

FREE

my ROUSES everyday

MARCH/APRIL 2014

Behind the Scenes

ROUSES EASTER (GREEN) EGG HUNT

By Donny Rouse

FESTIVAL
INTERNATIONAL

and a guide to Festival Foods

LITTLE ITALY, LA

ROUSES TEST KITCHEN:

THE ITALIAN
CAJUN KITCHEN

By Donald Rouse

LENT

*Crawfish Étouffée, Crawfish Stew,
Trout Almondine & Broiled Crab Claws*

Hogs For the Cause

12 DELICIOUS RECIPES

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ROUSES



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It's easy to eat local with all of the great seafood we pull from our coastal marshes and salty Gulf Coast waters. 70% of the nation's oysters are harvested on the Gulf Coast. 90% of the crawfish we eat come from Louisiana. Almost 70% of domestic shrimp are caught on the Gulf Coast. And more hard and soft-shell blue crabs are caught on the Gulf Coast than anywhere else in the country. #eatgulfseafood

LOOK FOR

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- > Crawfish Boils on page 30.
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▲ Just like Rouses, we're family owned and operated. We believe in simple, genuine goodness in every aspect of our small business. —Dana Taylor, Bayou La Batre, AL



▲ Cousins Donny Rouse and Ali Rouse Royster at Grand Opening of Rouses Market in Theodore, AL.

The world's largest seafood gumbo, nicknamed the LouisiBama, was cooked in a 300-year-old, 1,700-pound, cast iron pot taken from the sugarcane fields of South Louisiana. The recipe was created by chefs John Folse and Rick Tramonto, partners in the French Quarter restaurant R'evolution, and former Alabama and Miami Dolphin's football player turned wingman, Bob Baumhower, and his executive chef, Steve Zucker. It called for over 1,500 pounds of Gulf shrimp, crabmeat, oysters, catfish, and alligator, Louisiana crawfish tails, and 150 pounds of okra. It took six propane-fired burners just to heat the sugar kettle and keep the 4,000 pounds of gumbo simmering long enough to serve 10,000 people.

Gumbo is a tradition from LA, Louisiana, to LA, Lower Alabama. Rouses is quickly growing into one, too. When we expanded into Mississippi in 2008, people asked, "When are you going to open in Alabama?" Whether they had family living in Lower Alabama or grew up beaching in Gulf Shores, Alabama was clearly a big part of many of our customers' lives.

Our five stores in Alabama just joined our four in Mississippi and 34 in South Louisiana. With each expansion, we take the best from each community we serve and introduce it to new customers across the Gulf Coast. So now if you're heading to New Orleans for French Quarter Fest, Thibodaux for the Firemen's Fair, Lafayette for Festival International, or Lower Alabama for Spring Break or Hangout, or just want a good cup of seafood gumbo, there's a Rouses Market right there with a taste of home.

Donny Rouse

locals HELPING locals SUPPORTING OUR FISHERMEN

We've had very close relationships with our local fishermen since our first store in 1960. And as we've grown, we've introduced new opportunities for local commercial fishermen to sell, from new stores to new products like our frozen Louisiana shrimp and frozen Gulf fish. We're committed to helping the Gulf Coast grow. Buying and eating homegrown seafood helps support Gulf Coast fishermen, their families, local fishing communities and our Gulf Coast seafood culture. #eatgulfseafood

—Ali Rouse Royster

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The Great Easter (Big Green) Egg Hung

Rouses men compete for the Golden Egg Trophy in the First Annual Rouses (Green) Easter Egg Hunt in Thibodaux.

"My cousin, Ali, was the judge, and her father and husband were both contestants – I guess her husband, Billy, was more of an assistant, but still, hard to be impartial."

—Donny Rouse

cover photo by Eugenia Uhl

Antoine's Restaurant

Since 1840

“I’ve cooked for Presidents, celebrities, even the Pope. I only serve the best in my restaurant, and at home. That’s why I shop at Rouses.”

— *Chef Michael Regua,
Antoine's Restaurant,
French Quarter*

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Y'ALL! I can't believe we missed how much rice goes in my dad's jambalaya recipe. I could list a whole bunch of reasons why it happened, the best one being that I literally had him on his cell phone from his fishing boat trying to figure out the recipe from memory, but the heart of the matter is we goofed up! The best part of the whole mess-up is that I've gotten so many emails and calls from some great customers who were going to try the recipe but needed to know how much rice. Everyone's been such a great sport, and I've heard lots of great stories about other jambalaya recipes while chatting and emailing back and forth with them. I've told our magazine team that I want to leave out an ingredient in a recipe every issue now so I can keep talking to everyone, but I don't think they'll let me.

—Ali Rouse Royster



We Missed the Rice!

Being from Florida, we have never made jambalaya. We work here in Louisiana and often make large pots of food for other people staying in the RV Park. It is a good way to meet people and make friends with others who are staying in their home away from home. One question. How much rice does Tommy's Jambalaya recipe call for? I would hate to mess up and disappoint everyone. —Kandi

Tommy forgot to edit his Jambalaya Recipe in the Jan/Feb 2014 of My Rouses Everyday Magazine. "HOW TO PREP" indicates instant Rice, "WHAT YOU WILL NEED" does not. —Bob

You're right — Tommy was actually out fishing when we were doing the final edit and we missed the amount of rice in the ingredient list — sorry about

that! If you're following the recipe in the magazine exactly, you'll need six 14oz boxes of instant rice. If you're reducing or increasing the size, you'll use one box for every quart of chicken or beef broth. Hope you enjoy my dad's recipe! —Ali Rouse Royster

I just ordered a 10 gal Cast Iron Jambalaya Pot with stand, etc. As soon as it is received I'm gonna try Tommy's recipe. My own Pork Rib Jambalaya recipe (of which I used my wife and kids as family guinea pigs for years until I perfected it) is the only Jambalaya recipe I have ever personally done. Being 76 years young, I enjoy venturing into untried recipes. Hopefully the pictures depicting Tommy's Jambalaya in the Jan/Feb My Rouses Everyday Magazine are not deceiving to the final taste. HA! If they are on the negative side of my taste buds, I'll blame my new cast iron jambalaya pot. Thanks for your prompt reply! —Bob



▲ Donald Rouse and nephew Chris Acosta (3rd Generation) at Rouses Grand Opening



▲ Donny Rouse with Dave Smith and Bob Durand from Associated Wholesale Grocers

LETTERS

I am a new employee at the Theodore store and a brand new cashier. I wanted you to know that I was very impressed with the management. They appreciate everything the employees do, and do everything to make us feel important. As a brand new cashier on opening day, Allison came and helped me with something very basic. She was helpful and did not make me feel incompetent even though it was something simple. Ricky told me at my interview that it was family and employee friendly. Lots of companies claim this but few deliver. So far Rouses has lived up to their promise. Thank you for letting me be a part of your company. —A. Non

We ate dinner at your restaurant, The Cellar, on Saturday night and we want you to know that we are very impressed by your night crew as well as your food. My parents are both 90 and the kitchen crew was very sweet to them. Thank you so much for a wonderful night out. —M. McAllister



▲ Everyone survived *Snowpocalypse* with their sense of humor intact thanks to Brandon Journet and the rockstar DJs at Hot 107.9 in Lafayette. Brandon, his crew, and the crew from the *Darwg* came to New Orleans in December when UL played in the New Orleans Bowl AGAIN. I say Ragin' you say Cajuns!



TWEETS

➤ **Tweet Us!** @RousesMarkets

Love love love #Rouses mock turtle soup! Especially on a cold day like today #buylocal :) —@Adriana504

Best part of Wednesday, shopping @RousesMarkets & customers saying I was just listening 2 you @WWNO #LouisianaEats! —@poppyt

Louisiana Eats with Poppy Tooker airs on WWNO 89.9 in New Orleans and KTLN 90.5 in Houma and Thibodaux on Wednesdays, 1-2pm; and Saturdays 11am-12pm; on WRKF 89.3 in Baton Rouge on Saturdays, 1-2pm; and on KRVS 88.7 in Lafayette on Saturdays, 4-5pm. We are proud to support Poppy and this program.

@RousesMarkets has THE BEST king cakes around omg heaven in my mouth. —@benreaux

Thanks, Ben. We sell more than 300,000 king cakes every season!

@RousesMarkets Thank you for such wonderful stores and employees. Undoubtably the best chain of grocery stores anywhere. @EddieDeJean

The new Rouses has every food you could ever think of omg #inlove @_Kimberlynlowe

POSTS

➤ **Like Rouses?** We like you too!

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I grew up in a small town of Houma, La where the first Rouses started ... very proud of how they have grown throughout the South ... awesome supermarket. —M. Bourg

If heaven had a grocery store, it would be a Rouses! Very impressed with Saraland store. So glad y'all are here! —T. Levins

This is a great place to shop at and a great place to work at. We get pumped up here. —A. Red

The store was lovely. I didn't get to look around as much as I wanted to because of the crowd, but I'm happy to call it my local grocery store! :) —M. Booker

INSTAGRAM

➤ **Send Us Photos!** @rousesmarkets



@rousesmarkets: I maybe now live in Toronto but I still treat myself to a good ole cup of #rouses #coffee and #chicory on the weekends in the morning! #nola #love #rouses



#kingcake #mardigras #greenyellowpurple #rouses #louisiana @honnabonna @melanmar



Introducing the new mascot of the New Orleans Pelicans! Geaux Pierre!! #neworleans #neworleanspelicans #pelicans #nola #nba #new #newmascot #nhabasketball #basketball #takeflight #mascot #allstarweekend #bigeasy #bigeasybling #geaux

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PREP: 25 min. | MAKES: 6 servings

the single-best cheeseburger

what you need

- 1-½ lb. ground beef
- 6 KRAFT Singles
- 6 sesame seed hamburger buns
- 6 lettuce leaves
- 3 tomatoes, each cut into 4 slices
- 6 CLAUSSEN Kosher Dill Burger Slices
- 2 Tbsp. ketchup



make it

Heat grill to medium heat.

Shape meat into 6 (1/2-inch-thick) patties.

Grill 6 to 8 min. on each side or until done (160°F), turning occasionally. Top with Singles; grill 2 min. or until melted.

Fill buns with lettuce, tomatoes, burgers, pickles and ketchup.



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photo by Denny Culbert

The Italian Cajun Kitchen

by Donald Rouse

Meals have always been momentous in my family. That's one of the things that drew us into the food business. My grandfather, J.P. Rouse, immigrated to Louisiana from Sardinia, one of Italy's largest islands, second only to Sicily. (The name Rouse comes from his German host family). My grandfather went on to found the City Produce Company in 1923. My father joined him in the late '40s then moved on to groceries.

My grandfather settled in Marrero, Louisiana, and when we were kids, we used to drive from Thibodaux to the West Bank for supper with family, usually at my Uncle Joe's house. There would be 25 people at each table, and what seemed like 25 different versions of pasta, along with cheese, bread, olives, salumi and vegetables, like fresh mushrooms with onions and ham. I especially remember my Aunt Marie's artichokes, which were stuffed with sausage, cheese and bread crumbs. We never got the recipe for those artichokes, but my brother, Tony, comes pretty close, and my sister, Cindy, has perfected a New Orleans-style stuffed artichoke.

Growing up in Thibodaux, we ate a lot of gumbo, jambalaya, etouffée, deer, duck, and seafood. I still do. But like so many locals with an Italian heritage, we were just as likely to have Italian sausage as fresh green onion sausage in our refrigerator. And olive salad was just salad.

Dad always wanted *anti pasta* before dinner – clearly that was the Italian in him – but in our case, that usually meant fried oysters and dips. My brother, Tommy, has followed in my dad's footsteps: he actually served guacamole at Thanksgiving — just like the pilgrims.

My favorite *anti pasta* was and still is anchovy bread, which is fresh bread, usually a roll dough, stuffed with anchovies and Pecorino Romano cheese, a sheep's milk cheese traditionally made in Sardinia (we sell it at Rouses), and topped with grated Parmesan. I make it the way my father did, by poking holes in the bread and filling them with the anchovies and cheese rather than layering them on top.

As Italians, and Louisianaians, we worshiped tomatoes, Italian, Creole and otherwise. I shared my version of my dad's recipe for spaghetti with meatballs and beef daube in our November–December issue (*available online at www.rouses.com*). Dad believed the trick to red sauce is to cook



the tomatoes a very long time, at least four to five hours. These days, it's hard to find time to make red sauce an all day event. My sister-in-law Karen has managed to speed up the sauce without sacrificing flavor.

In Sardinia, pasta is usually served as the *primi* or first course, and a light sauce topped by shavings of Pecorino Romano tends to replace the more familiar red sauce or gravy. The *secondo* or second course is usually meat or seafood. At our house, that was more likely to be a deer someone shot than a goat or sheep, which are popular in Sardinia; fish caught in Grand Isle; and Louisiana crawfish instead of Mediterranean or even Maine lobsters.

When my father was alive, he did the cooking. If my mom tried to make something, or one of us started a dish and he was anywhere around, he would completely take over. Nowadays, we all cook, and we share our recipes and memories, and compete to see who makes the best ribs, jambalaya, etc. My son, Donny, swears he makes the best lasagna; Tommy swears his wife Karen does. All of this cooking brings us together, the way only food can. As my sister, Cindy, says, "Dad would have loved it."

We're not Sicilian, but we celebrate St. Joseph's Day. Every year, my father's sister, Aunt Anna Mae, brings us the same fig cookies, anise cookies and sesame cookies that we ate growing up — she even spent some time last Christmas teaching my nieces Ali and Rachel how to make them. Even though we make our own Rouses versions, I still take an extra few of Anna Mae's. Last year we erected altars in our stores for the first time. To learn more about last year's altars and this year's, turn to page 22.



