



Smithsonian  
*Anacostia Community Museum*

A Finding Aid to the Chitlin Market and  
Company Records, circa 1974–2006, in the  
Anacostia Community Museum Archives

Tonijala D. Penn 2011. Updated by Katie Seitz, April 2016

2016



Anacostia Community Museum Archives  
1901 Fort Place, SE  
Washington, D.C. 20020  
ACMArchives@si.edu  
<http://www.anacostia.si.edu/Collections/ArchiveCollection>

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## Collection Overview

<b>Repository:</b>	Anacostia Community Museum Archives
<b>Title:</b>	Chitlin Market and Company records
<b>Identifier:</b>	ACMA.06-019
<b>Date:</b>	circa 1974–2006
<b>Extent:</b>	1.16 Linear feet (2 boxes)
<b>Creator:</b>	Anderson, Shauna R. Chitlin Market and Co.
<b>Language:</b>	English .
<b>Summary:</b>	The collection, which dates from circa 1974 to 2006 and measures 1.16 linear feet, documents the history of the Chitlin Market and Company, founded in 1995 in Hyattsville, Maryland, by Shauna Renee Anderson. The collection is composed of business documents, correspondence, promotional materials, clippings, publications, photographs, books, and VHS and cassette tapes.

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## Administrative Information

### Acquisition Information

The Chitlin Market and Company records were donated to the Anacostia Community Museum in 2006 by Shauna R. Anderson.

### Processing Information

The record were processed by Tonijala D. Penn in 2011 and updated in April 2016 by Katie Seitz.

### Preferred Citation

Chitlin Market and Company records, Anacostia Community Museum Archives, Smithsonian Institution, gift of Shauna R. Anderson.

### Restrictions

Use of the materials requires an appointment. Please contact the archivist to make an appointment: [ACMarchives@si.edu](mailto:ACMarchives@si.edu).

### Conditions Governing Use

The Chitlin Market and Company records are the physical property of the Anacostia Community Museum. Literary and copyright belong to the author/creator or their legal heirs and assigns. For further information, and to obtain permission to publish or reproduce, contact the Museum Archives.

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## Biographical Note

Shauna R. Anderson is a statistician, restaurateur, author, film producer, historian, and businesswoman. She was born in the Shaw area, Northwest Washington, DC, in 1954 to Geneva Anderson and Walter Chris Holmes. Her parents were entertainers, and her mother sang professionally under the name Jean Anderson on the Chitlin' Circuit, a network of performance venues in the eastern and southern US where African Americans could safely perform during segregation. Anderson was raised by her maternal grandmother Virginia Lee Battle, who taught her how to prepare chitlins.

Anderson had a successful accounting business when she decided to revive the demand for chitlins in the early 90's. She saw a market for high-quality cleaned pork chitterlings, and knew that making them available would offset the loss of a longstanding African American culinary tradition. She founded Chitlin Market and Co., selling chitlins online across the country and from a storefront in Hyattsville, Maryland.

Anderson lives in Hyattsville, Maryland, with her daughter Jonvieve, where she still operates her Chitlin Market and Company as a mail-order-only business.

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## Scope and Contents

The Chitlin Market and Company was founded in 1995 in Hyattsville, Maryland, by Shauna Renee Anderson. The collection is arranged into five series: Series 1: Career, Series 2: Publicity and Marketing, Series 3: Photographs, Series 4: Audiovisual, and Series 5: Publications.

Series 1: Career consists of correspondence and business documents related to the founding and operations of Chitlin Market and Co. and Anderson's other business ventures.

Series 2: Publicity and Marketing contains clippings, publications, writing, and promotional and packaging materials.

Series 3: Photographs consists of 24 images of Anderson's family, business, and customers. Notable in this series is a signed photograph of singer Diana Ross.

Series 4: Audiovisual consists of nine VHS and two cassette tape recordings of media coverage of Anderson's business endeavors.

Series 5: Publications consists of three books, two inscribed to Anderson and one a memoir written by Anderson herself.

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## Arrangement

The collection is arranged by subject and format into five series: Series 1: Career, Series 2: Publicity and Marketing, Series 3: Photographs, Series 4: Audiovisual, and Series 5: Publications.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

African American business enterprises  
African American businesspeople  
African American cookery  
African American cooks  
Women-owned business enterprises

Types of Materials:

Audiovisual materials  
Business records  
Correspondence  
Photographic prints  
Photographs

Names:

Chitlin Market and Co.

Geographic Names:

Hyattsville, (Md.)

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## Container Listing

### Series 1: Career, 1995 - 2002

English.

Series 1: Career, 1995-1999, undated, contains materials related to the operation of the Chitlin Market from 1995-2002 and other business ventures, including the Shauna Renee Salon and Anderson's earlier career with the Internal Revenue Service.

