



FRANCIS

e're still relentless in our commitment to honoring the traditions and tastes passed down to our salumieri over many generations. From spicy coppa to sliced prosciutto, our Italian specialties are made with the finest cuts of meat and the same traditional recipes we've been using for 100 years. They feature 100% pork and our proprietary blend of spices, and are traditionally cooked and cured to perfection.

ANTIPASTO, PRIMO, SECONDO

No Fillers • No Artificial Colors or Flavors No Trans Fat • No Gluten

Locals Supporting Locals

The historic Louisiana floods hit as we were preparing to send this issue to press and open our first Baton Rouge store. Many of our customers, team members and vendors lost their homes and cars in the floods.

Even with two feet of water in our Denham Springs store, a group of team members worked diligently to save it, using paper towels, diapers, even cat litter, but they couldn't stem the flood. We are forever thankful to Jesse Roberts, the Good Samaritan who rescued them. *Jesse, thank you!*

After losing one store, we worked around the clock to open another earlier than scheduled. We all felt it was very important to get Baton Rouge open and help our neighbors in need. You may notice a few familiar faces at your Rouses in Baton Rouge. We didn't want our Denham team members to be without work while we rebuilt their store, so they're now helping at Rouses in Baton Rouge and Ponchatoula.

I've been very inspired by the generosity of our customers and vendors. Support for families and communities impacted by the floods has come from all over the Gulf Coast, just as it did after Katrina, Rita, Gustav and Isaac. Together we've raised over \$200,000 in cash donations and donations of non-perishable food, cleaning supplies and toiletries to help feed families and communities in and around Lafayette and Baton Rouge. Donations can still be made at any Rouses Market and securely online at no-hunger.org/Rouses.

The theme of this issue, Italian, seems very appropriate considering the circumstances. The Italians who settled on the Gulf Coast during the New Immigration quickly formed communities to support one another. Neighbors relied on neighbors then, just as neighbors rely on neighbors today.

We will help each other and rebuild together. Together, we can weather any storm.



▲ Flooded Rouses Market, Denham Springs, LA

On the Cover

Meatballs & Spaghetti Story on page 20 cover photo by **Denny Culbert**

Italian Translations

Acciughe: Anchovies Maiale: Pork Aglio : Garlic Mangiare: Eat *Agnello* : Lamb Manzo: Beef Basilico: Basil Origano: Oregano Capperi: Capers Pane: Bread Ciao: Hello Pesce: Fish Cioccolato: Chocolate Pollo: Chicken Cipolle: Onions Pomodoro: Tomato Cucina: Kitchen Salute: Cheers Dolce: Dessert Uova: Eggs

Formaggio : Cheese Vino Bianco : White wine Gamberetto : Shrimp Vino Rosso : Red wine Granchio : Crab Vitello : Veal

Zucca: Pumpkin

La Dolce Vita: The Sweet Life

Gusto: Taste

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Hungry for more?

Sign up to receive our weekly specials and cooking tips, recipes and special offers in our e-mails and newsletters.

Donny Rouse
3rd Generation

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"There are as many recipes for stuffed artichokes as there are Italian families in New Orleans."

-Chef John Folse

Rice, **A-WHOLE-NOTHER** GRAIN

Rice is sodium-, cholesteroland gluten-free

September is National Rice Month and a perfect time to get your grain on. U.S.-grown rice is a natural flavor carrier and an excellent foundation for your everyday meals - from breakfast pudding to jambalaya, and stir-fry to casseroles - the list goes on! Even better, adding brown rice to your plate is great way to work in your recommended daily serving of whole grains.

So this month, celebrate the goodness of locally-grown rice with this quick & easy recipe, loaded with flavor and nutrition.

> Rice fits every budget at only 10 cents per serving



Rice provides more than 15 vitamins and minerals, and beneficial antioxidants



INGREDIENTS:

2 tablespoons vegetable oil, divided

1 pound skinless, boneless, chicken breasts, cut into strips

2 cups broccoli florets

2 carrots, thinly sliced

1 medium onion, sliced

1 yellow bell pepper, sliced

1 tablespoon fresh ginger, grated

14 ounces low-sodium chicken broth

½ cup orange juice

1 tablespoon orange zest

3 tablespoons light soy sauce

2 tablespoons cornstarch

3 cups cooked brown rice

DIRECTIONS:

- 1. In a large skillet or wok, heat 1 tablespoon of oil; add in chicken and stir fry until lightly browned; remove and set aside.
- 2. In same skillet, heat remaining oil; stir fry vegetables and ginger 4-5 minutes, or until vegetables are tender crisp.
- 3. Combine chicken broth, orange juice and zest, soy sauce and cornstarch in bowl and stir until smooth. Add to skillet, stirring constantly. Boil 1 to 2 minutes or until thickened. Stir in chicken and cook until heated through. Spoon over or toss with warm rice.

Makes 6 servings. Each serving provides 300 calories, 23 g protein, 37 g carbohydrate, 4 g fiber, 7 g fat, 45 mg cholesterol, 400 mg sodium.



ROUSES MARKET BATON ROUGE, LA

Our dedication to buying local is as strong today as it was in 1960 when we opened our first store. Local is in our DNA down to the way we design our stores. Our Baton Rouge store was built exclusively for the people who live, shop and work in Baton Rouge.

JOIN OUR TEAM

Our team members share a strong work ethic and dedication to providing our customers the best



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SIGN UP FOR E-MAILS

Hungry for more?

Sign up to receive our weekly specials and cooking tips, recipes and special offers in our e-mails and newsletters.

Locals Supporting Locals

"On the Gulf Coast, we don't just eat something, we devote an entire festival to it. We're proud to sell local favorites like wild-caught Gulf shrimp and Southern barbecue, and proud to support the local culinary events and food festivals that honor them."

-Ali Rouse Royster, 3rd Generation

Taste of The Eastern Shore September 23rd

Daphne, Alabama

Enjoy great food from Rouses and Baldwin and Mobile County chefs at this annual foodie fest. This year's theme is "It's Tiki Time with the Trojans."

Voice of the Wetlands

October 7th-9th

Houma, Louisiana

Great Cajun food, music by Tab Benoit and friends, the ever-popular Red Dog Saloon and educational and environmental displays and presentations highlighting our vanishing wetlands. This event is truly unique.

Gretna Heritage Festival

October 7th-9th

Gretna, Louisiana

Upwards of 20 city blocks in Gretna are transformed to host the festival each year, which features music from big name acts. We sponsor the Craft Beer Crossing. *Come sip and say hi!*

FOOD FESTIVALS

Biloxi Seafood Festival

September 10th & 11th • Biloxi, Mississippi

Natchitoches Meat Pie Festival

September 16th & 17th Natchitoches, Louisiana

75th Louisiana Sugar Cane Festival

September 22nd-25th New Iberia, Louisiana

Zwolle Tamale Festival

October 6th-8th • Zwolle, Louisiana

New Orleans Beignet Fest

October 8th • New Orleans, Louisiana

Chackbay Louisiana Gumbo Festival

October 14th-16th • Chackbay, Louisiana

Lafayette Boudin Cookoff

October 22nd • Lafayette, Louisiana

Larose French Food Festival

October 28th-30th • Larose, Louisiana

45th Annual National Shrimp Festival

October 13th-16th

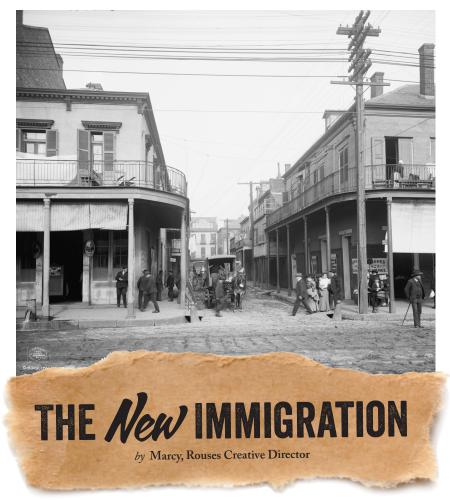
Gulf Shores, Alabama

We'll be boiling our wild-caught Gulf Coast shrimp with our signature Rouse Family Recipe at this four-day event, which attracts over 300,000 people. Musical acts include blues, Motown, Southern rock, jazz, zydeco and country. There's also a "Best of the FEST" Seafood Contest for the food vendors. *Vote Rouses!*













▲ [LEFT] Circa 1906. Decatur Street in the New Orleans French Quarter [RIGHT] Vintage photos of Ponchatoula Strawberry farmers

oseph P. Rouse immigrated to America from Sardinia, Italy's second largest island, in 1900. He arrived at Ellis Island, New York, accompanied by his parents, Anthony and Marie, and an older brother. He was barely one.

The Rouses were part of the New Immigration of Italians. That period between the 1880s through 1920s saw the arrival in America of more than four million mostly southern Italian immigrants who'd left their homeland in search of work and a better life. Many arrived wide-eyed and anxious, having left family back in their Italian homeland.

The Port of New Orleans was a major gateway for Italian immigrants. Sicilians had been coming to New Orleans in significant numbers since the 1830s. New Orleans was America's second biggest port for the Sicilian citrus fruit trade. Many immigrants were fruit traders who set up shop on Decatur Street working as produce merchants and brokers. But the Sicilians and Sardinians and other southern Italians who arrived around the turn of the century were not citrus traders; they were poor immigrants escaping corruption and danger in a newly unified Italy. Some were financed by *padrones* (labor bosses) in Italy who served as middlemen for Southern plantation owners looking for inexpensive labor.

Nearly three-quarters of those who arrived during the New Immigration were farmers and laborers. Those whose passages to America were paid by *padrones* went to work in the cane fields of South Louisiana.

Sugarcane was the main crop in Louisiana, but the lumber business was significant in areas like St. Tammany. And there was money in vegetables. Italian truck farms operated all over the West Bank of New Orleans, Harahan, Little Farms (now River Ridge) and St. Bernard Parish, growing herbs, beans, peas, tomatoes, zucchini, eggplant and cardoon, which are similar to artichokes. The produce was trucked to New Orleans public markets where Italian farmers sold wholesale.

Lauricella Family Farms and Picone Family Farms were two of the larger tracts in what is now Harahan. Kenner was mostly farmland. Produce grown in Kenner's "Green Gold" fields was ferried to the French Market via the OK Street Car Line, which ran between New Orleans and Kenner from 1915 to 1928. Many Italians settled in Kenner, buying land and raising families. The city still has a large Italian population and still celebrates St. Rosalie, the patroness of Palermo, with a procession every September.

A teenage J.P. Rouse got a job at a truck farm in Marrero raising potatoes and cabbages.

The railroads helped immigrants establish Italian communities all over the Gulf Coast. The New Orleans to Jackson route of the Great Northern Railroad went straight through Tangipahoa Parish, the heart of Louisiana's strawberry industry. Newcomers settled in cities and towns like Ponchatoula, Independence, Amite and Hammond. By 1910, so many Sicilians inhabited Independence it became known as "Little Italy." The name still resonates today —





▲ [LEFT] Banana shipments arriving at New Orleans' docks [RIGHT] Italian butchers in the historic French Market

Many budding Italian entrepreneurs had stalls at the French Market where business was almost all wholesale. Chisesi Brothers, now famous for their hams, started in the French Market selling live chickens from a basket.

.....

nearly one third of Independence's residents have Italian heritage.

There was other work to be had besides farming. Businesses placed ads in the New Orleans L'Italo Americano seeking southern Italian immigrant labor for the South's coal and steel industries, railroads and plantations.

A burgeoning seafood industry along the Gulf Coast drew immigrants east to cities like Biloxi where oyster and shrimp canning factories and raw oyster dealerships operated. A live fish market flourished between Main and Reynoir Street. Vestiges of the area's seafood businesses remain in Biloxi today. Desporte and Sons Seafood Market & Deli on Division Street is the oldest family run seafood market on the Gulf Coast.

But for most immigrants agriculture was the main attraction.

One entrepreneur who capitalized on that was Alessandro Mastro-Valerio, who in 1988 established an agricultural colony on the Eastern Shore of Baldwin County, Alabama. Mastro-Valerio bought land in the area now known as Belfort. After subdividing it he went in search for would-be landowners, running ads in northern newspapers to lure immigrants who came mainly from central and northern Italy via Ellis Island. Mastro-Valerio's plan was a success. His agricultural roots run deep in Baldwin County at farms like A.A. Corte and Sons in Daphne.

Francesco "Frank" Manci also helped create Lower Alabama's agriculture industry. Manci opened the area's first

cotton gin in 1900. In 1901, its first sawmill. Manci shipped the first potatoes out of Baldwin County. Other Italian immigrants built processing facilities in Loxley on the rail line to make shipping produce north and northeast more feasible.

The Italian French Market

Like farming, produce vending was a common livelihood for Italian immigrants who settled around the Gulf Coast. In 1923, having saved enough money working at the family truck farm in Marrero, J.P. Rouse and his wife, the former Leola Pitre, moved to Thibodaux where he opened City Produce Company. He bought fruits and vegetables from big farms in Chackbay and Chocktaw and trucked them to the public markets including the French Market.

Many budding Italian entrepreneurs had stalls at the French Market where business was almost all wholesale. Chisesi Brothers, now famous for their hams, started in the French Market selling live chickens from a basket. Other immigrants peddled food from horse drawn carriages and later trucks. Each salesman traveled the same route each day so people knew when and where to look for him.

The Dole Fruit Company traces its roots back to the early French Quarter fruit carts. The Vaccaro brothers, who peddled fruit, joined another immigrant family, the D'Antonis of Baton Rouge, to form Standard Fruit & Steamship Company. They dominated the banana business and helped make New Orleans the world's largest fruit importer in the early 19th century. Dole acquired 55% interest in the Standard Fruit & Steamship Company in 1964. It later acquired 100%.

Giuseppe Uddo, the founder of Progresso Foods, also started as a peddler, selling olives, cheeses and tomato paste in New Orleans,

first from a horse-drawn carriage — his horse was named Sal — later from a truck. Eventually Uddo purchased a small warehouse on Decatur Street. After World War I, Uddo bought a tomato paste factory owned by the Vaccaro brothers in Riverdale, California. Business expanded from there.



The Spaghetti District

The Lower Quarter was also home to several macaroni manufacturing factories. In 1902, Giacomo "Jacob" Cusimano built the largest macaroni factory in the United States at the corner of Barracks and Chartres. The factory was capable of churning out 10,000 pounds of pasta a day. Cusimano's pasta plant manager, Leon Tujague, was a founding partner in the Southern Macaroni Company, which created Luxury Brand pasta in 1914.

"Spaghetti houses" (red gravy restaurants), serving what today we call Creole Italian cuisine, rose to prominence on the restaurant scene in the French Quarter and beyond. But they were not confined to the French Quarter. Manale's Restaurant, now known as Pascal's Manale, opened in 1913 in a former corner grocery store at Napoleon Avenue and Dryades.

Italian Grocers

The grocery business proved popular with many first-generation and second-generation Italian Americans. Italian-owned corner groceries, dry goods stores and fruit markets proliferated in New Orleans — there were nearly 400 by the late 1930s. Beans, rice, flour and sugar were kept in large barrels and measured out for each customer. Almost all of the proprietors lived upstairs or in back of their stores.

The Solari family started with a small grocery on the corner of St. Louis and Royal Street in 1864, and new groceries sprung up to serve Sicilians working in the French Market and the enclave of immigrants in the lower French Quarter christened "Little Palermo." Central Grocery and Progress Grocery both opened on Decatur Street. Biaggio Montalbano started a delicatessen and grocery on St. Philip Street around the corner. One of New Orleans' longest operating restaurants also began its life as a grocery. Sebastian Mandina, a Sicilian immigrant from Palermo, opened Mandina's in Mid City as a grocery store in 1898. The family lived upstairs. Mandina's evolved into a pool hall and sandwich shop, then in 1932 a restaurant.

Italian-owned stores and markets also opened in Shreveport and Monroe, Louisiana, in the Mississippi Delta around Natchez and Greenville, and across the Gulf Coast in Biloxi, Gulfport and Ocean Springs, Mississippi. But outside of New Orleans, nowhere were Italian groceries as popular as Birmingham, Alabama.

By the mid-1930s, over 300 Italian-owned groceries were operating in the Birmingham area, which had the largest Italian population in the state. Italian immigrants, many from Bisacquino, a small Sicilian village near Palermo, were drawn to Birmingham's coal and steel industries, railroads and plantations. They settled around Birmingham in the suburbs of Bessemer, Thomas and particularly in Ensley, Alabama's own "Little Italy." Joseph Bruno, whose parents were Sicilian immigrants, opened Bruno's in Birmingham in 1932 during the Great Depression. At the height of its success, his company had more than 300 stores.

Rouses Markets

J.P. Rouse expanded his City Produce Company from serving public markets to shipping produce to stores and supermarkets all over the country. In addition to buying from local farmers he also planted his own acres for cultivation.