Donald Rouse's Anchovy Bread

WHAT YOU WILL NEED

- 1 package active dry yeast
- 1 teaspoon sugar
- 1½ cups warm water
- 1 teaspoon Rouses salt
- 1½ teaspoons dried oregano
- 1 teaspoon crushed red pepper
- 1 tablespoon finely chopped garlic
- up to 4½ cups all-purpose flour
- ½ cup grated Pecorino Romano cheese
- ½ cup grated Parmesan cheese
- 5 tablespoons Rouses extra-virgin olive oil
- 1 (2-ounce) tin anchovy fillets packed in olive oil
- ¼ cup small chunks Pecorino Romano cheese

HOW TO PREP

To make the yeast mixture: In a small bowl, combine dry yeast and sugar with the warm water. Let stand until foamy, about 8 minutes. In a large bowl, combine the salt, oregano and red pepper; add chopped garlic and two cups of flour. Add the foamy yeast mixture, stir to combine. Add one cup of flour. Using your hands, work mixture to form a smooth, wet dough. Add the Pecorino Romano and 1/3 cup of the Parmesan cheese (reserve rest for baking) and work into the dough. Add remaining flour 1/2 cup at a time, kneading to create a slightly wet dough (you want a dough dry enough so that it doesn't stick to your fingers). Continue kneading until bread dough until smooth, about 3 minutes. Use one tablespoon of olive oil to lightly oil a large bowl. Place the dough in the bowl, and turn over and over to coat. Cover the bowl with plastic wrap or a damp clean kitchen towel and set aside to rise for one hour.

Coarsely chop half of the anchovies and set aside. Break or chop ½ cup Pecorino Romano into chunks. Remove dough from bowl and set on a floured surface. Smash the dough until thin and divide into two equal portions. Roll each portion into a round loaf. Grease baking sheet with thin coating of olive oil. Place dough on sheet, and, using your finger, poke 1-inch deep holes all over both loaves. Fill holes with chopped anchovies or cheese. Brush tops of loaves with olive oil, and cover baking sheet with Saran wrap and set aside until dough has doubled in size again, about one hour. Preheat the oven to 350 degrees F. Decorate loaves with whole anchovy fillets, drizzle with remaining olive oil and sprinkle with Parmesan cheese. Bake for 30 to 40 minutes, or until bread is golden brown. *(Makes 2 Loaves)*



photo by Eugenia Uhl



photo by Frank Aymami

Cindy Rouse Acosta's Stuffed Artichoke

Aunt Anna Mae used to bring stuffed artichokes for Easter, Christmas and the occasional Sunday Supper. This recipe is meatless, so you can serve it on your St. Joseph's Day altar or Good Friday.

WHAT YOU WILL NEED

- 2 large artichokes
- 2 cups finely shredded Pecorino Romano or Parmesan cheese
- 2 cups bread crumbs (Italian)
- 1 medium sweet onion, finely chopped
- ½ teaspoon granulated garlic
- 1 teaspoon Rouses salt
- 1 teaspoon Rouses black pepper
- ½ cup Rouses olive oil
- 1 lemon

HOW TO PREP

Cut off the stem of each artichoke to leave a flat base. Turn first artichoke on its side and cut off the top half with a sharp knife. With kitchen shears, snip off the prickly tips from each leaf. Repeat with second artichoke. Soak the artichokes in warm salt water for 15 minutes. Drain upside down on a towel.

While artichokes are draining, in a large, shallow bowl mix bread crumbs, cheese, onion, garlic, salt and pepper. Cut lemon in half. Squeeze one half of the lemon and the olive oil over the mixture and blend well. If the mixture seems too dry, add a little more olive oil.

Working one at a time, place artichoke in the center of your bread crumb mixture. Stuff each leaf individually starting from the outside working your way into the center. Drizzle a little bit of olive oil over each artichoke.

Cut the rest of the lemon in slices. Place one or two slices on top of each artichoke.

Put the artichoke on a piece of foil and fold the foil over the top to loosely seal.

Place the artichokes in a large pot with 2 cups of water. Bring to a boil. Cover and simmer until the leaves are tender about one-and-a-half hours depending on the size of the artichoke. You may have to add a little water if the water gets too low. (*Makes 2 Artichokes*)

Karen Rouse's Spaghetti & Meatballs

This is one of my husband Tommy's favorite recipes, and it was a prerequisite for marrying him. Before I said "I do," I said "I will" make this spaghetti.

WHAT YOU WILL NEED

FOR THE MEATBALLS

- 1 pound Rouses fresh Italian sausage
- 2 pounds ground beef
- 1 pound ground pork
- 2 large eggs
- ¼ cup Worcestershire sauce
- 1 small onion minced
(the minced onion helps to keep the meatballs moist and juicy)
- 1 cup Italian bread crumbs
- ¼ cup Parmesan cheese
- ½ teaspoon cayenne pepper
- 2 tablespoons Rouses Cajun seasoning

FOR THE SAUCE

- 1 pound gravy steaks or seven steaks, cut into pieces
- 1 pound Rouses lean ground beef
- 2 15-ounce cans tomato sauce
- 1 15-ounce can tomato paste
- 1 large onion, diced
- 1 green bell pepper, diced
- ½ cup chopped shallots
- 2 tablespoons minced garlic
- ½ cup chopped parsley
- 1 10-ounce can Rotel tomatoes
- 7½ cups of water
- 2 tablespoons Italian seasoning
- 1 teaspoon dried oregano
- 1 tablespoon dried basil
- 1 tablespoon sugar

Rouses Cajun seasoning to taste

8-10 Spaghetti or Vermicelli pasta, cooked

Pecorino Romano cheese or Parmesan cheese, for serving

HOW TO PREP

In a large skillet brown the Italian sausage (you could also do this in a 375 degree oven). You don't need to cook it all the way, just brown it. When sausage is done, place sausage in a large bowl (set skillet aside for sauce), add the rest of the meatball ingredients and everything together with a fork or by hand. Form meatballs by hand and place on a cookie or baking sheet. Brown meatballs in 375-degree oven for about 45 minutes. Meatballs will continue to cook when added to the sauce later.

Brown ground beef and seven steaks or gravy steaks in a small amount of Rouses olive oil in the iron skillet. Add onions, bell pepper, shallots, garlic and parsley and cook until onions are clear. Add tomato paste, and tomato sauce. (Do not add the Rotel tomatoes at this point.) Stir and cook tomato mixture until it starts to turn more brown. You can even allow the mixture to kind of blacken or stick to the pot, just continue to scrape the sides of the pot and stir until the mixture is not bright red anymore. When sauce is brown, add Rotel tomatoes, water, seasonings and sugar and mix well. Add the meatballs and the Italian sausage. Simmer on stove for several hours, stirring occasionally. Serve over spaghetti or vermicelli pasta and top with grated cheese. (*Serves 8-10*)



Muffulettas, Muffalettas

by Liz Williams, President & Director, Southern Food & Beverage Museum + photos by Frank Aymami

I was in Sicily walking around the streets of Palermo. Everywhere I looked I saw the signs in small bakeries for muffulettas. Those familiar round loaves of bread covered with sesame seeds and sometimes fennel seeds were just regular loaves of bread there, but I loved seeing them. I loved it that so many familiar names you hear in Louisiana are the names of the towns in Sicily. Sandwiches on bread — not muffuletta loaves — but made thick with various salumi, were also easy to come by. And the salumi was glorious. Besides the prosciutto di Parma or San Daniele which is a cured raw ham or crudo, there is soppressata, salami, mortadella, and more. Those sandwiches also were layered with cheeses. They were moistened with olive oil and pressed under a weight. They were prepared ahead of time and just waiting for the buyer to make a choice.

In the mid-1880s when Sicilians began to immigrate to New Orleans they began to influence the food of the city. They farmed, sold food in the stalls of the French Market, worked on the river, and opened restaurants and stores. They introduced a tomato sauce, whose Creole version is now red gravy. They opened snowball stands that made that treat ubiquitous in the city. They had all of New Orleans stuffing vegetables with bread crumbs and Parmesan cheese. And like so many immigrants they continued to practice many culinary habits from home. Those Sicilians who labored in the French Market and along the Mississippi River could pick up a sandwich for lunch made on a muffuletta loaf that was a taste of home. Adding olive salad, a tasty way to use up broken olives and further stretched with carrots and cauliflower, gave a flavor punch to the sandwich. Central Grocery

on Decatur Street claims to have invented the sandwich when customers ordered the ingredients but did not eat them as a sandwich. Perhaps they first introduced it or first innovated with olive salad. Regardless, soon it was available at other Italian delis in the French Quarter. And soon everyone in New Orleans was eating them. Who could blame them? Those are tasty sandwiches. And of course, the sandwich took the name of the loaf.

In Italy there are lots of variations to the sandwich. Fresh basil leaves give the sandwich a lot of punch and brightness. Adding roasted red peppers is a classic addition. Some people have their Muffulettas dressed like a poor boy. People heat them and let the cheese and oils warm the bread. And mini versions are a great way to enjoy the taste without eating the whole sandwich.

The most controversial thing about the muffuletta is the spelling. Central Grocery asserts muffuletta. Many people spell it “muffaletta” or even “muffalotta” (Rouses spells it “muffaletta”). Any sandwich that inspires its own marching dance group deserves multiple spellings. I do not believe that a standard spelling can be established, especially in English. (Remember the word is from the Sicilian dialect that does not have a standard spelling.) All you can do is draw a line and choose a side. Any way you spell it, it’s still delicious.

➤ Ready to make room on your bookshelves?

Have cookbooks that you haven’t opened in years? Take them to the SoFAB Culinary Library and Archive and donate them so that all of the city’s culinary students can use them. Drop them at 1609 O.C. Haley Blvd between 11 and 5 on weekdays or email info@southernfood.org for a special pick-up. Your donation is tax-deductible.



▲ Donald Rouse and Rusty Perrone at Rouses Markets in Saraland, AL. Perronne & Sons supplies us with un sacco di elementi italiani (a lot of Italian items.)



50/50!


 +
 
 =
 

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sweet spring mix
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 sweetest greens

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PEELED TOMATOES
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 NET WT. 28 OZ. (1 LB. 12 OZ.) 794 GRAMS

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CHICK PEAS
 NET WT. 19 OZ. (1 LB. 3 OZ.) 539g



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Love At First Bite

by Pableaux Johnson + photos by Pableaux Johnson

There's an old saying that "All politics are local," and a similar thing can be said of New Orleans po-boy culture. Our city's trademark oversized sandwich is, at its core, a convenience food — a default lunch grabbed on the go or a quick informal supper. Sure, we might make a cross-town trip for a weekend excursion to R&O's or Domilese's for a destination lunch, but more often we'll learn the standouts at our local corner grocery (the always-dependable turkey or the griddle-crisped ham and cheddar) for the nights when we want a night off from cooking.

I'm thinking about this as I'm cruising along the downhill side of the I-10 High Rise bridge headed for the heart of New Orleans East. I'm also thinking about a certain sandwich that would trigger a trek a mile or so past the New Orleans Lakefront Airport.

This particular sandwich isn't your ordinary po-boy but a variation that enjoys a dedicated international following every spring as Jazzfest time comes around. Each year the crowds flood the New Orleans Fairgrounds for seven days of live music, local culture and edible specialties that redefine the phrase "festival food."

The sandwich in question is a Jazzfest classic for legions of food-crazy music fans who always put the "Cochon De Lait poboy" on their Jazzfest culinary checklist. For many folks not lucky enough to live in a po-boy-centric universe, it's an absolute revelation — a light French roll filled with chunks of insanely tender long-smoked pork shoulder and a layer of creamy, mustard-spiked coleslaw on top. For locals, it was the precursor to the recent barbecue revival and (sadly) available only two magical weekends a year.

But there's a problem built into the Jazzfest rhythm — the joys of this Cajun-inflected smoky meat wonder has to compete with a million other dishes available at identical tents in the Fairground "food areas." On the positive side, the "Cochon poboy" is one of many flavors easily procured between sets at the Acura Stage and power choirs at the Gospel Tent. On the down side, the experience often gets blurred, coming as it might in a day filled with crawfish bread, Mango Freezes, ya ka mein, Nachitoches meat pies, Vietnamese spring rolls, snoballs, beer and Roman chewing candy.

So it's off to the east I go, where I can focus on the joys of the Cochon De Lait Poboy at Walker's BBQ on a cold Wednesday in early February — about as far from Jazzfest as possible.

The tiny barbecue joint — barely bigger than a standard home kitchen — shares a building and common bare-bones dining room with Castnet Seafood, an equally straightforward fry-and-boil establishment

across the street from the Lake Pontchartrain floodwall. An intoxicating mix of woodsmoke and peppery crawfish fumes wafts across the parking lot. After a long drive east and an appetite primed for pork, I walk up to the hand-lettered whiteboard that announces the day special in bold letters "BRISKET SPAGHETTI \$8.99."

At that moment, I'm feeling my laser-sharp focus waver a bit — but I shake it off and get my brain back into pig mode. Gotta get that sandwich.

It's about an hour before the doors open for the general public, and Jonathan Walker and his crew prepare for the lunch rush. Five days a week, they sell a varied menu of smoked specialties starting at late-breakfast hours. "We open at 10:30 and shut down when we run out." Most days that's about 1PM, but on a busy day, it can be halfway through the noon hour.

The work areas in Walker's tiny kitchen are a blur of activity and a carnivore's fantasy. One minute, the stainless steel prep table holds a freshly-cut brisket sliced slightly fanned out to reveal a serious pink "smoke ring" and a thin black outer crust. The next, it's piled



▲ Walker's BBQ is located at 10828 Hayne Boulevard, New Orleans, LA 70127

with stacked slabs of pork ribs, meat gently pulling away from the exposed bone ends. Then it's topped with a sheet pan filled with a flock of golden-brown chickens, cut in half and stacked for easy serving. Any bird that doesn't fly the proverbial coop by end of shift becomes another Walker's specialty, smoked chicken salad.

So delicious. So distracting.

But back to the poboy. Walker holds out an individual-sized baguette in one hand, cut part-way through to reveal a bright white interior.

"See this? This is one of the secrets." The bread comes from another classic purveyor from New Orleans East, the Dong Phuong Bakery on Chef Menteur Highway. Rouses sells their cookies in the bakery. Fresh-baked a few hours earlier, the paper-thin golden crust crackles under the slightest pressure. Next, the sandwich's trademark coleslaw, built in two simple steps — a generous squeeze of mayo-based dressing and a half-handful of multi-color cabbage mix (a carnival-appropriate mix of purple, green and orange).

