Visit Avery Island
LOUISIANA

THE LAND OF TABASCO

SEE ... the factory where TABASCO pepper sauce is made.
   ... beautiful Jungle Gardens and its Bird City.
What you’ll see in the Pepper Sauce Factory

Your tour of our Visitors’ Center lets you see artifacts of TABASCO pepper sauce and Avery Island, view the TABASCO pepper sauce story on film, witness our bottling operations and purchase our fine products and mementos of your visit.

\[1\] **RECEPTION AREA**
Your tour in our working factory begins here. TABASCO pepper sauce was originally produced in a frame building known as the “Laboratory” on the homestead grounds of the Avery/McIlhenny family. In the early 1900s, a brick building, now used for office space, replaced the Laboratory. The present factory, completed in 1980 with its Visitors’ Center finished in 1989, uses technology developed over a century ago.

\[2\] **HISTORICAL GALLERY**
A right turn from the reception area brings you into the Historical Gallery with its Avery Island photo mural and its collage of TABASCO and Avery Island artifacts. The articles are marked and dated. A facsimile of the capsicum pepper plant, from which TABASCO pepper sauce is made, is shown here. Please look but don’t touch. If the film is underway in the theater, please wait–at the most 8 minutes–for the next showing.

\[3\] **THE THEATER**
So many visitors asked about TABASCO pepper sauce and its origins that this 8-minute film was produced to provide the answers. If you still have questions about the company or its products after you see the film, feel free to ask one of the hostesses in the TABASCO® Country Store.

\[4\] **THE VIEWING GALLERY**
Along this walkway window you can see the bottling and packaging operations of the TABASCO pepper sauce factory. Details about some of the operations are provided in the photos and captions above the viewing window.

Bottle Storage—Early TABASCO pepper sauce bottles were actually converted cologne containers, sealed with green wax. Today’s custom-cast bottles are stored here, ready for filling.

Filling—The finished TABASCO pepper sauce, made from mash aged for three years, is vacuum filled into bottles from these machines.

Labeling—Like the name TABASCO, the red octagonal cap, the green foil neckband and the familiar diamond-shaped label are registered as part of the trademark. Here, they are applied to the bottles.

Quality Control—The same care used to select the ripe peppers is used by quality control supervisors here to make sure all bottles leaving the factory are in good condition.

Packing—TABASCO pepper sauce is available in sizes from miniatures to one gallon in addition to the familiar two-ounce size at your grocery store. Here, bottles are packed for distribution around the world.

Distribution—Just as the boxes bear shipping labels for far-away spots, the bottles bear labels printed in Japanese, Swedish, Spanish, Italian, French, Chinese and Dutch for consumers in over 100 countries.

\[5\] **THE TABASCO COUNTRY STORE**
You can buy TABASCO pepper sauce and our other fine products and mementos here in our old fashioned TABASCO® Country Store, the last stop on the tour. Before you leave, pick up a copy of the store catalogue to order additional goods by mail or by calling 1-800-634-9599.
Enjoy Jungle Gardens and Bird City

- Hours: 9:00 A.M.-5:00 P.M. every day including holidays. Admission fee charged.

Avery Island, home of world-famous TABASCO brand pepper sauce, offers visitors to its garden-covered hills a full menu of things to do.

Birdwatch and enjoy garden strolls.

If you're one of the thousands of visitors to Avery Island's 200-acre Jungle Gardens this year, you'll see, in season, a variety of azaleas, camellias and bamboo. And you may spy some of the alligators, deer, nutria, raccoons and black bears that live in the hills and marshes around the Gardens. You're sure to see Snowy Egrets. E. A. McIlhenny, son of Edmund, creator of TABASCO pepper sauce, was a noted naturalist and explorer. He cultivated his Gardens decades ago and in the late 19th century helped save the Snowy Egret from extinction. McIlhenny searched the swamps for enough birds to establish an Avery Island colony. Now, some 20,000 Snowy Egrets and other water birds nest on the Island each year on specially-built, pier-like structures in a pond nicknamed "Bird City."