His son, Anthony Rouse Sr., and nephew, Ciro Di Marco, worked at the company's packing shed in Thibodaux. When J.P. died in 1956, the two cousins took over. But the era of the truck farm was coming to an end. Trading on the tradition of quality established by the City Produce Company, they opened the family's first grocery store, a modest 7,000-foot store in Houma, Louisiana in 1960.

They didn't have big wholesale suppliers like there are today. But the two men found ways to sell groceries cheaper. They made their own Cajun specialties and dried all of their own spices. The butcher cut meat to order. Farmers brought produce delivered directly to the store. Rouse's young sons were sent to local dairy to get milk for the store.

As supermarkets became more and more popular, and grocery stores began adding more fresh goods, Anthony J. Rouse Sr. began yearning for a larger store where they could prepare food and have a full-service bakery and deli. Ciro Di Marco preferred to retire and sold his shares to his nephew, Donald. Rouses #1, a supermarket, opened in 1975. Family members helped the new partners — father and son Anthony J. Rouse, Sr. and Donald Rouse — operate both stores.

There have been many milestones since, including 44 more stores across the Gulf Coast. A third generation led by Donny Rouse is now managing the company. But a century after J.P. Rouse immigrated to America, his Italian heritage is still being honored on every aisle of every Rouses Market. You'll find a taste of the family's history in everything from the San Marzano tomatoes, "00" flour and balsamic creams, to the Pecorino Romano cheese from J.P. Rouse's home of Sardinia.



▲ J.P. Rouse, City Produce



ou won't find a muffuletta sandwich in Sicily. Or a muffaltatta, muffuletto or muffulettu. The muffuletta sandwich is strictly a New Orleans construct, named for the bread it's served on.

Local lore has it that the muffuletta was invented at Central Grocery. But while Central Grocery was certainly one of the very first places to sell a muffuletta, they probably didn't invent it. Hungry and hurried Sicilian customers who were used to two hour Italian *siestas*, or a grand lunch at home with a little rest, had to adapt to the 15 minute American fast paced lunch break.

Turn-of-the-century groceries and delicatessens catered to the Italian farmers' and dockworkers' request for sliced Italian meats, cheeses and muffuletta loaves, each Sicilian having their own version of pickled vegetables and olives in hand. Eventually the Sicilian customer, being in a rush, requested the meats, cheeses and olive salad be put on the sliced Italian muffuletta loaf for an easier portable lunch.

The Italian deli owners took notice. Central Grocery and Progress Grocery began offering prepared versions of the Italian sandwich with layers of Genoa salami, boiled

ham, mortadella (Italian bologna), provolone cheese and olive salad - olives, garlic, celery, carrots, capers, cauliflower, pepperoncini and seasonings marinated in olive oil. Montalbano's Delicatessen began making them to order. Customers who asked for a Roma or Roman sandwich chose the meat, cheese and antipasto to go on the bread. Montalbano measured the sandwich on a scale and charged the customer by weight.

Progress Grocery

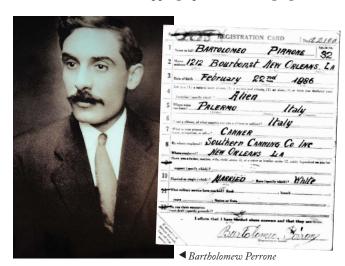
Progress Grocery and Central Grocery share more than just sandwich history. They were once partners.

Bartholomew Perrone of Palermo, Sicily arrived in New Orleans on March 10, 1907. After working at a variety of grocery stores he decided to open his own. In 1918 he partnered with the De Maio family of Central Grocery to form Progress Grocery on Decatur Street in the French Quarter. The families split in 1924 but remained friendly.

Most people didn't leave their neighborhood to buy groceries. But that changed after World War II. John Perrone Jr., grandson of the grocery's founder, says Italian groceries became a must-visit. "People wanted gallons of olive oil, not small bottles. Mozzarella and Parmigiano Reggiano, not Kraft Deluxe. When they couldn't find those things at their usual grocery or supermarket, they came to us. We had customers drive from two states over to get our olive salad, which we sold two ways, regular (whole olives pitted to order, whole cauliflower, large cuts of fresh celery and carrots) and chopped. Eventually we started to pit the olives ahead of time to streamline the process."

In 1970, Louis Augustin Cannizzaro, or Big Lou as everyone called him, opened Cannizzaro's Distributing Company, providing Italian specialties to groceries all over Louisiana, including Rouses. "Lou introduced a whole new world to shoppers," says Perrone. Cannizzaro's quickly became one of Louisiana's largest family-owned specialty food distribution companies. Big Lou passed away in 1996.

With shopping patterns changing and







▲ [LEFT] Pictured left: Big Lou Cannizzaro [RIGHT] Circa 1920s. French Quarter Grocery

"Our muffaletta is my grandfather's original recipe: mortadella, Genoa salami, ham and provolone cheese stacked on seeded muffaletta bread with our exclusive olive salad blend."

-Ali Rouse Royster, 3rd Generation

Cannizzaro's being a leader in retail distribution at the time, Perrone and his father took a hard look at their own business model. "We were already selling to local chefs, so restaurant food service was a natural." The family formed a second business, Perrone & Sons. Jimmy Moran, the Fettuccinie King, was a mentor to the younger Perrone. "I sold to Jimmy at La Louisiane and Moran's Riverside. His loyalty was tremendous, but boy, don't mess up. We distributed to La Riviera, which was in Metairie and had this great ravioli, and Elmwood Plantation where Nick Mosca was the chef. We also served all of the pizza places of the day, including Gibby's on Rampart Street. Gibby was my uncle and a partner of our business at one time. My dad and my uncle were the original 'Sons' in our namesake Perrone & Sons."

Perrone & Sons, operating out of Progress Grocery, also started making, bottling and distributing spices and sauces. "We bottle three Mosca's sauces for Vinny Mosca (Nick's son): Chicken Grande, Oysters Mosca and Shrimp Mosca."

Perrone's three sons, John Perrone III and twins Rusty and Randy, had already joined the business when the family decided to close Progress Grocery in 2001. "We were more focused on the foodservice and retail distribution of olive oils, pastas, spices

and cheeses we were importing than the shrinking grocery business," says Perrone. "The French Quarter Italians moved to the suburbs and thus stopped shopping our store for their everyday meals." Today Perrone & Sons handles Cento, Vigo, Alessi and Italian pastas and cheeses for Rouses, as well as many other local and national brands. They still produce their Progress Grocery olive salad and muffulettas. "We add new products every time the Rouses return from a buying trip to Italy. We're the first people they call."

Perrone & Sons also distributes a product produced by Progress Grocery's former partner: Central Grocery's Italian Olive Salad. "We're all like a family."

Italian products are the specialty at Perrone & Sons, but two French cheeses have a special place in the family's heart. Saint Randeaux Brie and Camembert are named after Randy Perrone who died in 2013 following complications from surgery for a pineal brain tumor. He was 7 days shy of 30. "It's a hole you can never fill," says Perrone. "But it gets easier to manage the grief. It has to."

There are photographs and mementoes of Randy as well as Bartholomew and John Sr. in the entrance to Perrone & Sons' Metairie office, along with Bartholomew Perrone's hand-cranked cash register, adding machine, manual scales, floor safe and roll

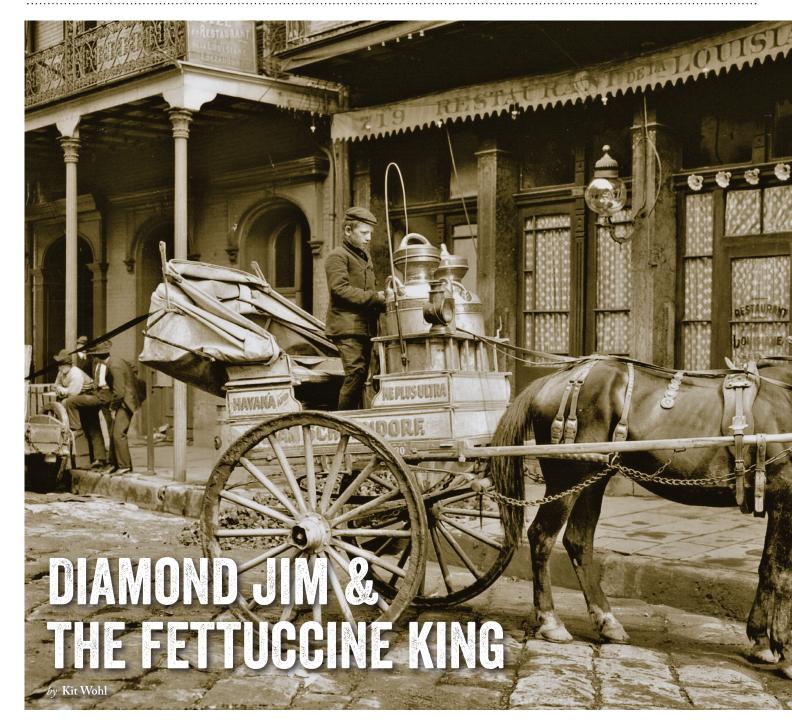
top desk. The first thing you feel when you walk in the door is family, much like you did at those original Italian groceries. "These are all in place for a reason," says Rusty Perrone. "To remember where we have come from in order to keep us grounded, to remind my generation of the hard work and dedication our fore partners put into the business, and to show our customers and team members that we are truly a family business."

Big Lou

In 1970, just about the time Rouses started thinking about expanding, Louis Augustin Cannizzaro, better known as "Big Lou" or "Louie", decided to start his own specialty foods distribution company, Cannizzaro's Distributing Company in New Orleans. He traded in his family car for a step van truck. He began by first peddling local Italian brands, like Brocato Cookies and Ricco Macaroni. Within a few months, longtime friend Joseph "Rudy" Ruffino joined him as partner. Chef Paul Prudhomme credited "Big Lou and Cannizzaro's Distributing Company" in one of his booklets acknowledging his help in launching Prudhomme's local brand of Magic Seasoning Blends to Rouses and other supermarkets nationally. Cannizzaro's Distributing Company also helped many other Louisiana companies find their way to Rouses shelves as well. Brands like Konriko rices, McIlhenny specialty items and Tasty snowball syrups were among some of those that depended on Cannizzaro's for their distribution.







any of us want to cook like momma. I was always eager for someone else's momma to be in the kitchen. Mine could barely cook; she was much better at opening cans and boxes. It could be that I'm prejudiced. I'm certain of it, so I honestly appreciate a great meal.

At lunch one afternoon, Jimmy Moran, one of Jimmy Brocato Moran's four sons, was almost giddy when he confided that his mother was in the kitchen. Mary Latino Brocato (the restaurant Brocatos were distant relations via Cefalu, Italy, to the ice

cream Brocato family) wasn't cooking for the restaurant — Moran's La Louisiane on Iberville — although the entire family would pitch in from time to time, but this day she was cooking specifically for Jimmy. "She picked these crabs herself," he explained to everyone at the table.

Mrs. Brocato had coaxed béchamel sauce (only a coincidence that it is one of the five classic "mother" sauces) into an embrace with jumbo lumps of crabmeat, then crowned the dish with buttered and toasted breadcrumbs. Ethereal. For me, another

food benchmark. Still is, and a lesson in the rewards of patience, carefully picking out itty-bitty pieces of shell, leaving the crabmeat lumps intact, and cooking the béchamel sauce long on low.

Jimmy's mother taught her sons to cook. Her late husband had changed his name from Brocato to Moran, hiding a misspent youth from his mother, Jimmy's grandmother. A brief boxing career and a flirtation with slot machine distribution led to a gamble on Moran's La Louisiane. The flamboyant restaurateur's instinct for publicity was



brilliant. He wore multitudes of diamonds, earning his flashy moniker — Diamond Jim — and an occasional sparkler tucked into a lofty meatball played to the press. His sons Jimmy and Tony Moran built on the restaurant legacy, adding Acme Oyster House, the Old Absinthe House Bar, and Moran's Riverside that became Bella Luna along with Jimmy Moran Catering.

Jimmy spent a six-month apprenticeship at Alfredo's in Rome, where the original pasta Alfredo was created, helping to define his legendary fettuccine recipe. It ultimately surpassed the fame of his father's diamond-studded meatballs. The taste memory goes back to the 1970s when Jimmy would toss fettuccine at tables throughout Moran's La Louisiane. There was no real secret to it, except the simple ingredients that combine in a light, silky comeback plate of pasta: paper thin fettuccine cooked al dente, butter, half and half (not cream), pasta water and Parmigiano-Reggiano.

He built Moran's Riverside, a second restaurant in a new building at the French Market in 1975, and ran both places for a while, but the new restaurant soon overtook the popularity of La Louisiane, so that was sold. A Toresani, an imported Italian pasta machine, was installed on the first floor at Moran's Riverside. There he put two of his children to work, Jimmy Lee Moran and Ann Moran Brainard. Jimmy worked as the restaurant's day manager and had also worked at Acme Oyster House. Ann worked in the pasta shop after she graduated from Tulane University. If you couldn't afford to enjoy the fettuccine at the restaurant often, it was inexpensive enough to pick up a pound of fresh fettuccine. Copies of the recipe were always handed out. He felt that sharing the best was important.

Jimmy works with Freeport McMoRan. His small Toresani at home continues to crank out the same thin fettuccine. And yes, the old recipe works — really, really works.

Ann treasured kitchen time with her father. "Once or twice a week we would cook together. What I cook today is an evolution of what Dad taught me. Everything I do stems from that," she says. She has a trove of family recipes and shares them with an open hand, except for her grandfather's meatball recipe. "I was raised with the warning to never divulge it. That's the only one."

"Even though I live in New England, I brought my culture and my city with me. I'm black and gold through and through and think of myself as an ambassador for New Orleans. I constantly make gumbo, jambalaya — and an annual crawfish boil here for friends — our favorite New Orleans recipes"

Jimmy won't give up the meatball recipe either, but he did offer a snappy family tomato sauce recipe. There's a lot of conflict around here about calling it sauce vs. gravy but it's simply a personal preference and who's your mama.

Jimmy Lee Moran's Tomato Sauce

WHAT YOU WILL NEED

- 2 tablespoons olive oil
- 1 onion finely chopped
- rib celery finely chopped
 28-ounce can whole tomatoes
- tablespoon red pepper flakes
- 1 whole carrot, peeled
 - tablespoon dried basil

Salt and pepper to taste

HOW TO PREP

Heat the olive oil in a large pot and add the chopped onion and celery. Cook on medium heat, stirring until translucent, about 4 to 5 minutes. Add the red pepper flakes and whole carrot and basil. Using a food processer, if desired, crush the tomatoes and add to the mixture. Cook over medium heat for 15 to 20 minutes. Taste and adjust the seasoning. Discard the carrot.

Moran's Fettuccine

WHAT YOU WILL NEED

- pound fettuccine noodles
- 4 pound butter at room temperature
- 1/3 pound grated Parmesan cheese
- ½ tablespoon milk or half & half at room temperature

HOW TO PREP

Bring salted water to a vigorous boil and drop in fettuccine, stirring until all noodles are separated.

Boil for approximately 1 minute (over cooking will ruin noodles) and drain loosely, leaving a little water on noodles. Add butter and mix well with fork and spoon. Add cheese and mix well to avoid lumping. Add milk or cream and mix thoroughly until mixture is loose and creamy. Successful fettuccine is the correct consistency. It should not be watery or too dry. Add a little liquid at a time until the proper smooth, creamy consistency is reached.

Serve immediately topped with freshly ground black pepper.

[TOP LEFT] Circa 1903. A New Orleans milk cart with a one-horsepower motor in front of what would become Moran's La Louisiane. The property was built in 1837 as a residence for wealthy Creole merchant, James Walter Zacharie. Diamond Jim acquired the lease in 1954 and dubbed it Moran's La Louisiane. He ran the restaurant for only four years and died there of a beart attack in 1958. His sons Jimmy and Tony Moran took over.



talian restaurants came to New Orleans in the late 1800s. A tidal wave of Italian immigrants — most of them Sicilians — quickly filled the French Market and the French Quarter itself. The French and Spanish Creole citizens of New Orleans took a shine to Italian food. From that day to this, Italian restaurants have been among the city's most popular.

Many legendary Italian trattorias came and went, still remembered by their customers even after they'd been closed for decades. Here are a few of the most beloved such places.

Turci's

CBD: 914 Poydras, 1917-1974

Turci's history would make a good book. Ettore Turci and his wife Teresa (from Bologna and Naples, respectively) were both opera singers who came to America to perform in 1909. New Orleans was one of the great opera cities of the world, and it wasn't long before the Turcis moved here. In 1917 they opened a restaurant at 229 Bourbon Street. First it was very popular, then a center of the Italian community, especially on Sunday evenings.

The Turcis retired in 1943, but the next generation of the family reopened on Poydras Street at the end of World War II. It became even more popular than it was on Bourbon Street, particularly among families. Always a lot of bambinos at Turci's.