The Walker family — Jonathan, his father Skip and mother Wanda — developed their recipes and reputation on the catering circuit under the name Love at First Bite. Though native to New Orleans, much of the family went to school at University of Louisiana at Lafayette where the Cajun whole-hog *cochon de lait* tradition inspired their signature "Southern-style BBQ." In the ten years since they opened the restaurant and gained fame slinging poboyos at Jazzfest, the Walkers have taken their show on the road to local food festivals and events as far away as Vermont and Washington state.

With the bun properly prepped, Walker pulls out the star of the show — a smoked

Boston butt pork shoulder that's spent the better part of a day on the smoker. "The pork goes for 14 hours," says Walker matter-of-factly as he uses tongs to separate the bigger muscles of the slow-cooked shoulder.

Not that it takes much work, mind you. The meat's been slowly roasting past the point of tenderness. Sitting in a stainless holding pan, the fragrant roast would fall apart if you so much as looked at it mean. A little tong pressure splits the 8-pound chunk into more-or-less poboy sized servings, each with a bit of spicy crust providing contrast to the almost silky fat-laced pork.

I take my poboy to the dining room, slap the Styrofoam clamshell box on the formica tabletop, and dive in. The sandwich is everything you remember from your first bite at Jazzfest. A perfect mix of smoke, spicy and sweet with a matching interplay of texture — tender and crunchy — in every bite.

A few bites into the sandwich, I start to appreciate this far-flung jewel and immediately start plotting my next drive east and my eating plan for Jazzfest, thinking how lucky I am to have this as a long-lunch option four days a week. And — while I'm here — how I should try that brisket spaghetti special. And a couple of sides; Maybe I'll just get half of the poboy wrapped up for dinner...

Half an hour later, I'm climbing the High Rise west with a passenger seat full of go-boxes and feeling uncomfortably but blissfully full. The brisket spaghetti was a simply genius dish — smoked beef cubes in an earthy red sauce — that might be the best workaday riff on old-school Creole *daube* ever. Another dinner

plate of pulled pork shows off their deeply spicy house barbecue sauce with a scoop of yellow potato salad.

As I fly past the downtown skyline whip, I add Walker's cochon de lait poboy to my mental list of "late breakfast" options beyond the Fairgrounds in springtime.



▲ Jonathan Walker



Jazz Fest Food

by Poppy Tooker

The New Orleans Jazz and Heritage Festival was conceived as a local musical showcase, but over its forty-five year history it's become as famous for food as for music. With over sixty vendors scattered across the fairgrounds, there are more than two hundred different dishes to choose from. You can go classically Creole with gumbo, crawfish bisque with stuffed heads and sautéed trout topped with lump crabmeat. Cajun standards like jambalaya, boudin balls and cracklins compete for your attention with dishes found only at the festival like "Guil's Gator," a spicy combination of fried alligator and jalapeno peppers.

Pierre Hilzim and his wife Monica struck gold at the festival when they created what now is a well-known classic, Crawfish Monica. The creamy crawfish pasta dish spawned a huge food service business, Kajun Kettle, that operates year round, employing fifty people and shipping Monica sauce and other ready to eat dishes to all fifty states.

To satisfy your sweet tooth, there are sweet potato and pecan pies, bread pudding and Ronnie Kottemann, the Roman Candyman's pulls and wraps, shiny sticks of candy on the

original, century old wooden cart for taffy-loving kids of all ages.

On a hot festival afternoon, a sno-ball is always a cooling proposition. Don't miss the engineering marvel of A.J.'s Sno-Balls. To keep up with the crowd's demand, A.J. Duvio, Jr. designed a special, mobile sno-ball stand that utilizes 4480 – 12½ pound blocks of ice shaved on eight machines. To keep the line moving, custom made syrups are dispensed from automatic soda guns usually seen in high volume bars. (That's 6,000 pounds of sugar cooked into 1,500 gallons of brightly colored flavored syrups being pumped through those lines!)

The dazzling ethnic diversity of Louisiana's culture are fully represented. Dibbi and couscous from Gambia, Jama-Jama and fried plantains from Cameroon, merguez and tagine of lamb from Tunisia and Vietnamese quan goi and cha gio, sushi, Lebanese gyro, falafel and humus, Jamaican jerked chicken, Cuban sandwiches



photo by David Gallent

▲ Crawfish Monica

and Mexican shrimp flauta are some of the more exotic offerings. Louisiana's first residents, the Native American United Houma Nation, share their heritage foods, macque choux and fry bread, in the Folk Life area where the powwow never ends.

My must have fest food? Find me on the Fairgrounds, and there's a good chance I'll have one of the Yakamein Lady, Miss Linda Green's fried pork chop sandwiches in my purse!

Make sure you come to the festival hungry so you won't miss a delicious bite!

"We've got one of the most popular dishes at Jazz Fest, but locals all know you don't have to stand in line to get your Crawfish Monica. You can get it at Rouses everyday along with all your favorite local ingredients."



—Chef Pierre Hilzim & wife Monica Davidson

French Quarter Fest Feasting

by Poppy Tooker



Each April, America's oldest neighborhood throws one of the greatest free shows on earth — the French Quarter Festival. To compliment over eight hundred musical performances, some of New Orleans' finest restaurants offer more than one hundred and fifty different dishes — all for less than \$9 a serving!

At its inception thirty years ago, what's known as the "World's Biggest Jazz Brunch" was centered in Jackson Square, but now the festival stretches along the Mississippi riverfront all the way from Canal Street to the U.S. Mint on Esplanade. Jackson Square remains the centerpiece of the food festing, but there are over eighty dishes to choose from in the wide open spaces of Woldenberg Park.

The range of choice is remarkable! Perhaps you'll want to begin your brunch with

Galatoire's shrimp remoulade, followed by Tujague's traditional boiled beef brisket, topped off with Antoine's baked Alaska. Looking for the exotic? How about a slice of shrimp and alligator sausage cheesecake from Jacques-Imo's? Don't miss the classic festival foods, Vaucresson's hot Creole sausage po-boys and Mrs. Wheat's crawfish pies.

This year, a new food area will be located near the Cajun Zydeco stage where Rouses will be cooking Pork Machacas with Cebollitas — but don't miss Rouse's huge crawfish boil in the Mint food area. Festival goers traditionally can't get enough of those hot and spicy boiled crawdads!!

➤ **Don't miss Rouses 5th Annual World Championship Crawfish Eating Contest, Saturday, April 12th at French Quarter Festival's U.S. Mint Stage. The Black Widow will be back!**

▲ *Crawfish Boat*

Festival International

by Denny Culbert + photos by Denny Culbert

CRAWFISH BOAT, WAFFLE SANDWICH, FESTIVAL PUNCH, MELTDOWN, and of course BOUDIN are some of the most important words to know during Festival International de Louisiane 2014. As FIL takes over downtown Lafayette, the streets fill with the aromas and flavors of Acadiana's culinary culture. As the official photographer for the festival, my job is to capture images of over 60 different bands and performers from around the world. Somewhere in-between making images of those acts and the crowds, I have to find time to eat. Planning your FIL food tour is just as important as making your schedule to catch all your favorite bands.

The crawfish boat brought to you by Bon Creole, a plate lunch house in New Iberia, is possibly the most famous dish of the festival week. The bubbling bread volcano of creamy spinach and crawfish is definitely one to be shared. To wash down your boat, grab a cup of Festival Punch. The tropical, boozy, and refreshing concoction can be found at beverage booths run by FIL volunteers. Give them a tip, and they may even do a little dance for you.

Of course there will be lines, especially for the Viva la Waffle food truck. My plan will be to get my waffle sandwich, most likely the fried chicken and blue cheese slaw covered Roscoe created by chef Collin Cormier, early in the day before the rest of the festival goers get too hungry. As the heat of the day sets in, I'll seek out a Meltdown gourmet ice pop made by New Orleans' frozen treat wizard Michelle Weaver. You can find Weaver at her booth making fresh fruit and sweet pops daily during the festival.

No visit to a Lafayette festival is complete without sampling a little Cajun fare. There will be no shortage of delicious fried shrimp, alligator bites, jambalaya, and red beans to be tasted, but the most important thing you can do for yourself is get a link of boudin. The Lagneaux's or Norbert's restaurant booths are both great options for your spicy link, which should always be washed down by a nice cold beer and then most likely another Festival Punch.

▲ *Festival Punch*▲ *Waffle Sandwich*

"When I need inspiration, I go to Rouses.

*There's always something on the shelf or in the case
that makes the light bulb go off."*



—Chef Collin Cormier, Viva La Waffle, Lafayette



Hidden In Plain Sight

by Pableaux Johnson + photos by Denny Culbert

Lafayette's Festival International grows up as a Jazzfest alternative.

It happens every year, right around the first part of April. With Mardi Gras safely in the rearview mirror and most air conditioners running at full blast, the denizens of south Louisiana are deep into “springtime music mode”—that magical time before the stifling summer heat and satellite-driven anxiety of hurricane season. When the lineup of springtime festivals includes countless crawfish cookoffs and food-related celebrations (tomato, cracklin’, boudin, okra), we know that this is the sweet spot for large-format live music enjoyed in the open air.

In the state’s urban southeast, plans for the annual New Orleans Jazz and Heritage Festival shift into high gear. Eager music fans scan the complex multi-stage grid for their favorite acts, clean up their spare rooms for annual run of out-of-town guests, and prep their workplaces for the inevitable outbreak of “Jazzfest Flu.” They’ll start the countdown for seven days at the packed Fairgrounds infield and

stash their precious (and increasingly pricey) tickets in a safe place.

And while Jazzfest provides a fantastic springtime musical experience, another amazing home-grown festival — Lafayette’s Festival International de Louisiane — gives dedicated music fans a reason to head west for the Fairground’s first few days.

The *Festival International de Louisiane*, held annually during the last week of April, overlaps with the first weekend of New Orleans Jazzfest, and is now a worthy competitor to its citified cousin.

In the course of the its twenty-seven year history, Festival International has outgrown

its reputation as the Jazzfest’s “little brother” in terms of size and influence. In 2013, Festival saw crowds of 400,000 compared to Jazzfest’s estimated 425,000.

In 1987, Festival International (as it’s known to locals) started out as a city-supported Francophone music festival — a showcase for a diverse slate of Louisiana artists and global gathering of French-speaking musicians. Homegrown Cajun and zydeco players shared the bill with French speakers from around the world — drummers from Barundi, Parisian punk bands, afrobeat legends, electronic dance collectives with members from Israel, Yemen and Morocco. This international perspective has shaped

the flavor of the festival, which never fails to provide new voices and sounds to enthusiastic, mostly local, audiences. But nearly three decades of amazing performances have drawn plenty of attention from world music fans who flock to see their favorites take the stage.

During its five-day run, Festival International is sustained



both spiritually and economically by the community of Lafayette. Five days of open air performance, artistic expression, and cultural cross-pollination are provided free of charge for anyone who wants to dance along.

Festival's setting also makes the event a decidedly local experience. While Jazzfest aficionados spend their days wandering around the infield of a horse track, Festival participants have the run of Lafayette's revitalized downtown. The five main stages are separated rather than concentrated in a single area, encouraging crowds to explore downtown's lesser-known nooks and crannies. Each sponsored stage has a broad theme (international, fais do do, Louisiana heritage) with plenty of act-to-act variety. In 2013, a three-hour stint at the Scene Lafayette General would have meant straight sets of Italian carnival tunes, biblical psalms set to world-trance music by Mika Karni, and guitar-driven pop by French/Malian vocalist Fatoumata Diawara.

Many of the acts play twice in the course of the festival, so there's a chance for good buzz to circulate among the audience between sets. If the Nimbaya Woman Drummers (percussion and dance from African Guinea) played a great set on Thursday night, you're not out of luck--there's still a chance to catch them on Friday. Traditionally, it works in favor of first-time acts, where a strong early set can ensure a dedicated crowd for the next performance. Radio Radio, a rather unlikely electronica/hiphop outfit from western Nova Scotia, have become festival favorites with their intricate rhythms and Acadian/English rap.

Traveling musical acts also benefit from Lafayette's close physical proximity to New Orleans' signature springtime event, as many acts book an appearance at Festival before taking to the stage at Jazzfest. Pyrotechnic soul singer Charles Bradley rocked the stage with his rhythm-and-blues outfit The Extrordinaires before heading down the road and doing likewise at Jazzfest's Blues Tent.

There are the occasional acts from the Crescent City — Troy "Trombone Shorty" Andrews brought the powerful funk in 2013, this year the Funky Meters close out the International stage on Sunday — but Festival's Louisiana focus falls on the music of Acadiana. The varied Cajun, Creole and zydeco traditions pack the schedule, with standouts like accordionist Keith Frank and the Pine Leaf Boys representing their respective traditions. Latter-day legends of the south Louisiana music scene — slide guitar master Sonny Landreth, songwriter Zachery Richard, fiddler Michael Doucet and his grammy-winning band Beausoleil — pepper the stage grid. Emerging local talents like multi-instrumentalist and Creole songwriter Cedric Watson represent the next developing generation of south Louisiana's musical cultures.

And of course, this being Cajun country, there is always plenty to eat between stages. Local restaurants and catering outfits provide the full range of traditional Louisiana springtime "festival foods," including boiled crawfish, savory jambalaya, boudin links, fried alligator tail, poboys, meat pies, bread pudding and snowballs. A recent addition — The Louisiana Craft Biergarten —



combines two blossoming food trends in the form of small-production brewers and full-kitchen food trucks. It's a great chance to chow down on a fried chicken waffle sandwich topped with blue cheese coleslaw from Via La Waffle food truck and wash it down with your choice of suds from six Louisiana-based craft breweries.

And though Festival International has grown in both size and popularity in recent years, it remains one of Acadiana's great springtime events and a great excuse for a trip west to the heart of Cajun Country. Even if you're a Jazzfest diehard, you might consider taking a quick roadtrip west for a little change of pace. What you discover might blissfully complicate your "last weekend of April" schedule for years to come.





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▲ Rouses St. Joseph Day Altar, Houma

St. Joseph's Day: *Making the Altar*

by Tina — Rouses Bakery Manager, Houma + photos by Matthew Noel

I was born in the small town of Chiusa Scalfani, which is near Palermo, Italy. When I was eleven years old my family and I immigrated to the United States to be near my father's sister, Aunt Maria, who lived in Thibodaux, Louisiana.

