

FREE

# *my* ROUSES everyday

SEPTEMBER/OCTOBER 2015

## *Makin'* *Groceries* *for Less*

*By Suzette Norris*

**\$70**

**7 Days,  
7 Dishes,**

*plus more than  
a dozen other recipes*

***Haunted History***

*Ghostbusting on the Gulf Coast*

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## **The Savings Issue**

*Save Money, Calories, Time, Room for Dessert*

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# Investing in Your Health

We're learning more and more about how foods affect our health — not just superfoods, but everyday foods as well.

Food, it turns out, can save your life.

Our grocery stores are a natural setting for people to talk about nutrition and meal planning, so we're excited to introduce our new Rouses nutritionist, Esther.

Beginning this fall, Esther will be overseeing health screenings at our stores, shopping tours, nutrition classes, and community outreach health and wellness programs. She will also create shopping lists and recipes for our newsletters, ads and website, and answering your health-related questions on our Facebook page: <https://www.facebook.com/RousesMarkets>.

Esther has always been interested in nutrition. After earning her B.A. at Southeastern Louisiana University, she went on to earn a B.S. in dietetics at Nicholls State University in Thibodaux, and is working towards a Masters in Nutrition. "I want to be a source of factual and practical information. With Rouses I have the opportunity to impact not just what people eat, but how they eat."

It's tempting to go all in when you're starting a new eating or exercise program, but when you overcommit, you're more likely to quit. Esther has been teaching us that small changes — like taking the stairs instead of the elevator, and adding more nutrient-dense foods to your grocery cart — can yield big changes.

It's no surprise that the peanut M&M's, cookies and Rouses potato chips on our office desks are now secreted to drawers below. But Esther says no food is taboo, just the word diet. "I don't like the word diet. Diets don't work. For me, it's all about a healthy lifestyle and making realistic changes."

Realistic changes means buying and making food you know you will actually eat. Esther was raised in Baton Rouge, and like any Gulf Coast local, she knows just how important food is. "On the Gulf Coast, eating is how we communicate. Healthy has to taste good!"

I couldn't agree more.

*Donny Rouse*

3<sup>rd</sup> Generation



▲ Donny Rouse & Esther, Rouses Nutritionist  
photo by Erika Goldring

## ➤ On the Cover

*Hwy. 1 Red Beans & Rice*  
For Cindy Rouse Acosta's recipe,  
visit [www.rouses.com](http://www.rouses.com)

cover photo by **Romney Caruso**

• • •

## Esther Says:

### WHAT I'M COOKING

I've been making a lot of curries, especially red curries. I really like Indian, Thai and other Asian food. Thai red curry sauce is a combination of red curry paste and coconut milk. I add chicken or beef, and fresh vegetables.

### WHERE I'M EATING

I love Mexican food as much as Asian. You'll usually find me at Felipe's Taqueria or Juan's Flying Burrito. I'm a huge fan of the Rum House in New Orleans, and they recently opened another location in Baton Rouge. I always order the nachos — steak, black beans, jalapeños, tomatoes, red onion, lime cream, cilantro and melted cheese. They're a must eat.

### WHAT'S IN MY ROUSES GROCERY BAG

Kashi Heart-to-Heart Warm Cinnamon Oat Cereal, plain Greek yogurt, Rouses Skim Milk and Rouses Chocolate Milk, my-go-to drink after a long bike ride. Protein depends on what I'm cooking that week. Produce changes seasonally, but I always buy enough to have two servings of fruits and five servings of vegetables a day.

### WHAT'S IN MY PURSE

I try to avoid a snack attack by planning ahead. I always carry a bag of fresh veggies — bell peppers, snap peas, cherry tomatoes, carrots, and a personal size container of Wholly Guacamole.

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## SAVE EVERY TIME YOU SHOP

I just want to say that I enjoy shopping at Rouses. I like your grocery ads. I like the fact that you state that something is on sale and have the price. I also like the fact that if something says 4 for \$5.00, you don't have to purchase 4 to get the discounted price, unlike other stores that will charge full price if you don't get all 4. Thank you for being upfront with your pricing, it really helps. Keep up the good work. Have a blessed day! My store is located on Clearview Parkway, Metairie, LA. I shop there 4 to 5 times a week. Also, your workers are very friendly and helpful!