Turci's never was a fancy restaurant. By today's standards, the cooking was very basic, yet at the same time distinctive. The definitive example was spaghetti á la Turci. It seemed simple, but its making was complex. The sauce was studded with chopped meat, mushrooms, chicken and other robust ingredients. To this day, there has not been another dish like it. The recipe for spaghetti á la Turci is known, but not many people go to the considerable trouble of making it.

Most of Turci's dishes went extinct after the restaurant closed in 1974. Among them was a thrilling ravioli — a handmade, veal-stuffed, mushroom-and-butter-sauced wonder.

Turci's reopened on Magazine Street in 1976. It wasn't the same as the old place, and it didn't last long. But Turci's in its heyday is still well remembered.



Lost Restaurants of New Orleans

From Café de Réfugiés, the city's first eatery that later became Antoine's, to Toney's Spaghetti House, Houlihan's, and Bali Hai, this guide recalls restaurants from New Orleans' past. Period photographs provide a glimpse into the history of New Orleans' famous and culturally diverse culinary scene. Recipes offer the reader a chance to try the dishes once served. Available at area bookstores and online.



T. Pittari's

Broadmoor: 4200 South Claiborne Avenue, 1895-1981

Of all the extinct restaurants of every kind that once were a part of New Orleans, T. Pittari's is far and away the best remembered. Everything about it was *sui generis*. It began at the front door, with its revolving neon signs, mosaics of lobsters embracing the doors and line of taxis in front. (Tom Pittari, the second-generation owner, paid the cabbies for every carload of tourists they brought to the restaurant.)

The menu was utterly unique. To this day, no restaurant kitchen cooks in ways even close to Pittari's. The place was best known for live Maine lobsters. In the 1950s and before, no other restaurant sold Maine lobster. Tom Pittari made a specialty of the crustacean, creating the chilled aquariums that kept the lobsters alive until they were drafted to become somebody's dinner.

The other big-time nonconformity of Pittari's cookery was wild game. I have old menus that show lion, hippopotamus and bear (oh, my!) among the entrées. When laws were passed prohibiting commerce in endangered species, Pittari's wild game selection was tamed down to buffalo, venison and antelope--all farm-raised.

The irony of T. Pittari's was that its straight-ahead Italian and Creole cooking was the best food in the place. It was the first restaurant to imitate Pascal's Manale's barbecue shrimp. Dishes like lasagna and veal parmigiana were as good as any other in town. The inexpensive daily specials brought excellent New Orleans-style eats, with especially fine soups.

A series of deep flooding events in the 1970s and 1980s forced Pittari's to completely renovate the restaurant. The third time this happened, the restaurant moved to Mandeville. It was a quick bust there, where the mostly-rural population failed to get excited by Pittari's games. But I still get many calls and e-mails from people wanting to jog their memories of Pittari's.

Toney's Spaghetti House

French Quarter: 212 Bourbon (across from Galatoire's). 1936-1992

The heyday of Toney's (that is how they spelled the name) began right after World War II. New Orleans was becoming one of the mostvisited cities in the world. Toney's was different from the other familyowned Italian restaurants around town in being pitched for people hanging out on Bourbon Street. It kept very late hours, for one thing. The menu was easy. You were there for spaghetti with red sauce and meatballs (or Italian sausage, or beef daube). Or if you were hip to it, a pizza. In the 1940s, pizza was a new dish everywhere except New York and Naples. The menu offered many other dishes, but they weren't emphasized. You want lasagna? Come back on Wednesday, the only day they made it.

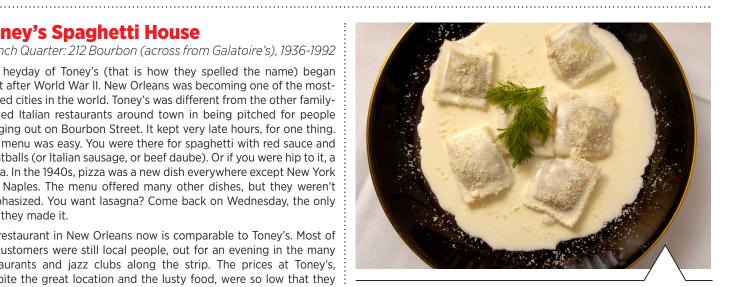
No restaurant in New Orleans now is comparable to Toney's. Most of its customers were still local people, out for an evening in the many restaurants and jazz clubs along the strip. The prices at Toney's, despite the great location and the lusty food, were so low that they seemed to be a mistake.

Anthony Bonomolo founded Toney's during the Depression, in a tiny space where most diners ate at a counter. Anthony's son Joe took over and tripled Toney's square footage after the war. He installed neon signs, bright light and walls covered with photos of notables (and no small number of unknowns) who came to Bourbon Street.

Toney's menu kept growing to include Creole-Italian dishes: stuffed eggplant, oysters with spaghetti, fried seafood and daily specials of the likes of red beans and rice. The place opened at six in the morning with an excellent breakfast. The homemade biscuits were especially good, and much appreciated by people who had been out (or working) all night.

Jay Bonomolo, grandson of the founder, took over in the 1980s. Bourbon Street had gone over to tourism. Far fewer locals came in. In 1990, Jay decided to move Toney's to Metairie, saying that he was tired of full days when he didn't recognize a single customer. The relocated restaurant didn't take off. Still, Toney's occasionally gets good ratings in diners' polls, even though it's long gone.





La Riviera

Metairie: 4427 Shores Drive, 1972-2005

Until Chef Goffredo Fraccaro walked down the gangplank and off the ship where he'd worked for a number of years, eating Italian in New Orleans meant the Sicilian specialties cooked by every mamma in town. But in Italy itself, chefs are as ambitious as their French counterparts, and the regional styles add fascinating textures.

Goffredo thought that New Orleans was ready for that kind of Italian cooking. In 1969, to make that point, he opened a restaurant called II Ristorante Tre Fontane on Exchange Alley. It didn't fly, but Goffredo stuck with his idea and tried again in 1972 in a Metairie neighborhood that still had a lot of empty lots.

But good food conquers all barriers, and La Riviera caught on. The gourmet community — who knew a superlative chef when they ran into one — was a big help, holding wine dinners and touting the cuisine in general.

La Riviera's menu was interesting in that it was split up into the specialties of four Italian provinces, in four-course dinners that gave one a taste for a new (to us) kind of Italian food.

In the spaces in between, Goffredo ran all the familiar local Italian dishes. His meatballs were better than any other, then or now. The fried calamari, served in an enormous pile, had no equal. Seafood prepared in straightforward ways and total freshness. Everything was good or better.

Then lightning struck. Goffredo won a crabmeat cooking competition in San Francisco with his new crabmeat ravioli. It was a revolutionary dish and became the signature of La Riviera. Then everybody else in town started serving it. But not this well.

Metairie people loved not just Goffredo's food, but the man himself. He didn't come out into the dining room a lot, but he gave a warm hug to any customer who infiltrated the kitchen. Then he'd hand you something to pop into your mouth, right out of a bubbling pan on the stove.

The dining room in its early days had tables separated from one another by rows of aquariums filled with fish. In the 1980s, Goffredo built a bigger, much more handsome restaurant across the street.

Goffredo sold La Riviera to his nephew Valentino Rovere in 1991. But he kept on working every day until Katrina flooded the neighborhood. Plans to reopen were made, but they never came to anything. Goffredo, now in his eighties, still shows up every year to cook for the Chef's Charity for Children, which he co-founded. And his crabmeat ravioli lives on all over town. photo courtesy The Times-Picayune/NOLA



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-maddy & Alex





hen I was a child, I did not understand that Sicily was part of Italy. "My grandmother is from Sicily" was equivalent to "My grandmother is from Mobile." I knew that it was far away, but that was all. In the 1950s and 60s there were still the lingering vestiges of close-knit Sicilian families who spoke the Sicilian dialect with each other. I didn't learn it, but it still seems comforting for me to hear it. It reminds me of the warmth of family and belonging.

Those times also gave me a set of comfort foods that are firmly fixed in my taste memories. I remember daily doses of garlic, fragrant Parmesan cheese in hunks, black olives and salami. These things were always at the ready when a snack was called for. But there were also slow-cooked meals and dishes that are etched in memory. And one of those present-at-every-big-event dishes is bruccialuna. I can remember standing on the stool that my Nana kept by the counter just for me to stand on as we cooked together. She would butterfly the veal and place it between two pieces of waxed paper. I would use an empty wine bottle to pound it out to an even thickness.

As I recall those simple tasks with my Nana, I am reminded of how the stories of the family, the values of life and the cautionary tales are transmitted effortlessly in the course of cooking together. Nana's frugality was loudly unspoken, but I watched her save everything for stock, save jars for reuse and even make note paper of opened up used envelopes. And always there were bits of leftover, stale bread.

Nana always kept stale bread. When there were not breadcrumbs, I would grate the stale bread into a big bowl until she thought that we had enough. My uncle had made a grater out of a piece of sheet metal that he punctured with a nail. The metal was sized to slide into a groove onto a box. By grating on the sharp side of the erupted punctures, the breadcrumbs would fall into the box to be collected. (I wasn't allowed to use this tool — it was thought to be too dangerous for me — but I longed to be big enough to use it.) Nana would add grated Parmesan cheese, dried oregano and garlic powder, and I would get to stir it all up. She would add eggs until we had a good paste. I would get to pat the breadcrumb mixture onto the flattened meat. And then we became artistic.

I came to understand that we would be rolling up this meat, and slicing it for serving, so the cross-section had to look really appealing on the plate and on the platter. This meant hard-boiled eggs, strips of carrots and sometimes basic leaves placed in a manner that would make an interesting pattern after the bruccialuna was cooked. We would roll up the meat and then tie it with string. Nana would salt and pepper the outside, then brown it in olive oil in a heavy pot.

After it was browned in olive oil she would put the roll on a plate. We would take tomato sauce from the freezer where there was always an ample supply. Nana's tomato sauce was always made in huge batches and then frozen in more manageable portions, ready for a quick meal or for something for Sunday dinner, like bruccialuna.

To deepen the flavor of the sauce, in the pot that had the olive oil in it, now with the goodness of the browned meat sticking to the bottom of the pan, Nana added an anchovy that she melted into the oil. Then she would add chopped onions, a bit of chopped celery, a grated carrot, the zest of half of a lemon and the zest of an orange. Then she added the tomato sauce. After it was simmering she would add the browned bruccialuna. I would watch the tomato sauce just cover the roll. Then it cooked down, getting thicker, until the bruccialuna was exposed in the pot.

There was always pasta to accompany this lovely roll. A bit of sauce was tossed with the pasta and placed on the big platter. On top of the pasta went the bruccialuna. Then it was sprinkled with cheese and then sprinkled with chopped fresh parsley before being set on the table. It was carried in to appropriate "ahs." We all knew that we had to loudly appreciate the dish. It was sliced and served. We dug in and there was silence.

Nana's Bruccialuna

FOR THE STUFFING

WHAT YOU WILL NEED

- ½ cup breadcrumbs
- ½ cup grated Parmesan cheese
- ½ cup grated provolone cheese
- 3 cloves garlic, minced
- 2 tablespoons dried oregano

1 or 2 raw eggs

Salt and pepper

- 2 hardboiled eggs, peeled
- 2 carrots

HOW TO PREP

Mix breadcrumbs, cheese, garlic and oregano in a bowl. Add one raw egg and salt and pepper to taste. If the consistency of the mixture seems dry, add and mix in the second egg. Peel the 2 carrots in half lengthwise.

FOR THE MEAT

WHAT YOU WILL NEED

 $1\frac{1}{2}$ pounds of flank steak Salt and pepper

2 tablespoons olive oil

HOW TO PREP

Place the flank steak between 2 sheets of plastic wrap and beat it into an even thickness with a meat mallet or an empty wine bottle. (Do not beat it to death.) Salt and pepper the meat. Heat olive oil in an oven-safe pot.

Spread breadcrumb mixture over meat. Place 2 hardboiled eggs on the short axis of the meat. Lay 2 carrot halves, one on each side of the eggs.

Begin rolling the meat, rolling the short end, jellyroll fashion. When about halfway rolled, add another piece of carrot. Right before the last roll, add the last carrot.

Using kitchen twine, tie the roll snugly. Then brown on all sides in the hot oil, about 4 to 6 minutes on all sides. Remove from pan and set aside.

FOR THE SAUCE

WHAT YOU WILL NEED

- 1 anchovy filet
- 3 cloves garlic, minced
- 1 onion, finely chopped
- 2 stalks celery finely chopped
- 1 carrot, grated

Grated zest of one lemon

Grated zest of one orange

- 2 cups tomato sauce homemade is best
- 1 cup red wine

Prepared pasta

Grated Parmesan cheese

Freshly chopped parsley

HOW TO PREP

Dissolve the anchovy in the hot oil, stirring up the bits of browned meat in the pan. Add the garlic and onion. Cook until translucent, about 7 minutes. Add the celery, carrot and zests. Continue cooking for another 5 minutes. Add 2 cups of your favorite tomato sauce and 1 cup red wine. Stir well and cook until it all begins to simmer. Add the bruccialuna and any juices that have accumulated on the plate. Cook about 10 minutes.

Place the covered pot into a 325°F oven for about an hour. About 30 minutes into the cooking, turn the roll. Return to the oven. After the hour, uncover the roll and cook for another 30 minutes.

Toss the pasta with sauce to cover lightly. Place on a platter. Place the roll on top of the pasta. Sprinkle with cheese and fresh chopped parsley. Serve immediately.

Serves 4 to 6

photo courtesy www.thebrooklynragazza.blogspot

"New Orleanians seem to agree never to spell broo-sha-loh-nee the same way twice, and certainly never to spell it like it sounds or to pronounce it the way it looks. In her cookbook, Marie Tusa of Central Grocery spells it bracioline and suggests making it with veal sirloin tip roast. On his website, John Folse spells it bruccialone and calls for pork loin. At Mandina's it's veal bruccialone and stuffed with spinach and egg as a Thursday special. It's broccolini at Rocky & Carlo's ..."

—Sara Roahen, Gumbo Tales, Finding My Place at the New Orleans Table

Available at local bookstores and online.

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A Chance of MEATBALLS

by Liz Williams

easoned minced meatballs can be found from China to Europe. In Italy they are known as polpette (polpetta is the singular). Polpette can be made of any minced meat, and in Italy they are usually either eaten alone or in a soup. There is no Italian dish that is the equivalent to our American spaghetti and meatballs. It is the perfect example of the transformation of ethnic cuisine into American cuisine.

We in America tend to treat pasta as a vehicle for sauce. Until very recently we haven't understood that Italian food is about pasta in one shape or another. Sauce is chosen to best reflect the pasta. And it never drowns the pasta. That is why the very best pasta is often just presented with olive oil and a bare sprinkling of cheese. Sometimes in our rush to more, we lose the detail.

American tomato sauce is robust and very often sweet. Sweet with sugar. When it is done right, the sweetness is the perfect foil for the saltiness of the cheese and the umami of the meatballs. Restaurants and home cooks have made their reputations on the balance of their tomato sauce. Especially when the traditional American sauce is made with canned tomatoes, some form of brightness beyond sugar is needed for balance. That brightness can be achieved by the addition of wine vinegar, lemon juice, orange zest or some other secret ingredient closely guarded by the chef.

The meatballs, served with the sauce, are just the final touch of excess that is so American. In Italy, where famine and poverty caused so many Italians to come to America, meat as the central part of the meal is not the norm. Indeed when a polpetta is served alone on the plate, it is often for a celebration or other special meal.



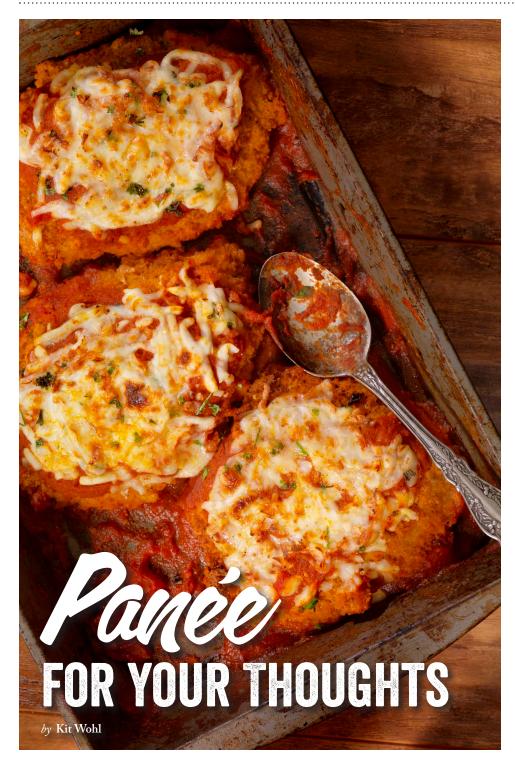


▲ Pascal's Manale has been serving pasta with meatballs since 1913 when the restaurant was just Manale's. BBQ shrimp were invented during Pascal Rodasta's reign (1937–1958), along with the restaurant's signature red gravy. Rodasta's wife, Francesca, and sister-in-law made it and the meatballs at their house on Louisiana Avenue. When they were done, they'd call for the younger generation to come pick them up. That wasn't the women's only job. They also washed and ironed and folded the fabric bibs handed out with the peel-and-eat BBQ shrimp.