From Italy we brought with us many traditions, including honoring Saint Joseph.

My father, brothers, sister, and I would help my mother prepare our altar from scratch

each year. Then, as a family, we would visit all of the other altars in Thibodaux.

Last year, I was really excited to be a part of the first Saint Joseph's Altar at the Rouses Market in Houma. It took weeks of planning, and days to prepare the food. At that time, my mother had just passed away, and I looked at this as an opportunity to honor her. I used some of her things on our Rouses' altar: a Saint Joseph picture that came from Sicily, some of her china, and a flag.

I made the "sawdust" for the altar, which I would later use in a Pasta Milanese for my family. We also baked bread in traditional, symbolic shapes, like ladders, hammers, nail, crosses, palms, wreaths, grapes and twists.

On St. Joseph's Day, the Bishop came to the store to bless our altar. We also handed out fava beans to shoppers. At the end of the day, the nuns came to pick up the food to distribute to the needy, which is custom.



➤ **FAMINE, FEAST & FAVA BEANS**

In the Middle Ages when Sicily was suffering from a severe drought, the faithful prayed fervently to St. Joseph, the patron saint of the family, to end their suffering. When the rains finally came, a bumper crop of fava beans grew, saving the people from starvation. In thanks, Italians promised to honor and remember this great favor with altars adorned with food and erected each year in St. Joseph's honor.

—Poppy Tooker



 **RECIPE, try me!**

Pasta Milanese with Bread Crumb Sawdust

by Gaetana "Tina" Giammancherrie's

WHAT YOU WILL NEED

- ¼ cup Rouse extra virgin olive oil
- 2 medium white or yellow onions, diced
- 1 bulb fennel, diced
- 2 garlic cloves, minced
- 4 anchovy fillets
- 28 ounce can of San Marzano tomatoes
- 2 (14½ ounce cans diced tomatoes
- 1 tablespoon sugar
- ¼ cup tomato paste
- 1 teaspoon fennel seed toasted, ground
- 4 large fresh basil leaves, torn
- 1 teaspoon crushed red pepper flakes
- 1 tablespoon Rouse Creole spices
- ½ teaspoon oregano
- 1 pound spaghetti, cooked

HOW TO PREP

In a large saucepan, heat olive oil, add onions and fennel, cook until browned and caramelized, stirring occasionally. Add the garlic, then stir in the anchovies. Cook for two minutes. Using a fork, lightly crush San Marzano tomatoes, then add them and diced tomatoes to saucepan. Add the sugar, tomato paste and spices. Simmer sauce for one hour, stirring occasionally. In a large pot, cook the spaghetti. When it is done, remove one cup of water and drain. Add half of the sauce to the spaghetti and mix. If the sauce is thicker than you like, add the reserved pasta water until you get the desired consistency. Pour spaghetti into a large serving dish or individual bowls, ladle additional sauce on top. Sprinkle with St. Joseph's Day sawdust just before serving.

Because Saint Joseph's Day always occurs during Lent, only meatless dishes are prepared. Much of the food includes "sawdust", or bread crumbs, to honor Saint Joseph, the carpenter. The "lucky beans" are also a mainstay on the Saint Joseph's Altar.



▲ Ali with Archbishop Aymond at the Rouses St. Joseph Altar.
photo by Frank Aymami

As a kid, I went to St. Joseph Elementary, a Catholic K-7 in Thibodaux. One of my most vivid memories of early years was walking to a neighborhood house that displayed a St. Joseph's Altar for St. Joseph's Day in March. I remember candles, flowers, beans, and SO much food.

It was a special treat for me, and for my family and our team as well, to honor this tradition by hosting our own altars in four stores last year. I was so excited to hear all the positive feedback from our customers and neighbors, and from local church groups. I reached out to some of our area priests, and to my surprise no less than Archbishop Aymond came out to bless one of our altars! It was such a nice blessing and I was very happy to meet such an inspiring man who does such great work for our community.

—Ali Rouse Royster

Little Italy

by Chef Carl Schaubhut,
Executive Chef, Café Adelaide, New Orleans

My grandmother, Anne Calato Maffei, grew up in Little Italy, Louisiana. She was a college graduate from Southeastern University in Hammond in the late 1940s. She majored in Home Economics, and started her own sewing business in the 1970s. She worked for premier designers in New Orleans, and some of her creations were even featured in Architectural Digest magazine. As proud as she was of what she did for a living, she was even more proud of her cooking. Her living room was for show, but her kitchen was for visiting.

My grandmother taught me to love anchovies. I am an anchovy freak. I can't get enough. Her food, Sicilian food, is much more what people would know as "Mediterranean" food. It has resemblances to Southern French coastal cooking, and I love the way Sicilians use anchovies, olives, capers, sardines, squid, and, of course, beautiful tomatoes. They don't use as much cheese, cream, butter or truffles like you find in Northern Italian cuisine.

My grandmother and her friends would spend weeks preparing elaborate St. Joseph's Day altars or feasts. They would play cards while their Italian cookies, cakes, and breads baked in the oven. They were competitive with the card games, but they were even more competitive with the baking, cooking, and decorating for the altars. Everyone wanted their altar to be the best. My wife says that this is where I get my competitive nature.

I haven't been to an altar since my grandmother passed away. But last year when I saw one at Rouses, I thought, *Abbastanza! Enough! Its time to create my own.* This will be the first altar at Café Adelaide, and I'm building it in honor of my grandmother. Fig cookies, which were always a family production at my grandmother's house, will be on it, and Rouses bakers are baking our bread, which they twist into the familiar St. Joseph's Day



▲ Chef Carl Schaubhut, Executive Chef, Café Adelaide, New Orleans — photo by Frank Aymami



shapes. I will also feature my grandmother's cookbook, which she wrote for our family, Catholic memorabilia that was special to her, and family photos, including a very embarrassing picture of myself, at 12, playing a Saint in the St. Joseph's Day pageant.

In addition to preparing the altar at Café Adelaide, I'm making a special St. Joseph's Day tasting menu for the restaurant, and I will be cooking alongside Rouses' chefs for the altar that Rouses is preparing at their Baronne Street store in downtown New Orleans. I will be bringing my grandmother's recipes — and a deck of cards.

➤ INDEPENDENCE

In the 1890s Italian emigrants who arrived in Louisiana at the Port of New Orleans were immediately attracted to the developing strawberry industry in Tangipahoa Parish. Many southern Italians (mainly from Sicily) began to purchase land, and raise their families there. By 1910, the Italian population was the majority in Independence, Louisiana,

“Our farmer partners in Tangipahoa Parish plant entire fields of strawberries exclusively for Rouses.”

—Joe — Rouses Produce Director



Callaghan's Irish Social Club

by Tim Acosta — Rouses Marketing Director

Every year, for nearly 70 years, Callaghan's Irish Social Club, a neighborhood pub in the Oakleigh Garden District of Mobile, Alabama, has put on the biggest St. Patrick's Day party in Mobile. Their street party has become so popular over the years it's now the biggest St. Patrick's Day celebration anywhere in the state.

But Callaghan's claim to fame isn't St. Patrick's Day.

Callaghan's was named Best Burger in Alabama by USA Today. Now, I've cooked and eaten my fair share of burgers. And I will come right out and say it, I make the best burger on Hwy. 1. And I can sniff out the best anywhere else, from the Cheeseburger in Paradise at Margaritaville in Key West, Florida, to the burger-baked potato combo at Yo Mama's Bar & Grill, a hole-in-the-wall in the French Quarter.

Callaghan's had me at hello. The pub sits on the corner of Marine and Charleston streets in a 1920s-era building that once housed a meat market. The grocer in me took that as a good sign. Green-and-white tiles line the floor and customer photos line the walls. They even have a photo of Jimmy Buffet back in the day. The place has character.

I'd read that singer-songwriters and bands perform at Callaghan's at least two nights a week (Will Kimbrough, who toured with Jimmy Buffett, played Callaghan's; so did the Alabama Shakes.) My wife, Cindy, and I went on a Friday, and the stage was empty. The bartender told us Sunday's their big night, Thursday's next best. We weren't there for the music. We were there for the burgers. And the



▲ Callaghan's burger and potato salad.

Guinness. And the whisky. All of which were excellent.

You can order your burger topped with American, cheddar, Swiss, Provolone or Pepper Jack. No fries here, this is a potato chip-potato salad place.

Friends in Mobile tell me there's a lunch special called the LA Burger. LA stands for Lower Alabama, not Louisiana. The patty is a mixture of ground beef and Conecuh sausage. You can only get it at lunch. Go early, before they run out.



▲ Tim and Cindy Acosta drinking Guinness at the Guinness Storehouse in Dublin, Ireland.

FINN MCOOL'S

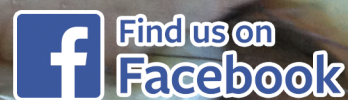
◀ In New Orleans, one of the best spots to watch football, any version of football, is Finn McCool's, just up the street from our Carrollton store in Mid City. Finn's is a home-away-from-home for Irish expatriates and Mid City neighbors who come for a pint of Guinness, a game of trivia, to watch a match, or to chatter with owners Stephen and Pauline Patterson, who are originally from Belfast. The bar even has its own soccer team, Finn McCool's Football Club, which was made famous in the book, **Finn McCool's Football Club: The Birth, Death, and Resurrection of a Pub Soccer Team in the City of the Dead** by Stephen Rea.



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IN BAG
NET WT. 3 OZ. (85g)

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A New Orleans Tradition • Since 1889
CRAWFISH, SHRIMP & CRAB BOIL
COMPLETE • NOTHING TO ADD
SACK SIZE
Net wt. 4.5 lb (2.07 kg)

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CRAWFISH BOIL

COOKING DIRECTIONS

Pour 40 lbs. of crawfish into a large tub and cover with water. Stir crawfish for 3 minutes, removing any dead crawfish and debris that floats to the top. Drain off water. Repeat 3 to 4 times until crawfish are clean.

In a large pot (about 15 gallons), add 6 gallons of water, three 3-oz. bags of Zatarain's dry crab boil and set the heat on high.

Add 72 oz. of Zatarain's pre-seasoned crab boil, Zatarain's cayenne pepper, 4 halved onions, 3 halved lemons, 4 heads of garlic and 2.5 lbs. of potatoes, bring to a boil and cook for approximately 20 minutes. Add 10 ears of corn and cook for an additional 5-6 minutes. Remove the potatoes and corn; reserve, keeping warm.

Add the crawfish and Zatarain's liquid crab boil to the rolling boil mixture and stir. Cover and bring back to a slight boil, turn off heat and let stand covered for 20-40 minutes or until desired spice level is achieved. Drain and serve with reserved corn and potatoes.

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Having A Ball (or several) for Passover

by Scott Gold + photo by Frank Aymami



When it comes to foods most commonly associated with Jewish traditions, more than a few readily come to mind. From hot pastrami to cool lox, warm bagels, creamy chopped liver and freshly baked challah, it might seem difficult to choose one particular dish that wholly encapsulates the Jewish culinary experience. But really, it's no contest: matzoh ball soup is, has been, and will likely forever be the reigning king of the Jewish table. It's a dish so richly steeped in tradition, the mere mention of it evokes cherished emotions and memories, from one generation to another, family recipes handed down as important as heirloom candlesticks or a Hanukkah menorah.

Although many might not link Jewish cuisine to the Big Easy, New Orleans has deep Jewish roots, and those roots pop up through history like cypress knees, something that many, Jewish or not, have come to appreciate over the years. Chef John Besh, for instance, has long held an affinity for traditional Jewish fare.

"As a kid I grew up going to Kolbs, down the street a block from Lüke," said Besh. "It represented the German, Alsatian & Jewish traditions of our city. While in my early years of learning, I lived with a conservative Jewish family in which I received free room and board in exchange for my cooking. An obvious classic of mine was creole matzo ball soup which I later discovered was represented on 50 years of Kolbs menus. Today I've had the pleasure working with the Jewish Federation of New Orleans, where we've taken our food of Nola to places as far away as Israel to promote and propagate such an important part of our city's legacy."

When Besh began to work on opening Lüke, he made sure that matzoh balls would be on the menu. "It's been on the menu since day one," said Lüke's Chef de Cuisine, Matt Regan. "There are a handful of dishes on our menu that we'll never be able to take off, and this is definitely one of them. Not that we'd ever want to, of course."

There was, however, something of a learning curve with Regan, as the chef had only tasted matzoh balls a few times before having to perfect a recipe. "It was definitely intimidating trying to learn how to make

such a classic, beloved dish," Regan says. "Any dish like that, that has a lot of history, you're always concerned about getting it right. But I learned that some people really have the technique down and the feel for it, and others won't. Right now we have one guy in the kitchen at Lüke that makes the matzoh balls the best, and I don't let anyone

"Although many might not link Jewish cuisine to the Big Easy, New Orleans has deep Jewish roots, and those roots pop up through history like cypress knees ..."

else make them. He's my matzo ball whisperer — he can get it to the right size without having them get too big, making them light and soft all the way through."

Regan has clearly learned something that Jewish families around the world can agree on: making matzoh ball soup is something of a cherished, culinary art form. While some people prefer their matzoh balls to have a more dense feel, the ultimate goal of many cooks is that perfect, light, fluffy texture which can be elusive, especially when you're first learning the process. Of course, it helps to be guided through the process by a friend or relative, something that Chef Alon Shaya, of the restaurant *Domenica*, knows quite well.

"I made it as a kid all the time with my family," said Shaya, who serves his version — made with duck broth — at *Domenica* during Jewish holidays. "My mom and my Aunt Debbie used to make matzoh ball soup for all the Jewish holidays, and they made really good ones. We would always of course go to Passover seders, whether it was at a relative's house, or at the synagogue, and so I have experience with all different kinds of matzoh balls. The kind my family cooked were great, but I've also eaten a lot of bad matzoh balls in my life, lamented Shaya. "I think we all have."

But what makes the perfect bowl of matzoh ball soup? For Shaya, cutting corners is never an option. "I like large matzoh balls that are very light and airy,

and of course in a broth made from scratch with whole chickens. I like a lot of celery, and a well seasoned broth. If you're going to make it with matzoh ball mix out of the box and canned broth, it's not going to be a great soup. You need to take the time to make it all from scratch, which is a really big part of it."

