



Duke's: A Legacy of Flavor

Duke's legacy began nearly 90 years ago in 1917 with Mrs. Eugenia Duke of Greenville, South Carolina who used to prepare and sell sandwiches to soldiers stationed at nearby Fort Sevier during WWI. Her sandwiches, and the homemade mayonnaise that gave them special flavor, became so popular that soldiers wrote to Eugenia requesting her recipe.

In addition to Fort Sevier, Eugenia also sold sandwiches in local drugstores. Eventually, a local grocer agreed to take a few bottles of her mayonnaise on consignment. Soon, Eugenia went from making and selling several dozen sandwiches a day to where she had to use a separate outbuilding. On the day she sold eleven thousand handmade sandwiches, a delivery truck was purchased.

Eventually Eugenia gave up sandwich-making to concentrate on selling Duke's Mayonnaise full-time. In 1929 The C.F. Sauer Company, another Southern original, purchased Duke's, ensuring the family recipe remained the same. The company also hired Eugenia as its chief salesperson.

Today, Duke's is a Southern staple prized for its homemade taste. Original Duke's Mayonnaise is joined by new varieties, including Duke's Light, Duke's Fat-Free and Duke's Cholesterol-Free. Duke's also produces a number of vegetable oils, tartar sauce and other sandwich and salad products.



Fun Facts

- Duke's original sales force was all women
- Famous Duke's users include Paula Deen, Ina Garten and Race Car drivers Richard Petty, Dale Earnhardt Jr., Jay Haas, Davis Love, JEB Stuart IV and RE Lee V
- Southerners have hit the web to yelp, blog and even broadcast their love for Duke's Mayonnaise. You can find Duke's on Flickr, YouTube as well as the blogosphere
- Duke's is not only a favorite among the SE, it's shipped to Germany, Russia, Africa, Iraq and other international locations monthly.



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