Box 1, Folder 1	Form 1040 SOI training evaluations, 1979
Box 1, Folder 2	State of Maryland, Department of labor, licensing and regulation, nail technician, undated
Box 1, Folder 3	Chitlin Market & Company business plan, circa 1998
Box 1, Folder 4	Chitlin Market and Company executive summary, circa 1999
Box 1, Folder 5	Chitlin Market and Company, operations manual, undated
Box 1, Folder 6	The original Chitlin Market and Company investor information, undated
Box 1, Folder 7	Pay roll ledgers sheets, 1995-1996
Box 1, Folder 8	State of Maryland inspection reports, 1995
Box 1, Folder 9	Certificate of registration principal register, trademark, 1997 September 30
Box 1, Folder 10	Certificate of appreciation, Prince George's Community College Continuing Education, 1998
Box 1, Folder 11	Maryland franchise registration and disclosure law, 1999 January
Box 1, Folder 12	JBA Soul Food Delicacies Inc, franchise agreements, undated
Box 1, Folder 13	JBA Soul Food Delicacies Inc, and Chitlin Market and Company franchise offering circular, undated
Box 1, Folder 14	Maryland weighing and measuring device registration application, undated
Box 1, Folder 15	Correspondence, 1993 August 11-August 19
Box 1, Folder 16	Correspondence, 1997 November 12

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## Series 2: Publicity and Marketing, 1985-2002

English.

Series 2: Publicity and Marketing, 1985-2002, contains clippings, publications, writing, and promotional and packaging materials. Of note in this series are a personal essay by Anderson on her life and the importance of chitlins to African American heritage, as well as product labels, flyers, and menus from the Chitlin Market and Company.

Box 1, Folder 17	"Chitterlings AKA Chitlins," by Shauna Anderson, 2002 English.
Box 1, Folder 18	"Castle Restoration Celebrated," Prince George's Press, 1985 June 14
Box 1, Folder 19	"Chitlins Made Easy," Philadelphia Inquirer, 1997 August 13
Box 1, Folder 20	"Hyattsville businesswoman turns pigs into profits," Hyattsville Local News, 1997 October 30
Box 1, Folder 21	"Where to Find the Best...Chitlin Market," Washington Post, 1997 December 21
Box 1, Folder 22	"Due to the Unanticipated Demand," Washington Post, 1995 November 1
Box 1, Folder 23	"Chitlins: Guts and Glory," Washington Post, 1997 January 29
Box 1, Folder 24	"Local chitterlings business booming," Prince George's Journal, 1998 January 9
Box 1, Folder 25	"You Might Not Have the Stomach for This; It's About Chitlins," Wall Street Journal, 1999 March 8
Box 1, Folder 26	Untitled clipping, undated
Box 1, Folder 27	"Living high off the hog," Hyattsville/Riverdale Gazette, 1999 September 9
Box 1, Folder 28	"Quality Counts," Washington Post, 1999 December 21
Box 1, Folder 29	"Watch out, J. Anthony Brown!!," Sister to Sister magazine, 2000 May
Box 1, Folder 30	"Soul food blasts off into cyberspace," Gazette, 2002 May 30
Box 1, Folder 31	"Gut Instinct," Washington Post magazine, 2002 May 5
Box 1, Folder 32	"Hyattsville's chitterling biz goes cyberspace," Prince George's Sentinel, 2002 May 30
Box 1, Folder 33	"Mail-Order Chitlins," BET magazine, circa 1999



Box 1, Folder 34	"Fully cleaned chitterlings delivered to your doorstep," Detroit News, undated
Box 1, Folder 35	"Cleaning up, Big," Emerge magazine, undated
Box 1, Folder 36	"Chitlin company doing big business," Florida Times Union, undated
Box 1, Folder 37	"The Electronic Mall," Newsweek magazine, circa 1998
Box 1, Folder 38	"Specialty meat market is cleaning up," Baltimore Sun, 1998 January 3
Box 1, Folder 39	"Chitterling Carryout," Jet magazine, undated
Box 1, Folder 40	"Tape" column, Jet magazine, circa 1999
Box 1, Folder 41	"Small Biz Briefs: Spotlight," Washington Business Journal, undated
Box 1, Folder 42	"Cashing in on Chitlins," Washington Post, 1999 January 20
Box 1, Folder 43	"Help for the Well-Seasoned Pig," Washington Post, 1999 September 8
Box 1, Folder 44	"Party Advice from a Highly Organized Woman," Washington Post magazine, 1998 November 1
Box 1, Folder 45	"Chitlins Made Easy"/"A new adventure for Chef Perrier - chitlins," Philadelphia Enquirer, 1997 August 13
Box 1, Folder 46	IRS Tax Consultant-Turned-"Chitlin Queen" Seeks Her Own, press release, 1999 March 15
Box 1, Folder 47	Chitlin Market and Company flyers, advertisements, and menus, undated
Box 1, Folder 48	Chitlin Market and Company product labels, undated

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## Series 3: Photographs, circa 1974-2000

### *Box 2, Folder 1*

Series 3: Photographs, circa 1974-2000, undated, consists of 24 images of Anderson's family, business, and customers. Notable in this series are a signed photograph of singer Diana Ross and a copy print of the image used on Chitlin Market and Company product labels.