Incorporating vegetables, too, is important to Shaya. "We also always add in some beautiful heirloom carrots, turnips and other great vegetables, which is something I think people don't do enough of — thinking about the vegetables that go into the

soup. Get a little creative, and see what they have at the ROUSES market, even if it's cauliflower, broccoli, English peas, or even kale."

While perfect technique in the kitchen will always be a heralded tradition when it comes to this dish, matzoh ball soup is also about having a deep connection between food, family and friends. Noted Shaya, "It's just one of those things: if someone is sick, you bring them a pot of matzoh ball soup, and it's like you're bringing them a piece of yourself. And that's just really special, that you can make someone feel good with something that's so simple and meaningful."



▲ Chef Alon Shaya



For the Love of Crawfish!

by Katie Culbert + photos by Denny Culbert

I am a crawfish eating expert. It's my favorite food. Absolute favorite. I love everything about crawfish. The way it tastes is of course important, but my love lies with the actual ritual of eating boiled crawfish. It's a food meant to be eaten in large groups, dumped out onto one long table, everyone's hands digging in. I like mine extra spicy. I never use sauce, and I don't eat anything else with my crawfish beyond a boiled onion or two. I never suck the head, but rather dig out the good orange fat with my pinky. And it's about the only time I really prefer drinking beer. I peel my crawfish super fast, and the only person I know who peels crawfish faster than me is my mother. She grew up in Opelousas and the only person who peels crawfish faster than her is her mother. I love standing and peeling and chatting until I almost get dizzy from spice and flavor. It's my Zen or as an English chef friend of mine once put it during his weekly pilgrimage to Cajun Claws in Abbeville, "eating boiled crawfish is truly a religious experience."

But when it comes to boiling crawfish, I am definitely no expert. It's a skill that only one or two people have within every social or family circle. My Uncle Jack has always been the boiler of my family. My cousins and I would run around that big scary pot, steam everywhere, sweat all over our faces. We had no clue what was going on, but we knew that Uncle Jack was in charge and what

he was doing was extremely important and special. In college at Tulane, my friend Jeff always did the boiling. Usually under the oak trees in Audobon Park, there was always a great mix of kids who grew up in south Louisiana juxtaposed with New York and New Jersey kids who had never seen anything like it. Jeff's boils taught me that eating crawfish with a bunch of people who know how to eat crawfish is just as fun as eating crawfish with people who have no clue at where to even begin. It creates an instant bond between strangers. Jeff also threw crazy things in his boil like edamame and chicken breasts, something I had never seen before. These days I can say without hesitation that my friend Harry Barton reigns supreme when it comes to throwing a proper crawfish boil. He has the whole process down pat from start to finish. He even had custom benches built on his back deck that serve as storage for all his boil essentials. I caught up with Harry recently in hopes of gaining some of his crawfish boiling wisdom.

• **Do you have a first memory of eating boiled crawfish?**

My mother peeling them for me in the kitchen of my folks' house in Lafayette when I was very young. She couldn't peel them fast enough for me.

• **Who taught you how to boil crawfish?**

I am self-taught. I read a few articles about timing and technique



and adapted from there based on experience and tidbits of advice from other boilers.

• **Can you recall the first time you boiled crawfish for a lot of people?**

Lundi Gras 2008. I lived on Tchoupitoulas near where the parades lined up, so I decided to throw a huge boil. We did crawfish, along with grilled oysters and boudin. Everyone got full on the crawfish and oysters, so we wound up passing out most of the boudin to people waiting to roll on their floats, including Sean Payton and Peppa from Salt n' Peppa. It was pretty cool.

• **Any tricks/secrets you would like to share?**

Something I just learned at the end of last season, if you steam the crawfish in an ice chest, tilt the ice chest up on one side and open the drain spout so that liquid does not accumulate in the ice chest. This keeps them steaming, hot and ready to serve without bacteria forming in the liquid.

• **What else do you throw into the boil?**

The standards: corn, garlic, potatoes, onions, sausage, mushrooms, lemons and oranges. Creative extras: edamame, pineapple, pork ribs, frozen boneless chicken breasts, sweet potatoes, baby artichokes, brussels sprouts, baby carrots, green beans and whole sweet peppers.



• **Ideal time of day for boiling?**

I like to light the pot at noon, serve the first batch around 2 and be done cleaning up by sundown.

• **What is your drink of choice when boiling crawfish?**

Beer. Cheap, domestic and kegged.

• **What music do you listen to?**

My Lost Bayou Ramblers Pandora station is a standard go-to for boiling music. WWOZ works well too.

• **What would you say is your typical spice level?**

4 out of 5. I keep it pretty spicy.

• **Sauce or no sauce?**

When in Rome (or Rayne). I don't serve or use sauce here in NOLA, but when I go home to eat crawfish around Acadiana, I'll make a sauce.

• **What was your biggest boil?**

My Bacchus boil was pretty large last year. We did 10 sacks/400 pounds for 150 or so folks.

• **Ideal boil guest - fiction or non-fiction, dead or alive?**

Generally, the ideal boil guest kicks in some cash, helps with the boiling work and peels some of the excess tails. I've got a solid group of friends that always help in this regard. As far as wish list guests go, I'd love to have had the chance to boil for my grandfather from Lafayette because he loved to throw large parties and cook for people. He'd have had fun at one of my boils. It'd be pretty cool to have Justin Wilson or Jean Lafitte over for a boil too.

• **Any boiling no no's?**

Don't over-do anything. That goes for cooking time, seasoning and booze.

• **What do you do with the leftovers?**

All kinds of stuff: red beans or tomato gravy with the leftover sausage and pork, corn maque choux, creamy crawfish fettuccini (my cousin has a killer recipe for this), mashed potatoes, crawfish jambalaya, crawfish corn bread, salsa made with corn, pineapple and sweet peppers... it's hard to go wrong when you've got such a delicious base of ingredients!

• **Best advice to someone boiling for the first time?**

Watch your timer! There's nothing worse than over-cooking crawfish and turning the tails to mush.



Good Friday, Good Gumbo

by Sara Roahen + photo by Cheryl Gerber

Leah Chase, Dooky Chase Restaurant, New Orleans, LA ▲

For the Madisonville-born Creole chef Leah (Lange) Chase, who operates the restaurant Dooky Chase, preparing gumbo z’herbes is a Lenten ritual, as automatic as fish on Fridays and as reverential as Easter Sunday Mass. Holy Thursday has been green gumbo day in the Lange family for as long as she can remember. Her sister in Mississippi still cooks it at home every year, and Mrs. Chase preserves that tradition for her restaurant customers, some of whom reserve a seat at her gumbo z’herbes table a year in advance.

Nine different kinds of greens — first simmered in ham stock and then pushed through a meat grinder or puréed in a food processor — commune with nearly as many meat products. When I once shopped for and made this dish with her, she used ham, chicken, beef stew meat, and three types of sausage (including chaurice, a fresh Creole hot sausage). While green gumbo is versatile

and can go vegetarian with equally stunning results, Mrs. Chase’s version is hearty and carnivorous, a meal to hold Catholics through to Easter Sunday when they may eat meat again.

In her published recipe, which appears in her cookbook, “The Dooky Chase Cookbook,” and her biography by Carol Allen, “Leah Chase: Listen, I Say Like This,” Mrs. Chase thickens and flavors her gumbo z’herbes with a roux and filé powder. She incorporates the latter just before serving, taking care to mix it in slowly so that it doesn’t “lump up,” as she once described

what can happen when filé is added too quickly. These typical gumbo ingredients, in combination with dried thyme and smoked sausage, nudge the flavors of what turns out to be a seriously foreign-looking soup in the direction of, well, a gumbo. Gumbo z’herbes (a contraction of the French *gumbo des herbes*) may look like a damp forest floor at dusk, but prepared by the hands of a capable cook, it somehow tastes perfectly like South Louisiana.

Mrs. Chase anticipates serving gumbo z’herbes to 600 customers over the course of three seatings this year. “I’ll do about 75 gallons,” she says. Last year she sold 25 gallons for takeout alone. This would be a significant feat for any chef; for a woman who turned 91 years old on Twelfth Night, it’s a phenomenon. Nothing could keep her from working the gumbo pots on Holy Thursday, she told me. And once the crowds are fed, I bet she’ll be working the dining room, too.

“I can go to Rouses everyday and find good fresh vegetables, good, fresh meat, everything I need. They help me in my kitchen to make a better menu for my guests, and a fresher menu for my guests.”



—Chef Leah Chase

Easter Eggs

by Virginia Willis

I made these once for a political fundraiser at my friend Melita Easter's house, attended by the governor of Georgia, who stood there and practically ate the whole plate. The secret is butter, a tip I picked up in culinary school that takes this Southern staple from delicious to sublime and renders people unable to use the sense God gave a cat to stop eating.

If you don't have a specially designed plate for serving deviled eggs, with cuplike indentations to keep the eggs from rolling, simply trim off a sliver from the bottom of the cooked white before you fill the eggs with the yolk mixture. Garnish the platter with leaves of butter lettuce or herbs and nestle the filled eggs in the greenery.

Very fresh eggs are difficult to peel. Buy and refrigerate eggs about seven days in advance of cooking. This allows the eggs to take in air, which helps separate the membranes from the shells.

Virginia Willis's — Deviled Eggs

WHAT YOU WILL NEED

- 12 large eggs
- 1/3 cup mayonnaise
- 2 tablespoons unsalted butter, at room temperature
- 1 tablespoon Dijon mustard
- Pinch of cayenne pepper
- Coarse salt and freshly ground white pepper
- 2 tablespoons finely chopped fresh tarragon, chives, or chervil, plus leaves for garnish

HOW TO PREP

To hard-cook the eggs, place the eggs in a saucepan and add water to cover them by 1 inch. Bring to a boil over high heat (you will see bubbles around the sides of the pot). Remove from the heat, cover, and let stand for 12 minutes. Drain the eggs and rinse them under cold running water. Set aside to cool completely.

To peel the eggs, once the eggs have cooked and cooled, remove the shells by tapping each egg gently on the counter or sink all over to crackle it. Roll an egg between your hands to loosen the shell. Peel, starting at the large end, while holding the egg under running cold water; this facilitates peeling and also removes any stray shell fragments.

To prepare the filling, halve the peeled eggs lengthwise. Carefully remove the yolks. Set the whites aside. Pass the yolks through a fine-mesh strainer into a bowl or place them in the work bowl of a food processor fitted with the metal blade. Blend the yolks, mayonnaise, butter, mustard, and cayenne, and mix until smooth; season with salt and pepper. Add the finely chopped tarragon.

Place the mixture in a piping bag fitted with a large star tip, or use a medium sealable plastic bag with one of the corner tips snipped off.

To assemble the eggs, when ready to serve, pipe the yolk mixture into the whites. Garnish with additional herbs and serve immediately.

Making ahead: Unpeeled hard-cooked eggs can be refrigerated for up to 1 week. Or prepare the eggs, but don't assemble, up to 8 hours in advance of serving; refrigerate the whites covered with a damp towel in an airtight plastic container. Store the egg-yolk mixture in the piping bag with the tip also covered in a damp paper towel. Knead the yolk mixture slightly to soften before filling the yolks. The eggs may also be assembled and stored covered in the refrigerator for up to 2 hours. Any longer and the yolk mixture starts to form a crust. (Makes 2 Dozen)



▲ Ali Rouse Royster and Donny Rouse as children dressed in their Easter best!

Easter Ham

A whole ham is essentially the entire back leg of a hog, weighs about 20 pounds, and at 1/2 to 3/4 pound per serving, will feed a small army. Unless you need to feed a small army, buy a half ham instead. Half hams come as butt end and shank end. The butt end comes from the upper thigh and has a rounded end, whereas the shank end comes from the lower portion of the leg and has a pointed or tapered end.

Look for bone-in hams over boneless hams for more flavor (and a bone for the soup pot). Hams are sometimes labeled "fully cooked," "ready-to-eat," or "heat-and-serve." These may be eaten as is, but are more often heated to an internal temperature of 140°F for fuller flavor. —Virginia

Sue Rouse's — Easter Ham with Pineapple Peanut Glaze

WHAT YOU WILL NEED

- Ham (any style)
- 1 pound box Domino's dark brown sugar
- 12 ounce jar creamy peanut butter
- 2 tablespoons Rouses yellow mustard
- 20 ounce can pineapple slices in pineapple juice
- 2 tablespoons Rouses yellow mustard, to taste
- Small jar maraschino cherries
- Toothpicks

HOW TO PREP

Preheat oven to 325 degrees. In a shallow roasting pan, bake ham, uncovered according to weight. (Cooking times vary based on size and type of ham).

In a medium mixing bowl, combine brown sugar, peanut butter, yellow mustard and the juice from the pineapple until you have creamy sauce. Set aside

Remove ham from oven 20 minutes before cook time elapses and pour off drippings. Brush with glaze until ham is completely coated. Decorate ham with pineapples and cherries. Return ham to oven for final 20 minutes of cooking to set glaze.

Elmer's Easter Candy

by Mandy Rouse Martinolich + photos by Frank Aymami

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EASTER CANDY



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▲ Holden, 4th generation, sampling the quality of Elmer's Chocolate — Elmer's passed the test.



A few weeks ago, I received my “Golden Ticket.” I was given special permission to tour the Elmer's Chocolate Factory in Ponchatoula, Louisiana. My special guest you ask? My 3½ year old son, Holden. He (and I) were definitely in for a treat! But, before we saw how all of the chocolate-y greatness was made (in the nearly 350,000 square foot facility) I sat down with Robert Nelson, 3rd generation President and CEO of Elmer's Chocolate.

