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Mustard: The “It” Condiment

Specialty Mustards Add A New Way To Spice Up The Table

Consumers are gravitating toward simpler foods and beverages, often sustainable and local, and they respond to products that make their lives easier and more flavorful. However, while they may want their food simpler, they don't want it boring. **There's always room for indulgence and new taste adventures.** Enter the newest gourmet mustard to hit market shelves **Brown Dog Fancy**, a completely line of seven different organic mustard ingredient profiles.

Industry food experts agree that mustard is the new butter and the new mayo. The condiment raked in U.S. sales of \$508 million in 2012 – an 11% jump since 2007, according to Mintel, a market researcher. In addition to flavor being a huge factor, the recent health craze in the USA is also contributing to the mustard boom. More and more restaurants are also finding that guests are asking for mustard for their bread and their fries.

Gourmet brands are releasing dozens of gourmet mustards in order to appeal to this foodie trend. Boutique mustard companies are releasing variations of *Dusseldorf style mustards*, *Course Tin Mustards* (unrefined mustard seeds that have a texture that parallels caviar), and *fruit mustards* such as blueberry and raspberry. Mainstream mustard manufacturers French's and Kraft foods are testing new varieties of staple mustards to be released in test markets through out the United States.



Every Bite Counts

Healthier Consumption of Everyday Condiments

Most every day condiments on super market shelves contain lots of fillers and preservatives and not much in the way of real food. Commercially prepared condiments are typically a mixture of low-quality, genetically engineered ingredients, chemical preservatives, fillers, and taste and texture enhancers that have potential health risks. When it comes to the worst foods to consume, condiments are usually given a free ride because, well, it's only a spoonful. They're typically overlooked, or brushed off as "harmless," or eaten in such small quantities that their effects seem negligible.

Condiments can make bland foods taste better and good foods taste great. But they can also turn an otherwise nutritious meal into a metabolic nightmare, one tablespoon at a time. Small, frequent doses of potentially harmful ingredients can be far from benign, having a cumulative biological effect. In fact, there is scientific evidence that more significant health effects may occur at low doses than high, especially for hormone-disrupting chemicals. It's time to stop giving condiments a free pass. More and more companies are looking to raise the standards on condiments, one of the most popular ways to make stables taste better. **Brown Dog Fancy** is one of the newest brands taking the healthy, gourmet food market by storm.



Spicy Blends with a Side of Benefits

There is a strong trend toward combining spices with powerful and nutritious ingredients. Flavorful herbs and spices add everyday versatility to good-for-you ingredients like matcha and chia. For example, Chia becomes zesty when combined with citrus, chile and garlic and turmeric is blended with cocoa, cinnamon and nutmeg.

The Healthy Benefits of Mustard

Seeds of the mustard plant are rich source of minerals such as calcium, magnesium, phosphorous and potassium. Along with this, it is a good source of dietary folate and vitamin A.

Mustard greens or leaves of mustard plants are excellent source of essential minerals including potassium, calcium and phosphorous.

The Healthy Benefits of Mustard

Mustards have been used in cultures around the world as a spice to help protect one from gastrointestinal diseases. Packed with phytonutrients, mustard seeds are a great way to prevent and slow the progress of problems in the gastrointestinal tract.

Mustard seeds are high in selenium and magnesium. Both the components give it a unique anti-inflammatory property. Consumed regularly, it is known to control and keep the symptoms of asthma, cold and chest congestion at bay.

Mustard contains high levels of niacin or vitamin B3. Niacin has properties that help lower one's cholesterol levels and protects the arteries from atherosclerosis (plaque build-up).

Brown Dog Fancy is combining organic mustard seeds with other good for the body spices like **horseradish** and **onions** for added health benefits.