—J. Lambert

We don't believe in cost plus gimmicks or bonus cards. At Rouses, everyone gets the lowest price on every item we sell.

—Donny Rouse, 3rd Generation

I do want to let you know that I shop your store on Airline in Metairie weekly. Today I shopped at Winn Dixie and I bought the exact same items that I buy from your store there. The bill at Winn Dixie for the exact same items was \$20.00 more. Your prices are good and the employees you have are the best. Many of them recognize me when I come in your store. To me that means a lot. I have been shopping at this location for over 20 years. It was Sav-A-Center before the hurricane, and I just continued to shop there after the hurricane when you bought them out, and I have never been more satisfied. Thank you for being in my neighborhood and for having the best groceries, prices and employees.

—J. Leblanc



▲ #10 Brandin Cooks & Donny Rouse

## WHEN BRANDIN COOKS, FOOTBALL FANS EAT IT UP!

I love everything about this city. #whodat @BrandinCooks

#1 pick for WR in my fantasy football league. —D. Burton

I picked him, too —Donny Rouse

Way to go Brandin Cooks 1st #saints Touchdown of the preseason! #BestCooks @RousesMarkets

Touchdown@brandincooks #SaintsGameday #NOvsBAL @RousesMarkets Now we're cookin' #WhoDat @ChristiAdele

## JUST MARRIED!

Here comes the bride ... and the groom! Congratulations to Chef Tory McPhail of Commander's Palace and new wife Brit, and WDSU sportscaster (and repeat winner of Rouses Crawfish Eating Contest) Fletcher Mackel and new wife Megan. Cheers!

## FUNDRAISERS & GIVEAWAYS

Together with our awesome Denham Springs customers we raised over \$14,000 for the St. Jude Children's Research Hospital Give Thanks, Give Hope campaign. We also want to congratulate Ms. Pat, winner of the St. Jude Dream Home Rouses Bonus Prize, a year of FREE groceries!

Congratulations to Ms. Harriet, winner of the Rouses and Texas Star Beef Lake Austin Spa giveaway!



## Ways to Save

We make it easy to save with weekly specials, monthly specials, longer lasting Remarkable Buys, and our own brands and store brands as good as national brands.

—Ali Rouse Royster, 3rd Generation

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# Rose's MARKET

by Chris Rose

**T**his issue of MyRouses Everyday marks my one-year anniversary working with this magazine. And the theme of this issue — saving stuff — confirms for me that it was my destiny to be in the grocery business all along.

I didn't always know this. And it's been a long and circuitous route to get here with many diversions along the way — newspapering, TV commentary, even waiting tables — but a look back at my childhood reveals that the grocery business was in my DNA from the start.

Grocery stores don't just *remind* me of my youth. I actually *had* one as a kid.

Sort of. Let me explain:

My upbringing in the 1960s was conventional. My dad was a doctor, my mom a traditional homemaker. As the youngest of five kids, I squeezed onto a big yellow bus to go to school during the week and squeezed into the family station wagon to go to church on Sundays.

But most folks who know me can tell you —

and any reader of my work might reasonably infer — despite the suburban trappings of normality, I was a bit of a strange lad.

OK, I was downright weird.

The first things I saved as a kid — the first things I ever seriously collected — were sugar packets.

Yeah, sugar packets. The kind you get at a restaurant. For free, even still today. As many as you can stuff in your pocket.

That may sound odd — OK, it *is* odd —





ordered a cup of coffee. Forgive me for sounding like an old fart, but this was back when sugar was sugar!

And instead of the generic white packets you see today that generally just say “Domino” or some other major food brand or distributor, you got personalized packages with the name and address of the business on it, and perhaps a logo, maybe even a tiny, postage-stamp-sized work of art.

(Remember postage stamps? Yeah, I collected those, too.)

Back then, sugar packets were a lot like matchbooks used to be up until everyone quit smoking in bars: An advertisement for the business, as well as a memento from where you had been.

