

## HORSERADISH

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### CAREER OBJECTIVE

To continue developing expertise in new and traditional culinary applications with leadership responsibilities in diverse mainstream menus, including but not limited to roast beef and seafood dishes. Goal: a top position on the tip of every American tongue.

### EDUCATIONAL BACKGROUND

Bachelors degree in culinary arts with major in condiment utilization. Master in roast beef and seafood sauces. Thesis: "BEYOND BEEF: An Exploration Into Innovative Horseradish Applications"

### WORK EXPERIENCE

**1500 B.C. to First Century** -- Early training among Egyptians around time of the Exodus. Appointed one of the "five bitter herbs" Jews were told to eat at Passover (still part of this religious observance). Served internship with Early Greeks as a lower back rub and aphrodisiac.

**1300 to 1600 A.D.** -- Accepted lateral transfer out of Central Europe to cover territory in Scandinavia and England. Increased therapeutic responsibilities as a cough expectorant and treatment for food poisoning, scurvy, tuberculosis and colic.

**1601 to 1700** -- Using a unique blend of medicinal and culinary skills, developed new market in England and Germany with the creation of "horseradish ale" (mixture of horseradish, wormwood and tansy) to revive the weary travelers. European chefs in research and development uncover synergistic bond between horseradish and meat or seafood. Moved operations overseas with early American settlers who introduced horseradish cultivation in the new colonies.

**1840 to Present** -- Continued climb up condiment ladder with commercial cultivation launched by German immigrants in the Midwest, spawning a horseradish industry which today produces approximately six million gallons of prepared horseradish annually.

Industry implements new shipping, refrigeration and handling techniques to refine horseradish processing, leading to a greater variety of fresh, top-quality horseradish products prepared commercially. In response to growing supply of convenient flavorful horseradish, Americans all but abandon grating the root at home (1992 survey confirms).

Central figure for public awareness campaign launched by the Horseradish Information Council, a group of horseradish processors working together to expand the appeal and usage of prepared horseradish and related products among Americans. Duties expand to include press relations and trade exhibitions, as exploration of American cuisine continues. Based on past successes with beef and seafood, develop similar culinary applications for poultry and fish. Extensive experience working with fruits and vegetables, dairy and cheese, pastas and rice. Meal time portfolio includes soups, appetizers, salads, side dishes and a host of entrees.

### REFERENCES

**Delphic oracle speaking to Apollo:** "The radish is worth its weight in lead, the beet its weight in silver, the horseradish its weight in gold."

**James Beard describing a COMMERCIALY prepared horseradish product sampled during his many travels:** "The horseradish was pungent, hot to the palate as it should be and beautifully white."

**Dagwood Bumstead bellowing to Blondie during one stormy comic strip:** "My kingdom for some horseradish!"

Additional references and samples available upon request.