



Pepper Mad Hatter Wins AAS National Award

Exotic and unique-looking pepper receives high score with judges nationwide.



WEST CHICAGO, IL – PanAmerican Seed is pleased to accept a 2017 All-America Selections National Award for Edibles/Vegetables for its new [F₁ Pepper Mad Hatter](#). This *Capsicum baccatum* pepper species is commonly grown in Bolivia and Peru for regional recipes. Now PanAmerican Seed breeders have developed an easy-to-grow plant for the North America market that features high yield and plant vigor.

Mad Hatter has an exotic and unique look with a refreshing, citrusy floral flavor that impressed judges across the country. Its “awesome taste” as well as its early and large-size harvest contributed to its [high AAS score](#).

“We are thrilled to expand our HandPicked Vegetables Collection with this award winner,” says **Josh Kirschenbaum**, Vegetable Sales Account Manager for PanAmerican Seed. “Mad Hatter offers gardeners and produce farmers alike a robust pepper with appealing flavor and appearance.”

AAS winners receive special promotion and recognition in consumer media through the organization. Be sure to include Pepper Mad Hatter in your spring assortment. Seed is available now; contact your preferred distributor to place an order.

PanAmerican Seed is an internationally renowned breeder and producer based in West Chicago, Illinois, that produces high-quality and best-performing annual, perennial and vegetable seed varieties. Among our product lineup is the award-winning series of Wave® spreading petunias. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climatic conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. For more information, visit panamseed.com.