



La Costeña's Feel the Heat Jalapeño Eating Challenge Comes to Oxnard's Salsa Festival to Award \$100 to "Spicy Sport" Winner

La Costeña awards cash prize to whoever can eat the most jalapeños in one minute

Where/When:

**Sunday, July 25th
3 P.M.
Oxnard Salsa Festival
5th St. on the Corner of A St.
Oxnard, CA**

What: The La Costeña *Spice Is Right Tour* returns for a fifth year to award the contestant who can speed eat as many jalapeños as possible in one minute. The contestant who can endure the "spicy sport" will win a \$100 cash prize. Competitors can also attempt to break the current record of 22 whole jalapeños established last year.

Who: La Costeña's *Spice Is Right* chefs will emcee the fiery competition and share their secrets in preparing traditional Mexican recipes with just the right amount of spice. La Costeña is the manufacturer of the #1 selling jalapeño in the U.S. The Spice is Right Mobile kitchen will be at the salsa festival both Saturday and Sunday from 11 a.m. – 7 p.m.

Why: How often can someone win \$100 for one minute worth of eating? *The La Costeña Feel the Heat Jalapeño Eating Challenge* gives everyone the opportunity to try out the cultural phenomenon of competitive eating. Also, it's a quick way to earn some extra cash in a tough economy. Visitors who prefer a mild culinary experience can enjoy sampling delicious Mexican recipes and get helpful tips from La Costeña's *Spice Is Right* chefs.

How: Simply register on-site to compete in the fiery challenge. Contestants must be 18 or older and bring a photo ID. For additional information about La Costeña and The Spice is Right Tour, please visit www.LaCostenaUSA.com or find us on Facebook at www.facebook.com/LaCostenaUSA. Also follow The Spice is Right Tour on Twitter @LaCostenaTour.

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