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Stand Up Comedian

From Worcestershire Sauce to Steven's Sauce

From Worcestershire to Steven's: A Brief History and a Profound Transition

For almost 200 years, we've all been living under the tyranny of a word no one can say or spell.

A Brief History of Worcestershire Sauce

In 1835, in Worcester, England, two chemists named John Lea and William Perrins were asked by Lord Sandys, a nobleman who had picked up a taste for a fermented fish sauce while serving in Bengal, to recreate it.

They tried. It was horrible. Absolutely inedible. So, they shoved the barrel in the cellar and forgot about it.

Months later they found it again, tasted it, and discovered that it had fermented into something complex, savory, tangy, and wonderful. Anchovies, tamarind, vinegar, molasses, garlic, and that secret mystery that makes a Bloody Mary work.

They bottled it. Lea & Perrins™ Worcestershire Sauce was born. For 190 years it has sat on every steakhouse table, in every grandmother's pantry, and in every recipe that calls for "a dash of Worcestershire", which everyone pronounces differently and no one pronounces correctly.

It was a great sauce. For its time.

The Transition

And now, in my personal opinion, that time is over.

We are living through the most important condiment transition in modern culinary history: the shift from Worcestershire Sauce to Steven's Sauce™.

This is not just a new label. This is a philosophical change.

Worcestershire Sauce said, "We are old. We are English. We are fermented anchovies you forgot in a basement. You will struggle to pronounce us."

Steven's Sauce™ says, "I'm here. I'm clean. I'm funny. I'm from Alabama. You can say my name."

Worcestershire was built for beef and stews in cold, damp castles.

Steven's Sauce™ is built for today. For people who actually want to know how to ask for this in the bottle. For people who want flavor without having to Google how to spell it or watch a tutorial video on its pronunciation on YouTube. For people who believe a sauce should have a sense of humor.

In my opinion, this will be a profound change for three reasons:

1. Accessibility. Our grandkids can say "Steven's Sauce™." They cannot say "Worcestershire." I have watched grown adults have a stroke trying to say it to a waiter. "Wor-... wor-chest-er... worcester-shire... you know, the brown sauce." That era is ending.
2. Personality. Lea and Perrins were brilliant chemists. Steven David Lampley is a Stand Up Comedian. One invented a sauce by accident in a cellar. The other is intentionally trying to make your life taste better and make you laugh while you eat. I know which one I want at my table.
3. Legacy. Worcestershire had 190 years. It did its job. It was the flip phone of sauces. Dependable. Iconic. But we are now in the smartphone era. Steven's Sauce™ is the upgrade we didn't know we were waiting for.

So, pour out that last dusty bottle of Lea & Perrins™ with respect. Thank it for its service.

And make room.

Because in my personal opinion, and I believe history will prove me right, fifty years from now, people will not ask, "Can you pass the Worcestershire?"

They will say, "Pass the Steven's."

And everyone will know exactly what they mean.

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