In 2005 Elmer's celebrated its 150th year in business, making it the oldest family-owned chocolate company in the United States. It all started back in 1855 when a German immigrant and confectioner named Christopher Henry Miller opened Miller Candy Company on Jackson Avenue in New Orleans. In 1900 Miller's daughter, Olivia, married Augustus Elmer who began working in the company. The company's name was changed to Miller-Elmer. Following the death of Christopher Miller in 1902, Elmer's sons joined the company, and the company was renamed Elmer Candy Company. In 1963 Roy Nelson entered the business, and eventually purchased the company from the Elmer family. With no place to expand, the company moved to a state of the art plant in Ponchatoula, Louisiana in 1970. In 1982 due to markets becoming more national and global, and because of retailer consolidation, Elmer's began to focus only

on seasonal candy. Thus, the reason you can only find the famous Heavenly Hash, Gold Bricks, and Pecan Eggs at Easter time. (If you want them year-round, then you can just stick them in your freezer, like many people already do!) Elmer's Candy specializes in chocolates specifically for Christmas, Valentine's Day, and Easter.

“The last thing I wanted was an oompa loompa carting my little boy away!”

It is actually the second largest heart box chocolate manufacturer in the country.

I was a little surprised when I was told that the Easter candy was not their biggest seller; but, it was the Valentine's chocolates. Mr. Nelson began to explain to me that the Easter candy sales are mainly in this region, and the Valentine's candy is sold throughout the United States. Apparently, here in the South, we focus more on candy during Easter than the rest of the country. Mr. Nelson believes that this is contributed to two things. One, Louisiana and the Gulf Region holds on to tradition. Everyone has memories of what was in their Easter baskets as a child, so they want to re-create the same scenario for their children. Two, many people in this area

are loyal to local brands. He said that they get many requests from locals who have moved away only to find that the Heavenly Hash, Gold Brick, and Pecan Eggs can't be found where they live during Easter. Just as Rouse's ships out King Cakes to friends and family across the United States, Elmer's has many customers request that the famous

Easter candy be shipped to their friends and family throughout the United States.

Luckily, Holden and I visited right in the middle of Easter candy production. We were able to see the entire processes for the making of the Heavenly Hash, Gold Brick, and Pecan Eggs. It was hard to keep our hands to ourselves, and not try a fresh sample off of the conveyor belt, but we were well behaved. The last thing I wanted was an oompa loompa carting my little boy away!



▲ Robert Nelson, 3rd generation President and CEO of Elmer's Chocolate



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Mixed Berry Salad with Balsamic Vinaigrette

Serves 4 to 6 Prep: 20 min.

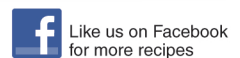
- 1 tablespoon balsamic vinegar
- 1 teaspoon honey
- 3 tablespoons extra-virgin olive oil
- Salt and freshly ground black pepper
- 1 package (8 oz.) **DOLE® Spring Mix**

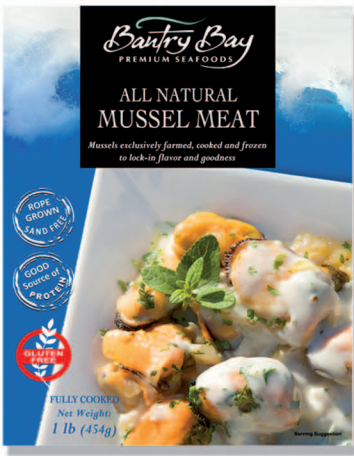
- 1/2 cup sliced **DOLE Fresh Strawberries**
- 1/2 cup **DOLE Fresh Raspberries**
- 1/2 cup fresh blueberries
- 1/4 cup shaved Parmesan cheese
- 1/4 cup toasted sliced almonds

Mix vinegar and honey in bowl. Whisk in olive oil and season with salt and pepper.

Combine salad blend and berries in large bowl. Add vinaigrette and gently toss to coat. Arrange salad on plates. Sprinkle with Parmesan cheese and almonds.

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The Great Easter (Big Green) Egg Hunt

by Donny Rouse + photos by Frank Aymami



 **Find it online!** [rouses.com](https://www.rouses.com)

Complete recipes from our competitors can be found on our website. You tell us who you think made the best dish!

The first thing you need to know about this contest is that it was rigged. There were bribes. There were beers. My cousin, Ali, was the judge, and her father and husband were both contestants — I guess her husband, Billy, was more of an assistant, but still, hard to be impartial.

Let me take you back three years to when I got my Big Green Egg as a wedding present. My dad immediately went out and bought one for our camp in Mississippi. Then my Uncle Tommy bought one. James, our Seafood and Meat Director, was next. Lee, in HR, got a Kamodo Joe. (It looks identical to a Big Green Egg except its black rather than that ugly green. —Lee) My Uncle Tim, who thinks he is the John Besh of the Bayou, got his Green Egg for Father's Day.

Copycats, all of them.

I don't know who brought up the idea of a competition, but at some point, we picked a day, picked a protein and then everyone started picking on each other.

Dad wants in. So does Lee. He's smoking a turkey. —Donny

A smoked turkey? I had to check the calendar to make sure it wasn't Thanksgiving. —Tim

I am entering the cook off with chicken and just so you know you should already back out instead of doing the walk of shame. —James

I'm not worried about that. Currently my focus is finding shelf space to put a 1st Place Trophy. —Donny

You haven't won it yet. Better turn your attention to the recipe; you're going to need it. —James

You know Donny can have anything rigged. —Lee

You know Lee doesn't even have a real egg. —Donny

Billy wants to enter if he gets his green egg in time. —Tim

Billy can probably cook a heck of a Bar-S hotdog. —Donny

Well we do sell a lot of Bar-S hotdogs. —Donald

Before the competition began, my dad and James had both dropped out.

TIM ACOSTA'S HWY 1 RIBS

The contest ran a Friday through Saturday. I went first, and I made my famous St. Louis style ribs. I cook them about twice a month, so I was feeling pretty confident. I use a dry rub that my wife, Cindy, makes, and a honey glaze. I put a pan with apple juice and apple cider vinegar underneath the ribs to keep them moist while they cooked.

My apprentice, Billy, didn't show up until 6:30pm, three hours into the process. He's lucky he's family. Billy brought his wife Ali, our judge, so I didn't complain. Billy's green egg had just hatched that morning, and he wanted to learn a few tricks, but just as I opened my Big Green Egg to show him the ribs, we heard an airplane above. We all know Donny likes to spy, I mean fly, so we closed the lid. Donny appeared not ten minutes later.

Tim didn't carve his ribs until 9:30 at night. By then Ali was starving. She was at his house for three hours BEFORE he fed her. He didn't even put out a bowl of peanuts or a wedge of cheese. He could have served her a McDonald's McRib sandwich and she would have given it an A+. I hear the ribs were okay, but at 8:30pm, I packed up and went home, so I can't actually give you a report. —Donny



▲ Tim Acosta preparing his HWY 1 Ribs.



▲ Billy Royster showing off his brand new Big Green Egg.

Here comes the Judge

I may have to concur with my cousin Donny that I was starved as a tactic by my Uncle Tim. I was glad that my Granny lives next door, because I went to visit and watch TV with her for a while. Watching something slow cook on a green egg is not as fun as it sounds—and it really doesn't sound that fun.

Whether it was the hunger or my taste buds talking, Uncle Tim's ribs were the best ribs I've had. Aunt Cindy's Mac & Cheese and Brussel sprouts didn't do a bad job of complementing, either. —Ali

DONNY ROUSE'S PORK TACOS THREE WAYS

I started prepping for this competition a week out. Unlike Tim and Lee who were lazy and using the same recipes they always use, I wanted to try something different.

I was up first thing Saturday morning, but my green egg had never gone to sleep. On Friday I prepared the Chappapeela Farms Boston Butt for my egg. Chappapeela pigs are raised in Husser, Louisiana, and pork doesn't require a lot of prep to taste good. I simply left the fat on, and covered it in Nalty's Butt & Breast Rub, a spice made in Alabama. I let the Boston Butt cook for 16 hours on the egg, removed it, wrapped it in foil, and let it rest for an hour longer so that when I sliced it, the meat just fell off the bone.

While the meat was resting, I went to work finishing the sauces I'd started the day before. My dad showed up looking for Tim's "famous" ribs (he'd seen Tim bragging on Instagram). Tim said there were no leftovers, but I think they were just too chicken to bring a sample to my house.



Here comes the Judge

Donny's tacos were excellent — all three varieties! Being at Donny's house showed me what was really going on: his neighbor, Beau, was scrambling around that kitchen a lot. I don't mind any of that since the end result was so good. And very original. —Ali



▲ Donny Rouse preparing his Pork Tacos Three Ways.

We didn't want to bring them and make y'all feel bad about what you were cooking. —Cindy Acosta

Who needs ribs when you have tacos? While everyone stood around in awe of my culinary skills, I put together three different sauces and three different tacos. The first one was a Cajun Taco topped with a vinegar-mustard-Steen's syrup sauce, coleslaw and a fresh corn macque choux. Usually when I do a macque choux I add crawfish tails, but for the taco topping, I left them out. The second taco was a Mexican version, with a Chipotle-Jalapeno-Adobe crème fraiche sauce, pickled red cabbage, cucumber, green onions and cilantro. My final taco I called "Pekin," which is a play on the famous duck dish and a type of duck raised in Louisiana. I made my own hoisin sauce, and used finely sliced radishes and carrots. I even went local with my tortillas: Hola! Nola! Flour Tortillas, which are made in Gonzales, Louisiana, and available in our New Orleans-area stores.

It looked like Donny — or his sous chef, Beau — used every vegetable in the Rouses Produce Department. —Billy

I heard a rumor that Donny called Chef Tory McPhail from Commander's Palace for advice, but he said it wasn't true. —Tim

When we finished at my house, we headed over to Craig Berger's house to judge Tommy's entry. When we arrive, one thing is immediately obvious: Tommy and his friends have already cooked the entire Rouses Specialty Meat Case (jalapeno poppers, stuffed chicken thighs, sliders, etc.). Also important to note? The whole backyard smells like fried chicken and catfish. I guess Tommy's theory was that if you cook a bunch of things one of them has to be good.

I didn't have to cook a bunch of things like Tommy and Donny. I knew my ribs were good. —Tim

TOMMY ROUSE'S STEAK & TUNA "BERGERS"

I keep my Big Green Egg down at the camp in Grand Isle, so I called in some assistance for this contest. I've known the Bergers since third grade. Craig and I were in the same class. Don was younger than us. Eric is the youngest Berger Boy, but looks older than the other two. We don't know what happened with him.

I have to admit, I didn't cook for the competition; I just supervised. *Leave it to Tommy to bring in a ringer. Or two. —Donald*

Cut me some slack. I cook on my egg at the camp all of the time, usually steak or fish. In general, here's what you need to know about searing meat or fish on a Big Green Egg or Kamado Joe — you need high heat. The heat on a Big Green Egg is controlled by the vent; if the vent is closed, the temperature is cooler, if its open, the temperature is higher.

Craig and Don cooked a few things before getting down to the competition entries. When our judge, Ali, arrived, Craig opened the vent to raise the temperature putting on the steak, which was seasoned with Rouses olive oil and McCormick's Montreal Steak seasoning (both sides). Tim has his 3-2-1 technique for ribs; Craig uses a 5-5-5 technique for steak. Craig cooked the filet for five minutes on one side, five minutes on the other, and flipped it over for another five minutes on the first side.

Craig made the tuna steak, too, which he seasoned with jalapeno olive oil and a little Tony Chachere's. It was cooked 2-2-2, two minutes per side, with a flip back to the first one. Don made the



▲ Tommy Rouse (in yellow) supervising his entry by his friend Chris Berger — Steak and Tuna “Bergers”.



fried chicken and fish. Eric, as usual, did nothing.

Tommy used the Big Green Egg for 15 minutes. I used mine for 6 hours; Donny used his for 16. —Tim

Tommy didn't use HIS Big Green Egg. Tommy didn't even cook. Craig and Don did. —Donny

Steak and fish cook really fast on the Green Egg, which is why we brought out the fryer. We figured as long as we were cooking, and drinking, we might as well test out some other recipes for Mardi Gras and Lent.

As long as WE were cooking? —Donny

Here comes the Judge

I've got to give my dad and his buddies credit for assortment. There was a lot to choose from, and apparently lots of beer and cocktails, too. Mr. Craig lives not far from me, and on my walk over I could hear that it was already getting a little loud, even early on a Saturday afternoon. The steak was excellent, as was the tuna. The sliders were great, though that's more of a win for the Rouses butchers. —Ali

LEE'S THANKSGIVING TURKEY

I was the last house on the run, so I figured I would probably come in last in the voting, too. Plus I'm not family. And I've known Donny a long time; if there is a competition, he's going to do everything he can to win — including calling the Executive Chef at Commander's Palace for a little advice.

I made the same turkey I make every year for Thanksgiving. I gave Donny the recipe a few years ago, and he made it for his own Thanksgiving.

It's a good turkey, but it's still a turkey. That's so November. —Donny

I used a buttermilk brine, which is one

gallon buttermilk, one gallon of water, two quarts of Kosher salt and six tablespoons of Cajun Blast Rub. I like that rub because it has brown sugar listed as its first ingredient. I marinated the turkey for 12 hours in the fridge, and inject it with Stubb's Texas Butter before cooking. For a 10-12 pound bird, you need 5-6 hours at 225 to 240 degrees.

Here's the rub ... No one actually saw Lee cook because we got there too late. The only thing on or near the “black egg” was some dried up deer jerky. When Lee brought his turkey out it was in a Magnalite Dutch Oven, and my first thought was, he cooked it on the stove? But when he took the lid off so we could taste, you could see that it had all of this great black char. That's when I knew it had actually been smoked — in our Smokehouse at the store. —Donny



▲ Lee preparing his Thanksgiving Turkey.

Donny knows I cooked this turkey. He just doesn't want to admit that he can't make the same turkey on his Big Green Egg that I can make on my Kamado Joe, even when he uses my recipe.

Here comes the Judge

Poor Lee. He was last on the list, and I think got the most smack talk (aside from my husband Billy, who had just gotten his own Big Green Egg the day before). The turkey was superb — very moist even after hanging out in a Magnalite for awhile. —Ali

THE RESULTS ARE IN:

- Most Original — Donny
- Best Seasonal Entrée — Lee
- Best Apprentice — Billy
- Best Food Cooked by Someone Else — Tommy
- Best Overall — Tim



Hogs For the Cause

by Brad Gottsegen + photo courtesy Hogs For the Cause

Team Fleur de Que has learned a great deal over the years while competing in Hogs. The first year we entered, we tried to present a crown pork roast stuffed with grits and grillades. It was a delicious and fantastic looking dish, but we lost on presentation because it didn't fit in a competition submission box. Go big or go home? We went home.

