

FOR IMMEDIATE RELEASE



TABASCO® HAS ITS SIGHTS SET ON YOUR BREAKFAST

The hot sauce connoisseurs are challenging Canadians from coast to coast to spice up their eggs and are picking up brunch tabs along the way

Toronto, June 10, 2019 - The saying, “breakfast is the most important meal of the day,” definitely rings true here in Canada where any brunch spot worth its weight in gold commands a lineup that spills onto the sidewalk during weekends. In fact, in 2018, Canadians consumed an average of 19, 2 dozen eggs per person. With its luscious running yolk, the highly instagrammable brunch staple shines on the social platform with a whopping 23 million tags (and counting). TABASCO® wants to get in on the fun this summer by inviting Canadians to revamp their eggs using the brand’s world-famous pepper sauces, for the chance to win brunch in two separate contests.

PICK UP MY TABASCO

As the mercury rises, the 150-year-old brand is challenging brunch-lovers everywhere to follow suit and add some heat to their first meal of the day with one of their seven flavours of pepper sauce. From July 13 to August 31st, the TABASCO® Hot Summer Crew will be on the streets of Toronto, Montreal, and Vancouver during peak weekend brunch times, picking up the tabs of lucky diners who post a photo of their meal with a bottle of TABASCO® to Facebook or Instagram using the hashtag #myTABascoTO, #myTABascoMtl, or #myTABascoVAN.

Brunchers from the rest of Canada can participate by using #myTABasco for a chance to get their tab picked-up by the brand’s digital team. “This promotion is about asking for TABASCO® by name at any Canadian restaurant,” explains Mathieu Terreault, brand manager for Tabasco in Canada. “We want to reward fans for spicing-up their dish with one of our seven sauces. Winners, in person or via direct message, will be awarded \$20 as a thank you for making a space for TABASCO® at the breakfast table.”

SEVEN DAYS OF EGGS

In September when the dog days of summer give way to the 9-5 grind, TABASCO®, along with Egg Farmers of Ontario, will host a contest in grocery stores with the aim of showing Canadians how to shake up their work-week breakfasts by spiking their eggs. And in Canada where consumers identified “healthy”, “high-in-protein”, and “flavourful” among their top priorities when it comes to grab-and-go breakfasts, eggs and TABASCO® are a match made in heaven! The brand boasts seven different flavours of pepper sauce that make it easy to spice up a scramble or heighten the flavour of a ho-hum sandwich, for different eggs every day of the week.

To wrap things up after all that home-cooking, TABASCO® and Egg Farmers of Ontario are giving away \$5,000 in groceries. To enter, starting September, customers must purchase a dozen eggs and a bottle of TABASCO® pepper sauce at any local grocery store and submit the receipt to tabascosauce.ca, where they can also find recipes and inspiration for their very own egg and TABASCO® creations.

“We are looking forward to executing these fun campaigns over the next few months”, explains Bill Mitchell, Director of Public Affairs at Egg Farmers of Ontario. “We love turning customers onto new ways to use eggs and we think that eggs and TABASCO® sauce is a winning combination.”

Tabasco hot sauces can be found in the condiment aisle of your grocery store and are available in seven different flavours including: Original Pepper Sauce, Buffalo Style Hot Sauce, Garlic Pepper Sauce, Green Pepper Sauce, Chipotle Pepper Sauce, Habanero Pepper Sauce, and Sweet & Spicy Pepper Sauce.

ABOUT TABASCO®

Founded in 1868 by Edmund McIlhenny on Avery Island, Louisiana, TABASCO® is a family-owned company. For over 150 years, TABASCO® prides itself on making its sauces the same way since its humble beginnings. In fact, the operations are still done on Avery Island, Louisiana and about half of the company's 200 employees live on the island. As of today, TABASCO® Sauce is labeled in 22 languages and dialects, sold in over 185 countries and territories, and is the most famous and preferred pepper sauce in the world. It is their commitment to excellence, generations of tradition, and their ongoing legacy that sets TABASCO® apart. For more information on TABASCO®, please visit www.tabascoCanada.ca



BREAKFAST BUTTERNUT SQUASH & RED POTATO HASH

INGREDIENTS

- 2 tbsp TABASCO® brand Original Red Sauce
- 1 pkg sausage patties, cooked, crumbled (12 ounce)
- 1 ½ cup onions, diced
- 2 tbsp olive oil
- ¼ cup red bell peppers, diced
- 2 tbsp garlic, minced
- 3 cups butternut squash, blanched, diced
- 2 ¾ cup red potatoes, blanched, diced
- ½ tbsp salt
- ½ tsp black pepper
- 3 cups fresh kale, chopped
- 6 each pan fried eggs

PREPARATION

Caramelize the onions in the olive oil. Add peppers and garlic, continue cooking until soft or approximately five minutes.

Add squash, potatoes, salt and pepper. Lightly toss in pan and continue cooking for two minutes.

Add Tabasco, kale and sausage, cook until kale is wilted. Remove from heat, portion into ¾ cup servings, top with a fried egg and serve.

For other brunch recipe ideas, please visit: www.prdepartment.ca/mediaroom/