

TABASCO® Community Cookbook Awards National Winners



About McIlhenny Company

McIlhenny Company began making TABASCO® Brand Pepper Sauce on Avery Island, Louisiana in 1868 and has been producing it ever since. Today the company markets its famous sauce in over 160 countries and territories around the world, and has expanded its line to include TABASCO® brand Green Pepper Sauce, Garlic Pepper Sauce, Chipotle Pepper Sauce, Habanero Sauce, and SWEET & Spicy Pepper Sauce, as well as TABASCO® brand Original and Extra Spicy Bloody Mary Mixes.

The company also operates the TABASCO® Country Store which sells a wide variety of TABASCO® branded food, apparel, and gift items. To obtain a free catalogue call 1-800-634-9599.

The McIlhenny family is concerned with preserving the natural environment in south Louisiana and has maintained gardens and a bird sanctuary on Avery Island for over a century.

The family, and the company which bears its name, is equally interested in preserving the food and cultural traditions of the bayou country and bringing them to the world beyond. To this end, the company established a Visitors Center on Avery Island which welcomes more than 100,000 people each year.

The Walter S. McIlhenny Community Cookbook Library, located in the company's Avery Island headquarters, is available to interested researchers and writers.

The TABASCO® marks, bottle, and label designs are registered trademarks & servicemarks exclusively of McIlhenny Company, Avery Island, LA 70513.
<http://www.TABASCO.com>
TABASCO® Country Store 1-800-634-9599

Any book submitted may contain original material or a compilation of materials from other sources. The organization warrants that it has obtained permission to print all materials in the book and has given full credit for all materials from other sources. The undersigned represents to McIlhenny Company that in submitting the above mentioned book for consideration for the TABASCO® Community Cookbook Awards, the undersigned expressly releases McIlhenny Company, the Judging Committee, their sponsoring organizations, and their employees, agents, and assigns from any claim or liability of any nature whatsoever arising out of the selection, judging, and awards process. If selected as a winner, the undersigned grants McIlhenny Company permission to print and amend any recipes for publicity purposes with proper acknowledgment given.

The undersigned specifically represents the organization publishing the book and is fully authorized to sign this form as agent on behalf of the authors /editors.

Signed _____

Name and Title
(Please print)

Address _____

Phone Number (____) _____

Note: All correspondence will be sent to the address listed on the front. If you prefer the above address, please check here.

Send five books and a completed entry form postmarked by **Friday, September 25, 2009** to:

TABASCO® Community Cookbook Awards
c/o Hunter Public Relations
41 Madison Avenue
New York, NY 10010-2202
(212) 679-6600



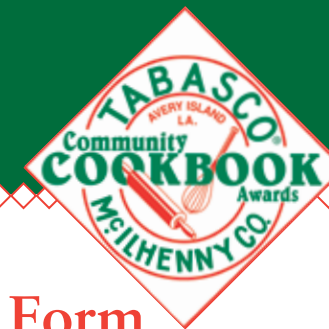
20th Annual

TABASCO® Community Cookbook Awards
&

Walter S. McIlhenny Hall of Fame

*Honoring Fund-Raising Cookbooks
Published by Non-Profit Organizations*

- 1990 *From a Lighthouse Window*
Chesapeake Bay Maritime Museum
St. Michael's, MD
- 1991 *Come On In!*
Junior League of Jackson
Jackson, MS
- 1992 *Southwest Cooks!*
Southwest Museum
Los Angeles, CA
- 1993 *Heart & Soul*
Junior League of Memphis
Memphis, TN
- 1994 *Cooking Then and Now*
Gulf Coast Heritage Association, Inc.
Osprey, FL
- 1995 *The East Hampton L.V.I.S. Centennial*
The Ladies Village Improvement Society
East Hampton, NY
- 1996 *Stop and Smell the Rosemary*
Junior League of Houston
Houston, TX
- 1997 *Mesquite Country*
Hidalgo County Historical Museum
Edinburg, TX
- 1998 *Out of the Ordinary*
The Hingham Historical Museum
Hingham, MA
- 1999 *De Nuestra Mesa*
New Hope Charities
Palm Beach, FL
- 2000 *Good Food Served Right*
Traditional Arts in Upstate New York (TAUNY)
Canton, NY
- 2001 *California Fresh Harvest*
The Junior League of Oakland-East Bay, Inc.
Lafayette, CA
- 2002 *Kona On My Plate*
Kona Outdoor Circle
Kailua-Kona, HI
- 2003 *A Celebration of Herbs*
Huntington Library
San Marino, CA
- 2004 *Toast to Tidewater*
The Junior League of Norfolk
Virginia Beach, VA
- 2005 *Food To Die For*
Old City Cemetery
Lynchburg, VA
- 2006 *Saffron to Sassafras*
Sharing Shores Indian Women's Association
Baton Rouge, LA
- 2007 *The Bells Are Ringing: A Call to Table*
Mission San Juan Capistrano Women's Guild
San Juan Capistrano, CA
- 2008 *A Little Taste of Heaven Since 1857:
The Morehead City Heritage Cookbook*
The Morehead City Sesquicentennial Celebration, Inc.
Morehead City, NC



