

FOR IMMEDIATE RELEASE

Please run in your publication prior to Oct. 30.

CONTACT

Ashley Aukes

FEAST Regional Promotions

ashley@rnc.org | 507.389.8885**Lucky's Popcorn Dressing: Setting Your Taste Buds on Fire**

Mankato, MN (October 13, 2014) – “Have you ever tried hot sauce with popcorn?” This was the question that started it all for Mark Porisch, founder of Lucky's Popcorn Dressing. Porisch always had a fondness for peppers and even grew them in his own backyard. When his friends returned from a trip to Mexico and began asking questions about the creation of hot sauce an idea sparked. Porisch began making small batches of sauce and giving them to his friends to try with their popcorn.

“Your friends will always say your sauce is good when you're giving it to them for free” said Porisch on his skepticism if his sauce was really something special. He learned the truth when asked to place his honey mustard sauce at a local restaurant in North Mankato. The sauce was a hit! Porisch began taking his sauces to local farmers markets in 2008. “People who weren't my friends were buying my sauce *and* coming back for more.”

Today you can find an assortment of Lucky's Popcorn Dressing's naturally flavored honey mustards, Louisiana-style hot sauces and BBQ sauces in local grocery stores. The sauces are made with Minnesota-grown peppers. Porisch attributes his unique flavors to the different variety of peppers used. Each pepper has a different heat level which allows him to create anything from a mild hot sauce to one that will set your mouth a blaze.

Factors that Porisch says have contributed to his success are the networks he has built by attending farmers markets. “Everyone loves to share their story and from those stories we can learn new things” says Porisch. This is what excites Porisch about being an exhibitor at the *Feast! Festival and Tradeshow* in Rochester on November 2nd and 3rd.

The *Feast! Festival*, November 2nd, will offer you a unique opportunity to sample some of Lucky's Popcorn Dressing as well as other locally made foods throughout Minnesota, Wisconsin and Iowa. The *Festival* is open to the public. Admission is \$5/adults and \$2/children. There is an additional charge for sampling the local beer, wine, and hard cider. Following the *Festival*, the *Tradeshow* on November 3rd will offer an exclusive opportunity for exhibitors to network with buyers. Porisch is looking forward to

being able to showcase his product in front of prospect buyers. A future goal of Lucky's Popcorn Dressing is to expand the sales into a regional presence.

For more information about the *Feast! Festival & Tradeshow*, please visit www.local-feast.org. To keep in touch with the latest updates, like *FEAST! Local Food Network* on Facebook and follow @Local_Feast on Twitter.

###