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What's "The Secret Of Great Southern Cooks"?

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Not fresh tomatoes, nor corn, nor bacon, nor butter. According to the Duke's Mayonnaise people, "The Secret of Great Southern Cooks" is Duke's mayo.

Mayo is one of the few things that I just can't eat – along with chocolate-covered pretzels and lamb in any incarnation. Sometimes in a deviled egg it's OK, and that new olive oil mayo is better. But for the most part this Southern cook just can't go there. The only mayo in my home is a tiny jar plucked from a hotel room service tray, for emergency use only.

But people, it's time to start thinking about mayo. That's because Duke's Mayonnaise is having a contest to create it's first-ever jingle.

Beginning October 1, 2008 Duke's fans (or imposters like me) can submit their very own ditty via www.YouTube. They've gotta be original, 45-seconds or less and incorporate the condiment's tagline, "The Secret of Great Southern Cooks." Inclusion of the Southern favorite's attributes (creamy, smooth, family recipe, homemade flavor, tangy and sugar-free) boosts winning potential. A sample jingle entry and all the specifics can be viewed at www.dukesmayo.com.

The Grand Prize jingle will be printed on a limited-edition Duke's Mayonnaise jar, and the clever winner will also receive \$500 and a year's supply of Duke's Mayonnaise. (Which begs the question: Just what is a year's supply of mayo?)

Yankees need not apply. The contest is open to residents of Georgia, Florida, North Carolina, South Carolina, Virginia, Tennessee and Kentucky.