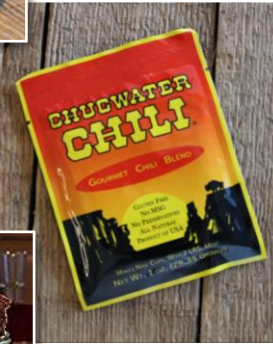


Culinary Mailer



Publications Who Approved & Received Mailer:

- | | |
|--------------------------------|------------------------------|
| O, the Oprah Magazine | PopSugar/Spoiled NYC |
| Food Network Magazine | Taste of Home |
| AFAR | Food & Wine |
| SheKnows | Atlanta Journal Constitution |
| Cosmopolitan | Wine Oh TV |
| Family Circle | My Recipes – Extra Crispy |
| Good Housekeeping | In Good Taste Denver |
| Prevention/Redbook | Parade/Relish |
| Martha Stewart Living | Delish |
| Women's World/First for Women | |
| The Washington Post/TODAY Show | |

That's
WY



The Woman Behind the Product

Printed as double-sided card for inclusion in mailer and attached to product

- Backwards Distilling Company, Amber Pollack
- Chugwater Chili, Karen Guidice
- Donells Candies, Elma and Don Stepp
- Café Genevieve, Genevieve Lawton Van Vleck
- High Mountian Seasoning, Kimberly Hummel



“With our business, we wanted to tell a different story of Wyoming. We needed to create something that represented us, as local Wyomingites, and that resonated with who we are.”



www.backwardsdistilling.com



[@backwardsdistillingco](https://www.instagram.com/backwardsdistillingco)

As a former music teacher and wannabee trapeze artist, Amber Pollack had not planned to begin a family business making fine spirits, but after blending her family passion, creativity and her knack for flavor profiles to create divine cocktails, Backwards Distilling Company was born. Named for a childhood dream to run away and join the circus, Backwards Distilling is a small batch distillery crafting Wyoming-made gin, vodka, rum, whiskey and moonshine in centrally located Casper, WY. Amber is often seen as the face of the company, running the circus-themed tasting room and curating signature and seasonal cocktails, while her brother, Chad, tackles the distilling. The family takes pride in working with many local vendors to source ingredients for the spirits. Community involvement expands beyond Backwards Distilling – from founding the Wyoming Distillers Guild to being appointed by the governor to sit on the board of the ENDOW Council (initiative geared towards diversifying the state’s economy), Amber lends her voice on behalf of Wyoming women like herself and her generation. Through Backwards Distilling, Amber and her family have created a brand that truly highlights who they are as innovative, forward-thinking individuals and gives a voice to similar identities throughout Wyoming.



AMBER POLLACK



“When you have a small business in a small town and you’re going strong after 33 years, the product has to be good.”



www.chugwaterchili.com



[@chugwater_chili](https://www.instagram.com/chugwater_chili)

Who knew that a chili seasoning could be the lifeline for a small town? To this day, it stuns President and Co-Owner of Chugwater Chili, Karen Guidice that a 1986 winning chili recipe would have such a large impact on her community. Concerned about the growth of their beloved city of Chugwater (population of about 200), five ranch families convened and decided to start a business with the idea it would help sustain and draw in new residents. Together they purchased the award-winning chili recipe from the Wyoming State Fair, which has grown to become the Chugwater Chili Corporation. The iconic seasoning is a specialty blend of 12 spices that make the perfect chili – but is versatile enough to use as a taco seasoning or accompaniment to top hamburger or French fries. Five women and five men helped form this business, and it continues to be an integral part of Wyoming’s landscape 33 years later. Today, Karen and her business partner Justin Gentle run the show, helping deliver the seasoning to their customers worldwide. Karen is proud to be a businesswoman and leader in her community and introduce customers to a little taste of Chugwater, Wyoming.