Wop Salads

With the tens of thousands of Italians who came to America from the late 19th century into the early 20th century, there was sometimes resentment as the new immigrants settled. Often they worked in and opened restaurants, fished, grew and sold produce, and took other food related jobs, like butchers and grocers. In a less politically correct time, restaurants - including Italian restaurants owned by Italians served a salad that was full of cheese and garlic and olives. That salad was a wop salad and the epithet referred to Italians, especially southern Italians. Today those restaurants serve an Italian salad. But a few holdouts still have a wop salad on the menu, such as Rocky and Carlo's on St. Bernard Highway. At Delmonico's there is a guappo salad, which is said to be the origin of the word wop. Guappo referred to a well-dressed, perhaps swaggering man, perhaps more uppity than others thought he had a right to be. It is a measure of the deep roots of the Italians in the community, regardless of how American they have become, that some retain the wop salad on their menus.





t's a meal as comforting as Nonna's hug when your grandmother's specialties might include veal or chicken Parmesan and a side of fettuccine Alfredo, pasta aglio e olio or spaghetti with red gravy (we say red sauce, some say marinana, but that's another conversation). Serve it with a cold, crisp Italian salad for a trifecta of the dinner table and another good reason to visit. If you don't have an Italian grandmother, then

several restaurants will stand in, or you can easily prepare the feast at home.

Veal or chicken panée is thin cutlets of boneless meat slices that have been pounded to about ¼-inch thick, coated in flour and seasoned breadcrumbs then fried in olive oil. The toppings, sauces and sides give the recipe distinction from kitchen to kitchen.

The most entertaining part of making

a panée is pounding the cutlet into submission, tenderizing and making it thinner and significantly larger. We use either a dead blow hammer from the tool shed, which turns out to be especially handy, or the more attractive and kitchen-worthy metal meat pounder. Both tools do the same thing equally well: delivering a blow that doesn't bounce back.

Once the cutlet has been flattened between sheets of waxed paper, it's battered using a bath of egg wash, dredging through flour and again through Italian breadcrumbs before quickly frying on both sides in a little olive oil. Then the fun begins, serving it as is, simply panéed, the word perhaps derived from the French *pané*, which means breaded. It may be pronounced (pah-nayed, pan-kneed) and spelled in a variety of ways, depending on your neighborhood.

Parmigiana indicates the cheese, baked atop the panéed veal or chicken, gilding the lily or crowning it with a blend of cheeses (generally Parmesan and mozzarella or others, readily available from Rouses' extensive cheese selection) and a lashing of tomato sauce. Vincent's Italian Cuisine (Uptown and in Metairie) calls it out on the menu with either breaded chicken breast or veal topped with mozzarella cheese and red sauce or breaded chicken breast topped with lemon cream sauce. Manale's calls it Veal Gambero, the famous restaurant's version of panéed veal with peeled BBQ shrimp.

Osman's in Mobile serves an outstanding veal or chicken Parmesan. Franco's Italian Restaurant on the Gulf Coast also offers both. Venezia's in New Orleans' Mid-City, just down the street from the Rouses Market on Carrollton, has been serving a variation of the dish since 1957 with a creamy side of fettuccine Alfredo. At Rocky & Carlo's in St. Bernard, you can order panéed veal as a plate or po-boy. A side of mac and cheese accompanies the standards in da Parish with a red (tomato) or a brown (roast beef) gravy.

Excruciatingly rich, a beautiful piece of panéed veal slathered in Hollandaise (another mother sauce) then topped with jumbo lump crabmeat will bring back memories of the really good old days in a serving of a rarely seen classic, veal Oscar.

Whether or not it's a panée at home or by grandma's house, the applause will make the cook — or Nonna — blush.



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hef Andrea Apuzzo is a man difficult to forget, even if you meet him only once. I first encountered him in 1977, when I was working on an article about dining in Atlanta. I knew nothing about Atlanta's dining scene, so I spent several weeks dining around there, with an eye to the chic and trendy.

The day before I returned to New Orleans, I had Sunday brunch at Atlanta's Omni Hotel. I asked to speak with the chef. Out to the table came a low-slung man wearing a very tall toque, a bright white chef's jacket and an eager smile. He showed me his main lookout, a beautiful dining room called Bugatti (for the hot Italian car). Bugatti served gourmet Northern Italian food, a cuisine rarely seen in America in those days.

I wrote my article, returned to New Orleans, and forgot the little, smiling talkative chef. Nine years went by I was having lunch at a newish restaurant in Metairie called Andrea's. Andrea sat down as lunch came to an end, and he told me all about himself, starting with his origins in Anacapri, at the top of the magnificently scenic island off the coast of Naples, Italy.

Classically trained, Andrea had worked in many restaurants around the world: Germany, Spain, France, England, Bermuda and the United States. He is fluent in all the languages involved, and able to knock out a classical dish from any of those cuisines — to say nothing about all the regional cooking styles from his homeland.

While he told me all this during that lunch at Andrea's, I had the intuition that we had met before. "Bugatti!" I suddenly said. His eyes perked up.

"That's the name of a restaurant I created in Atlanta," he said. "Beautiful hotel!" He said he remembered me, but I'm not sure I made that great an impression.

Andrea was no stranger to New Orleans by the time he opened his restaurant here. He was executive chef at the Omni Royal Orleans Hotel, one of New Orleans's most highly regarded hostelries and a local hangout. He held that position for eight years before he and two cousins partnered to open Andrea's in Metairie.

That trio of restaurateurs created the best Italian restaurant in New Orleans dining history. What set Andrea's apart was in cooking and serving great dishes from most of Italy's regional cuisines. New Orleans in those days (and still, really, today) was dominated by the cooking of Sicily. Nothing wrong with Sicilian cooking, but there is much more to Italian cooking than just that region's take on it.

Andrea's partnering cousins — Roberto and Cosantino De Angelis — were as responsible as the chef was for the brilliant dining the restaurant offered in its early years. And they had their share of barriers. It was widely believed then that a restaurant in the suburbs (Andrea's is in Metairie)

must be much cheaper than one in downtown or uptown New Orleans — regardless of the excellence of the food and service. And there was the preference for familiar Sicilian food over the Tuscan, Piemontese and Bolognese dishes that Andrea's turned out so well.

These deterrents accomplished two things. First, New Orleans diners learned to love a broad range of Italian dishes that most of us had not even heard of before. While most people continued to go for the likes of lasagna, veal parmigiana and fettuccine Alfredo, every now and then — often because of Chef Andrea's persuasive speeches at the table — they would try something really new. Vitello tonnato, bollito misto, fish with basilico sauce, and tiramisu started grabbing people's curiosity. Chef Andrea retooled the antipasto course with a tremendous offering of marinated seafood and vegetables, cured and smoked Italian salumi and many Italian cheeses.

Meanwhile, the seafood department worked at a high level. Chef Andrea brought in many more species of fish and shellfish than almost any other restaurant. Most of the fish came in whole. The filleting took place on site. The same was true of the meats. Andrea's has its own butcher shop and cut nearly everything from whole loins of beef, veal, lamb, pork and even exotic meats like goat. The freshness advantage all this brought to the table was (and still is) a hallmark of Andrea's.

Then came a lucky break for both Andrea and myself. One day over lunch, I asked if he had thought about writing a cookbook. He had indeed but didn't know where to turn to make that happen. I had written recipes for years and I wasn't married yet, so I volunteered.





The way we proceeded with the cookbook proved not only to be very effective, but the best education in cooking I ever had. I propped my laptop on the stove top and watched Andrea cook each dish, step by step, while I wrote it all down. We measured, timed, and took the temperature of everything. If Andrea did something I didn't understand, he would stop and explain the step. When he was about to grab a handful of something to throw into the pot, I stopped him so we could measure the quantity exactly.

Two hundred dishes later, I had written all the recipes and was going about the endless task of cross-checking the ingredient lists with the instructions. Meanwhile, photographer Glade Bilby and his team came in to shoot the beautiful illustrations of the food. By the time we were finished, I was betrothed.

Almost three decades have gone by, and I still think that La Cucina Di Andrea's is one of the two most useful cookbooks in my kitchen. I refer to it constantly. I also keep a copy at the radio station, to answer questions asked by my listeners.

It's over thirty years that Andrea's has been open. Over the years Chef Andrea has adopted a policy of cooking anything a customer asks for if he has the ingredients on hand. This has made the place less Italian and more New Orleans every day. But that's what the customers want, and that's what Chef Andrea offers to give.



Cozze in Umido (Steamed Mussels)

Mussels are not found in any quantity in Gulf Coast waters, but they have become so easily available in recent years that Andrea's has them prepared several ways on the menu. Remember that mussels cook very quickly.

WHAT YOU WILL NEED

- 24 mussels in shells
- ½ cup olive oil
- 1/4 cup chopped onion
- 2 teaspoons chopped fresh garlic
- ½ teaspoon crushed red pepper
- ½ cup dry white wine
- 1 cup fish stock
- 2 teaspoons chopped Italian parsley
- ½ teaspoon salt
- 1/4 teaspoon white pepper

HOW TO PREP

The most time-consuming part of cooking mussels used to be cleaning them. You'd have to wash them extremely well, as they always contain more than a little sand. The "beard" — a mat of fibers with which the mussel attaches itself to its rock — also must be removed. Rouses mussels are pre-cleaned. Mussels should be closed when you receive them. Any open mussels should be tapped lightly with a spoon; if they don't close then, discard them.

In a large skillet, heat olive oil over medium heat and sauté onion and garlic until onions are blond. Add crushed red pepper, wine, stock, parsley, and pepper. Bring to a boil.

Add washed mussels to skillet and cook, covered, until they open — about two minutes. Remove the mussels from the pan and wash them in a bowl of warm, salted water to remove the sand inside.

Return mussels to skillet and continue to cook for two or three minutes more, sloshing the sauce inside the open shells. Mussels are cooked when the edges curl; don't overcook them or they'll become tough and tasteless.

Add salt and pepper to taste and serve very hot.

Makes four appetizers or two entrées. If serving as an entrée accompany with cooked linguine tossed with extra sauce and garnished with chopped parsley.



few miles out of the city proper, this is not a place for a discreet rendezvous. You'll run into celebrities, politicians, sports heroes, chefs, journalists, neighbors and almost certainly your relatives. New Orleans manners dictate that no one, no matter how famous, is ever interrupted at dinner. You won't be so inclined; you will be busy at your table. In return, the celebrities won't bother you either unless to eyeball your dishes as they waft past.

Word-of-mouth in its purest form has long kept Mosca's busy. Before the Internet, there was the restaurant list. Those must-go notes were scratched together during a flight to New Orleans. Mosca's was usually on it — pre-Yelp or a local's recommendation.

Mosca's always was and still is, an 'out there' restaurant. It is a destination driven by food memories and an appetite for adventure. Take either bridge from New Orleans to the West Bank of the Mississippi River, using the Crescent City Connection or the Huey P. Long, and head to Hwy. 90 past Avondale. Every visit marks an occasion.

Once a group of us rented a limousine for a birthday celebration. Blindfolding the honoree was part of the surprise. Proud of his mental GPS skills, even he wasn't able to guess our target until 20-minutes later when the car crunched over the shell-covered parking lot in front of the ramshackle white clapboard roadhouse pretty close to the middle of nowhere. An unassuming place until the door opens and the fragrance of magic hit you.

With limited seating at the random array of tables and chairs, it is not unusual to be surrounded by strangers. Then again it's not odd to find the other half of your family waving from across the room.

There's never a lot of speculation about what we will order: The Chicken à La Grande, Pasta Bordelaise, Oysters Mosca, Shrimp Mosca and the Italian Crab Salad. Served on family-style platters to pass around as it comes out of the kitchen. Boarding house reach. Fast forks. Big smiles. Appreciative moans.

Chicken à La Grande is the subject of much home kitchen tinkering. Myths, mystique, secret ingredients. Tricks. We spent one meal toasting a major building project with Waggamaniacs (residents of Waggaman, La., near Mosca's) AKA our crew of carpenters, welders and painters. Living near the birthplace of Chicken à La Grande, they were experts blessed with finely tuned taste buds. Everyone at the table had tips and a version of the recipe. Think lots of garlic. Add rosemary, oregano, olive oil and time. Not much finesse. Do not be stingy with the garlic.

My tip: Use high heat to crisp and brown the pieces and do not crowd the skillet. Use, or borrow, a very large one. I am so sorry; my 15-inch cast iron skillet is not available but thanks for asking.

A recent houseguest was an excellent reason to show off local insider knowledge and demonstrate our hometown good taste with a visit to Mosca's. The next morning, a pint of raw oysters dared us to try and recreate Oysters Mosca. Sadly, we had not thought to save any leftovers for a side-by-side taste test. We accepted the challenge and got it pretty close, but then again, we were not at Mosca's. We had different pans, different stoves, and different recipe opinions. A little more lemon, we thought. Maybe a splash of white wine could be added to brighten it.

We'll keep trying; it's another reason to return and check our recipe. Dare you to try. Let us know your results and your recipe.

Not much has changed since Provino and Lisa Mosca established their tiny place in 1946, nor did much need to change. In the beginning, casino patrons gave the restaurant a running start. Enthusiastic illegal gambling was widespread at clubs such as Old Southport, the Beverly, Club Forrest, and O'Dwyer's until they were shutdown 1947. Winners and losers would arrive with late night appetites. Perhaps not willing to bet on those guests, Mosca's continues to operate on a cash basis only and closes much earlier. Storm damage in 2005 necessitated repairs, but it's still intact and in the same homey style.

Passed down in an unbroken legacy from the founders, the mother-daughter team of Mary Jo Mosca and Lisa Mosca manage and cook for their always family-owned and operated restaurant. It is open for dinner only, Tuesday through Saturday from 5:30 to 9:30 p.m.

Mosca's Chicken à La Grande

WHAT YOU WILL NEED

- 3 pounds chicken, cut into eighths
- 34 cup olive oil
- tablespoon salt
- 1 tablespoon freshly ground black pepper
- 6 to 10 garlic cloves unpeeled and pounded
- I tablespoon dried rosemary
- 1 tablespoon dried oregano
- ½ cup dry white wine

HOW TO PREP

Place the chicken pieces in a large skillet. Pour the olive oil over the chicken, making certain the pieces are well coated. Evenly season chicken with salt and pepper.

Turn the burner on medium-high and heat the olive oil. Brown pieces on all sides, using tongs to turn, about 25 minutes. Evenly distribute the smashed garlic, rosemary, and oregano. Remove the skillet from the heat. Pour the white wine over the chicken. Return to the burner on low medium. Simmer uncovered, reducing wine by half, about 10 to 15 minutes. Serve chicken hot with pan juices. Serves 2 to 4

Oysters (in the style of) Mosca

WHAT YOU WILL NEED

- ½ stick (4 ounces) of unsalted butter
- 1/4 cup olive oil

Oyster liqueur

- 2 tablespoons lemon juice
- 3/3 cup Italian breadcrumbs
- ½ teaspoon black pepper
- ½ teaspoon cayenne pepper
- ½ teaspoon tarragon
- ½ teaspoon oregano
- 2 tablespoons minced parsley
- 2 teaspoons minced garlic
- 2 tablespoons finely chopped green onions
- 3/4 cup grated Pecorino Romano cheese
- 1 pint shucked oysters,
 - drained with liqueur reserved

HOW TO PREP

Preheat oven to 450 degrees.

Using a sieve, drain the oysters and set the liquid (oyster liqueur) aside. To make the topping, melt the butter over low heat in a medium-sized skillet and add the oil. Remove the skillet from heat and add the reserved oyster liqueur. Combine all ingredients but the oysters with the liquids. Taste for seasoning and adjust. Place well-drained oysters in au gratin dishes or a shallow casserole (Mosca's uses a sturdy pie pan). Cover with the topping. Bake at 450 degrees for about 15 minutes until bubbling and brown. Serves 2 to 4

Note: Smaller oysters seem to work best for this dish.

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"Gino's is the most authentic oldworld Italian experience in town. Overseeing it all is the legendary Grace "Mama" Marino, a woman whose culinary smarts and work ethic go unmatched."

> —Jay Ducote, Baton Rouge food blogger

race "Mama" Marino is a culinary icon. In the 1960s she gave many people in Baton Rouge their first taste of authentic Sicilian food at her restaurant, Gino's.

