



# *DESIGNER MUSTARDS*

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*A True Saskatchewan Product,  
from the Raw Seed to the  
Consumer's Plate*

Presented By:  
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# *Why Mustard, You Ask??*

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★ My Background

★ The Enduring Seed - The Research Begins



★ Ever-Growing Product Line – Following Flavour Trends

★ Local Recognition





# *Mustard Making – the Process*

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## ★ From a Tiny Seed.....

- ❖ Common Seed Varieties
- ❖ Whole, ground
- ❖ Acidic Liquid
- ❖ The Chemical Reaction – Controlling the Heat
- ❖ Flavouring
- ❖ Aging
- ❖ Processing





# *A Brief History of the Golden Condiment*

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★ Where It All Began

★ The Use of Mustard in the Kitchen and in the Medicine Cabinet



★ The Ketchup Generation Grows Up

★ A Mustard Museum, You Say?

*“No matter where you travel, no matter where you roam.  
Mustard on the table will make you feel at home.” Barry  
Levenson*



★ The Tiny Seed that Increased Tourism



# *Local Popularity Grows*

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★ Local Mustard Makers

★ The 100 Mile Diet



★ Humboldt Oktoberfest Mustard Contest

★ The Saskatchewan Mustard Festival





*Thank You*

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Michelle Zimmer

Wild Serendipity Foods

[www.wildserendipity.com](http://www.wildserendipity.com)