And I grew up in Maryland. It wasn't like growing up in New Orleans, where I live now, where going out to restaurants is part of the cultural fabric of life. When I was a kid, going out to eat was a Big Deal.

Going out to eat marked a special occasion or, even better, a family vacation. So the sugar packets I pocketed at restaurants became markers of the major events of my youth: Road trips, holidays, the beach, the mountains, family reunions, sporting events, graduations, weddings and, yes, even funerals.

I loved the little stories the sugar packets told. The little pictures. The names of the restaurants.

And more than anything — the place names: Wilmington, Delaware; Ocean City, Maryland; Seaside, New Jersey; The Chesapeake Bay; Harpers Ferry, West Virginia; Mahoney City, Pennsylvania; Canton, Ohio and Cooperstown, New York — those last two representing trips my dad took us to the Football and Baseball Halls of Fame.

Who wouldn't want to remember all of that with ... sugar packets?

OK, like I said: I was a bit strange.

But they came from highway diners and roadside shanties and fake log cabins and waterfront seafood shacks and motel lounges. I thought these places were really sexy, although I'm sure I would have used a different term back then.

But they appealed to me, that Roadside

Americana thing. And I truly cannot tell you how and why I decided to mark these occasions with sugar packets; maybe I couldn't afford postcards? I don't know.

I saved them for the same reason people save anything: They spoke to me. They told me a story, my story. They affirmed that my life was rich with family, travel and adventure. They were poignant, although admittedly unusual, mementos of a life well lived. The sugar packets I saved told the story of my life, a diary of the places I went and the trips I took and the people I met.

I mounted them in the stamp collecting albums my parents had given me to help me start that hobby. But I put off stamp collecting for a few years. The way I saw it, stamps told stories about faraway places that I would probably never see. Postage stamps told the story of other peoples' lives, not mine.

I amassed a pretty large sum of sugar packets in my youth. Leafing through my catalogues late at night under a desk lamp when I was supposed to be in bed — it made me happy.

And then things got weird.

• • •



but you have to remember that things were different back then. First off, there weren't so many chain restaurants. And local diners and eateries displayed a bit more personal touch and individualistic pride than you often see today.

Nothing was generic. Including sugar packets.

This was a time before all those pink, blue and yellow sugar-substitutes started competing for your attention when you



and such, but I began to save our cereal boxes, cake mix boxes, saltines, Nabisco cookies, Pringles containers — which were new at the time, and their cylindrical shape was very alluring to a kid so enamored with empty dry goods containers as I was.

Coffee cans, spaghetti boxes, Saran Wrap, Reynolds Wrap (a personal favorite, since my middle name was — well, still is — Reynolds).

I even secreted off, from time to time, when my mom came home with a trunk full of groceries and would not be likely to notice — full, unopened rolls of paper towels and toilet paper, because I really like the way they stacked on top of each other.

I was then, as I am now, enamored of and beholden to symmetry. I abhor things out of order or place. I think it's called OCD these days.

Back then — and still now, I guess — the term for it references the lower posterior region of the human physiology.

If you know what I mean.

And I think you do.

And so I amassed an enormous inventory of boxes and containers in my bedroom. I kept them in the closets, in my drawers, under my bed. I lived in a big house with five kids and a live-in nanny, and I was the youngest and generally ignored and left to my own space and devices so ... nobody knew about it.

Except my friends. On Saturday mornings, when all my older brothers and sisters would scam out the front door and head off to their friends and various activities, I would

invite my best friends over, and before they arrived, I would open my closet doors and dig under my bed and gather all my stuff and — open a grocery store!

Every Saturday, I would inventory and stack and arrange all my packages and containers and have my friends come over to shop.

I was in a state of pure bliss. I was in heaven. I was the happiest kid in my town. I had what every normal red-blooded American child wanted at age 10: I had my own grocery store!

I can no more tell you why I started saving egg cartons than why I saved sugar packets.

Maybe you can afford to pay a shrink to figure out why you did what you did when you were a kid, but I look back not in anger or sorrow. Puzzled would be a better word for it.

