

Saucy Mama adding Zest to World Food Championships

Barhyte Specialty Foods to Sponsor Food Blogger “Zestuous” at World Food Championships

Pendleton, OR. (November 1, 2013) – With more than \$300,000 on the line, the biggest potential jackpot in the food world will be awarded next week in Las Vegas – not on The Strip, but at the 2013 World Food Championships. Barhyte Specialty Foods is proudly helping bring the zest to the competition, with its sponsorship of food blogger Christie Vanover of Zestuous.



WORLD FOOD
CHAMPIONSHIPS

The event, which will be held downtown on Fremont Street from November 7-10, will host more than 400 invited contenders participating in seven unique categories. Vanover will compete in the sandwich category and will use Barhyte’s signature Saucy Mama mustards and marinades to bring added zing to her judge-pleasing recipes.

Hosting and emceeding the event, which is open to the public, is culinary celebrity and Food Network “Health Inspector” host, Ben Vaughn.

In addition to the \$300,000 prize purse, contestants also are eligible to win corporate endorsements as well as television fame. Following the tournament-style challenges, the winners from each of category will come together to compete in the finals for the title of “World Food Champion.” Last year’s champion, Robert Butler, also hailed from the sandwich category with his Asian-style braised pork sandwich.

Christie, a Las Vegas native, has created a Local’s Guide for incoming competitors, filled with useful tips about Fremont Street, hotels, grocery store locations and other important information. In addition, while staying in the swanky “Saucy Mama Suite” at the Golden Nugget Hotel, she will host small gatherings for attendants to meet and chat before events. Barhyte Specialty Foods’ Social Media Marketing Manager, Colette, will also be in attendance at the event to provide support for Christie and capture the event’s highlights.

ABOUT BARHYTE SPECIALTY FOODS

Barhyte Specialty Foods, based out of Pendleton, Oregon, has roots dating back 200 years and 6,000 miles away in Germany, where Jacobus Barhyte first created a sweet-and-sour mustard that he brought to the US. Many generations later, Jan and Susan Barhyte began selling mustard from the original recipe, as well as other signature creations, through their Swift and Martin Station Deli. Thanks to overwhelming demand, the family launched their own manufacturing operation in 1977. Today, the company offers more than 65 award-winning mustards, marinades, sauces, and other condiments through the Barhyte Specialty Foods and the Saucy Mama brand, as well as through co-branded and private label relationships.

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