Mama, as she is called by practically everyone, was born in Agrigento, Sicily. She and her husband Vincent and three children Lorenzo (Laurence), Francesca (Frances) and Gino immigrated to the United States in 1958. The family spoke little English, but they adapted. Vincent opened a liquor distributorship on Perkins Road. Mama followed with the restaurant in 1966. The original location on Perkins across the street from Vincent's storefront was a cozy, 40-seat spot. Wax-draped Chianti candles decorated the tables.

Mama had always been an avid cook, and she quickly introduced many of her family's recipes from Agrigento to her customers in Baton Rouge. One recipe was for a Sicilian street food, arancini — rice balls stuffed with ground beef that are coated with breadcrumbs and deep-fried. Though they are usually served with a ragú, or red sauce, Mama thought people in Baton Rouge not used to Sicilian-style food would prefer

their arancini plain. She quickly realized she underestimated Baton Rouge's worldly palate and added the sauce.

The original Gino's was so popular that in the mid-seventies the Marinos decided to expand. The family moved into their current larger spot on Bennington Avenue off College Drive.

Mama was the first recipient of the Baton Rouge Epicurean Society's Lifetime Culinary Achievement Award. It has since been named after her. Gino Marino says that his mother's motto has always been: "use the best ingredients," whether they are Italian or local. "Mama is a fanatic about good ingredients because you know that the end result is going to be good," says Gino, in tribute to his mom.

But the real ingredient in Mama's success is family. "Not a day has gone by in the past 50 years where a family member hasn't been here," Gino says.

Though Mama is now in her 90s and isn't at the restaurant as often, when she is, customers know with a garnish of fresh basil on each plate she makes. It's her way of letting people know Mama is home.

MANGIA ITALIANA! LIKE A LOCAL

DiGiulio Brothers Italian Café on Perkins has been serving Italian American classics like five-cheese lasagna with a meatball, veal Marsala and hand-tossed pizzas for 25 years. It's a great neighborhood restaurant with a family feel.

Try the spaghetti and meatballs or homemade lasagna at Monjunis Italian Café & Grocery. This nearly 30-year-old restaurant is famous for its red sauce. Just ask the readers of 225 Magazine. They voted it Best of 225 two years in a row.

The Italian braided sesame Village Bread at the Little Village is a must starter. The menu has plenty of other favorites like toasted ravioli, roasted artichokes with jumbo lump crabmeat, veal Milanese and seafood arancini. Two locations: Airline Highway and downtown Baton Rouge.

When you want fine dining Italian, Nino's on Bluebonnet is a small and cozy farm-to-table Italian restaurant serving carbonara with house made guanciale, wild boar Bolognese, antipasto with house cured charcuterie and homemade desserts.

CHEF PETER SCLAFANI

Peter Sclafani is a third generation chef and scion of one of Louisiana's great restaurant families. He began his Baton Rouge cooking career at DiNardo's Italian Restaurant. One year later, when Gerry DiNardo was replaced by Nick Saban as head coach of the LSU tigers, his restaurant was replaced by Ruffino's, a concept from Sclafani, former LSU player Ruffin Rodrigue and legendary Baton Rouge restaurateur TJ Moran.

Chef Sclafani's grandfather, Peter Sr., operated Sclafani's, a landmark Creole Italian restaurant, from 1945 to 1987. His family background is clearly evident in the Italian-Creole fusion menu at Ruffino's Restaurant and Ruffino's on the River in Lafayette, opened in 2013.

Like the family chefs who came before (grandfather, father and uncle), Sclafani puts a lot of emphasis on the ingredients that go into the dishes served at his white tablecloth restaurants. "We don't ever take our ingredients for granted," he says. "We want to find out the story behind each one." Evidence of his Creole and Italian cooking background is perhaps best represented in Ruffino's signature dish: cedar plank redfish. While the traditional variant of this dish is made with salmon, redfish provides a way to introduce Louisiana flavor. Sclafani adds tomatoes that intensify in flavor as liquid evaporates in the oven, and tops the dish with a pesto and balsamic glaze to bring all of the elements together.

Sclafani was named Baton Rouge's Chef of the Year in 2004. He was also named "Restaurateur of the Year" by the Louisiana Restaurant Association for an unprecedented two consecutive years (2010, 2011).



Mangia LIKE A LOCAL!

MONJUNI'S SALSA DI POMIDORO

Smooth and naturally sweet pasta sauce from one of Baton Rouge's best Italian restaurants.

BLUE RUNNER

Blue Runner's distinctive blue and white labels harken back to the company's original blue and white buildings on Burnside Avenue in Gonzales in 1918. Blue Runner makes canned beans, dried beans and bases that includes gumbo, jambalaya, étouffée and bisque.

CHEF JOHN FOLSE

John Folse is an F.O.R. — Friend of Rouses. We've worked with him for decades and are proud supporters of the John Folse Culinary Institute at Nicholls State University in our hometown of Thibodaux. His photo even hangs in our new stores. Look for his Cajun and Creole style complete meals, including gumbo, étouffée, jambalaya and shrimp Creole in our freezer case.

DELIGHTFUL PALATE

These vinaigrette-marinade-glazes come in three flavors: Balsamic Garlic Honey, Stone Fruit Nectar with natural peach and apricot, and Wild Mayhaw Berry, which has a hint of hot pepper seasoning.

"Lili Courtney of Delightful Palate prefers to be called the 'Queen of the Condiments.' Her products are versatile and work well as dressings, glazes and marinades. They make a healthy meal more delicious."

-Esther, Rouses Registered Dietitian

D'AGOSTINO PASTA COMPANY

D'Agostino produces pasta made with 100% semolina durum wheat flour air-dried over rods in wooden cellars, just as it was done in Sicily for centuries, and delicately textured and flavorful pasta sauces made with old world techniques and family traditions.

DRUSILLA'S SEAFOOD PRODUCTS

Seasoned fish and oyster fry, blackened fish seasoning, remoulade sauce and the house dressing at Drusilla's Seafood Restaurant.

LOUISIANA FISH FRY

Owned by the Pizzolato family, this company produces a line of 100 products, including #1 Fish Fry. The family started their company more than 30 years ago as an offshoot of the retail seafood operation, Tony's Seafood.



HANLEY'S FOODS

Hanley's uses southern-style family recipes and authentic ingredients you can pronounce. Richard Hanley started with Sensation salad dressing and expanded to Avocado, Strawberry and Ranch. All of his dressings are natural, low carb and gluten free.

"Rich and Kate Hanley created their line of dressings in Baton Rouge using few ingredients but still keeping big flavor. You'll always find one of their bottles in my fridge."

-Esther, Rouses Registered Dietitian

JAY DUCOTE'S LA BARBECUE SAUCE

Baton Rouge food blogger and personality Jay Ducote's small batch sweet and spicy sauce is made with tomatoes and a combination of flavors that can only be found in Louisiana — cane syrup and brown sugar, Louisiana seasoning blends, cayenne and smoked paprika. Ducote also has a molasses mustard.

RUTH'S RECIPES

Ruth's Recipes was founded in the summer of 2013 by three sisters after receiving multiple requests to have their mother Ruth make her traditional hummus dish for family and friends. Ruth's Hummus is made with simple ingredients like chickpeas, fresh lemons, garlic, tahini paste and extra virgin olive oil.

"With only seven healthy ingredients, it has a dietitian's stamp of approval."

-Esther, Rouses Registered Dietitian

TIN ROOF BEER

Tin Roof Brewing Company was started by two childhood friends with a passion for beer and a desire to create their own Southern, handcrafted brand. Tin Roof's selections include Blonde, Amber, Voodoo Bengal, an American-style pale ale, Turnrow Coriander, a spicy ale and Juke Joint, an India pale ale.







the Halian isso. Stocking the ITALIAN PANTRY

raditional Italian dry-cured sausages aren't cooked; instead, they are air dried then aged in a cool, humid place. Calabrese is a ruby red, spicy, southern Italian salami made from whole cuts of pork, crushed red pepper and red bell peppers. Rougher textured, chewy soppressata is made with a coarser grind and a variety of seasonings depending on the region. Soppressata made with garlic, fennel, oregano and basil has a pepperonilike flavor. Try it on pizza. Genoa salami is an American creation. The meat and fat are finely ground, and there are fewer flecks of fat. Cotto, a northwest Italian salami, is unusual in that it is cooked or smoked after curing (cotto means cooked). It is a great substitute for *prosciutto*. Cotto is mild in flavor, made with chopped pork, cracked peppercorns, garlic and spices.

Italian *prosciutto* is the most famous cured ham in the world. There are two types of prosciutto, *crudo* (raw) and *cotto*, which has been cooked after drying. Every region in Italy makes prosciutto, but Parma is the most famous. *Prosciutto di Parma*, or Parma ham, is salted and air-dried for 8 to 24 months. Like prosciutto, speck is made from the hind of the leg, though the leg is boned before curing. Speck is deeply red and has a firmer texture than prosciutto.







Mortadella, a must-have for muffalettas, is made with finely ground lean pork shoulder, leg and belly. It is slow roasted with pork jowl, which gives it those white specks, nutmeg, cinnamon and whole black peppercorns.

CHARCUTERIE

Charcuterie (pronounced shar-koot-eree) is a common antipasto in Italy. When building your charcuterie plate, use a mixture of cooked and dry-cured meats and cheese. Provide something briny and tangy like pickled vegetables, olives or pepperoncinis, which pair well with bold meats. Add spreadable chutneys, candied fruit, fresh fruit or sweet jams to balance the dry and salty meat and cheese. Include softer options like pâté, terrines and rillettes (shredded, cooked pork mixed with pork fat) as counterpoints to harder sausages, and mustard as an accompaniment. Serve with crusty bread, crackers, crostini or breadsticks. Look for Columbus premium Italian-style meats in our Deli.

CHEESE

Asiago is a mild cow's milk cheese made in the Italian province of Vicenza. It has a light yellow butter coloring with tiny round holes, or "eyes." Fresh Asiago cheese is a smooth "table cheese," meaning it's meant to be eaten raw, not cooked. Aged asiago (Asiago d'Allevo) is hard and sharp and primarily used for grating.

Fontina, also called Fontina Val d'Aosta after the Italian valley from which it comes, is a semi-soft cow's milk cheese ideal for melting.

Gorgonzola is a blue-vein cow's milk cheese with a lightly pungent flavor named after a village outside Milan where it was originally produced. Young gorgonzola is creamy and has a soft-ripened texture similar to Brie or Camembert; aged gorgonzola is harder and crumblier.

Mozzarella is a fresh semi-soft Italian cheese made from cow's milk. Authentic buffalo mozzarella is made from the milk of the Italian water buffalo. Burrata is mozzarella cheese filled with cream and soft, stringy mozzarella curds. Break the shell, and the filling pours out.

Parmesan is a hard, sharp, dry Italian grating cheese made from skimmed or partially skimmed cow's milk. Parmigiano-Reggiano, often called Parmesan, is Italy's preeminent version. It takes its name from the cities of Parma and Reggio nell'Emilia where it is produced. Aged at least two years, Parmigiano-Reggiano has a nutty, earthy flavor. Use the rind in soups and sauces to add flavor. Parmesan is the key ingredient in Alfredo, a mixture of butter, cream and freshly grated cheese served with fettuccine for a grown-up's versions of macaroni and cheese.

Pecorino is the name given to all Italian cheeses made from sheep's milk. (The name comes from "pecora" — the Italian word for sheep.) Younger versions are softer and whiter; aged versions develop a brittle, hard texture and a yellowish rind. Pecorino Romano is traditionally made in Sardinia.

Originally from southern Italy's Basilicata region, provolone is now also made in northern Italy. The younger version of this cow's milk cheese has a pale-to-golden-yellow rind, firm texture and mild, tangy flavor. As the cheese ages and ripens, the color deepens to a richer yellow and the flavor grows stronger. Young and aged provolone are both sometimes smoked.

Creamy ricotta is rich, fresh, slightly sweet cheese made from whey, a by-product of the cheese-making process. It can be made with sheep, cow, goat or water buffalo milk whey. The texture is similar to cottage cheese.

Taleggio is a type of rind-less Italian cow's-milk cheese known as a stracchino.

It comes from the Lombardy region, where it's been made since at least the 10th century. Taleggio has a semi-soft texture. Younger versions are milder and often sweet and nutty; aged versions are richer.

GUANCIALE & PANCETTA

Carbonara, a classic Roman sauce made with cheese, eggs and pasta water, is the creamiest of the Italian sauces, despite having no actual cream in it. The trick to this sauce is using authentic ingredients like Pecorino Romano and Parmigiano-Reggiano and guanciale, which is made with cured pork cheek or jowl (the word guancia means "cheek" in Italian). Pancetta is sometimes used as an acceptable substitute for the fattier guanciale. Pancetta is often referred to as Italian bacon. Both are made with the pancia or belly of the pig, and both need to be cooked before eating. But while bacon is smoked, pancetta is salted and spiced with pepper, fennel seeds, coriander, rosemary and juniper berries, then air cured.







The Italian Garden

BASIL — Italian sweet basil is the main ingredient in pesto, the traditional Genoese sauce made with garlic and pine nuts.

BEETS — Sweet, earthy, meaty beets are one of Italy's largest crops. They add great color to risotto, a northern Italian rice dish usually served *a primo*.

BITTER GREENS — Cooking local favorites like mustard, turnip and collard, and Italian rapini (or broccoli rabe) with Italian olive oil, garlic and red pepper flakes helps remove their bitterness.

BRUSSELS SPROUTS — Though they're named for Brussels where they were first widely cultivated, these sprouts date back to ancient Rome. Great roasted with olive oil and pancetta (Italian bacon).

CITRUS — New Orleans was once the second biggest port for the Sicilian citrus fruit trade in the United States. Lemons add brightness to seafood, chicken and veal *Milanese* and are the crucial ingredient in *piccata*, a pan sauce made with white wine and capers.

FENNEL — Fennel seeds add flavor to Italian sausage, but all parts of this licorice-flavored member of the parsley family are edible. The raw bulb is sweet and crisp but mellows and softens with cooking.

FIGS — Fresh figs have grown wild in Sicily since the earliest times. They're perfect paired with prosciutto, an Italian ham.

GARLIC — Garlic is far more popular in Italian American cooking than Italian cooking — you can't make Mosca's Chicken á la Grande, *cacciatore* or Shrimp Mosca without it.

EGGPLANTS — Eggplant Parmesan is one of the classic dishes of southern Italy. Use salt to remove some of the bitterness before making a parm or fried eggplant. Slice and layer in a colander, sprinkling each layer with coarse salt. The salt will extract some of the liquid making them less bitter and keep them from absorbing too much oil when they cook.

TOMATOES — More than 300 varieties of tomatoes are grown in Italy. You can use any type of ripe tomato for Caprese, a salad of fresh tomato slices, mozzarella, basil and olive oil.

PUMPKIN & SQUASH — The English zucchini actually comes from *zucca* the Italian word for pumpkins, gourds and squash. Try zucca in *risotto* or grate and add to *gnocchi*.

The Italian Pantry

Stock your kitchen pantry with these essential Italian ingredients.

ANCHOVY — Anchovy fillets brined and salt cured and packed in oil or salt can be eaten whole, or chopped or puréed and added to Caesar salads and puttanesca sauces. Anchovy paste, which is sold in tubes, is a great substitute for whole or rolled canned fillets. The paste is made from ground anchovy fillets mixed with salt and often sugar. It is saltier and more pungent than fillets.



ARTICHOKES — Marinated artichoke hearts have been roasted and dressed with seasoned oil, or oil and vinegar, giving them a tangy flavor. They're great for salads and antipasti. Artichokes canned in water are great deep fried (*carciofi alla giudia*), braised Roman-style (*carciofi alla Romana*), used as toppings for pizzas, and tossed with pasta or risotto. Drain the can and squeeze the liquid of out of the artichokes so you don't add excess water to what you're cooking.

BALSAMIC VINEGAR — Wherever wine is made, vinegar is also. Traditional balsamic vinegar is a regional specialty from the northern Italian provinces of Modena and Reggio Emilia. This dark, sweet, "true" balsamic is made with specific grapes according to strict government guidelines and aged for 12 years. Most Italian balsamic and wine vinegars are fine for cooking. Reserve more expensive traditional balsamic vinegar to use as a dressing or condiment.

BREADCRUMBS — You can make homemade breadcrumbs, but canned breadcrumbs work in a pinch to add crunchy texture and flavor to eggplant, veal and chicken parms.



CANNED TOMATOES — Whole and crushed peeled tomatoes canned in their juices are great for southern-style tangy tomato sauces, and a simple sauté of whole tomatoes, olive oil, minimal garlic and basil yields *pasta al pomodoro e basilico*. Certified San Marzanos come from the Sarno valley near Vesuvius. They have been awarded PDO (protected designation of origin) status. Denser tomato paste is more concentrated and adds almost a meaty flavor to dishes. Tomato paste is usually made with plum tomatoes, which have thick, meaty flesh, fewer seeds, less juice and thicker skins.

