

News Release

For immediate release

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Queen City Mustard For Sale During Exhibition

Regina, SK – The Queen City Ex (QCX) presented by SaskTel is declaring mustard as the tastiest condiment at this year's exhibition. To celebrate, QCX is excited to announce the creation of Queen City Mustard. This first of its' kind creation will be available for purchase during the exhibition which takes place from August 3-7.

"Saskatchewan grows 80 per cent of Canada's mustard seed," said Tim Reid, President and CEO of the Regina Exhibition Association Limited (REAL). "Queen City Mustard highlights how important the crop is to the Saskatchewan economy and that it's a staple of exhibitions everywhere. We want Regina to be Canada's Mustard Capital!"

The City of Regina has proclaimed August 3 – 7 "Spread the Mustard" week in Regina. Everyone attending QCX is encouraged to ditch their ketchup and relish mustard during the exhibition.

The 375 ml jars retail for \$5 and are available at the Queen City Ex merchandise booth in the QCX Marketplace located in the hallway of the Viterra International Trade Centre (VITC). All proceeds support the Regina Food Bank.

Queen City Mustard is a collaboration with the Saskatchewan Food Industry Development Centre and the Ag in the Classroom initiative held during Canada's Farm Show.

"During Farm Show's Ag in the Classroom program, kids had the chance to plant mustard seeds and learn about this crop's importance to Saskatchewan agriculture," said Kirk Westgard, VP of AG for REAL. "We're inviting those kids and anyone who wants to know more to come to QCX and see the next step and understand the process of how a product goes from farm to fork."

The learning opportunity takes place on both August 3 & 4 from 1:30 to 2:30 p.m. in the VITC commercial kitchen. In this engaging, interactive learning experience, kids will see how mustard seed is turned into mustard. The aim is to inspire kids to care about food and the farmers who grow it.

Space is limited and available on a first come basis.

To learn more about everything happening during Queen City Ex presented by SaskTel please visit www.queencityex.com.

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Top 10 Uses for Mustard (other than for hotdogs, corndogs, sausages and burgers)www.foodandwine.com

1. Vinaigrette: A mustard dressing is a classic on tender greens, but it's also delicious with turnips or a zippy coleslaw. To make a rich mustard dressing without much oil, bake it first. Yes, bake the mustard.
2. Roasts: To create a beautiful crust for a leg of lamb, pork loin or turkey breast, rub it with an herby mustard before roasting.
3. Pasta: To add acidity to a cream sauce for pasta, add a few spoonfuls of grainy mustard.
4. Mashed potatoes: To cut through the richness of mashed potatoes, add some mustard. Then sprinkle bacon on top.
5. Fish: Sturdy fish like salmon and tuna are wonderful with a mustard crust. Brush it on salmon fillets before broiling or on tuna before searing.
6. Mussels: Swirl mustard into lager-steamed mussels and garnish with dill.
7. Butter: Blend mustard with butter and lemon for an awesome topping for toasts.
8. Eggs: Mustard is, of course, key to great deviled eggs. But it also makes a delicious sauce for poached ones.
9. Chicken: Mustard brightens chicken stews.
10. Spaetzl: For a more interesting version of the German dumpling that will still go well with lots of stews, add mustard.

Top 10 Colour Combinations with Mustard Yellowwww.hunker.com

1. Mustard Yellow and Navy Blue
2. Mustard Yellow and Cornflower Blue
3. Mustard Yellow and White
4. Mustard Yellow and Mauve
5. Mustard Yellow and Black
6. Mustard Yellow and Emerald Green
7. Mustard Yellow and Light Pink
8. Mustard Yellow and Sage Green
9. Mustard Yellow and Cream
10. Mustard Yellow and Rust

