



Complete Your Cooking With Colman's™

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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Colman's Heats Up the Winter Fancy Food Show 2013

*Iconic Brand Colman's of Norwich Delivers a Gourmet Kick at Liberty Richter **Booth #946***

(Santa Barbara, California) - Widely considered *the* mustard of choice in the world, Colman's Mustard (www.colmansusa.com) has a rich history as an iconic brand that sets the standard for complexity and versatility both as a condiment and a gourmet go-to ingredient in commercial and residential kitchens around the world. Exhibiting at the 2013 Winter Fancy Food Show, January 20-22, Colman's of Norwich will sample their unforgettable, fiery-hot Prepared Mustard and Super Fine Dry Mustard Powder at the Liberty Richter **Booth #946**.

Colman's Mustard gives a healthy kick to any meal, providing a slow-building heat that is not overpowering and adds unique layers of flavor to everything from Asian dishes to American favorites. Household chefs and professionals agree that the fresh and zesty taste integrates seamlessly into dressings, soups, stews, marinades, sauces and desserts, without adding to one's waistline—the mustard contains a mere 10 calories per teaspoon, plus, all varieties are free of artificial dyes or preservatives.

Still maintaining its modern appeal, and recently awarded a Silver Medal in the "Original Hot Mustard" category at the 2012 World Mustard Tasting Competition, few food brands have a history as rich as Colman's. The company's English Mustard was first produced in Norfolk, Britain, back in 1814 and quickly became a staple on British dinner tables. In 1866, founder Jeremiah Colman was appointed mustard-maker to Queen Victoria and, just 14 years later, the high-quality product—in its distinctive red and yellow tin—was introduced to the United States, where it's been at the heart of American mealtimes since.

According to CNN Health's *10 Spices and Herbs That Aid Weight Loss*, research shows that as little as one teaspoon of mustard can raise metabolic rates by nearly 25%*. With versatile mustard such as Colman's, adding one teaspoon can be as simple as preparing a spicier salad dressing or creating a flavorful honey mustard dipping sauce for fresh vegetables or lean meats¹.

¹ ****http://www.cnn.com/2011/11/04/health/gallery/weight-loss-spices-herbs/index.html?hpt=he_t5



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Colman's Prepared Mustard

Pure and natural zest makes Colman's Prepared Mustard robust and truly gourmet. A dollop added to tuna salad, mashed potatoes or whisked into olive oil and drizzled over grilled veggies gives a fiery kick to ordinary creations.

Colman's Dry Mustard Powder

Colman's Double Superfine Dry Mustard Powder is long-lasting and economical, with an ultra-fine consistency that delivers layers of flavor and maximum kick when added to mealtime and grilling favorites. A pinch of this versatile 100% pure mustard powder perks up salad dressing, sauces and meat rubs, for smoldering flavor every time.

[Be sure to visit Liberty Richter Booth # 946 to](#) sample Colman's robust and truly gourmet Original English Mustard.

About Colman's

Established in 1814, Colman's of Norwich has been recognized widely as *the* English mustard in the U.K. Using a unique and zesty blend of brown mustard seeds (*Brassica Juncea*) and white mustard seeds (*Sinapis Alba*), Jeremiah Colman created a mustard with a flavorful heat sensation that has become an essential condiment and paramount ingredient in Britain's favorite recipes, even to the highest royal order. In 1866 Queen Victoria bestowed the ultimate seal of approval - the Royal Warrant – galvanizing Colman's as the crown jewel of mustards, securing its place in the most discerning kitchens around the world. Sold as prepared mustard and mustard powder, Colman's provides a pure, fiery and complex condiment for all your recipes and dishes. Complete Your Cooking With Colman's. Visit Colman's of Norwich on the web at www.colmansusa.com . For recipes, extended history and information please visit www.colmansusa.com.

For product samples, press materials, or further information, please contact Leigh-Anne Anderson, Christie Communications, at 805-969-3744, or landerson@christiecomm.com.



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