



McIlhenny's Gold

Jeffrey Rothfeder

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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.

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.

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