

## SUZIE'S MUSTARD LABEL EARNS PRESTIGIOUS DESIGN AWARD

Organic Mustard Label Nabs Top Honors Out of 8,000 Submissions  
for American Graphic Design Award

Portland, Or. (January 10, 2013) – The Suzie’s Mustard label has won an esteemed design award from *Graphic Design USA*. The Suzie’s brand is [Barhyte Specialty Foods’](#) newest “Table Essentials” product line released in 2011, and it features three flavor profiles, including classic Yellow, Dijon, and Spicy Brown.

The American Graphic Design Awards, hosted annually by news magazine *Graphic Design USA*, dates back more than 40 years and is open to everyone in the graphic arts community, including design firms, advertising agencies and publishers. [Michael Patrick Partners](#), a brand development firm from Portland, OR, was the creative mastermind behind the Suzie’s label design and entered the label for competition in the 2012 awards.

The Suzie’s Mustard label, one of more than 8,000 entries submitted by designers across the country, swiped one of these coveted awards for package design. About 15 percent of the received entries earned an award this year.

Duane “Doo” Maidens, Partner and Creative Director, at Michael Patrick Partners said, “For our package design exploration, we tested every mustard on the market. Naturally the test included hotdogs, too. When it came time to taste Suzie’s Yellow Mustard, one of the designers said with a smile, ‘My dog loves it!’ We had to find a way to work that quote into the label design. Fortunately, Barhyte has a sense of humor and approved it.”

Suzie’s Mustard is available in specialty stores nationwide and through regional Whole Foods Markets. For more information about Barhyte Specialty Foods and its award-winning condiments, visit [www.Barhyte.com](http://www.Barhyte.com).

### 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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