

## ‘Something Special’ Companies Dominate at State Fair Eats & Treats Competition

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MADISON – Member companies in the popular Something Special *from Wisconsin*™ (SSfW) program proved they are indeed “something special” by capturing 22 of 31 possible awards at the Wisconsin State Fair Eats & Treats judging competition.

When final judging concluded last week, SSfW member companies had dominated the competition, taking home seven 1<sup>st</sup> Place awards; four 2nd, five 3rd, and five 4th, along with the coveted Best of Show – Grand Champion Award. That award was captured by Honestly Cranberry, a Wisconsin Rapids-based company.

Open to Wisconsin small professional food businesses with yearly sales under \$250,000, the Wisconsin State Fair Eats & Treats competition is ideally suited for small- to mid-size players in the food processing industry. Judging takes place in nearly a dozen categories, such as relish and pickled vegetables; barbecue and hot sauces; cookies, candies, chocolates and frosting; fermented products; snack foods; and condiments.

The 22 awards were won collectively by the following SSfW companies: Pleasant’s Best Sauces, Minocqua; Diana & Daughters LLC, Manitowoc; Dashelitos Enterprises LLC, Madison; Howling Wolf Gourmet Foods Inc., Theresa; Garden of Eden Kingdom, Milwaukee; Living Sweet P’s Pantry, Oconomowoc; Duck Creek Vineyard and Winery, Denmark; Honestly Cranberry, Wisconsin Rapids; Timber Hill Winery, Milton; Grammy’s Pasty’s, Green Bay; Pop’s Kettle Corn, Muskego; and WisConian Delectables, Kenosha.

Founded in 1983, Something Special *from Wisconsin*™ is a trademarked marketing program administered by the Division of Agricultural Development of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).

The easily-recognizable red, white and yellow SSfW program logo helps member companies stand out from the competition by providing a quick and reliable way to identify genuine Wisconsin products and services at grocery stores, retail outlets, farmers' markets and restaurants. Any Wisconsin business, no matter how big or small, can apply for approval to use the SSfW logo if at least 50 percent of the value of the product or service is attributable to Wisconsin ingredients, production or processing.

Products showcasing the logo enjoy a competitive edge with consumers, with surveys indicating more than 70 percent of Wisconsin consumers are more likely to purchase a commodity made or grown in Wisconsin than one from outside the state. The program currently has nearly 500 members.

“We are extremely pleased with the success of our SSfW member companies at the Eats and Treats competition,” said Lois Federman, SSfW director. “The SSfW logo brings instant recognition and credibility which helps products stand out above the rest, and the results of the competition are testament to the fact that SSfW companies are producing products of truly the highest quality and desirability.”

For more information, contact Lois Federman at 608-224-5124 or [lois.federman@wisconsin.gov](mailto:lois.federman@wisconsin.gov). For more information about the Something Special *from Wisconsin*™ program, go to [https://datcp.wi.gov/Pages/Growing\\_WI/SomethingSpecialFromWisconsin.aspx](https://datcp.wi.gov/Pages/Growing_WI/SomethingSpecialFromWisconsin.aspx)