CANNED TUNA — Premium tuna packed in olive oil is a common pasta topping and a key ingredient in the northern Italian veal dish *vitello tonnato*.

CAPERS — Salty, pickled capers berries are the secret to chicken piccata. *Puttanesca* is a robust Neapolitan sauce made with a combination of anchovies, olives, garlic, capers and crushed red pepper. The saltiness of the anchovies and olives is a great contrast to the sweetness of the tomatoes.



CRUSHED OR DRIED RED PEPPERS — Fiery Italian red peppers add heat to sauces. *Marinara* is simply olive oil, ripe tomatoes, garlic, dried chile and dried oregano or fresh basil. This southern Italian staple sauce can be paired with almost any shape of pasta. *Arrabbiata* sauce is a spicy tomato sauce made with hot red chili peppers or chili flakes. Arrabbiata means angry in Italian; the name of the sauce refers to the spiciness of the peppers.

DRIED HERBS & SEASONINGS — Basil, bay leaf, crushed red pepper, oregano, parsley, rosemary and thyme are common ingredients in Italian cooking. Dried herbs have a much stronger flavor than fresh. Substitute one teaspoon of dry herbs for 3 teaspoons of fresh.

DRY PASTA — Pasta is available in a multitude of shapes and sizes. Store unopened in a cool dry area. Once opened, transfer to an airtight container. Long thin spaghetti and wider, fatter linguini are best for tomato sauce and red gravy. Use a stubby shaped pasta, with holes or ridges or cups for heavier sauces. Corkscrew-shaped fusilli, spirali (a butterfly shaped farfalle), conchiglie and ear-shaped orecchiette also work for heavier sauces, and are great for pasta salads.

GROUND CORNMEAL — Corn has been produced in Italy for hundreds of years — try it grilled with olive oil, balsamic vinegar and Parmesan cheese. Gnocchi can be made with cornmeal as easily as semolina flour, but it's polenta, a fundamental of northern Italian cuisine, we most associate with corn. This grits-like porridge is made from coarsely ground or medium-textured yellow cornmeal.

LEGUMES — Beans and lentils are grown throughout Italy and are as essential to Italian cuisine as pasta. Tuscan white beans are made with large, creamy, mild, white cannellini beans. Minestrone, that great northern Italian comfort food, is made with a variety of beans. And borlotti beans are central to *pasta e fagioli*.

OLIVE OIL — Extra virgin olive oil from the first press of olives is the most full-bodied and flavorful. It is the best choice for salad dressing. Pure olive oil, which is milder than extra-virgin, is great for cooking.

OLIVES — Olives are distinguished by variety (castelvetrano, Kalamatas, Gaetas, etc.), the region where they are grown, when they are picked, and how they are cured. Color indicates ripeness. The darker the olive, the longer it was on the tree. All olives start out as green. They ripen to light brown, then reddis-brown or purplish-brown and eventually black. Olives are never eaten raw. They're too bitter. A curing process is used to make them tender and add flavor. That's also what gives olives their saltiness. Typically the longer olives are cured, the more multi-layer their flavor. **Serve a mix of olives from our Delallo olives bars as antipasta.**

PEPERONCINO — These hot, sweet, deep red chili peppers are used in rustic southern Italian dishes.



RICE — Arborio and Carnaroli varieties are used in risotto, a traditional northern Italian dish. They are wider, short-to-medium-grains and have high amylopectin (starch) contents, so they maintain their structure through constant stirring. Arborio is the most commonly used rissoto rice, though Carnaroli, the "king of Italian rices," has a higher starch. Medium-grain American rice can be substituted for risotto, but it does not expand as much, so adjust recipes.

SEMOLINA FLOUR — This pale yellow flour, produced from durum wheat, is used for pasta and gnocchi. We also carry authentic "00" flour, or doppio zero flour, which is used for pizza dough and pasta.

Noodling Around

by Kit Wohl

P asta likes to be boiled in an abundance of water so it doesn't stick together. Salt the water. Don't break the long pasta into pieces. Wait to add the pasta until the water is boiling. But you know all that. Here are a few less familiar tricks:

Savor the flavor.

Ingredients like onions, garlic, red pepper flakes or other chilies benefit from a quick sauté in a small amount of olive oil until they are fragrant before adding to a sauce. It releases the flavors, distributing them throughout the dish.

• There's a secret tool hiding in a drawer somewhere.

Using a long chopstick, stir the pasta in a clockwise motion while it boils. It helps the pasta to cook evenly and prevents sticking together.

· Al dente is not my weird uncle.

Al dente means a toothsome, slightly chewy texture. Place a colander in the sink so pasta can drain right away and stop cooking. It will cook a little more if you follow the next trick.

· It's worth another pan. No kidding.

Don't just toss drained pasta with sauce and serve. Heat a pan first, simmer the pasta and the sauce together for a minute or so, keeping the combination piping hot and evenly distributing the flavor.

· Save the pasta water.

Most sauces benefit from a splash of pasta water. Before draining the pasta, reserve a cup of the salty, starchy water. The starch released into the boiling water helps to form a luxurious, silky coating on the pasta. Salt the water either more or less based on the sauce to be combined with the pasta.

Use a little pasta water to thin out the sauce if it seems too thick. When combining grated cheese, alternate adding the cheese with adding a little pasta water as the pasta is tossed to help keep the cheese from clumping together.

• Finally, a myth put to rest.

Please don't throw a piece of pasta at a wall to see if it sticks, meaning it is done. The tidier and much more accurate way to check doneness is to actually fish out a piece and bite into it. Otherwise, you'll have pasta that is not properly cooked and a wall to clean.





Nutritious & Delicious

Look for Hodgson Mill product in the cereal, baking, side dish, pasta and gluten free aisles!















Michaels of Brooklyn

It's not so uncommon to walk into a supermarket or specialty food store and find a landmark Italian restaurant has started to "jar" their sauce and sell it to the public. What sets Michaels of Brooklyn





Juice of 1 lemon cut in half

Sauvignon Blanc

cube butter

Black pepper

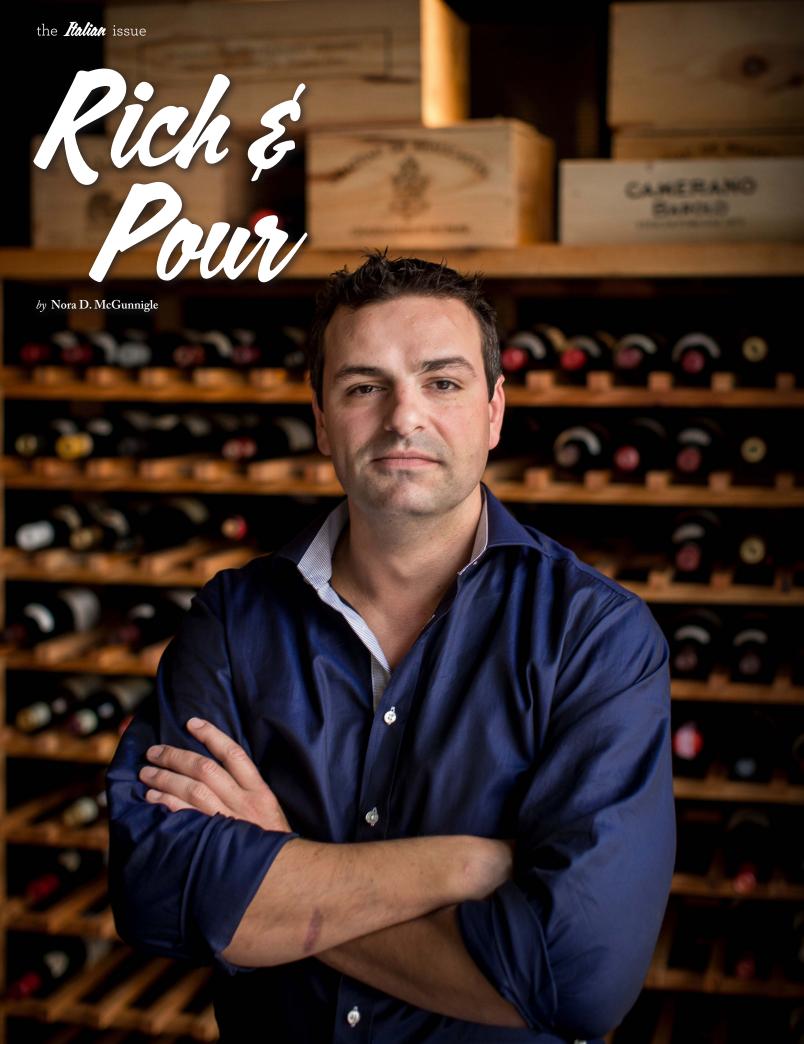
½ cup dry white wine, such as Pinot Grigio or

½ cup grated romano or parmesan cheese

pan, then garlic. Stir immediately. After 10-15 seconds, add Next, add parsley, white wine, lemon juice, butter and clam juice Season with ½ teaspoon black pepper - more if you like it Simmer for 2-3 minutes or so or until sauce begins to

thicken Turn heat off and toss about 1/3 of sauce with pasta and some of the cheese. Serve with remaining sauce on top of pasta – as you plate it to ensure even distribution of clam sauce Garnish with remaining cheese. Serves 4 to 6





eno De Ranieri, wine director for Link Restaurant Group in New Orleans, grew up in an Italian family right outside of San Francisco and slid into the culture of wine early and easily. Due to his upbringing and family traditions, Italian wines, grapes and vineyards hold a special place in De Ranieri's heart. Italy's cultural history has respected and venerated wine for millennia as part of food, family and life.

"So much of Italian culture is the family. It's done around the table, and the wine is integral to it. I started having wine in my water when I was five years old. Just for color at first, but to get that impression across, that this is just part of life, this is enjoyable."

De Ranieri's family is originally from a small village called Santa Maria del Giudice in Tuscany, halfway between Lucca and Pisa, and he tries to visit Italy every year or so for both business and pleasure. He reflects on a trip to Sicily that several Link Group chefs and sommeliers took for inspiration: "We were trying to get an idea of their food because there is such a local Sicilian connection with a huge settlement on the West Bank."

De Raniere and his fellow sommeliers — Puck Hopkins at Peche, Joe Briand at Herbsaint and Daniel Riedlinger at Cochon — take turns going to Italy to visit and taste wine from different importers' portfolios, from the Piedmont and the Veneto regions to Tuscany and Emilia-Romagna.

"Italy has a thousand different grapes with four thousand different names, so it's fun to try to stay on top of that. That affords us the opportunity to geek out and try the new things that are always coming out and hitting the States."

One Italian variety that already enjoys enormous popularity here is the light, refreshing, clean Pinot grigio. Primarily produced in Northern Italian climates, for a time the Pinot grigio grape seemed to take over the nation due to the sheer profitability of the wines exported overseas.

Try Annalisa Pinot Grigio, made in the Emilia-Romagna region and sold on the Rouses wine shelf, if you don't already have a favorite.

Prosecco, a sparkling white wine made with Glera grapes, is another hugely popular Italian wine, sought out as an inexpensive alternative to French champagnes, and the quantity of producers and the quality of the finished product has increased dramatically over the last 20 years. Certified Prosecco is mainly made in the Veneto region of the country, near Venice. Try Mionetto, which has been producing Prosecco wines for more than 125 years, Ruffino produced from grapes grown in the hilly area of Valdobbiadene, Santa Margherita or Zonin.

The quality of Chianti, once thought of as a cheap wine, is now very high. He notes that there are many great Chianti producers out there, within and outside of the Classico region in Tuscany. "If you see Chianti on the label, you know that's Sangiovese [grapes]."

Donna Laura Vineyard is located in the town of Castelnuovo Berardenga within the Chianti Classico region in Tuscany, located in the southeastern part of the Chianti Classico zone. Ali Sangiovese di Toscana is made with 100% Sangiovese.

"I grew up drinking Chianti with dinner. I appreciate the value of sensory memory, how much the nose can bring back. But for me, we didn't drink great wine growing up. It was just part of the table, it was just part of the food."

Another wine from the same region, often containing Sangiovese grapes, is the "Super Tuscan" style of red wine, a term that De Ranieri says originated in the 1990s. These Super Tuscans can be pricier than other Italian styles, but there are values at Rouses to be found if you look, like the Brancaia Tre Rosso Toscana, which is made with a blend of Sangiovese, Cabernet Sauvignon and Merlot. De Ranieri notes one sign of a Super Tuscan is when Sangiovese is blended with international grape varieties, as opposed to a Chianti, which is usually 100% Sangiovese.

De Ranieri encourages wine drinkers to figure out what type of Italian wine and grape works best for the palate by using current favorites as a starting point. Super Tuscans are great for people who enjoy a hearty Bordeaux red, for instance.

Other red wines to seek out, he says, are those produced in the northern Italian region of Piedmont, where the indigenous grapes most closely resemble the fruit grown in France.

"I've found that I can go into northern Piedmont and turn Burgundy drinkers onto some of the Alto Piemonte wines that might be a little bit bigger in body, a touch more tannic, but can really share a lot of the same flavors, that you can drink on a nightly basis." Guidobono Barbera d'Alba, found at Rouses, is one such wine made just outside of Monforte in the Piedmont region.

In the Roero region, the Arneis white wine grape variety translates to "little rascal" in Piedmontese Italian because it's pretty tricky to grow. One to try is the Demarie Langhe Arneis, grown by the Demarie Giovanni family, who have been working their land in the heart of the Roero region for three generations and counting. Roero Arneis grapes produce inexpensive whites from Northern Italy and are peachy, refreshing and perfect for Pinot grigio drinkers and Rouses shoppers looking for something new.

Wines made in the Piedmont region are perfect for everyday drinking and complement the Gulf Coast's climate and cuisine, De Ranieri says.

"I want a wine that people are going to be able to pair with food as well as drink a couple bottles with friends and have a conversation outside and maybe get a little boudin or something. It doesn't make you feel full, it's something nice and fresh."

If looking for something a bit more intense, try a Montepulciano d'Abruzzo, made with Montepulciano grapes in Abruzzo region on Italy's Adriatic coast. The flavor profile is deep, rustic and spicy — tannic with low acidity. An example of this bold, full-flavored style that can be found at Rouses is the Zingara Montepulciano, a classic, well-rounded, plum-scented red.

With so many grapes, wine styles, vineyards and regions to consider, it's time to step up and take a chance with a new Italian wine you've never heard of — though there's nothing wrong with sticking to the classics like Pinot Grigio, Chianti and Prosecco, of course. The price is right, what do you have to lose?



DEAR ABL story & photo by Bobby Childs

hen you walk into Compère Lapin in New Orleans' CBD, you'll be greeted by wonderful aromas and smiling faces. Make sure you stop by the bar. Chances are Abigail Gullo will be bartending. Introduce yourself and get ready for an unforgettable cocktail journey.

"Approachable, fresh and food-friendly." Those are the words Abigail used to describe her cocktail style. She adds that her cocktails are also "complex enough to be able to stimulate your senses." When it comes to making drinks, she knows what she's talking about. She is the recent recipient of the Heaven Hill Brands Bartender of the Year award. I met Abigail here a few months ago at the semifinals in New Orleans, and though the competition was tough, she easily made the finals, and eventually the award.

Abigail was raised in Atlanta, which bestowed some of its southern charm in her character. She eventually moved back to where she

was born — rural western New York. "My grandfather in Buffalo had a vineyard. He grew grapes for Welch's grape juice," she said, recounting her grandfather's farm. I asked if he made any wine. "Oh of course. Of course! There are all sorts of family stories during Prohibition. He used to make bootleg wine and trade it."

Those early years of her life led to a connection to the freshest ingredients and her Italian heritage. Abigail's grandmother is from Abruzzo, while her great, great grandfather hails from Palermo. It's rumored that just before he stepped on the boat to America, he took a shot of espresso and a shot of Amaro Averna. "Because of that family lore, I've always been drawn to digestifs and Italian liqueurs." She added, "Plus, with my grandmother's cooking I needed that!"

"The purpose of both aperitifs and digestifs is to go with food, and in some cases, to save you from being sick when food wasn't properly cared for or when the water wasn't clean," she told me. "It was developed as medicine."

Aperitifs and digestifs are alcoholic drinks. The former is meant to stimulate your appetite, so it's served before a meal and usually dry or slightly bitter. These are typically dry wines, champagne or sherry. An Italian liqueur like Campari can be served as an aperitif. Generally being low

alcohol, aperitifs do have an advantage. "You can enjoy one or two and still have your wits about you."

Digestifs, on the other hand, are served after a meal. Thought to aid in digestion, they are a bit sweeter or richer than aperitifs. Brandy, whiskey, fortified wine and several Italian liqueurs are some drinks considered to be digestifs.

Aperitifs were part of life in the Old World. "You have it with every meal," Abigail said. "Not only is it about what you put in your body, but it's also integral to the community. Every great culture has a third place that isn't work or home. It's a safe place the community can gather. For Italians, it's the aperitif."