So, yeah: Egg cartons. Don't ask why. I have *no* idea.

They were cardboard back then, not Styrofoam. There were eight of us living in the house, so we went through a lot of eggs. A lot of eggs. (We ate hot dog omelets for brunch every Sunday; that's how much we loved eggs. And hot dogs.)

So, you know how when you buy a really cool gift for a kid, what he ends up playing with isn't the toy but the box it came in? That was me with egg cartons. They were fun to stack. I played with them like other kids played with building blocks. I piled them into towers. Built castles. Toppled them and built them all over again.

And this would be a poignant story if we were poor and this was how we made do as a family but — not only could we afford proper building blocks — we *had* proper building blocks.

They just didn't interest me as much as egg cartons.

Go figure.

My bedroom at the time had two closets, and one of them was filled — literally, *filled* — with egg cartons. And then came a point — I can't exactly recall when or why — that I decided to expand my interests. In the business world, I guess you would call it “diversifying”.

**“And that’s when I decided to open one of my own. A grocery store. I already had a good start — eggs and sugar. So I went on a dry goods extravaganza.”**

I had my sugar packets. And I had my egg cartons. And I loved going to the grocery store with my mom.

I *loved* going to the grocery store with my mom. All those aisles, all that food, all those bright colors, everything stacked and organized and tidy and just so.

And that's when I decided to open one of my own. A grocery store. I already had a good start — eggs and sugar. So I went on a dry goods extravaganza.

I knew enough not to save dairy packages

I found an old toy cash register in our attic, and I opened for business. Oh, man — we had so much fun.

Maybe that sounds weird. But consider a staple of every children's museum in the world now: A kid-sized, interactive, hands-on grocery store.

**“We sponsor the exhibit at the Bayou Children's Museum in Thibodaux, where kids can shop for seafood and fresh produce.” —Donny Rouse**

So, maybe I was ahead of my time. A young and insouciant Freud, leading my peers in acting out our adult fantasies?

Or, maybe I was just a hoarder.

That's certainly how my mother saw it. The day she found out.

• • •

Oh dear. The day she found out.

It wasn't a good day. Not for me. Not for her. And certainly not for my fledgling grocery empire.

One Saturday afternoon after my friends had gone home, my mom came into my room before I had secreted away all of my belongings. My dry goods consortium. My beautiful collection. The objects that made me happy.

She flipped out. I mean ... she lost it.

As a parent now, I get it. I do. Food in bedrooms, in closets, in drawers, under beds. NOT a good idea.

I get that now.

She went downstairs, retrieved a box of trash bags (I didn't tell her that I already had one or maybe two), and ordered me to bag up all this trash and get it out of the house. Now.

Back then, I was thinking: Hey, you should be happy that I am safely inside the house instead of rampaging around the neighborhood stealing hubcaps and toilet-papering yards, but nooooo! It's not like I was playing with matches or knives or kerosene.

I mean, what's the harm in a little grocery store, right?

She was having none of it. The order had come down

from corporate management: This store was closing. Today. No clearance sale. Just: Everything must go.

It was not one of the great moments of my youth. I sullenly bagged up all the cans and boxes and containers into trash bags and hauled them out to the garbage. And no doubt about it, tossing the egg cartons was the hardest part.

I might have cried.

I'm pretty sure I cried.

• • •

Thing is — and this was a mistake — I kept the sugar packets.

It was not meant as an act of defiance or disrespect. It's just that — well, I already told you: Those were *real*. Those were my life!

Naturally, she found them. She remained calm. She held them up for me to see and asked me if I wanted every insect in our town to come into my room and start feasting on all this sugar.

She asked me if I wanted to live with ants.

She did it in that way that parents — myself included — lay the largest possible guilt trip on their kids to try and make a point.

Are you *trying* to poke your eye out? Do you *want* to kill the new puppy? Would you be happy if you BURNED THE HOUSE DOWN?

Y'know. Stuff like that.

And it was over like that. In a flash. The groceries, the egg cartons, and now the sugar packets: Gone.

All those years of saving. For what?

