

Awards:

Golden Chile Awards for the Chile Pepper Institute

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From left to right: John Hard and Mark Gladden proudly show off the Golden Chile Awards that "Holy Jolokia" won at this year's Chile Pepper Magazine's, Zest Fest

The Chile Pepper Institute and CaJohn's Fiery Foods, the makers of "Holy Jolokia," won two *Golden Chile* awards at the recent Zest Fest, in Fort Worth, TX. The show put on by Chile Pepper Magazine is the ultimate party for bold and flavorful food enthusiasts. Cooking demos by celebrity chefs, live music, interactive contests and thousands of bold and spicy food samples make the event a gathering for chile heads and pepper enthusiasts.

Mark Gladden, ACES Major Gifts Officer, ran a booth for the Chile Pepper Institute that was donated by John and Sue Hard of CaJohn's Fiery Foods. Mark provided information on the Chile Pepper Institute and NMSU to hundreds of chile heads and sold bottles of Holy Jolokia with proceeds going to the Chile Pepper Institute Fundraising Leadership Council in hopes of raising money for an endowed chair. 100% of proceeds from the sales of Holy Jolokia, sold out

of the Institute, go to the endowed chair. For more information on "Holy Jolokia," please contact the Institute, 646-3028.

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