KAREN GUIDICE



Donells Candies

“Don always said you could still feel Elma in everything in Donells. I hope we have hung on to some of Elma’s character and strength, as well as her marketing savvy – we certainly adhere to Don’s demand for quality.”



www.donellschocolates.com



[@donellschocolates](https://www.facebook.com/donellschocolates)

It was a good day in Casper, WY on March 17, 1956, because that was the day that Don and Elma Stepp opened their candy shop, Donells Candies, serving homemade chocolates and sweets. The high school sweethearts were thrilled to open their own store, having been inspired by Elma's parents who had begun a business many years prior. In turn, their son and Elma's mother assisted in the candy production during the holidays, making it into a family business that has been carried on to this day. Elma was quite proud of being a business-woman and was a favorite amongst anyone who walked through the door. Sadly, she passed away suddenly in September 1985, but Don and their son Mike continued to carry on her legacy, passing on Elma's gift of making customers feel like family to her grandchildren as they came up in the business. After Don's passing in 2014, Mike, along with Don and Elma's grandchildren continue to carry their legacy on to the next generation of family and customers. They enjoy coming up with interesting seasonal delights and using local ingredients such as the Cowboy Six-Shooter chocolates, which are infused with Wyoming-made liquors from local favorites like Backwards Distilling Co.'s Contortionist Gin and Sword Swallower Rum. No matter what day you step into the store, one thing is guaranteed, Don and Elma will always be felt in everything Donells Candies.



ELMA + DON STEPP



“Our pig candy is cooked in house daily, it’s thick applewood smoked bacon, coated with a blend of sugars and spices and baked low-and-slow for the perfect bite.”



www.genevievejh.com



@cafegenevieve

Serving “Inspired Home Cooked Classics” in a historic log cabin, Café Genevieve is a popular restaurant in the heart of Jackson Hole offering seasonal and local dishes for breakfast, lunch and dinner – though you’ll most likely hear people rave about their brunch. The restaurant has quickly become a favorite amongst locals and many tourists on vacation in the area. The cafe is particularly well-known for their famous sweet and spicy “pig candy,” made in-house daily and touted by celebs such as Food Network host Guy Fieri. Not only is Café Genevieve’s menu special, but the owner Fred Peighal believes part of the café’s charm comes from the cabin where the restaurant is housed. Built in 1910 and on the National Register of Historic Places, Café Genevieve’s name stands in honor of its original owner, Genevieve Lawton Van Vleck. After moving to Wyoming, Genevieve quickly set out to learn the ways of the west. A decade later in 1920 – just 51 years after women were granted the right to vote and hold all public office – Genevieve and four other women petitioned for a larger role in the community. They ran for office and each were favorably elected to the Jackson town council, beating out several men for the roles. The inspiring five women formed the “Petticoat Government,” the first all-women’s government in the United States (see image to the right). Today this historic landmark stands near the town square in remembrance of Genevieve, housing a beautiful restaurant serving up pig candy, locally sourced meals and barrel-aged cocktails.



GENEVIEVE LAWTON VAN VLECK



“We are proud to provide quality products that enables people to make their own wholesome and delicious food at home with the hearty flavors of the Old West.”



www.himtjerky.com

Just 15 years ago, Kimberly and Hans Hummel took on the exciting challenge of turning a recipe for jerky seasoning into one of the most successful companies in Wyoming. Sold in top outdoor department stores, such as Cabella's and Bass Pro Shop, Hi Mountain Seasonings has rapidly evolved to include over 200 products. Their products allow you to make delicious, homemade jerky, sausage, smoked meats and more. In January of 2018, they opened up a state-of-the-art meat processing facility allowing for the ability to utilize their seasonings to create pre-packaged jerky in Riverton, WY. Kim and Hans have surrounded themselves with a passionate and philanthropic group of employees, representative of both genders; however, their entire sales team is comprised of women who use the product regularly. However, Kim is adamant that Hi Mountain Seasonings is not just for those who hunt and can be used on common household meats such as steak and fish. Outside of her day job, Kim is one of the biggest philanthropists in Riverton. If you don't find her out on her farm, flocked by her many chickens, dogs, goats and six beloved rescue donkeys, you'll likely find her supporting her community through her local church, homeless shelter, nursing home, or other non-profit organizations for which she is on the board; and Hi Mountain Seasonings embodies that same philanthropic spirit. What began as a seasoning, has turned into the largest business in Riverton, enabling the company to give back to the community any way they can. This brand has become a staple in Wyoming and for those around the world looking for a taste of the west.



KIMBERLY HUMMEL