

2025 WORLD-WIDE MUSTARD COMPETITION – OFFICIAL RULES

Hosted 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 local law. Prototype mustards may be entered only if they will be commercially available as of April 30, 2025.

WHAT CONSTITUTES AN ENTRY IN THE COMPETITION? A valid entry consists of **12 jars** (each jar minimum net weight of 3.5 ounces (100 gm) each and maximum weight of 17.6 ounces (500 gm)), plus an entry fee **per mustard** entered in a category, and a completed entry form for each mustard entered. **The entry fee is \$50 if shipped from the United States and \$35 if shipped from outside of the United States.** We recognize that shipping costs from outside the United States can be expensive and we want to make the cost reasonable to all. All proceeds from entry fees go to the nonprofit National Mustard Museum.

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 by **March 7, 2025 (firm!)** and should be sent to:

**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. You can also enter completely different mustards in the same 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 at least 12 jars and a separate entry fee for each category entered.

WHAT ARE THE CATEGORIES? There are 18 tasting categories. These are listed on a separate sheet. 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, 2025. The winning mustards will also be posted on the National Mustard Museum website, *MustardMuseum.org*. Medals will be mailed to all winners by June 20, 2025. Winning mustards will be displayed at the National Mustard Museum.

WHAT’S NEW THIS YEAR? We require **at least 12 jars** for competition entries, not 6. The reason for that is we have multiple panels for the final round (Grand Champion round) and selected other rounds. Each panel requires fresh jars. Mustards that do not make the final round will be sold by the museum gift shop, used as a silent auction to benefit the nonprofit museum, or given to a food bank.