

FOR IMMEDIATE RELEASE

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Beaverton Foods Introduces the World's First Live Mustard

SAN FRANCISCO—Grandma Hattie Pearl's Organic "Live Mustard" makes its world debut at the Fancy Food Show in San Francisco. The mustard, made from sprouted or "live" mustard seeds is the first of its kind. By allowing the seed to sprout before it is turned into gourmet mustard, the active live plant enzymes fortify the mustard with the highest and purest forms of the natural vitamins and nutrients.

Most mustard seeds are radiated before being ground into the popular condiment, stripping them of their health benefits. Mustard is actually a member of the cruciferous vegetable family, along with broccoli and Brussel sprouts. Grandma Hattie Pearl's Mustard takes care in maintaining the mustard's nourishing nature. It is an excellent source of anti-oxidants, essential trace elements, protein and calcium along with the usual bevy of vitamins and minerals.

The mustard is a result of Executive Chef Safari Saalim's love for the nutrition that comes from raw and sprouted vegetables. He knew the mustard seed had untapped potential.

"I was inspired by the old scripture, 'Have faith the size of a mustard seed, and you can move mountains.'"

"With Grandma Hattie Pearl's mustard, each teaspoon contains 10 to 20 times more nutrients than traditional mustards. Just like eating vegetables, having this Live Mustard on a sandwich or by the spoonful provides the vitamins and nutrients your body needs daily, and it tastes great!"

Safari Saalim has teamed up with major mustard manufacturer Beaverton Foods to make Grandma Hattie Pearl's Organic Live Mustard available in grocery stores nationwide this spring.

Grandma Hattie Pearl's Organic Live Mustard is a product destined to revolutionize the mustard industry.

This first-of-its-kind mustard is made from a patented and trademarked formula. Its unique properties ensure it will thrive in the health food, as well as the gourmet mustard, markets. Distributors interested in Grandma Hattie Pearl's Organic Live Mustard can visit us at the Beaverton Foods Booth at the Fancy Food Show at San Francisco's Moscone Center Jan. 22-24.