

Hi Y'all From Ronda Rich

August 4, 2010



Hi Y'all,

Somehow - I don't know how because I didn't ask - the Duke's mayonnaise folks in the Sauer Corporate offices in Richmond, Virginia got hold of last week's newsletter where I raved about the mayo and how I was sad that I didn't get a jar that had my recipe for macaroni and cheese on it.

They sent me the loveliest thank you email and went on Duke's Facebook page and told all the Duke's fans to sign up for my newsletter. "We love Ronda Rich!" the Duke's folks wrote. That's so sweet because I love Duke's.

I have come to learn that mayonnaise is very personal to people and everyone has an opinion on what they use. Mostly - or at least in the South - people either love Duke's or Hellman's. Sometimes the choice even divides a family. I have two friends who tell me that their families are split between the two. My friend, Judi, said that she loves Hellman's and her brother loves Duke's so their mother always kept a jar of each. Love it.

I really had no opinion about it and would buy whatever was on sale. Until I discovered the big difference it made in the macaroni and cheese. Now, I swear by Duke's. Erin in the marketing department at Duke's is sending me some Duke's coupons, for which I am most grateful. The price of mayonnaise has doubled in the last two or three years.

That made me think of this: Around Thanksgiving a couple of years ago, Mama and I had been to a luncheon at my sister's post office. Her building is across the street from a big grocery store called Ingles. As we were pulling out of the parking lot, I noticed the sign said, "Duke's Mayonnaise. Two for \$3." Normally, it's over \$3 for one jar so I was thrilled.