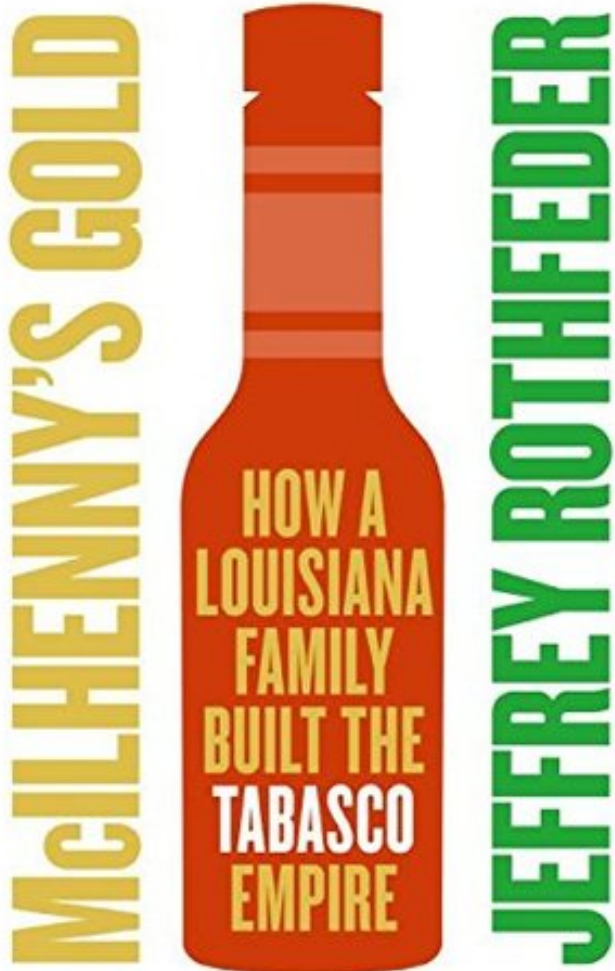

Jeffrey Rothfeder

McIlhenny's Gold: How a Louisiana Family Built the Tabasco Empire



Title: McIlhenny's Gold: How a Louisiana Family Built the Tabasco Empire

Author: Jeffrey Rothfeder

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Description

The story of the powerful McIlhennys of Louisiana, who turned hot peppers into a Tabasco fortune

After the Civil War ended, Edmund McIlhenny, an ambitious and tenacious Louisiana businessman, found himself with few prospects. The South's economy in ruins and his millions of dollars in Confederacy currency worthless, he had no choice but to return with his wife, Mary, to her family home in Avery Island, a former sugar plantation destroyed by Union soldiers.

To McIlhenny's surprise, the hot peppers he had planted before being forced off the island had flourished. Desperate to start a new business, he chopped up the peppers, combined them with salt and vinegar, and produced the first batch of hot pepper sauce. Or so the story goes. He called the sauce Tabasco.

In this fascinating history, Jeffrey Rothfeder tells how, from a simple idea—the outgrowth of a handful of peppers planted on an isolated island on the Gulf of Mexico—a secretive family business emerged that would produce one of the best-known products in the world. In short order, McIlhenny's descendants would turn Tabasco into a gold mine and an icon of pop culture, making it as recognizable as far bigger brands such as Coca-Cola and Kleenex.

To this day, the McIlhenny Co., still run by a family of matchless characters who believe in a rigid code of family loyalty, clings to tradition and the old ways of doing business. Yet by fiercely protecting its beloved brand and refusing to sell out to big food conglomerates, this family business has run circles around its competitors, churning out annual revenues that have surpassed everyone's expectations.

A delectable and satisfying read for both Tabasco fans and business buffs, *McIlhenny's Gold* is the untold story of the continuing success of an eccentric, private company; a lively history of one of the most popular consumer products of all times; and an exploration of our desire to test the limits of human tolerance for fiery foods.

Insightful reviews

Bill Gordon: Tons of local history and colorful anecdotes about the man who started the Tabasco pepper sauce industry. For some reason I really enjoyed this one. Good for a non-fiction break.

Drew Holmes: another of my favorite reads...buy this as a gift with a bottle of tabasco

Skyler: Some interesting history in this book, but a lot of repetition, as if written by your grandfather who has forgotten that he already told you a story. Most interesting tidbit -- the salt mines under Avery Island and their unique history. I would love to take a tour!

Brian : McIlhenny's Gold recounts the historical past of the way one kin took a devastated piece of swamp land after the Civil struggle and became it right into a enterprise empire by means of generating Tabasco. This sizzling sauce that's recognized by means of identify is grown from neighborhood constituents all stumbled on on one island in Mississippi. From its days of muscling out rivals to the mismanagement of destiny generations and being stored by way of different individuals in a kin conflict royale this ebook seems to have it all. it's a quickly learn that tells a few tale that no longer many folks know. it's a sensible choice for company historians, these attracted to quirky cultural historical past or those that simply are looking to learn a few off the wall gentle history. total reliable research, good written and does a very good task of laying off mild on anything you don't listen approximately very often.

Erwinpantel: An okay company background of a kin company with close to speedy identify recognitionThe e-book is an okay enterprise historical past of the McIlhenny family members company becoming tabasco peppers and generating Tabasco sauce for over a hundred and fifty years. The approximately overall involvement of the corporate within the ebook venture does depart a few gaps and questions.

Richard: I listened to the audiobook within the automobile and located this tale fascinating.

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