



FOR IMMEDIATE RELEASE

Digital images of winning cookbooks available upon request.

CONTACT: Jennifer Moore
jmoore@hunterpr.com
Mike Surabian
msurabian@hunterpr.com
(212) 679-6600

**TABASCO® COMMUNITY COOKBOOK AWARDS CELEBRATE 20TH ANNIVERSARY
CALL FOR ENTRIES ANNOUNCED**

***A Little Taste of Heaven Since 1857* from North Carolina Named 2008 National Winner**

VERY ISLAND, La., January 23, 2009 – Twenty years ago, McIlhenny Company established the Tabasco Community Cookbook Awards to recognize the role these unique books play in chronicling and preserving local culinary traditions. Over the years, the Awards have honored more than 250 exceptional cookbooks. The dedicated organizations that created these treasured volumes have been granted nearly \$100,000 to benefit local causes and charitable programs. This year, McIlhenny Company announces the call for entries for the 20th anniversary Tabasco Community Cookbook Awards. Cookbooks published in 2008 and 2009 are eligible; Friday, September 25, 2009 is the deadline for submissions.

Additionally, in memory of Eula Mae Doré, a “treasure” of Avery Island, Louisiana and co-author of *Eula Mae’s Cajun Kitchen*, McIlhenny Company is proud to announce the establishment of the Eula Mae Doré Louisiana Heritage Award. This award, which will be announced along with the other award winners in early 2010, will be bestowed upon a Louisiana organization whose cookbook celebrates the culinary traditions and history of The Bayou State.

Winners will receive contributions to their charities in the following amounts: first place, \$2,500; second place, \$1,000; and third place, \$750. Six regional awards may also be awarded and will each receive \$500. All winners will also be presented with distinctive dinner plate plaques, personalized for their organizations, as well as awards stickers for their books.

Cookbooks that have sold more than 100,000 copies, regardless of when they were first published, are eligible for induction into the Walter S. McIlhenny Hall of Fame, which honors books considered classics in the field. To date, 64 books have been awarded this distinction. Hall of Fame honorees will also receive

(more)

commemorative plate plaques and awards stickers. Official entry forms and awards rules are available at www.TABASCO.com, or by sending a self-addressed stamped envelope to: *Tabasco Community Cookbook Awards*, c/o Hunter Public Relations, 41 Madison Avenue, 5th Floor, New York, N.Y. 10010.

2008 National, Regional, Hall of Fame and Special Merit Winners Announced

A Little Taste of Heaven Since 1857, a cookbook published by The Morehead City Sesquicentennial Celebration, Inc. in Morehead City, North Carolina, is the national first place winner of the 19th annual Tabasco Community Cookbook Awards. This one-of-a-kind book shares the recipes, stories, photographs and history of Morehead City and its citizens. The “wonderful photos and illustrations” only added to the judges unanimous opinion that a book like this is “what we yearn for – a true piece of local book-making.”

The second place national winner, *Peeling the Wild Onion*, comes from the Junior League of Chicago. The name Chicago means “wild onion” in local Indian culture, and this “beautifully produced book,” divided into seasonal menus, features “handsome pen and ink drawings” that make it a must-have for any fan of The Windy City. *A Thyme to Entertain: Menus & Traditions of Annapolis* by the Junior League of Annapolis in Maryland is the third place national winner. This book “makes you feel like you’ve visited” the city by the bay, with seasonal recipes highlighting the best in food and culture in this historic and quaint seaport village.

“During these past two decades, McIlhenny Company is proud to have played a role in honoring these wonderfully unique cookbooks and the local culinary traditions they celebrate,” said Paul McIlhenny, president and CEO of McIlhenny Company. “This year’s winners are more-than-worthy additions to the ever-expanding Tabasco Community Cookbook Library.”

The Mid-Atlantic regional winner, *Home – Heart – Hearth*, is produced by the Town of Sheldon Historical Society in Strykersville, New York. *Sunny Days, Balmy Nights – Entertaining Miami Style* is the South regional winner, produced by the Young Patronesses of the Opera in Miami, Florida. The Southwest regional winner is *Peace Meals*, created by Junior League of Houston in Houston, Texas. *California Mosaic* is the West regional winner, published by The Junior League of Pasadena in California. And The National Czech and Slovak Museum and Library Guild in Cedar Rapids, Iowa, is the Midwest regional winner with its cookbook titled *Czech and Slovak Heritage...Family Stories...Traditions & Recipes*. The judges did not award a winner for the New England region. Additionally, *The Flaming Oven Mitt and Other Stories from the Kitchen* from Loudoun Valley High School in Purcellville, Virginia receives a Special Merit Award.

Walter S. McIlhenny Hall of Fame honorees this year include The Junior League of Shreveport-Bossier City, Louisiana with *A Cook’s Tour* and The Junior Welfare League of Enid, Oklahoma with their book *Stir Ups*. Each organization has sold over 100,000 copies of their cookbook.

###

The TABASCO® marks, bottle and label designs are registered trademarks and servicemarks exclusively of McIlhenny Company, Avery Island, LA 70513.

<http://www.TABASCO.com>

TABASCO® Country Store 1-800-634-9599