

## For Immediate Release

### Albuquerque : COMPANY WINS MAJOR INTERNATIONAL FOOD INDUSTRY AWARD



(January 1, 2005) Results of the 2005 Scoville Awards, the food industry's top award recognizing hot and spicy foods -- have just been announced, and Albuquerque based New Mexico Chile Company LLC is among the winners. New Mexico Chile Company, which manufactures Coyote Trail Enchilada Sauce, has received a 2005 Scoville Award. A panel of the country's top culinary experts sampled some of the most noted names in gourmet food, and the top scoring products each won a coveted Scoville banner.

**Coyote Trail Enchilada Sauce won first place in the Red Chile category.** Over 600 products from around the world competed for top honors. The Scoville Awards were created by Dave DeWitt, publisher of *Fiery-Foods & BBQ Magazine* and founder of the National Fiery Foods & Barbecue Show. The awards are named for Wilbur Scoville, who pioneered a rating scale for spicy foods, and have become the industry standard for excellence in over 60 categories of fiery foods.

Dave DeWitt, long considered the father of the fiery foods industry and the author of over 30 books on fiery cuisine, noted, "I am proud to see how the Scoville Awards have become the preeminent award for hot and spicy foods. Our entries come from every corner of the globe, and our winners hail from 33 states and four countries. This year's Scoville winners really exemplify the diversity and quality of this industry. It is not so much about heat as about the wonderful flavors of fiery foods."

Many of the Scoville award winning products will be on display at the 16th Annual National Fiery Foods & Barbecue Show, March 11-13 in Albuquerque, NM . For information call 505.873.8690

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