One aperitif has achieved classic cocktail status - the Negroni. It's made from equal parts gin, sweet vermouth and Campari. "Those are ingredients you can find at any bar," Abigail said. "It's a really simple cocktail, and one you can find just about anywhere."

Abigail believes the cocktail movement helped the popularity of aperitifs here in America as of late, but there's something special about them. "They are really very light, refreshing and very approachable," she said. "I do think people enjoy the tradition and history that comes with it."

Italy's most famous cocktail was created in 1919 at the Caffé Casoni. Italian Count Camillo Negroni asked bartender Fosco Scarselli for a stronger version of the Americano (Campari, sweet vermouth, and club soda). The result, a mixture of Campari, sweet vermouth and gin, was christened the Count Negroni.



▲ Abigail Gullo, Compère Lapin, New Orleans, LA



person eating must make crumbs," goes an old Sicilian proverb. Local Italians make their crumbs in all sorts of shapes and sizes — including (thankfully) dessert.

Our local love for Italian desserts dates back to the turn of the 20th century when thousands of Sicilian immigrants arrived in Louisiana to escape the deteriorating economic conditions in their homeland.

Among the newcomers was Angelo Brocato, a pastry apprentice who first found work in the sugar cane fields of Donaldsonville. He eventually moved his wife and son to the bustling Little Palermo neighborhood in the Esplanade Avenue end of the French Quarter and opened an ice cream parlor, offering Italian sweet treats in the Sicilian tradition, such as Cassata cake filled with ricotta cheese and iced with marzipan and torta della nonna, lemon-filled "grandmother" cake.

Brocato's grandson, Arthur, still owns and operates Angelo Brocato's Ice Cream and Confectionery, today located in Mid-City. The 64-year-old Brocato says if he had to pick one Italian dessert that's central to his grandfather's legacy — it's the cannoli.

"When you think about cannoli, it's kind of a catch-all that's centered around family celebrations — Christmas, New Year's, St. Joseph's Day, weddings, baptisms — even Mardi Gras," he said. "It's what you take home for Sunday dinner."

Cannoli is made up of two parts — the shell and the filling. Making the shell involves mixing the dough, rolling out round or oval pieces and molding it around an aluminum cylinder, the modern version of a piece of sugar cane or bamboo. And if the cannoli shell is the body, surely the filling is the soul. Basic cannoli filling starts with a first-rate ricotta cheese, and then the maker can opt to add a little flavor.

"My grandfather made half vanilla and half chocolate, I can't tell you why," Brocato said. "If a customer wants something different,

of course we can do it, but otherwise we've always done one end vanilla and one end in chocolate."

Others add candied citrus peel, cherries or rosewater, but today the variety of flavors are seemingly as numerous as the stars. Rouses sells its own cannoli in its bakery along with Brocato's.

Brocato says he's seen a surge in demand for Italian dessert, especially from younger people who tend to travel a lot today. "The intimate atmosphere of the smaller bakeries and restaurants interests them, and we are starting to see that peak again," he said.

Italian cookies, called biscotti, also are popular today. Made to eat with wine or with coffee, most don't contain lot of shortening. Butter did not exist in Sicily early on, so traditional biscotti are often made with lard. And they are twice baked so the texture is dry and good for dipping.

And speaking of coffee and dipping, the tiramisu is another Italian favorite. Coffee and cocoa-flavored, it's made of lady's fingers (dry, sweet biscotti shaped like a large finger) dipped in coffee layered with eggs, sugar and mascarpone cheese. Rouses' version is a classic recipe.

Here Comes the Sun

Back before the days of refrigeration, Sicilians only made cannoli and other cheese or cream-based delicacies in the colder months. During the hot summers they switched to gelato, the Italian word for ice cream.

"Easter Sunday was the only day you had both," Brocato said. "It was the last day of cannoli and fig cookies, and then in the summer it was just gelato."

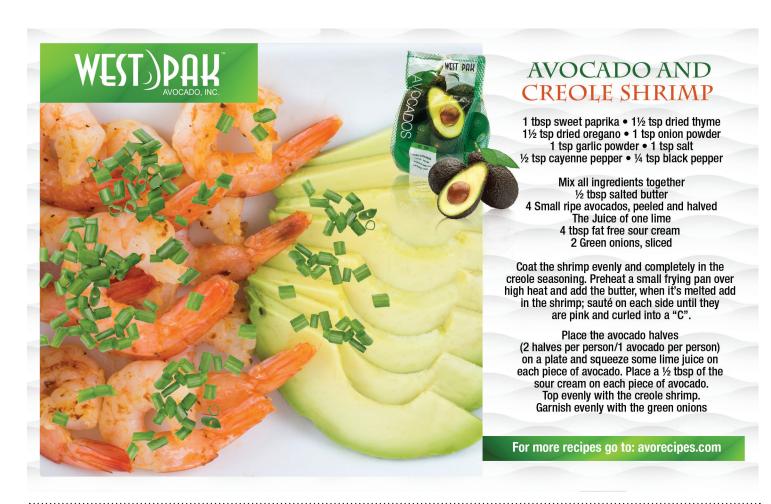
Made with milk, not cream, gelatos are more dense than American ice cream, and the flavors more intense. Containing a much lower percentage of butterfat than ice cream, they are served at a higher temperature. Like their cannoli cousins, they come in all sorts of flavors.

Silvia Bertolazzi calls herself an ambassador for gelato. Her Carpe Diem! Gelato-Espresso Bar in downtown Lafayette has become a well-known source for authentic Italian gelato, and her expertise in crafting the dessert was recently featured on NBC's Today Show.

Italian ices, another summer favorite, contain no fat at all. Called granita in Italy, ices are made from fresh fruit, sugar and water. Remind you of the New Orleans snowball? Not surprising!

Shaved ice snowballs originated in New Orleans in the 1900s. New immigrants to the city mixed handshaved ice with syrup and served it from carts. In the 1930s, during the Great Depression, two different entrepreneurs developed shaving machines that simplified the snowball-making process. George Ortolano, the son of Sicilian immigrants, invented the SnoWizard around the same time that Ernest Hansen created the Sno-Bliz. Both machines are still in use today, and both families are still operating stands.

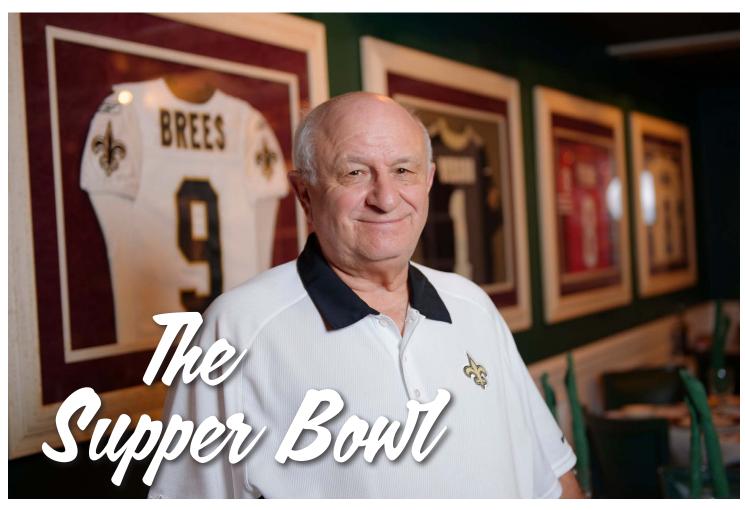












by Mary Beth Romig + photos by Frank Aymami

ulling into the parking lot of Impastato's Restaurant in Metairie, tucked behind the Morning Call Coffee Shop just off 17th Street and Severn, the first thing that stands out are two oversized black and gold fleur-de-lis, the same design the New Orleans Saints have emblazoned on their helmets. And posted on the door are 8½ by 11-inch sheets of business paper advertising the team's three road game trips for which the restaurant's chef/owner, Joe Impastato, is organizing again this coming NFL season, much like he has for years.

To say the guy, affectionately known as "Joey," is a fan of the team is like saying Drew Brees is a great quarterback. It is one of Impastato's undeniable passions, joined by his passion for people, his family and his Italian heritage. And he knew little of football when he first came to America.

Sicilians have been arriving in New Orleans in significant numbers since the 1830s. Such was the case in 1956 when an 18-year old Impastato arrived, sponsored by

a relative by the same name and from the same village town in Sicily, whose family until recently owned and managed the legendary Napoleon House on Chartres Street in the French Quarter.

"Those first 90 days were hard," recalls Impastato. "I really missed home and my family." He took on jobs where he could, eventually going to work at Napoleon House, living upstairs for years. In 1960, he went back to his native Sicily, returning with his brother Sal in tow. Later, he went to work at the original La Louisiane, where he lasted for 19 years, eventually working his way to maitre d'. He would later go to work at the legendary Tommy Moran's in that same capacity.

In his role as maitre d', he met and befriended quite a collection of noted New Orleanians of the day, among them John Mecom, Sr., who made a fortune in the oil industry, and his son, John Mecom, Jr. When New Orleans was awarded its NFL franchise in 1966, the first majority owner

of the team was Mecom Jr., who at the age of 26 was an avid sports fan.

"I grew up with soccer, but I was so excited when I heard Mr. Mecom had purchased a football team," recalls Impastato. "I bought two of the first season tickets to go on sale, and I was in Tulane Stadium when John Gilliam took the opening kickoff in the team's first game and ran it back for a touchdown. I was hooked, and I've been involved ever since."

There is a twinkle in his eye as he remembers that game, sitting in the office of his own Metairie restaurant, opened in April 1979 when the area known as "Fat City" was in its heyday. His office walls, shelves and nearly every inch of flat surface are filled with Saints and sports memorabilia. It is only at hint at what is included in the restaurant's décor.

Our conversation is interrupted by a deliveryman who is waiting for Impastato to sign an invoice. He doesn't mind the wait as he peruses the array of photographs of legendary sports figures that decorate the office walls.





"There is more stuff, but I do not have space to put it all," Impastato says with a laugh, as the delivery man marvels at a photo of the restaurateur with the elder Manning and his equally famous quarterback sons. And this is just regarding the prized possessions he has in this tiny back-of-the-house office.

Mecom acquired the team in 1966. "I started meeting a lot of the players and liked taking care of them," says Impastato. When he opened his own restaurant, one of the first special events he hosted was a welcome party for Dick Nolan, who started a three-season head coaching stint with the team that has evolved into a special relationship, albeit informal, with the team that has lasted close to four decades.

Perhaps no restaurant is more closely associated with the team, evidenced by Impastato's collection of memorabilia, autographed jerseys, game balls, helmets and framed, candid photographs that fill nearly every inch of real estate on the dining room walls, the foyer, the bar, and yes, the bathrooms.

And what makes the collection unique is the fact that on any given night, one of those legends, former and current, might stroll through the front doors, sometimes with family or a bevy of friends. It is not uncommon for the entire defensive line to show up for dinner.

Impastato has hosted Sugar Bowl team dinners and an occasional Super Bowl team event. Bum Phillips was a frequent guest during his years as the team's head coach from 1981-1985, and one of the Texan's infamous cowboy hats is enshrined in plastic and hangs above the bar. Other frequent guests included Mike Ditka, Archie and Olivia Manning, Jim Mora, Morten Anderson and many more football notables from college and the pros, well beyond the New Orleans Saints. And the photographs on the walls are proof.

There's more. An entire section of wall space is adorned with 20 Super Bowl quarterback jerseys. Nearby is a life-sized portrait of the Saints' defensive star Ricky

Jackson, a frequent diner as well, suited up for battle on the gridiron.

The collection includes a flag from the Masters Golf Tournament, LSU and Tulane swag and a Saints jersey proudly bearing the name BENSON with the number one, a personal request by the Saint's current owner Tom Benson to adorn the walls. He and his wife Gayle dine in often and are regular patrons at Impastato's brother's legendary Northshore restaurant Sal & Judy's.

There are family photographs galore. Members of Impastato's family are everywhere, including those of his parents and ancestors. I am taken by happy surprise when I see a photograph of my own father, the voice of the Superdome for 44 seasons, with the chef/proprietor, taken more than a decade ago.

The menu is also a reflection of Impastato's pigskin passion, with such items including Ricky Jackson's crab fingers and Trout Payton, named for the current head coach. That particular entrée features a very large,

lightly breaded fillet that is fried and served with mushrooms, artichoke hearts, chunks of lump crabmeat and shrimp or crawfish. It used to be called Trout Haslett, for the record. There is a veal dish named for the current coach as well. Iron Mike's Veal Chop is named for the former head coach, and his wife gets a nod with Diana Ditka's Seafood Salad (for Two), featuring cold, cracked Maine lobster surrounded by a variety of fresh seafood tossed with extra virgin olive oil and fresh squeezed lemon juice. Other salad offerings include Tom and Gayle Benson's Crabmeat Salad.

Standard Sicilian fare is on the copious menu as well, and Impastato is most pleased when his patrons order his five-course meal. The second course allows the restaurateur to showcase his personality, as on most occasions he tosses tableside equal portions of angel hair pasta with a familiar red sauce and Alfredo.

Beyond the restaurant, Impastato remains a Saints season ticket holder and is a frequent guest of the Bensons on the field during pre-game festivities. He has served as president of the Saints Hall of Fame since its earliest years and was a 1998 recipient of the Joe Gemelli Fleur De Lis Award, an honor presented to a person who has contributed to the betterment of the New Orleans Saints and supported the franchise. He was thrilled to watch first-hand when the team won the Super Bowl in February 2010, joining the Bensons once again on the field in Miami prior to kickoff.

The Saints season schedule even dictates the restaurant's hours, opening on Sundays when the team plays at home. Just a few years shy of his 80th birthday, it is hard to imagine how Impastato keeps up such a busy schedule. His workday starts sometime near 10:00 a.m., with hours spent in the office and kitchen, prepping with the staff for the evening service. He slips out for a quick power nap at some point in the late afternoon, returning to open the doors to diners at 5 p.m. Tuesday through Saturday. And Impastato stays until the last patron has left. He also is quick to jump on the Causeway and travel to the Northshore if his brother needs a hand at Sal & Judy's, or to do whatever he can to assist his daughter in the family's latest endeavor, Impastato Cellars.

It's a lifestyle inspired by passion for pasta, family, friends and football. And making people happy.







ucked just behind the New Orleans Saints administrative offices and connected to the indoor practice facility on Airline Drive in Metairie is the organization's state-of-theart cafeteria, which on any given day except game days is a beehive of activity. The dining hall is part of the organization's sprawling campus, added in 2003 as part of a \$10 million renovation to the practice facility.

Inside, three stations above the serving area are identified with football lingo. One station sign reads, "1st Down: Foods for Health and Injury Prevention." The middle station's sign states, "2nd Down: Foods for Energy & Refueling." The third lane follows suit with "3rd Down: Food for Strength and Repair." A larger sign states in bold black and gold lettering, "NOURISH GREATNESS."

The message underscores the Saints' focus on nutrition, as more focus is placed on what players are served at the practice facility and what they are eating away from the field, a far cry from the days when Archie Manning was quarterbacking the team, the second overall pick in the 1972 NFL Draft.

"The team never provided players' meals," recalls Manning, who served as the offensive signal-caller for the Saints from 1971-1982. "There was no emphasis on nutrition back in those days, and I would have to say we were not really too informed. Heck, I didn't even know what cholesterol was," he adds, with a chuckle.

As Manning describes his early playing days, he says he ate breakfast at home before heading to the practice field, then a low-frills site on David Drive, just a block or two off what was then called Airline Highway.

"We got lunch and maybe breakfast from this place called Mano's across the street from camp," says Manning. "We'd have meetings

in the morning and then take a lunch break, and make some poor rookies go get food ... big 'ole burgers, fried shrimp po-boys, lots of roast beef and gravy, and French fries. We'd swallow that down between meetings, then go out and practice."

Mano's is still open today, its website proudly proclaiming "Eat Where the Saints Eat." Opened in the mid-1970s, the décor on the inside is filled with autographed Saints memorabilia and jerseys from past and current players.

"Those were the days when we had to weigh in every Friday to make weight," Manning continues. "Guys would wear all kinds of stuff that made you sweat, to lose weight. Then after that guys would gain 15 pounds back before kickoff the following Sunday. Gatorade finally came along, but we also knew little about staying hydrated. Those were the days of salt pills."

As for the all-important pre-game meal? "Guys would have an option, but steak was always a big item. Now we know steak is the worst thing you can eat before a game," he says. "It's great now to see how healthy my sons are, how much they think about what they should eat," he adds, referring to Eli, who quarterbacks the New York Giants, and Peyton, who recently retired from the game.

It wasn't until his playing days with the Minnesota Vikings in 1983 that issues regarding good nutritional habits affecting performance were brought to Manning's attention.

"This guy came in to talk to us about nutrition, not just before a game, but throughout the months of training camp and the regular season," says Manning, adding, "My first thought was back to New Orleans and thinking maybe that was why we were losing so much in those days ... all those overstuffed po-boys and fried food."