Meditate on nature and man's renewal.

Standing at the shrine housing the centuries old Buddha—a gift to E. A. McIlhenny in 1937—or walking beneath the gnarled oaks laced with Spanish moss, visitors feel serene in the Gardens. It's like being on a mountaintop . . . and it is a mountaintop. Avery Island, surrounded by water and marshland, actually is the tip of a subterranean mountain of salt, a salt dome thousands of feet deep.

Watch today's Capsicum Pepper Plants grow!

From plants which survived the Civil War, Edmund McIlhenny cultivated a crop, created a product and founded a company. Today you can see the seed plants, such as those being grown for next year's crop, growing at Avery Island. Started here, cultivated in Mexico, Colombia, Honduras and Venezuela, and picked at the peak of their ripeness for TABASCO pepper sauce.

Tabasco Pepper Sauce: how it's made

Bright, red TABASCO pepper sauce was first produced by Edmund McIlhenny from capsicum pepper plants growing on Avery Island in the post Civil War era. Its recipe, so unique he was granted a patent on it, is closely followed today.

Each January, seeds of special capsicum peppers are planted in greenhouses; seedlings are transplanted to the fields in April. By August the peppers reach just the right shade of red and are hand picked. Newly-harvested peppers are mashed at the factory with a little Avery Island salt. The mash ferments and ages for three years in white oak barrels. Finally, the aged mash is mixed with special premium vinegar, stirred for a month, strained, and then poured into the slim bottles with their red, octagonal caps, green foil neckbands and diamond-shaped labels familiar to us all.

... and how it's used

Members of the McIlhenny family who manage the company suggest these general uses of TABASCO pepper sauce. Since the sauce is concentrated, it goes farther than most pepper sauces. The following minimum quantities will add flavor without making a dish too hot. As you gain experience, you may want to add more.

Eggs:
When scrambling: season using 1/4 tsp. TABASCO pepper sauce for mild-flavored sauces and 2-3 drops per egg.
Sauces, Gravies:
Per recipe serving for 6, add 1/8 tsp. TABASCO pepper sauce for mild-flavored sauces and 1/4 tsp. for heartier sauces and gravies.
Salad Dressing:
For extra zip, mix 1/4 tsp. TABASCO pepper sauce with 1/2 cup salad dressing.
Soup:
Add 2-3 drops of TABASCO pepper sauce per portion while cooking, or to your taste at the table.

A complete book of recipes is available upon request.

Welcome! The McIlhenny family wants to give the thousands of Avery Island visitors an inside look at TABASCO pepper sauce and how it's produced. We hope you'll enjoy that experience at our Visitors' Center.

• Hours: Monday-Friday 9:00 A.M.-4:00 P.M.
Saturday 9:00 A.M.-noon
Closed Sunday and holidays and some long weekends
Admission: Free
Free recipes, samples and tastings.
IF YOU NEED:

Restrooms—Employees in the office area can provide access.

Medical Assistance—Inform employees in the office area.

Refreshments—Snacks are available at the entrance to Jungle Gardens.

Souvenirs—Mementos are available in the TABASCO® Country Store and may be ordered through the store catalogue.

HOW TO GET TO AVERY ISLAND

... via Lafayette and New Iberia, Louisiana.


ENJOY TABASCO PEPPER SAUCE AND THESE OTHER FINE TABASCO PRODUCTS

Tabasco 7 Spice Chili
is made with choice tomatoes, green chiles, onions, TABASCO pepper sauce and a blend of 7 herbs and spices. All you add is the browned ground meat of your choice for a hearty chili with a homemade taste.

Tabasco Bloody Mary Mix
is a classic drink adapted from the recipe created in 1921 by Fernand Petiot at Harry's Bar in Paris.

Tabasco Brand Picante Sauce
is a regular on-the-table condiment in many American households. It contains vine-ripened tomatoes, peppers, onions and other choice ingredients.

For more information on fine Tabasco products, write: McIlhenny Company Avery Island, LA 70513