSTARDS JUDGED? In each tasting category, mustards are judged on the basis of (1) mustard quality (how “mustardy” is it); (2) category fidelity (e.g. how fruity is the mustard entered in the fruit mustard category); and (3) overall flavor and appearance. Mustards are tasted “blind,” in that judges will not know the brand identity of any mustard being tasted. Judging takes place under the direction of Barry Levenson, Curator of the National Mustard Museum. Judges include chefs, food writers, food professionals, and others deemed qualified to taste and judge.

WHAT MEDALS ARE AWARDED? In each category, the top three mustards are awarded Gold, Silver, and Bronze medals. From the Gold Medal winners in the tasting categories, one winner will be selected as Grand Champion.

CAN I ENTER THE SAME MUSTARD UNDER DIFFERENT LABELS IN THE SAME CATEGORY? No. Many companies market a mustard under different brand names but you may not enter identical mustards with different labels in a single category.

CAN I ENTER A MUSTARD IN MORE THAN ONE CATEGORY? Yes. You may enter a mustard in multiple categories but you must send a separate case of 12 jars and a separate entry fee for each category entered.

WHAT ARE THE CATEGORIES? There are 19 tasting categories. These are listed on a separate attachment. If you are uncertain as to which category your mustard should enter, Barry Levenson will make sure your mustard is entered in the appropriate category. The Museum reserves the right to move a mustard from one category to a different category if the originally selected category is not appropriate. The goal of the competition is to make sure each mustard has the best possible chance of winning a medal and to generate as much positive publicity for the entire mustard category.

WHEN AND HOW WILL WINNERS BE NOTIFIED? We will notify winners by phone or email on or about May 15, 2023. The winning mustards will also be posted on the National Mustard Museum websites, www.mustardmuseum.com and www.mustardmuseum.org. Medals will be mailed to all winners by June 20, 2023. Winning mustards will be displayed at the National Mustard Museum.

DEADLINE (NEW) FOR ENTRIES: March 12, 2023