Last year, we came in fourth place in the Grand Champion category (overall average for all individual categories) and did pretty darn well in whole hog, ribs, and butts — not bad for a bunch of “backyard” amateurs competing against some of the best chefs in the South! We mad geniuses created a “Porkpourri” dish consisting of a homemade savory waffle cone stuffed with hog's head cheese grits, and topped with shaved pork belly and a poached quail egg. We served it in a beautiful pecky cypress box (that fit in the competition submission box).

I can't divulge the nature of this year's creative dish, but I assure you it will be similarly tongue-busting.

We were first drawn to Hogs for the Cause because several organizing members have relatives that have faced the tremendous physical, emotional, and financial stresses of pediatric cancer. Although it typically doesn't take much to inspire us to get together for great food and cold beer, the opportunity to do just that while, at the same time, raising money for such an important cause, has proven irresistible.

Our team is like a fraternity, and everybody gets so into the spirit. Most of our members have been friends since childhood, our wives have all engaged in various fundraisers together across the metropolitan area, and we get our kids to come out to Hogs to help out, so the philanthropic spirit runs strong throughout the entire Team FDQ family.

The cooking, the cocktails, and the camaraderie are all a blast, and over the years we've made a lot of great new friends from other teams, but in the end, Hogs for the Cause is about raising money to help families in crisis get through an incredibly difficult time and, hopefully, win the battle against pediatric brain cancer. Our team members recently had a chance to meet some recipient families, which makes our efforts this year even more meaningful.

We were very proud of our fourth place finish in the Grand Champion competition, but the award we really hang our hat on is Fundraising. In 2013, Team Fleur de Que took first place, with over \$40,000 in donations. We fully expect to eclipse last year's total in 2014 and retain the flaming pig trophy.

HOGS FOR THE CAUSE

Hogs For the Cause is a non-profit organization that hosts an annual music and food festival to raise money for pediatric brain cancer care.

Eighty teams of BBQ competitors, comprised of a mix of some of the region's top chefs, professional BBQ teams and backyard cooking fanatics will compete for the Ben Sarrat,

Jr. "High on the Hog" Grand Champion Title at Hogs for the Cause in City Park, March 29th. The Champion is pulled from the winners of the Whole Hog; Ribs; Pork Butt/Shoulder; and Porkpourri (anything pork) divisions. There are also awards for Best Sauce, Fundraising Champion and the patron's pick for Fan Favorite.



> STAND UP AND SNOOT!

La Petite Grocery's **Justin Devillier**, Three Muses' **Dan Esses**, Patois' **Aaron Burgau**, Crescent Pie & Sausage's **Bart Bell**, and Boucherie's **Nathaniel Zimet**, aka Stand Up and Snout, were Hogs for the Cause 2013's **Grand Champions** of pork. They also took home first place in the Ribs category, and second place in Shoulder.



> FLEUR DE QUE

Team Fleur de Que will be cooking and showcasing our culinary talents at Booth D4, the first booth on the left when you enter "City Pork's" Festival Grounds. Please stop by, taste their mouth-watering offerings, Ride the Bacon and pick up some Team FDQ swag!



When In Rome

by Ali Rouse Royster



Positano, Italy

My husband and I had a bit of a tough time picking out where to honeymoon. We were getting married in late October, and so traditional beach vacations weren't quite ideal. Also, while I've had a passport since I was 17 and love to travel, he had never left the country. So when my Uncle Donald suggested a trip to Italy, I wasn't sure how Billy was going to react. We eventually took Uncle Don's advice (of course!) and had a dream honeymoon in one of my favorite places in the world, where my great-grandfather was born, Italy.

We started our trip in the south, out of a bit of necessity, since the

Amalfi Coast largely closes shop on November 1st for the winter. On the windy road from the Naples airport to Positano, I did what I like to do when traveling, asked our driver what was good to eat, and where. He said what I was hoping to hear, that we must eat the seafood wherever we go, as the Amalfi Coast has great, fresh seafood. We were not disappointed in anything in Positano, but were particularly impressed by the food. We dined al fresco for every meal, with beautiful sea views.

We also took the opportunity to take a cooking class offered by the restaurant at our hotel Buca di Bacco, which was so much fun.



We were greeted with prosecco and made pasta (from scratch! — a first for me), homemade pesto, eggplant parmesan, and potato gnocchi topped with a tomato and cheese sauce. My husband swears it was the best meal we ate the whole trip, but I think he may be a little biased!

From Positano we took the train up to the Chianti region of Tuscany, where we visited wineries and ate great, hearty Tuscan food. Truffles were in season, so I took the opportunity to enjoy that treat as much as possible.

Rouses sponsors the New Orleans Wine and Food Experience, and during the event, we went to a wine dinner with friends from Republic National Distributing, where we discussed our plans to honeymoon in Italy. They gave us some great recommendations and set up tours for Billy and me. We visited Terrabianca, which not only makes great wine, but also presses olive oils.

We then moved on to Il Molino di Grace, which I kept pronouncing as “gra-say” until I found out that the owner is an American, Tim Grace, who fell in love with Tuscany and bought a winery (my new retirement goal!). Thankfully I found out before we visited with him at his beautiful estate.

We also went to Rocca delle Macie, where we toured their immense cellar and bottling facility, even though it was technically closed for All Saints Day on November 1st. We learned that in order to clean their huge barrels, men (we’re assuming pretty small ones), climb in and the hose is fed in to wash them out. Our guide told us that when they forget to let one out, that’s when you get a real full “bodied” wine (ha!).

We tasted lots of great wine, and came home with 7 bottles of our own, along with some olive oil! Our favorite tidbit of information learned about the wine was that if you see a black rooster on the neck of a bottle of Chianti Classico, that means that the grapes were grown in the sub-region between Florence and Siena. Another good thing learned was that Billy stopped pronouncing it “chee-ante”.

Our next stop was nearby in Florence, where we wandered art galleries and beautiful old churches, saw the magnificent David, and continued our pasta, pizza and wine tour of the country. We also had our first gelato of the trip here, which I had been looking forward to for awhile!



▲ Billy & Ali at their cooking class offered by the restaurant Buca di Bacco.

“One item on the menu was a Roman specialty, fried risotto balls, which instantly reminded Billy of back-home boudin balls, and so he had to try it.”

One last trip on the train brought us to Rome, the eternal city. We saw so many beautiful things in Rome, I'll try to keep my focus to the food. Every city we went to dinner progressively got later and later, not because we were staying out later, but because the restaurants didn't open until late! It was a bit of an adjustment, but by our first night in Rome we didn't have supper until after 9, and felt like quite the locals when we did it. No matter that our American-ism screamed so loud that every server knew to bring us the English menu before we said a word! We asked our hotel concierge for a good local spot to eat the next night, and were treated to a meal in a restaurant a few blocks away run by a father-and-son duo who greeted us at the door. One item on the menu was a Roman specialty, fried risotto balls, which instantly reminded Billy of back-home boudin, and so he had to try it. They were certainly a hit with my new husband. I tried a bite as well, and have



▲ Ali enjoying her first scoop of Gelato.



▲ Billy eating pizza.

to concur. There's just a bit of red sauce in there, along with a little hunk of mozzarella.

Our last night, we went to a restaurant we had seen nearby not far from the Trevi Fountain, and had a delicious meal. We enjoyed our new favorite appetizer, a pairing of buffalo mozzarella and prosciutto, a bottle (maybe two, I'm a little hazy on that detail) of Chianti Classico, and pasta, pasta and more pasta. I would complain about having to come home from Italy, but we went out to eat with some friends a few days later and had chargrilled oysters. It doesn't get any better than that.



little ingredients THAT GO A LONG WAY



sunflower seeds



quinoa



black beans



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AT SEASON'S
PEAK



From Around the *World*

Heritage Reserve Navel Oranges, California



LoBue Citrus Heritage Reserve navel oranges are grown in orchards in California's renowned Central Valley on a narrow, 25-mile long area of sandy soil adjacent to the western foothills of Sequoia National Park. The trees, some of which are a century old, are original Washington Navel.

Artichokes, California

We can thank the Sicilian immigrants who arrived in New Orleans around the turn of the 20th century for introducing artichokes stuffed with bread crumbs and cheese to our local menu. Serve artichokes stuffed, grilled and boiled, dipped in hollandaise or butter. You can also fry the artichoke hearts, or use in oyster and artichoke soup, or spinach and artichoke dip.

Brussel Sprouts

Brussel sprouts look like miniature versions of their cousins, the cabbages, and are also related to kale, collard greens, and broccoli. Try drizzling steamed or roasted Brussel sprouts with a 2-1-1 mixture of honey, soy sauce and Siracha sauce.

EAT FIT

One large, steamed artichoke has only 25 calories, no fat, 170 milligrams of potassium, and is a good source of fiber, vitamin C, folate and magnesium. Use aged balsamic vinegar, extra virgin olive oil, vinaigrette or a light salad dressing as a dip. Store artichokes unwashed and uncovered until just before you cook them.

—Molly Kimball, RD, CSSD

 **RECIPE, try me!**

Molly's Spinach and Artichoke Dip

WHAT YOU WILL NEED

Cooking spray

- 1/2 cup minced onion
- 2 (10-ounce) packages frozen, chopped spinach, thawed and squeezed dry
- 1 (8-ounce) package fat-free cream cheese
- 1 (8-ounce) carton 2 percent plain Greek yogurt
- 1/2 cup Parmesan cheese
- 1 (14-ounce) can artichoke hearts
- 1/4 teaspoon freshly-ground black pepper
- 1/4 teaspoon crushed red pepper flakes

HOW TO PREP

Lightly coat a skillet with cooking spray. Cook and stir onion over medium heat until transparent (about 5 minutes). Add spinach. Cook until thoroughly heated (about 1-2 minutes). Reduce heat; add cream cheese. Stir until melted and smooth. Stir in Greek yogurt, Parmesan cheese, and artichokes. Remove from heat. Season with black and red pepper. Transfer to a 1½-quart microwave-safe bowl. Serve warm or at room temperature.

Per serving: 100 calories, 2.5 grams fat, 1.5 grams saturated fat, 430 mg sodium, 9 grams carbohydrate, 2 grams fiber, 3 grams sugar, 11 grams protein. (Makes 10 servings)

From Around the *Corner*

Our local farmer-partners devote entire fields just to Rouses.

Rouses Strawberries

Our strawberries come from Louisiana, Mississippi and Alabama. Look for bright red berries, with fresh green calyx and a sweet strawberry aroma.

Sweet Potatoes

Our sweet potatoes are grown in Louisiana. They have an orange flesh and are softer, with more natural sugar.

Cabbage & Greens

These staples of Southern cooking are grown by our Louisiana, Mississippi and Alabama farmers.



Beefsteak Tomatoes

We get our tomatoes from Mississippi and Louisiana this time of year. Beefsteaks are big and juicy.

Pecans

We work with growers like Tanner's in Alabama and Bergeron in Louisiana.



Shop Fit, Eat Fit with Molly Kimball

by Molly Kimball, RD, CSSD

Our bodies are host to trillions of bacteria, including the microorganisms that live in our gut. These “good bacteria” are often referred to as probiotics, and they help us digest our food and balance our immune systems, while protecting us from other, harmful microorganisms. Probiotics feed on prebiotics, or soluble fiber. Research shows that in some cases, a diet including probiotics and prebiotics can prevent and alleviate specific conditions, particularly those that affect our gastrointestinal tract.

Most probiotic-rich foods can provide benefits for your general digestive health and immune function, but it’s important to note that the health effects of probiotics can be strain-specific, meaning each individual micro-organism may not improve every symptom or condition. If you have specific health concerns, you want to shop Rouses for products that have been tested for that particular issue. (For a summary of probiotics shown to be effective for various conditions, go to USprobiotics.org.)

Also be aware that not all fermented foods contain live cultures in the finished product. Sourdough bread, for example, is baked, which destroys the live microorganisms. And when fermented beverages, such as beer or wine, are filtered, the microorganisms are removed, as well.

When you’re shopping, look for strains like *Lactobacillus bulgaricus*, *Streptococcus thermophilus*, *L. Acidophilus* and *Bifidobacteria* on an ingredient list, and the words “live and active cultures.” To make it easy to add a variety of these beneficial microorganisms into our diets, here are eight probiotic-rich foods you can find at Rouses:

YOGURT

I like plain, lowfat Greek yogurt, since it’s protein-rich with no added sugar, but any yogurt with a pure, simple ingredient list that includes ‘live, active’ cultures will do. That includes yogurts made from rice, soy and coconut milk.



PROBIOTICS WHAT ARE THEY GOOD FOR?



RESTORE
DIGESTIVE TRACK



IMPROVE & SUPPORT
IMMUNE SYSTEM

SOFT CHEESE

Goat’s milk and other soft cheese are generally high in probiotics.

BUTTERMILK

Buttermilk is a good source of probiotics, thanks to the live cultures added to ferment the milk sugars. But remember, buttermilk is best cold; cooking will destroy the live cultures.

KEFIR

Tart and slightly acidic, drinkable kefir is similar to yogurt, but has different types of probiotics. It’s made by fermenting milk with a culture of yeasts and bacteria that are referred to as kefir “grains.” I like plain, unflavored kefir because it has less sugars. Try it in place of milk over whole grain cereal, blend it with fruit to make a smoothie, or just drink it straight.

MISO

One of the mainstays of Japanese traditional medicine, miso is made by fermenting cooked soybeans with rice or barley, salt, and koji (a starter culture) to form a red, white, or dark colored paste. Miso can be used in place of salt in your favorite recipes, as well as in salad dressings, soups, marinades, dips and pesto.

KOMBUCHA

This can be an acquired taste. It’s made by fermenting yeasts and bacteria with sweetened tea, resulting in a slightly carbonated, probiotic-rich beverage.

PICKLES

The common green pickle, when naturally fermented without vinegar, is a great source of probiotics.

SAUERKRAUT

The fermentation process means that homemade sauerkraut is a good source of live, active cultures. But if it’s store-bought, look for sauerkraut that’s refrigerated and labeled as containing live cultures. Otherwise, it’s likely been heat treated, which destroys the live cultures.

