

Celebrate National Mustard Day (Aug. 1st) & All Summer Long - Sponsored by French's Mustard

French's is the Official Sponsor of National Mustard Day

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/EINPresswire.com/ -- Chester, NJ (August 2015) — – French's® [Mustard](#), the undisputed leader in Yellow Mustard, announces it is the official sponsor of National Mustard Day, Saturday August 1st. French's has been the official Mustard of National Mustard Day for over 20 years. French's also celebrates the debut of two new French's Mustard flavors. French's has been America's best-loved yellow mustard for more than 100 years crafted with only pure, quality ingredients that start with stone ground #1 grade mustard seed.

National Mustard Day is celebrated annually at the National Mustard Museum from 10 a.m. to 4 p.m. on the first Saturday in August. It is a fun-filled day for the whole family and has traditionally included FREE hot dogs as well as music, games, other entertainment, FREE mustard sampling, and more. The Mustard Museum in Middleton, Wisconsin has been the official sponsor of this event since 1991 along with French's Mustard.

In 2010, the event was moved to the current home of the Museum in Downtown Middleton, Wisconsin. With more than 6,000 enthusiastic mustard lovers in attendance annually, this event has raised thousands of dollars for local charity.

“While most of us recognize mustard for its popularity as a condiment used on hot dogs, burgers and sandwiches, mustard is about so much more,” says Barry Levenson, Curator at the National Mustard Museum. “It’s the versatility of French’s mustard that makes it ideal for complementing a variety of different foods.” .



“We are delighted to once again be a sponsor of National Mustard Day, to share our two new flavors Sweet Yellow Mustard and Spicy Yellow Mustard as official members of the National Mustard Museum and to introduce these flavors to our loyal French’s consumers . We understand that palates of America is changing and we strive to always satisfy our consumers desire for variety and new flavor ingredients,” said Miguel Gonzalez, VP of Marketing for The French’s Food Company. “

.Everyone can join the celebration by enjoying America’s #1 Mustard brand by trying the newest flavors, French’s Sweet Yellow Mustard with Brown Sugar, French’s Spicy Yellow Spicy Mustard with Cayenne Pepper. Like French’s Classic Yellow Mustard, the new flavors are 100 % natural, fat-free and gluten-free. The French’s line includes Classic Yellow, Spicy Brown, Dijon, Horseradish, Honey or Honey Dijon. French’s has a flavor that can take your favorite family recipe to a whole new level.

Even if you can’t make it to National Mustard Museum in Wisconsin, you can still celebrate National Mustard Day all summer long with these new flavors and great summer recipes and for more, log onto www.frenchsfoods.com.

French’s newest innovations are created to reflect evolving food trends that embrace more exotic flavors, and unlock new flavor experiences that pair perfectly with a variety of foods and recipes.

Meet the Newest Members of the French’s Mustard Family:

- French’s Sweet Yellow Mustard with Brown Sugar

Brown sugar adds a burst of irresistible sweetness to French’s Classic Yellow Mustard. The combination of sweetness and tang is great for dips, sandwiches, sauces and marinades. It is available in 14 ounce bottle at a SRP of \$1.99.

- French’s Spicy Yellow Spicy Mustard with Cayenne Pepper

Classic yellow mustard gets an added kick with the perfect amount of cayenne pepper to create this new variation. It’s the perfect addition to wraps, sandwiches, dips and dressings. It is available in a 14 ounce bottle at a SRP of \$1.99.

The French’s family transforms traditional foods into extraordinary meals. Our goal is to help consumers discover new ways to enjoy their foods. Beyond the bun, French’s ignites new flavor possibilities in dips, salads, dressings, marinades and more.

Flavor possibilities include:

- Cheeseburger Burritos: Amaze friends with French’s mustard and ketchup starring in a combination of two all-time favorites
- Chicken Lettuce Wraps: Freshen up the dinner table with savory lettuce wraps featuring sweet or spicy mustard chicken
- Sweet Bacon Cheddar Dip: This super easy and delicious dip is sure to be a big hit at any gathering

For more information and recipe inspiration, visit www.Frenchs.com.

About The French’s Food Company

The French’s Food Company, based in Chester, N.J., has been bringing great flavor to people for more than 100 years. The company still crafts trusted foods using simple ingredients of the highest quality. From French’s Classic Yellow Mustard, long America’s top-selling mustard, to its most recent innovations, the company has a history rich with delicious creations.

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