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**What is it?** Amaize Sweet Corn is a rare breed of sweet white corn grown in limited supply throughout the United States. This corn is noted for its delicious taste, unique texture and incredible sweetness, all of which took more than 20 years to perfect.

**Who is it?** Amaize Sweet Corn is the brain child of George Crookham and Bruce Hobdey. The pair began working on perfecting the taste and texture of Amaize Sweet Corn in 1989 after experiencing a type of corn with a crunch and a pop that differentiated itself from the textures of other corns, which tended to get mushy when cooked. In the 22 year development period, the duo tested well over 10,000 variations of corn and perfected the best sweet corn you'll ever taste – Amaize Sweet Corn!



**What is Crookham?** Crookham is a premier and innovative breeding company based along the Snake River in Idaho with a longstanding reputation of excellence. This breeder is a multi-generational business that has been thriving since its inception in 1911. Over 100 years later, Crookham continues to be the leader in sweet corn, yellow corn, onions and popcorn, and is the oldest and largest corn breeder within the United States.

**Where is it?** Amaize Sweet Corn is available for a limited time during the warm summer months and is sold exclusively in select stores including ones in Houston, Toronto, Indianapolis, Des Moines, Spokane and Buffalo.. Find out more about Amaize Sweet Corn at [www.AmaizeSweetCorn.com](http://www.AmaizeSweetCorn.com).

**Story Ideas:**

**Unique Summer BBQ Recipes:** Amaize Sweet Corn is perfect for warm afternoon BBQs with the family! The unique taste and texture of each kernel provides incredible opportunity for variation and culinary creativity in specialized recipes like sweet corn cilantro salad, cold corn risotto salad or a sweet corn and avocado salsa.

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[www.amaizesweetcorn.com](http://www.amaizesweetcorn.com)

**Corn with a Crunch:** The History of Amaize Corn: The tender care and consideration that both George Crookham and Bruce Hobdey put into perfecting this breed of corn is a story in itself. It took over 2 decades of dedication and perseverance to create a stellar, one of a kind corn that has been called “the sweetest corn you’ll ever taste” and is said to be sweet enough to eat right off of the stalk.

**Feeding the Family:** The Benefits of Sweet Corn: Sweet corn is a simple summer treasure that is jam-packed with natural health benefits and perfect for any healthy family meal. An ear of sweet corn is chock-full of antioxidant power and has a caloric value similar to an apple with nearly 2/3 less sugar. Additionally, corn contains phytochemicals that benefit eye sight and fiber to promote healthy digestion.

**George Crookham:** The Man Behind the Husk: George Crookham is a man of dedication that stands on a foundation of multi-generational family values and years of hard work. Amaize Sweet Corn is a testament of his work ethic and a picture of the legacy that Crookham Breeders will continue to carry. “Amaize is my life’s work. I have tasted literally over 50,000 ears of corn over 40 years, and together with my breeding partner, Bruce Hobdey, pursued an insatiable quest for sweet corn perfection! Amaize is hands down the best sweet corn ever. And now, we want to share our discovery with the rest of the world.” – George Crookham, CEO of the Crookham Company.



**The Story of Corn:** From Breeding to Birth: The process of creating a breed of corn is unknown to the general public. With little to no knowledge of this process, the product goes without being fully appreciated and years of hard work go unnoticed. This piece could map out the steps it took for Amaize Sweet Corn to go from inception to perfection and how it reaches our homes and our taste buds during the hot summer months.