

BERTMAN ORIGINAL BALL PARK MUSTARD LAUNCHES NEW PACKAGING AND UPDATED BRANDING

The recipe has remained the same since 1925, and now with a fresh new look.



FOR IMMEDIATE RELEASE

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Bertman Foods Co., maker of Cleveland's famous Bertman Original Ball Park Mustard, has updated its branding and released new packaging into retail locations. Building on a 94-year tradition of uniquely great taste and consistent quality, Bertman continues to develop its brand by honoring its past and evolving with current trends and market conditions.

Bertman CEO Michael Mintz said, "The main driver of the update was the retirement of the Cleveland Indians longtime logo. It has been on our bottle for years and because we needed to modify one label, we took the opportunity to revamp our entire product line and present a more cohesive brand look and feel."

The updated labeling features the familiar red, white and blue colors that fans of Bertman Original Ball Park Mustard recognize and appreciate, along with bold 'Bertman' script lettering, which unites the brand's long, tasty legacy, to its new modern look. The refreshed labeling of its Horseradish Sauce is similar to Ball Park Mustard, but with inviting orange and dark blue coloring. The new packaging rollout should start to be made available in stores late February.

"We know that the old logo's 'retirement' will make some people nostalgic," said Mintz. "What hasn't changed is the timeless recipe we've used since 1925...vinegar, brown mustard seed, and a unique blend of spices. Bertman Original Ball Park Mustard has generations of fans because of its spicy goodness and our new branding looks great!"

This brand refresh continues Bertman's mission to expand its awareness and distribution as well as bringing a small taste of Cleveland to the world. Bertman is available in numerous grocery, convenience and specialty stores as well as online at various retailers, including Amazon. It is also a featured mustard at many restaurants and food service establishments across the country.

Submit inquiries for press engagements to: Gayle Vos at info@bertmanballparkmustard.com or call 216-431-4460.

[Click here](#) to download a high resolution photo of the new product lineup and the official Bertman logo.

About Bertman Foods: Bertman Foods Co. produces award-winning condiments, including horseradish sauce and Bertman Original Ball Park Mustard, its world-famous spicy brown mustard, used at League Park, Cleveland Municipal Stadium, Jacob's Field, and now Progressive Field, for over 50 years. Proclaimed by fans and food aficionados as "the best mustard in the world," Bertman Original Ball Park Mustard is a tradition of good taste and great memories handed down for generations.

For more information, please visit bertmanballparkmustard.com.

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