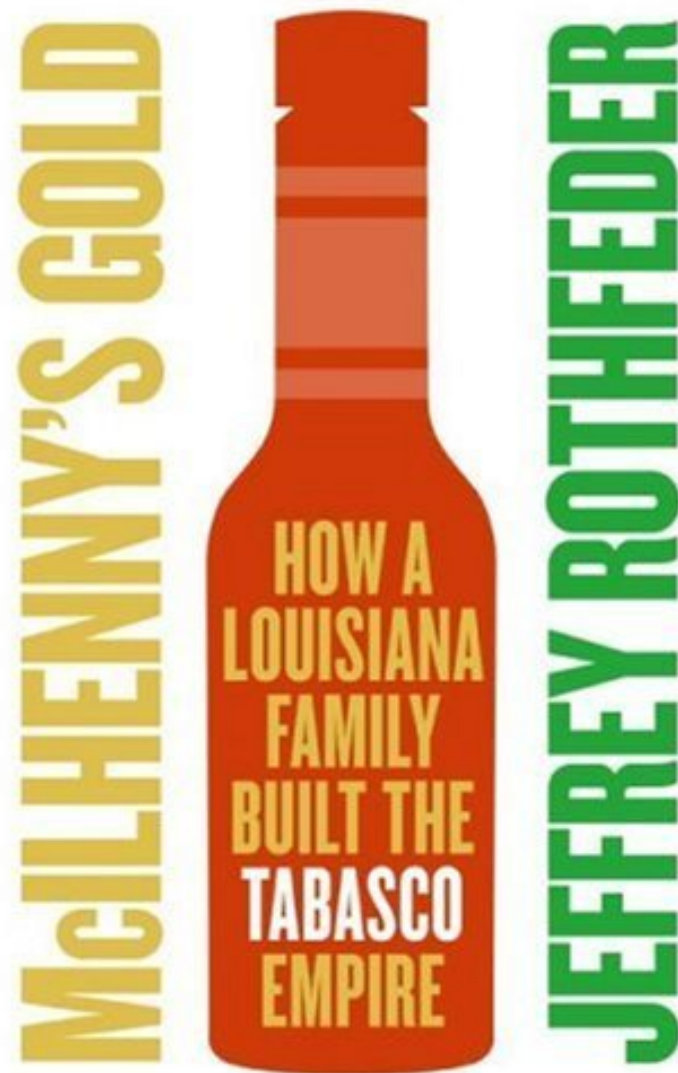


(Mobile pdf) McIlhenny's Gold: How a Louisiana Family Built the Tabasco Empire

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

Jeffrey Rothfeder

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Jeffrey Rothfeder : McIlhenny's Gold: How a Louisiana Family Built the Tabasco Empire before purchasing it in order to gage whether or not it would be worth my time, and all praised McIlhenny's Gold: How a Louisiana Family Built the Tabasco Empire:

1 of 1 people found the following review helpful. Edmund McIlhenny decided he could make a pepper sauce as good as Marsh's pepper sauceBy SeekI have very little to add to the many reviews that have been written. This is a fascinating book to read how a six square island that a local Indian tribe considered taboo and would not go on Petit

Anse the name of the Island. Then Elizabeth Triett moved on the island followed by John Marsh who moved his slaves from Baltimore. Edmond McIlhenny was a financial lender who bought the island from Elizabeth Triett saved some seed from imported Mexican Tabasco peppers and began growing peppers on the island. Edmund McIlhenny decided he could make a pepper sauce as good as Marsh's pepper sauce. Marsh had died and left no recipe a few years back. Edmund used slaves to grow the peppers and to pick the fruit until the Civil War. Edmund dug a hole and six feet down hit a solid block of salt that was endless. This was a blessing since salt is used in making Tabasco sauce, and he sold the extra salt that was mined. The Northern army came and took over the salt mine and Edmund left and returned after the war. He rebuilt his Tabasco plant and hired former slaves to grow his peppers and did an excellent marketing job of selling his Tabasco sauce. The book brings the reader up until recent time. It is indeed an interesting read. 0 of 0 people found the following review helpful. A lukewarm tale of a Hot Sauce By ernest v. montford Tabasco is made from Mexican peppers. The creator of the hot sauce seems in doubt but Mr. Mcilhenny, a banker from Baltimore saw the possibilities in the fiery sauce. New Orleans was the perfect place to develop it -seafood lovers liked it right away. The history of how the Mcilhenny's expanded the hot sauce nationally and then around the world is interesting. The inspired idea to market Tabasco as a premium product helped it capture more than sixty per cent of the market. Profits followed. The founder decreed that his all descendants would share in Tabasco's success. As a result a family member has run the business since the 1870s with one exception. The activities of the Mcilhennys are reported by the author and don't reflect well on some members of the family. Ultimately the writer comes to view the insular uncharitable legacy of the family as the defining quality of the clan. There are now over two hundred owners of the Tabasco firm. How much longer the world's biggest hot sauce company can remain independent and family owned is an open question. There are compelling interludes in the book but not enough to make the tale memorable. 0 of 0 people found the following review helpful. Very good read. By Justin Bought this book years ago and just came across it again while... you guessed it.... looking at Tabasco sauces and products. The book is a good read and well written as to make learning the history of this company very enjoyable. I needed to read it again!

In this fascinating history, Jeffrey Rothfeder tells how, from a simple ideamdash;the outgrowth of a handful of peppers planted on an isolated island on the Gulf of Mexicomdash;a secretive family business emerged that would produce one of the best-known products in the world. 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.