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**Carl Buddig & Company and Old Wisconsin Rooted in Feeding
Family Traditions Both On and Off the Table**
Brands Debut New "Make It Delish Recipe Contest"

Homewood, Ill. (Oct. 1, 2015) — Carl Buddig & Company and Old Wisconsin are owned and operated by the Buddig family, and for them, family is at the heart of everything they do. As a family-owned company for more than 72 years, they value the importance of family traditions, especially during mealtime.

Carl Buddig & Company considers its employees, sales associates, consumers and the community surrounding its plants and headquarters an extension of the Buddig family. The company looks for ways to help keep families on their feet and feed each of their extended family's own traditions through a variety of cause-marketing programs, monthly donations to charities and organizations, and consumer promotions throughout the year. From serving in the local Food Depository in support of #ShareALunch, to furthering education sessions for employees, organizing toy and food drives, making donations during the holidays and so much more. With programs and promotions that pay it forward to consumers, employees and the community, Carl Buddig & Company is committed to feeding family traditions both on and off the table.

Continuing with this tradition, the brands are excited to announce a new consumer promotion this year, the "Make It Delish Recipe Contest." Buddig and Old Wisconsin fans make great cooks, so beginning Oct. 1, consumers can log on to www.makeitdelish.com and submit a recipe featuring their favorite Buddig and/or Old Wisconsin product — plus the secret ingredient — and enter for a chance to win a variety of cash prizes each month through Dec. 31 as well as a chance at the \$10,000 Grand Prize.

"Carl Buddig & Company and Old Wisconsin's products are so versatile — they can be the center of a dish, used in a side or mixed into a complex entrée," said Tom Buddig, executive vice president of marketing at Carl Buddig & Company. "What's fun about this contest is that consumers will be sharing their own Buddig- and Old Wisconsin-inspired recipes and passing on some of their mealtime traditions to other families."

Each month — October, November and December — will feature a new secret ingredient and a chance to win. At the end of each month, all the submitted recipes will be evaluated by a panel of judges, which includes Buddig family members and a trained chef. The top three scoring recipes each month will win 1st, 2nd and 3rd place prizes of \$1,000, \$500 and \$250, respectively, as well as automatically be entered to be a Grand Prize finalist. Top-scoring recipes throughout the contest will also be featured in a special digital Buddig cookbook that will be available for download early 2016.

An unlimited number of recipes can be submitted, but each recipe must be unique. Judges will be scoring recipes based on the following criteria:

- **Simplicity:** Is the recipe easy to make, are the directions clear and are ingredients easy to find?
- **Creativity:** Out-of-the-ordinary recipes will have an edge!
- **Use of secret ingredient:** Does the recipe do a good job of incorporating both the secret ingredient as well as the Buddig/Old Wisconsin product?
- **Flavor:** Does the end result taste good?

After all Grand Prize finalists have been selected, voting will be open to the general public for them to decide which recipe takes the cake. The recipe with the most votes will be named the Grand Prize winner and receive \$10,000. An additional \$10,000 will also be given to the winner's primary retailer, who will donate the prize winnings to its charity of choice.*

About Carl Buddig & Company

Based in Homewood, Illinois, Carl Buddig & Company has been feeding family traditions for more than 70 years with the very best in taste, variety and convenience. Carl Buddig & Company is the family-owned parent company of Buddig lunchmeat and Old Wisconsin hardwood-smoked sausage and snack products. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes including Buddig Original, Premium Deli and Fix Quix products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. To learn more, visit www.buddig.com and www.oldwisconsin.com.

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*For questions about eligibility, contest information or other legal details, please refer to the full [Contest Rules](#).