Dean Kleinschmidt, the Saints' head athletic trainer from June 1969 through April 2000, witnessed the dramatic shift from the Mano's days to the current food-conscious climate in the NFL today.

"Mano's was our cafeteria," Kleinschmidt recalls with a laugh, echoing Manning's sentiments. "They have this breakfast sandwich, the Saints Special. I think it weighed four and a half pounds. That was a favorite."

What is on the Saints Special? Two eggs, a choice of two meats (ham, bacon or sausage), hash browns and cheese.

"That whole idea of eating to win just wasn't a concept in those days," said Kleinschmidt. He remembers Hank Stramm, Head Coach for the Saints from 1976-77 talking a little more about healthy eating, but it was not until the years under Coach Bum Phillips that the tide truly started to change. Phillips led the team from 1981-85, hiring Russell Paternostro, a New Orleans native, to supervise the strength and conditioning program for the Saints from 1981-96.

"Russell stressed to Bum more healthful eating and started getting into players' heads," says Kleinschmidt. "He really changed the mindset."

It wasn't uncommon during the Phillips years, however, to have the occasional local delicacy served, as Kleinschmidt remembers. "Thursdays under Bum was Popeye's and beer day, and the locker room would reek of the unmistakable delicious smell of fried chicken," says Kleinschmidt. "Then one Thursday afternoon, I walk in the locker room and see Kenny Stabler, this hard-living street kind of guy, peeling the fried, battered skin off the breast, and I knew Paternostro was having a positive effect on those guys." (Kleinschmidt also credited Rose Stabler, Kenny's wife at the time, for having an influence on Kenny as well.)

Paternosto and his healthy stress on lifestyle, discipline and conditioning would last through the coaching tenures of Wade Phillips, Jim Mora, Rick Venturi, Mike Ditka and Jim Haslett.

"I've seen the gamut and it is great to see the emphasis that teams and coaches are placing on the nutritional habits of players," says Kleinschmidt, who after his long-time service to the Saints continued on to hold posts as head athletic trainer with the Washington Redskins and Indiana University, closing out his career in the NFL with the Detroit Lions from 2008-2015. After a two-year stint as the Administrative Director at East Jefferson General Hospital's Wellness Center, he now works with the NFL Player Care Foundation, an organization dedicated to helping retired players improve their quality of life through free health-care screenings and

Kleinschmidt. "It is great to be able to change a philosophy on eating, whether active in the game or retired. It's about healthy habits for the long-term."

Today's players get advice on nutrition starting at the college level, possibly earlier. The Saints hired a team nutritionist a few seasons ago, a position held today by Jamie Meeks, now in her second season. She collaborates with the team's caterer Dean Pigeon, and chef Brad Ronquille on nutrition and performance fueling for everything from daily training meals and post-workout recovery to coordinating pre-game meals and nutrition on the road for away games. It is not just what to serve, but how it is prepared as well.

In addition to the cafeteria, Meeks created a "4th Down Café," an area in the weight room stocked with snacks such as beef jerky and smoothies. She watches workouts on the practice field and in the weight room and talks with players about their nutritional needs and concerns, she also consults with coaches and athletic trainers about players' weight and body composition goals.

Meeks works with the Greenbrier staff in designing meals and snacks during training camp, and careful consideration goes into planning for game day weekends, both home and away. And she's careful about what is in the locker room before and during the actual games. Gone are the chocolate bars from Manning's day. These days she offers fruit, peanut butter and jelly sandwiches, granola, apple sauce, Fig Newtons and Rice Krispie Treats.

When drafted, most rookies will say they look forward to tasting the city's great food they've heard so much about over the years. And the team gets to enjoy local cuisine at the facility. There's always gumbo, red beans and rice on Mondays, and chargrilled oysters every Friday.

Rouses registered dietitian Esther Ellis agrees. She has identified items that meet certain criteria dictated by dietary guidelines with an Eat Right at Rouses logo. Ellis offers personal tours of Rouses Markets, giving nutritional tidbits and advice, and organizes com-

"Everything in moderation," says Meeks.

munity-focused events and cooking demonstrations in stores.

"We have some of the highest numbers of people with states where we have stores," says Ellis. "This is just another way that Rouses is investing in the com-

health issues in the three assistance with emotional, financial, social and community issues. "It's hard to change a person's life-long theory of food," says munities we serve." "I'm always trying to improve my cooking game with new techniques and ingredients to make food better and faster." —#10 Brandin Cooks





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SWEET KALE PICNIC JARS

There's no better way to eat on-the-go while using leftover chicken and rice!

Ingredients

- 1 12 oz bag Sweet Kale salad kit.
- 1 Tablespoons olive oi
- 1 Tablespoons fresh lemon juice
- 1 diced bell peppers, preferably grange or vellow
- 1 cups grape tomatoes, halved
- 2 cups cooked chicken, cooled and cut into cube
- 2 cups cooked and cooled brown rice or other whole grain

Empty dressing packet into bowl, add olive oil and lemon juice, whisk to combine. Divide dressing amongst four jars by pouring approximately 1/8 cup into each.

Divide peppers and tomatoes between four jars. Follow with $\frac{1}{2}$ cup of each, salad kit greens, chicken, another layer of salad kit greens and rice or similar whole grain. Top jars with cranberry/pumpkin seed mix from kit. Ingredients should be packed tightly in jar.

Screw lids on tightly and pack jars to go in chilled, insulated bag. Don't forget forks! When ready to eat, place jars upside-down and let sit for ten minutes to allow dressing to flow to all layers. When dressing is distributed, turn jars upright, remove lids, and eat directly from the jars, digging in deep for variety in every bite.

Serves 4 • Nutrition Per Serving: • Calories: 330, Fat: 14 g. Cholesterol: 60 mg, Carbohydrate: 41 g. Sodium: 154 mg

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hen Deuce McAllister filled in for Hokie Gajan as the color commentator at the New Orleans Saints football game late last season on WWL Radio, he did not know that as a result of tragic circumstances he would be sitting in that seat full-time, next to long-time play-by-play announcer Jim Henderson. In fact, if you asked McAllister as a young boy where he thought he would be at this stage in his life it would be wearing the uniform of a United States Marshal.

Born Dulymus Jerod McAllister in Jackson, Mississippi, and raised much of his young life in the nearby town of Ludlow, the football star turned entrepreneur turned radio personality grew up in a family with a rich tradition in law enforcement and military service.

"I have cousins that are state troopers, detectives and sheriffs, and some who served in the military overseas and back here at home," he says, adding, "I have such great respect for all those people, especially

since they walk out the door and never know what the day may hold."

By the time he was in seventh grade, it was apparent to family and coaches alike that McAllister's talents and strong athletic genes would lead him to don an athlete's uniform instead of a marshal's.

"I never played Pee Wee Football, just played in the yard and around the neighborhood, but everyone was saying I could be pretty good if I concentrated on sports," says McAllister, with understated modesty.

He earned the nickname "Deuce" from one of his coaches in middle school. "I wore the number two back then, and my coach also said I always reminded him of David 'Deuce' Palmer, the great Alabama player who played in the NFL. I guess the name just stuck," recalls McAllister.

By his early high school years, it was clear he could attend college on an athletic scholarship. A standout athlete at Morton High School, in a town of the same name east of Jackson, McAllister lettered in track, basketball and football, and was an honor roll student from kindergarten through his high school graduation. He was student body president his senior year and finished fifth overall in his graduation class.

"I played all kinds of sports, and basketball was my favorite," says McAllister. "I had my heart set on playing basketball in college, but it was apparent to everyone around me that the path as an athlete at the university level and possibly beyond would be easier in the sport of football. No NBA team wants 6'2" point guards that were my size."

McAllister was awarded a football scholarship to the University of Mississippi where he earned a degree in criminal justice, with a minor in English, and where he had a recordbreaking career as a Rebel at the running back spot. McAllister is the only player in the history of Ole Miss to record three seasons with at least 1,000 all-purpose yards and finished his college football career with records for carries (616), yards gained (3,060), rushing touchdowns (36), total touchdowns (41), points (246) and 100 yard games (13). Those statistics earned the running back the 1999 Conerly Trophy, an award given annually to the best college football player in the state of Mississippi by the Mississippi Sports Hall of Fame. Not a bad set of stats for a fellow who loved playing basketball more.

A Saint for Life

Drafted in 2001 at the 23rd overall pick by former New Orleans Saints Coach Jim Haslett, McAllister continued his recordbreaking ways, and his easy manner and endearing personality won him the hearts of countless Saints fans. He rushed for over 1,000 yards in three straight seasons — 2002, 2003, and 2004 — and another in 2006. By the time his playing days would end after nine seasons and 97 games, he had amassed 6,096 yards through 1,429 career carries, with an average gain of 4.3 yards, scoring 49 touchdowns on the ground. And that was just in the running game. He also finished with 234 receptions, totaling 1,720 yards, five of those catches resulting in a

While he had many dazzling runs and receptions throughout his career, among his most famous games — and plays — as a Saint came during the 2007 Divisional playoff game against Philadelphia at home. With the home team trailing the Eagles by eight in the second half, McAllister seemingly willed himself on a five yard push to score, literally carrying a convoy of Eagle defensive linemen with him. The Saints would go on to win that contest 27-24, earning the team its first NFC Championship appearance in The Saints 40-year history. That afternoon, McAllister would rush for 143 clutch yards on 21 carries and one touchdown, and another 20 yards through the air and another touchdown.

He came to be known as just "Deuce" to the fans who would shout out his name with gusto after too many great plays to count. "Deuuuuuuuuuuccccccccccceee." T-shirts were emblazoned with the phrase "Let the Deuce Loose." He would earn two Pro Bowl appearances, and by the time his career would come to an end, he would hold the all-time New Orleans Saints record for most career rushing yards and touchdowns. He would prove to be a rarity in the current NFL landscape — a player who played his entire career with the same team, McAllister wearing black and gold throughout his professional football life.

McAllister retired from the NFL in February 2009 however, he had one more-history making experience on the horizon. In January, 2010, as the Saints were marching through the post-season, he was resigned by the team just prior to the playoff game against the Arizona Cardinals. He was named the Saints' honorary captain, and when McAllister led the team out of the tunnel and onto the home field, Saints fans in attendance and watching on television went wild — for the team and for the man. He proved to be a source of inspiration for the players and fans, and earned himself a much-deserved Super Bowl ring.

With his playing days in the rear view mirror, McAllister, a husband and father of three boys, has ventured into the business world as an entrepreneur, with various interests in the New Orleans area and back home in Mississippi. Taught by his parents at an early age to always be mindful of others and find ways to give back, in 2002 he established his Catch 22 Foundation, dedicated to enhancing the lives of underprivileged youth in the Gulf South region. McAllister wore the number 22 in his

college playing days.

"We mostly partner with other organizations such as Boys & Girls Club and Big Brothers Big Sisters to support their efforts," McAllister explains. "I've been so blessed in my life and want to help kids have a better life and realize their dreams."

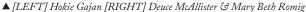
And now he finds himself with mixed emotions, taking over for Gajan in the Saints' radio booth, replacing another former Saints ball carrier after Gajan lost his battle with cancer. By hiring McAllister, WWL Radio has replaced one much-loved member of the Saints family with another.

"I definitely feel the affection of the fans, but this situation is still so sad because of how this all occurred," says McAllister, reflecting on his new role. "I am honored to fill Hokie's shoes because I admired the way he played the game and then carried himself away from the field. I always considered him a mentor and a friend."

McAllister describes himself as a student not just of football, but of sports in general. He studies film not just of the Saints, but of their opponents, and reads as many articles he can to prepare for the broadcasts, looking for tidbits to share.

Will it be tough at times to tell it like it is about the team he spent his entire pro career playing for, even if it is critical in nature? "You have to give an honest assessment, the good, the bad, and sometimes — hopefully not often — the ugly. I have such affection for the team and our fans. At the end of the day, it is about telling the truth."







MAKING HIS // Color of the col

12-year-old Leo, a student at Isidore Newman School in New Orleans, sat down with Mark Romig, the voice of the Saints, in May. This interview has been edited for space.

LEO SINGER: What is your earliest memory of the Mercedes-Benz Superdome?

MARK ROMIG: When they announced that this big stadium was going to be built in this area of the city that was underdeveloped, it was huge news. I was in high school and I followed the construction like everyone who lived in New Orleans at the time. We saw the steel structure go up and I even remember the day they were going to connect the last girder and it was going to be set in and you could hear it — the settling of the structure — so you could hear it go BOOM! That meant the steel structure for the roof was done.

LEO: Can you describe how it feels when you walk in on game day?

MARK: I get butterflies. It's like the big show, right before the curtain goes up. I get there about four hours before the game starts. If it's a noon game I get there around eight and we go through the script. There is a script for every game. Every minute, every second is measured for a specific announcement, a movement on the field, when the teams come out to practice, when the flags are brought out, the national anthem.

LEO: What is your favorite thing to say at the games?

MARK: Well, 'Touchdown Saints' is my favorite thing because it's points. But I like 'Iiiiiiit's GOOD!' I like to do that. That is just fun. And 'First Down Saints.' And then there's 'Drew Breeeeees.' Everybody loves that.

LEO: You sound a lot like your dad (the voice of the Saints for 44 years).

MARK: When dad retired in 2013, Marques Colston talked to him and said will you please pass on to your son that if he could say my name the way you say it (COLston) I would appreciate it. And so dad said I have one request, and my mom was like you better sound like your father, and I said mom don't worry about it, we all have the same sinus problems we all have the same nasal tone. There's another announcer in the booth, Chuck Edwards, great voice. He has much more barrel. He's a professional. I have my dad's voice. It's the old Romig voice.

LEO: Do the players like to hear their names called?





▲ [LEFT] Mark Romig — photo by Edward Lallo [RIGHT] Mary Beth Romig & Jerry Romig

"I like a lot of things, but I only love a couple. I love my mom, my dad, my sister and the Saints. I have been going to games since I was in my mom's belly. I practically bleed black and gold."

-Leo Singer

MARK: Yes because that means something happened that was good.

LEO: What happens if it's something bad?

MARK: I won't call a sack on Drew Brees. I just can't do it. I'm not going to do that. I'm not going to say 'Drew Brees sacked by such and such.' I just credit the defense with a name and say stopped by such and such.

LEO: What about Deuce — who invented 'Deuuuuuce?'

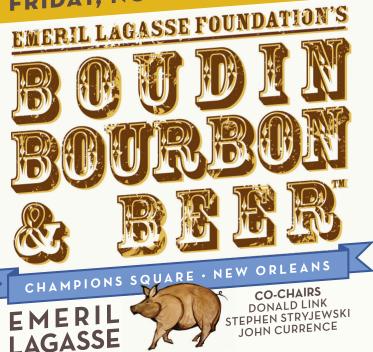
MARK: Dad did. He said 'Deuuuuuce' and also did 'Reggie BUUUUSH!'

LEO: The Saints are like your family business.

MARK: My dad was the stadium announcer for the Saints when they played at Tulane Stadium. He also announced the Tulane Green Wave for many years, so he was the first stadium announcer when the Superdome opened, which meant me, my brothers, my mom, my sisters, we would all go with dad, so it became like a family thing to do. We grew up with it. I literally grew up with the dome. And of course now I'm announcing the Saints games like my dad. Dad did it for 44 years. I'm just in my 3rd year.

My brother Jay has been working for the Saints for 40 years. He's the administrative director — he has many responsibilities including running training camp. He does the team hotel stays for road and home games. He knows everything. During games at home he operates the scoreboard. My sister Mary Beth is the spotter, so she stands on the side of me and tells me what to say so I don't look stupid. She keeps track of the offense and stats.





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celebrate ITALY'S HERITAGE

with the fresh flavors of fall



shrimp & artichoke PASTA DIAVOLO

Ingredients:

- 1 (1-lb.) pkg. DeLallo Penne Ziti
- 2 tbsp. DeLallo Extra Virgin Olive Oil
- 2 cloves garlic, minced
- 11/2 lbs. raw shrimp, peeled and deveined
- 14 cup dry white wine
- 1 (12-oz.) jar DeLallo Marinated Artichokes, drained
- 2 tsp. hot pepper flakes
- 1 tbsp. unsalted butter
- 2 cups DeLallo Pomodoro Fresco Tomato Basil Sauce
- 2 tbsp. chopped fresh basil
- 1/4 cup DeLallo Grated Romano

Directions:

Cook pasta according to package instructions. In a large saucepan, heat olive oil on medium-high setting, add garlic and shrimp. Cook shrimp until pink, about 5 min. Remove shrimp and set aside.

Add wine to the pan and allow it reduce by half. Add artichokes, hot pepper and 1 tbsp. of butter. Sauté for 3 min.

Return shrimp to pan. Gently stir in Pomodoro Fresco Sauce. Cook until sauce begins to bubble, then turn off heat.

Garnish with fresh chopped basil and Grated Romano.

Visit DeLallo.com for more recipes.