Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 1
Biographical/Historical note ............................................................................................ 2
Scope and Contents note .................................................................................................. 2
Arrangement note ............................................................................................................. 2
Names and Subjects ........................................................................................................ 2
Container Listing ............................................................................................................ 4
    Series 1: Career, 1995 - 2002 ................................................................................. 4
    Series 2: Publicity and Marketing, 1985-2002 ......................................................... 5
    Series 3: Photographs, circa 1974-2000 .................................................................. 7
    Series 4: Audiovisual, 1983-1999 ............................................................................ 9
    Series 5: Publications, 1999-2006 ......................................................................... 10
Collection Overview

Repository: Anacostia Community Museum Archives
Title: Chitlin Market and Company records
Identifier: ACMA.06-019
Date: circa 1974–2006
Extent: 1.16 Linear feet (2 boxes)
Creator: Anderson, Shauna R.
Chitlin Market and Co.
Language: English
Summary: 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.

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.

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.
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.

Scope and Contents


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.

Arrangement


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.)
Series 1: Career, 1995 - 2002


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
Series 2: Publicity and Marketing, 1985-2002

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
Box 1, Folder 18  "Castle Restoration Celebrated," Prince George's Press, 1985 June 14
Box 1, Folder 19  "Chitlins Made Easy," Philadelphia Enquirer, 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 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

Return to Table of Contents
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

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 seasoning, 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

Return to Table of Contents


Box 1  
- NBC News, Thanksgiving chitlins, VHS, 1995  
  1 video recording

Box 1  
- News Channel 8, Marianne Worley, VHS, 1995  
  1 video recording

Box 1  
- CNN, Chitlins by mail, VHS, 1995  
  1 video recording

Box 1  
- Black Entertainment Television, BET, real business, VHS, 1997  
  1 video recording

Box 1  
  1 video recording

Box 1  
- News Channel 8, investors for expansion, VHS, 1998  
  1 video recording

Box 1  
- CTV News, VHS, 1999  
  1 video recording

Box 1  
- Fox News, Super Bowl Chitlins, VHS, 1999  
  1 video recording

Box 1  
- News Channel 8, Million Dollar Mark, VHS, 1999  
  1 video recording

Box 1  
- WKYS, Shauna Renee Salon, cassette, 1983  
  1 Cassette

Box 1  
- Cowboys in jail, cassette, undated  
  1 Cassette

Return to Table of Contents

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

**Box 1**

*Heat: My Life on and off the Diamond*, by Dwight Gooden, 1999

**Box 1**

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