• • •

So I started collecting stamps. I went to high school. Went to college. Got a job, got married, had kids. And here I am today.

Working for a grocery store.

And you know what the craziest thing is? The egg carton was invented by a newspaper editor in 1911.

A journalist! Egg cartons! You can look it up. (I did.)

And now, I don't feel so crazy after all these years.

Actually, I feel like I am right where I belong. Where I was always supposed to be.

In the grocery store.

**“We used to play ‘grocery store’ in the real store. Like a lot of children in the ‘80s, Santa brought me a toy cash register for Christmas. Unlike most kids, it's 30 years later I am still working with cash registers, though they are far more advanced than that plastic one!”**

**—Alli Rouse Royster**





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*—Donald Rouse, 2<sup>nd</sup> Generation*



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# Kitchen Hacks

by Suzette Norris

**M**ost summers, my sister Katherine and her family escape the Louisiana heat and come up to New York to visit. I was born and raised in New Orleans but married a New Yorker. We live way north now — just a few hours from the Canadian border. Up here, the seafood is expensive, but the summers are sunny, cool and bug free — perfect for serving big family meals out on the deck.

If you really want to save time in the kitchen, get a brother-in-law who cooks for a living and invite him to stay all summer. Not practical? No, but over the years my brother-in-law Stephen Huth, a Metairie chef, has taught me some tricks of his trade (these days called kitchen hacks) that have helped me get healthy, tasty meals on the table faster:

**Sharp edges mean better chopping:** More than once, Stephen has walked into my kitchen, turned around and headed to the store to buy some “decent” knives. There’s nothing more time consuming than trying to prepare food with a bad, blunt knife. Using good equipment in the kitchen makes food prep easier and safer. There are lots of videos on the Internet about proper chopping techniques and how to keep your favorite kitchen knife sharp.

## > HACK IT!

*Sprinkle a bit of salt on your cutting board before chopping herbs. It will hold them in place and make the job easier.*



**Mise en place:** I’ve never actually heard Stephen say this (it’s French for “putting in place”), but if you hang around the kitchen, you’ll see him set up his ingredients and equipment before he gets going. I don’t tend to be that organized, but when I do pull out what I need, I find things move along more quickly. Also, I now use a bowl to put all the scraps in as I cook, making clean up a little easier.

**Avoid meal prep bottlenecks:** If you’re entertaining a lot of people, select dishes that can be made one to three days ahead so you can work on the feast a little at a time. Combine those recipes with a couple of easy-to-assemble dishes and a few prepared sides (Rouses mini muffalettas or a custom-made platter of fruit or vegetables) that you can pick up at the very last minute. Working this way means you spend less time in the kitchen and are more relaxed when folks ring the doorbell.

Like I said, with Stephen around, life in the kitchen is happy. But what happens after the summer guests leave and you find yourself schlepping home from work at 5:30pm without a vacationing chef in the kitchen?

The first step is to redefine “cooking”. Instead of constructing individual meals, it’s easier to make pots of things like beans, rice, pasta. With those basics on hand, weeknight meal prep is just a matter of assembling burritos or mixing a few ingredients into rice, pasta or a baked potato. Salad-type meals are quick and healthy, and can be made more interesting by adding some prepared ingredients, such as hummus, pitted olives and feta or tabouli. Rouses rotisserie chickens can work magic in all sorts of meals (see *Quick Fix*, page 14). Some other tips to save time during the week:

**Double up:** If you make a pot of red beans or beef stew, double the recipe and freeze the leftovers for another week.

**Cut it up:** Even with a sharp knife, chopping vegetables is time-consuming. On Saturday



or Sunday when you have a little more time, cut up some things you know you'll need later in the week — onions, garlic, carrots or celery — and refrigerate them in plastic bags. You can freeze them, too — just make sure you label the bags with date and amount. If you buy heads of lettuce, wash as much as you think you'll need for a few days. If you store it in a bag or container with a damp paper towel, it will last for three or four days. Another important time saver is to eat the skins — they are full of nutrients and fiber! Wash carrots, sweet potatoes or beets and roast with the skins on.