 **Find it online!**

For more with Molly, go to shop.rouses.com/shop_fit_eat_fit.aspx

Dr. Oz says probiotics are a big trend for 2014.

“Look for a lot more mention of the microbiome in 2014. The term refers to the entire ecosystem of the gut as a whole: both probiotics and also prebiotics – the food that the “good bugs” need present in our diet in order to thrive and inhibit the growth of undesirable “bad” bacteria. Multiple lines of research are converging on these silent partners in our health showing that they may impact more than just our digestive health – they may be connected to body weight, levels of inflammation, allergies and autoimmune diseases.”

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FROM ROUSES

TEST KITCHEN

Crawfish Stew

The secret to this stew is to add the seafood stock cup by cup until you reach a thick, stew consistency.

WHAT YOU WILL NEED

- 3 pounds peeled crawfish tails
- 1 cup Rouses vegetable oil
- 1 cup flour
- 2 cups diced onions
- 1 cup diced celery
- 1 cup diced bell pepper
- 2 tablespoons minced garlic
- ½ cup tomato sauce
- 1½ quarts seafood stock (canned or homemade)
- 1 cup chopped green onions
- 1 cup chopped parsley
- 2 teaspoons Rouses salt
- 2 teaspoons Rouses black pepper

HOW TO PREP

In a large saucepan, heat oil over medium-high heat. Whisk in flour and reduce heat to moderate. Continue whisking until the roux reaches a dark brown color, about 15 minutes. Add onions, celery, bell pepper and garlic and sauté until vegetables are wilted, approximately five to seven minutes. Add one-pound of the crawfish tails and cook for five minutes. Add tomato sauce and cook three to five minutes. Add seafood stock, cup by cup, stirring constantly. Bring to a boil, reduce to simmer, and cook 30 minutes, stirring occasionally. Add remaining two pounds of crawfish tails, green onions and parsley, season with salt and pepper, stir, and continue cooking for 20 minutes. Serve with rice. (Serves 6)

From the Cover: Classic Crawfish Étouffée

WHAT YOU WILL NEED

- 3 tablespoons canola oil
- 3 tablespoons flour
- 1 small onion, diced
- 1 stalk celery, diced
- Half a red bell pepper, diced
- 2 cloves garlic, minced
- ¼ teaspoon cayenne pepper
- 1 teaspoon smoked paprika
- ¼ teaspoon thyme
- 1 small tomato, peeled, seeded, and diced
- 1 quart seafood stock (canned or homemade)
- 3 tablespoons butter
- 2 green onions, chopped
- 1 pound peeled crawfish tails
- 2 dashes Worcestershire
- 2 dashes hot sauce
- Rouses salt and black pepper to taste
- 3 cups cooked white rice

HOW TO PREP

In a large saucepan, heat oil over medium-high heat. Whisk in flour and reduce heat to moderate. Continue whisking until the roux reaches a dark brown color, about 15 minutes. Add onions, reduce heat, and cook until onions have caramelized and roux becomes shiny. Add celery, bell peppers, garlic, cayenne, paprika and thyme and cook for 5 minutes. Add tomatoes and seafood stock and increase heat to high. When sauce reaches a boil, reduce heat to moderate and let simmer 5-7 minutes, stirring often. Reduce heat to low and stir in butter. Add green onions and crawfish tails, mix and season with Worcestershire, hot sauce, salt, and black pepper. Cook for one minute then remove saucepan from heat. Serve over rice. (Serves 6)

Marinated Crab Claws

This is our take on the famous sautéed crab claws appetizer. Served at Mary Mahoney's Old French Opera House in Biloxi, MS. (pictured below)

WHAT YOU WILL NEED

- ¼ cup Rouses olive oil
- ¼ cup butter
- 1 small onion, minced
- 6 cloves garlic, minced
- 1 cup dry white wine
- 1 pound Gulf crab claws
- Rouses French bread, sliced, for serving

HOW TO PREP

In a medium skillet or sauté pan, heat butter and olive oil over medium heat, whisking with a fork until melted and mixed. Add garlic and onions and sauté until onions turn clear. Add wine, mix, and let cook for five minutes until sauce is reduced. Add crab claws and cook for another minute or two until they are warm. Serve over slices of Rouse French bread. (Serves 2)



Trout Almondine

You can substitute Tilapia or other flaky fish for the trout.

WHAT YOU WILL NEED

- 3 cups sliced almonds
- 2 large eggs
- 1 pint Rouses whole milk
- Rouses salt and black pepper to taste
- 6 trout fillets, 8 ounces each, cleaned and boned
- 2 cups all-purpose flour
- 1 gallon vegetable oil
- 1 cup unsalted butter
- 3 tablespoons fresh lemon juice
- 3 tablespoons finely chopped parsley
- 3 medium lemon, cut into wedges

HOW TO PREP

Preheat oven to 300 degrees.

Place almonds in a pan and toast them in oven for 15 to 20 minutes, stirring every five minutes while they cook. When almonds reach a light golden brown color, remove from oven and set aside.

Whisk eggs and milk together to make a wash for fish. Season the fillets with salt and pepper and dust with flour. Dunk trout in egg wash, then dredge through flour, and gently shake to remove excess.

In a large, heavy-bottomed pot, heat oil to 350 degrees. Add trout and fry for four or five minutes or until crust is golden brown.

While fish is frying, make the meuniere butter. Melt butter in a heavy saucepan over low heat until it is light brown and has a nutty aroma. Swirl constantly so butter doesn't burn. Add lemon juice and parsley and swirl to combine. Top each fillet with almonds and warmed meuniere butter. Garnish with lemon



Cucumber Tuna Salad

This salad is a great base for a meat-free club sandwich. We used Rouses wheat bread, sliced hardboiled eggs, sliced cucumbers and a swipe of Rouses mayonnaise to complete the sandwich.

WHAT YOU WILL NEED

- 3 small cucumbers
- 1 can (7 oz.) tuna packed in olive oil
- 20 large basil leaves
- 2 tablespoons Rouses mayonnaise
- 2 tablespoons Rouses vinaigrette dressing
- ¼ cup green grapes, sliced in half
- Rouses salt and fresh ground black pepper to taste

HOW TO PREP

Peel cucumbers, cut in quarters lengthwise, and slice to make bite-sized pieces. Drain olive oil from tuna and flake apart with a fork. In a medium size bowl, toss cucumbers, grapes and tuna.

Rinse and dry basil leaves. To make the chiffonade stack about 10 leaves, roll lengthwise into a cigar shape, and slice across shredding the basil. Add to bowl.

In a small bowl, whisk vinaigrette dressing into mayo. Pour over salad. Lightly toss. Gently stir dressing into salad and season to taste with salt and fresh ground black pepper. (Serves 2)

Mullets

by Tim Acosta – Rouses Marketing Director

According to Chef John Folse, and my middle school history teacher, Mobile, Alabama, was actually the first “capital” of French Louisiana. As John tells it, we have a lot more in common with South Alabama than just history. “Seafood is the same all along the Gulf Coast, so it’s only natural that many of the cooking techniques are the same.” Everyone on the Gulf Coast likes fried oysters and boiled shrimp.

Of course there are some delicious differences between the states, too. Fried fish is served with grits in South Alabama, the same way grits are served with grillades in South Louisiana, and with shrimp everywhere in the South. And Mississippi’s hushpuppies become Alabama cornbread, or even biscuits.

Fried mullet is on the menu all over South Alabama and the Florida panhandle. Growing up in Thibodaux, Louisiana, I didn’t eat any mullet. One Tuesday in our Test Kitchen we tried striped mullet three ways: beer-battered, pecan crusted and dredged in Louisiana Fish Fry. Miss Lori, who teaches everyone at Rouses how to fry, did the cooking. Mullet are the only fish that have gizzards, and she fried those, too. The fish tasted pretty good. The gizzards tasted like they sound.



▲ Tim Acosta trying Miss Lori’s fried Mullet gizzards.

“New Orleans and Mobile might well be named Sister Cities. Our founding fathers, Iberville and Bienville, initially established Fort Louis of Mobile as the capital of the territory. Travelling along the Gulf Coast, Iberville even wrote, “We see ... some rather good oysters.” Fresh Gulf Coast ingredients were available then just as they are today. The difference: we only have to drive to Rouses to have them on the dinner table tonight.”



—Chef John D. Folse, CEC, AAC



Thibodaux Firemen's Fair

by Mandy Rouse Martinolich

Grand Marshal Donald Rouse and his son Donny riding the ▲
traditional horse in the 1986 Thibodaux Fireman's Parade.

It's that time of the year again when local festivals and fairs begin to kick-off. Although there are plenty to choose from, my favorite is the Thibodaux Fireman's Fair which is held every year at the beginning of May. The fair is a four day event of rides, food, and music, ending with a parade and auction on Sunday. The Fireman's Fair and Parade hold many memories and traditions for Thibodaux residents. If you have never been to the Thibodaux Fireman's Fair and Parade, this is the year to start creating your own memories and traditions!

My husband's grandfather, Alex Gauthreaux, was a fireman for the Thibodaux Volunteer Fire Department for 40 years before he passed away in 1993. Every year during the Fireman's Fair, my

mother-in-law, Mrs. Julie, takes out her father's dress uniform hat. Unfortunately, neither I, nor my children, were ever able to meet Mr. Alex, but we hear great stories of him every year at this time. My boys, along with their cousins, always enjoy trying on their great-grandfather's hat. Because Jason's parents live right near the parade route, the entire family gathers to eat BBQ, and watch the parade. The kids really enjoy watching all of the fire trucks and waving to all of the firemen walking. This has been a tradition for Jason and his sisters since they were little, and I'm glad we get to continue with our children.

My cousin Ali Rouse Royster's Paw Paw, Carroll Barrilleaux, has been a volunteer fireman in Thibodaux for 59 years. She's been going to fire department functions for as long as she can remember. She said, "While I did enjoy Santa at the fire station (he gave me my first cash register!), my favorite has always been the fireman's fair: going on rides, playing games, and seeing my Paw Paw in the parade on Sunday. Now, as an adult, I enjoy the food, local music, and people watching." Her husband Billy is also a fireman now, so there will definitely be many more fireman's fairs in their future.

My brother, Donny, remembers when our dad was the Grand Marshal back in 1986. (I was only 1 at the time, so I got to ride in the car with the windows up, while Donny rode the horse with our dad.) Donny said, "I was almost 4 years old when my dad was Grand Marshal, I can remember how fun riding on the horse in the parade with him was. Now, every year while watching the parade, I remember that time. I also remember going to the auction with my dad every year. I still go every year, and plan to take my children with me as well."

This year's Grand Marshal of the Thibodaux Fireman's Fair is Mike Naquin. Mr. Mike has been a member of the Thibodaux Volunteer Fire Department since 1973. He was Fire Chief from 1997 to 2011. The last time a former Fire Chief was Grand Marshal was 132 years ago when S.T. Grisamore served in 1882. If you want to know important history and facts about the Thibodaux Volunteer Fire Department, then Mr. Mike is the person to ask!

When did the Thibodaux Volunteer Fire Department begin?

The TVFD was organized in 1874, although fire companies were formed prior to this. Prior to the creation of the fire department, companies operated independently of each other. To provide a unified command structure at fire scenes, it was decided that the companies would work more efficiently as one department.



▲ Ali Rouse Royster with her grandparents, Mary Ann and Carroll Barrilleaux, during the Firemen's Fair Parade in 1984.



▲ Holden Martinolich, 4th generation, wearing his great-grandfather's fireman, 2011.

Currently there are 8 fire companies that comprise the Thibodaux Volunteer Fire Department.

How many volunteers does the Thibodaux Fire Department have?

Today we have almost 500 members. We are the largest volunteer fire department in the state, and one of the largest in the nation. It seems harder and harder to attract members to volunteer. This is not just a local issue, but a problem across the country.

When did the Fireman's Fair begin? Is the Fireman's Parade the oldest parade in the state?

This is not an easy answer. In the early days, activities were geared to the artistic, cultural, and social life of the community. The first account of a theatrical performance was put on by Proctor Fire Co. No. 2 in 1871. During the shows, ladies prepared and served soda, ice cream, cake, and punch. It was not until after WWII in 1949 that the fair began to take shape with food booths and carnival rides like we have today.

It is assumed that the parade started in 1857 based on writings of the Thibodaux Sentinel. In 1874, the Thibodaux Sentinel headlines read, "The fifteenth annual parade of the Firemen of Thibodaux." Had the firemen paraded every year without interruption they would have started in 1860. Based on the fact that there were three years missed during the Civil War, the conclusion can be drawn that the firemen of Thibodaux have been holding parades since at least 1857. This was the same year that the Carnival Krewe of Comus started parading. Since Comus was considered to be the oldest parade in the state, and they no longer parade, the Thibodaux Firemen's parade is now considered to be the oldest parade in the state.

What do you think it means to the firemen to see the community lined up to watch them in the parade?

To me it shows that the community is appreciative of the service

that the fire department provides. The community is showing their support for a job well done throughout the year. The citizens of Thibodaux and the surrounding area have always supported the fire department, because they know the fire department will always be there for them. Coming out for the parade is one way of showing support, but the residents of the area also show support by coming to the fair to support the department financially.

Is the Fair/Auction the main income for the TVFD?

Yes, the Thibodaux Firemen's Fair is the main fund raising event for the fire department. All proceeds are used to operate the department and purchase fire-fighting equipment. The revenue generated by the fair/auction is about half of the money needed to operate the department. The other funds come from private grants and tax support.

Tell me about the food. I'm pretty sure that's everyone's favorite part!

Each company runs a food booth, and they are required to sell at least three food items in each stand. Each company has members who serve on our fair committee to decide what will be served. Our volunteers aren't just sitting back and relaxing during the fair- they are working!

What are some important things to note about this year's fair?

> THIBODAUX'S FIREMEN'S FAIR

Dates: Thursday, May 1 thru Sunday, May 4

Where: Fireman's Fairgrounds, located at the corner of Tiger Drive and Parish Road in Thibodaux

Price: There is no admission charge, and parking is free.

- Pay One Price Rides (\$20) will be on Thursday, Friday and Saturday!
- There is a \$10,000 raffle. Each chance is only \$1.



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