Purpose:

This year marks the 20th anniversary of the TABASCO® Community Cookbook Awards and Walter S. McIlhenny Hall of Fame. In 1989 McIlhenny Company established these awards to recognize a uniquely American book form—the community cookbook—and the dedicated volunteers who use it so effectively to benefit charitable causes. First published during the Civil War, community cookbooks provide a valuable record of regional culinary traditions and improve the quality of community life with the funds they generate.

The Awards:

TABASCO® Community Cookbook Awards

The awards will be given for outstanding cookbooks published in 2008 or 2009 by non-profit organizations. Three national and six regional winners will be selected. The six regions are: New England, Mid-Atlantic, South, Midwest, Southwest, and West. In addition, judges may designate books for special merit awards.

Winners will receive the following awards to be used for local charities:

National 1st Place: \$2,500

National 2nd Place: \$1,000

National 3rd Place: \$750

Each Regional Winner: \$500

All winners will receive:

- ◆ A plaque for the organization
- ◆ Stickers for books
- ◆ Local and national publicity

Walter S. McIlhenny Hall of Fame

Named for a former president of McIlhenny Company, a cookbook collector and lover of fine food, the Hall of Fame honors previously published books which have sold at least 100,000 copies and are deemed qualified for the honor by the panel of judges.

Those selected will receive:

- ◆ A plaque for the organization
- ◆ Stickers for books
- ◆ Local and national publicity

Eula Mae Doré Louisiana Heritage Award

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 will be bestowed upon a Louisiana organization whose cookbook celebrates the culinary traditions and history of The Bayou State.

Winners will be announced after January 1, 2010.

Judges:

The judging panel will include prominent culinary historians, food editors, cookbook retailers, cookbook editors, and publishers.

Call for Entries:

Please submit five books and a completed entry form postmarked by **Friday, September 25, 2009.**

SEND ENTRIES TO:

TABASCO® Community Cookbook Awards
c/o Hunter Public Relations
41 Madison Avenue
New York, NY 10010-2202
(212) 679-6600

ADDITIONAL INFORMATION:

Check the TABASCO® PepperFest® Web site for more details and a complete list of 2007 winners:

www.TABASCO.com

Criteria:

TABASCO® Community Cookbook Awards

1. Book must be published in 2008 or 2009. (Previous winners not eligible.)
2. Book must be an original, compiled and published by a non-profit organization, not a revision of a previous book.
3. Recipes must comprise at least 50% of the book.
4. The entry must be in cookbook form, not calender, cards, or other formats.
5. Proceeds from sales of the book must benefit bonafide charitable causes in the community. A statement from the beneficiary or the treasurer of the organization confirming this must be submitted.
6. Each entry will be judged on the following:
 - Title, theme, and storyline
 - ◆ Contribution to recording local culinary traditions
 - ◆ Layout, cover, inside art—reflective of area or subject
 - ◆ Recipe content—number, selection, quality,
 - ◆ authenticity, adherence to recipe writing standards
 - ◆ Fund-raising record
 - ◆ Documented or intended use of proceeds for worthwhile community projects
7. Each organization is asked to supply five books for judging, one of which will be placed in the Walter S. McIlhenny Community Cookbook Library located on Avery Island, Louisiana. These are non-returnable.

Walter S. McIlhenny Hall of Fame

Open to previously published books which meet criteria 2 through 7, and have documented sales of at least 100,000 copies since first published. Revisions may be counted.

Entry Form

1. Title of Book _____

2. Organization _____

3. Street Address (No P.O. Box, please) _____

4. Phone Number (_____) _____
Fax Number (_____) _____
E-mail Address _____
5. Editor or Committee Head _____
6. Publisher _____
7. Publication Date _____
8. Number of Copies Sold _____
9. Suggested Retail Price \$ _____
Shipping and Handling \$ _____
10. Cause(s) Benefitting From Sales* _____

* Please submit documentation such as a statement from the beneficiary of the funds or the treasurer of the organization.

11. The book is submitted for: (Check one)

TABASCO® COMMUNITY COOKBOOK AWARDS
(Published in 2008 or 2009)

WALTER S. McILHENNY HALL OF FAME
(100,000 copies or more sold)