If you really don't think chopping vegetables is going to happen this week, pick up packages of fresh-cut produce at Rouses.

**Burger up:** Dealing with a frozen lump of meat is no fun. When you buy ground beef or turkey at Rouses, season it, form the patties and freeze them. Later in the week before you rush out the door in the morning, you can pull out a few burgers and let them defrost in the fridge until you get home.

**Stock up:** To really get the most out of a weeknight menu, think about stocking your kitchen with some timesaving foods:

- Cooked chicken wings, turkey meatballs and frozen cooked shrimp are easy ways to add a little protein to a salad or pasta. They also work well for little kid dinners!
- Refrigerated, prepared piecrusts, phyllo dough or puff pastry are perfect for making a quick quiche or pulling together an appetizer on the fly.
- Prepared or frozen egg rolls added to some chicken wings and meatballs gives you an instant Pu Pu platter.
- No-boil lasagna noodles, jarred pasta sauce and prepared pesto make assembling an Italian meal super easy. Hint: pesto is really good in scrambled eggs or spread on baguettes.
- Roasted red peppers (either in the jar or on the salad bar) or canned whole chilies can be used on pizzas, chicken breasts and even sandwiches to bring a weeknight meal to life.
- Dried rice noodles (just dip in hot water to soften) and peanut satay sauce can be mixed with any types of meat or veggies you have in the fridge.

Thinking a little ahead and stocking up on some basic ingredients will go a long way towards saving time and trouble in the kitchen — even when there's not a professional chef around.



### > **Restaurant Cypress**

*The best chefs and cooks shop at Rouses, including Stephen Huth. Stephen and Katherine Huth's Restaurant Cypress is located at 4426 Transcontinental, just a short drive from Rouses #14 (5245 Veterans Boulevard). The slow smoked duck is served with an andouille and cornbread dressing and huckleberry glaze; the sautéed veal with Portobello mushrooms and crabmeat. There's Rabbit Sauce Piquant, rosemary chicken, salmon, steak and roasted eggplant with crawfish and crabmeat butter. It's a great restaurant with a great menu. Just ask New Orleans food critic Tom Fitzmorris, who wrote of a recent meal: "I had the best Cypress dinner ever to pass through my lips. It has always been good, but tonight, the chef outdid himself. I don't think I've ever used that cliché phrase, but it perfectly captures the eating here tonight."*



## Cobb Salad *Serves 4*

*I'm all about the power salad. This is so easy to make, and you can use bottled dressing if you're short on time. If you have boiled shrimp on hand, you can add them or substitute them for the rotisserie chicken. I love food with history, and this salad has a story. It was invented by Robert (Bob) Cobb who served it at his Brown Derby Restaurant in Los Angeles in 1937. Clark Gabel was a regular.*

### WHAT YOU WILL NEED

#### FOR THE DRESSING

- ¼ cup Rouses extra-virgin olive oil
- ¾ cup canola oil
- ¼ cup red wine vinegar
- 1 tablespoon fresh lemon juice
- ¾ teaspoon dry mustard
- ½ teaspoon Worcestershire sauce
- ¼ teaspoon sugar
- 1 clove garlic, minced

Rouses salt and black pepper, to taste

#### FOR THE SALAD

- ½ head iceberg lettuce, cored and shredded
- ½ head romaine lettuce, chopped
- ½ bunch watercress, chopped
- 6 strips cooked bacon, roughly chopped
- 3 hard-boiled eggs, peeled and cut into ½-inch cubes
- 2 medium tomatoes, peeled, seeded, and cut into ½-inch cubes
- 1 cup Rouses rotisserie chicken cut into ½-inch cubes
- 2 ounces blue cheese, preferably Roquefort, crumbled
- 1 avocado, peeled, pitted, and cut into ½-inch cubes

### HOW TO PREP

Purée the dressing — oil, vinegar, lemon juice, mustard, Worcestershire, sugar, and garlic in a blender. Season with salt and pepper.

Line the bottom of a large platter with the iceberg lettuce, romaine and watercress. Arrange the bacon, eggs, tomatoes, chicken, cheese and avocado on top in rows. Serve with salad dressing on the side.