- Box 2, Folder 1, Folder 1 Geneva Ann Anderson, mother, copy print
- Box 2, Folder 1, Folder 1 Grandmother Virginia L., Battle with Shauna, copy print, December 1984
- Box 2, Folder 1, Folder 1 Late grandmother Virginia L. Battle, with Shauna, copy print
- Box 2, Folder 1, Folder 1 Late inspirational favorite great-aunt, Verona Mercer Comford, copy print
- Box 2, Folder 1, Folder 1 Inspirational great-aunts, Lillian M. Turner and Henrietta Anderson, copy print
- Box 2, Folder 1, Folder 1 Shauna's trademark face, circa 1974
- Box 2, Folder 1, Folder 1 Shauna's cooked chitlins with potato salad and collard greens, 1990
- Box 2, Folder 1, Folder 1 The Chitlin Market under construction, 1995
- Box 2, Folder 1, Folder 1 Chitlin cleaners at work, 1995
- Box 2, Folder 1, Folder 1 Alexander Bosh and Jonvieve Anderson, daughter, September 1995
- Box 2, Folder 1, Folder 1 Jonvieve Anderson, daughter, Angela Holmes, Store Manager
- Box 2, Folder 1, Folder 1 Leronne spear, Linda Townsend, September 1995
- Box 2, Folder 1, Folder 1 Cleaners Linda Townsend and Margaret McCombs, September 1995
- Box 2, Folder 1, Folder 1 Chitlin cleaner Margaret McCombs and Shauna, August 1997

Box 2, Folder 1, Folder 1 J. Anthony Brown and Shauna Anderson, 30 October 1997

Box 2, Folder 1, Folder 1 J. Anthony Brown and Shauna, August 1997

Box 2, Folder 1, Folder 1 Jesse Jackson, Jr., Sandi Jackson with Shauna Anderson, June 1999

Box 2, Folder 1, Folder 1 Shauna Anderson with chitlins and new chitlin seasonin, December 2000

Box 2, Folder 1, Folder 1 Shauna's hand cleaned chitlins, undated

Box 2, Folder 1, Folder 1 Raw chitlins, undated

Box 2, Folder 1, Folder 1 Woman wearing striped brown and black jacket standing in front of salon door, polaroid, undated

Box 2, Folder 1, Folder 1 Two women wearing white shirts standing in front of salon door, polaroid, undated

Box 2, Folder 1, Folder 1 Female makeup artist applying make up to client, polaroid, undated

Box 2, Folder 1, Folder 1 8x10 BW gloss of Diana Ross, signed copy, undated, undated

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## Series 4: Audiovisual, 1983-1999

English.

Series 4: Audiovisual, 1983-1999, undated, consists of nine VHS and two cassette tape recordings of media coverage of Anderson's business endeavors.

- |       |   |
|-------|---|
| Box 1 | NBC News, Thanksgiving chitlins, VHS, 1995<br><i>1 Video recording</i>                    |
| Box 1 | News Channel 8, Marianne Worley, VHS, 1995<br><i>1 Video recording</i>                    |
| Box 1 | CNN, Chitlins by mail, VHS, 1995<br><i>1 Video recording</i>                              |
| Box 1 | Black Entertainment Television, BET, real business, VHS, 1997<br><i>1 Video recording</i> |
| Box 1 | Vibe Talk Show, J.A Brown and Chitlin Market, VHS, 1998<br><i>1 Video recording</i>       |
| Box 1 | News Channel 8, investors for expansion, VHS, 1998<br><i>1 Video recording</i>            |
| Box 1 | CTV News, VHS, 1999<br><i>1 Video recording</i>   |
| Box 1 | Fox News, Super Bowl Chitlins, VHS, 1999<br><i>1 Video recording</i>                      |
| Box 1 | News Channel 8, Million Dollar Mark, VHS, 1999<br><i>1 Video recording</i>                |
| Box 1 | WKYS, Shauna Renee Salon, cassette, 1983<br><i>1 Cassette</i>                             |
| Box 1 | Cowboys in jail, cassette, undated<br><i>1 Cassette</i>                                   |

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## Series 5: Publications, 1999-2006

English.

Series 5: Publications, 1999-2006, consists of three books: *Offal Great: A Memoir from the Queen of Chitlins*, a memoir by Shauna Anderson, *Heat: My Life on and off the Diamond*, by Dwight Gooden, and *It's About the Money!*, by Reverend Jesse L. Jackson, Sr. and Jesse L. Jackson, Jr. The latter two books have been inscribed to Anderson.

Box 1                      *Offal Great: A Memoir from the Queen of Chitlins*, by Shauna Anderson, 2006  
English.

Box 1                      *Heat: My Life on and off the Diamond*, by Dwight Gooden, 1999  
English.

Box 1                      *It's About the Money!*, by Reverend Jesse L. Jackson, Sr. and Jesse L. Jackson,  
Jr., 1999  
English.

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