

AMERICAN MASTERS OF TASTE

The National Organization Dedicated to the Pursuit of Taste Excellence

WORLD TASTE CHAMPIONSHIP

- Brahim's Foods -

- AWARD OF EXCELLENCE IN NATIONAL JUDGING -

Northern California, June 18, 2010 – *Brahim's Foods* was selected as the winning product line in the “*Malaysian Sauce*” category for retail and foodservice. Their “*Fish Curry Sauce,*” “*Rendang Sauce,*” “*Meat Curry Sauce,*” “*Madras Curry Sauce,*” “*Sambal Tumis Sauce,*” and “*Honey Chicken Sauce,*” were judged Superior. The judging was conducted “triple blind” in Northern California by a panel of *Chef Masters of Taste*. The *Chef du Jury* was famed *Mître du Goût* (Master of Taste) Jesse Sartain.

“We commend the culinary commitment of the staff of *Brahim's Foods* for the excellence and innovation of their product line. We applaud them,” commented Jesse Sartain.

The protocols of “triple blind” judging include the following ground rules to ensure accurate and fair judging results. Evaluators do not know:

1. Who the manufacturer is
2. What the product variety or appellation is
3. What the other evaluators' scores and comments are

The judging was a part of the ongoing *World Taste Championships* founded in 1989 with the establishment of the *Chefs In America Awards Foundation*, whose professional Board Members gather weekly to conduct taste tests on a myriad of foodservice and retail grocery products.

Brahim's Foods was declared a *World Taste Champion*.

For further information, contact the California headquarters of the *American Masters of Taste*™ (800)728-4007.

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