**M**y husband Billy and I both like to cook, but with us both working, and a one-year-old to tend to (and play with!) when we get home from the office, weekday meals can sometimes feel like a bit of a chore. To avoid the trap of too many drive-through or pick-up dinners, we look for easy to manage recipes and even create shortcuts to further cut down the cook time.

Billy and I have found one of the best ways to speed things up is to use a Rouses rotisserie chicken any time a recipe calls for us to cook chicken. Usually, we can get a number of meals out of one chicken. And the possibilities are endless: pastas, stews, soups, salads, stir fries, casseroles, etc. Remember to save the carcass for soups, stocks and gumbos. Wrap it in foil and store it in a freezer bag in your freezer for up to one year.

## Chicken Stir Fry *Serves 4*

### WHAT YOU WILL NEED

- 2 tablespoons Rouses vegetable oil
  - 2 tablespoons minced garlic
  - ¼ medium yellow or white onion, chopped
  - 1 tablespoon minced fresh ginger
  - ½ pound broccoli, trimmed and cut into bite-size pieces
  - ½ pound cauliflower, trimmed and cut into bite-size pieces
  - 1 cup water
  - 8 ounces Rouses rotisserie chicken, cut in ½ to ¾-inch chunks
  - ½ cup frozen peas
  - 2 tablespoons soy sauce
- Rouses salt and black pepper

### HOW TO PREP

Heat a large black iron skillet over medium-high heat. Add vegetable oil. Sweat the garlic and onion, add ginger, broccoli and cauliflower. Raise heat to high and cook, stirring occasionally, until broccoli and cauliflower begin to brown, about 5 minutes. Add water and cook for another 2 minutes. Reduce heat to medium and add chicken and frozen peas. Stir to coat. Add soy sauce. Raise heat to high and cook, stirring occasionally, until chicken is warm and all of the liquid in the skillet has evaporated. Season with salt and pepper.



## Chicken Carbonara *Serves 4*

We learned to make a classic spaghetti alla carbonara on our honeymoon in Italy. This is a simplified version we make at home. If you have bacon in your fridge, you can use that instead of the pancetta. I substituted snow peas for the usual green peas because I like the look — and the taste, but canned peas or frozen work just fine.

### WHAT YOU WILL NEED

- 6 cups of water, salted
- 1 pound fettuccine
- 4 tablespoons Rouses extra-virgin olive oil
- 4 ounces thinly sliced pancetta cut into ½-inch pieces
- 4 ounces Rouses rotisserie chicken cut into thin 2-inch strips
- ½ cup snow peas, blanched
- 2 teaspoons Rouses black pepper
- 1¾ cups finely grated Parmesan cheese
- 1 egg plus 3 yolks
- Kosher salt, to taste

### HOW TO PREP

Bring 6 quarts of salted water to a boil. Add fettuccini and cook until al dente, about 8 minutes.

While your pasta is cooking, make the rest of the meal. Heat oil in a medium cast iron skillet over medium heat. Add pancetta and cook 6–8 minutes or until brown. Add chicken and snow peas, season with black pepper, and cook for 2 more minutes. Transfer mixture to a large serving bowl and let cool for 2 to 3 minutes. Blend in 1½ cups Parmesan cheese and your eggs. Set aside.

Drain pasta, reserving ¾ cup of salted water. Add pasta water to sauce and using a spoon, blend until creamy. Add fettuccini, season with salt and pepper, toss and top with remaining Parmesan cheese.



### Which Came First, The Chicken or The Egg?

**“Breakfast for dinner is easy, delicious and inexpensive. My wife Cindy and I sometimes fry eggs for supper, and I’ll grill ciabatta bread and do a side of Rouses bacon or sausage. I also make a great hash with Rouses green onion sausage, leftover corned beef or roast beef. You can substitute a Rouses rotisserie chicken.”**

**—Tim Acosta, Rouses Marketing Director**

## Chicken Hash *Serves 4*

### WHAT YOU WILL NEED

- 3 tablespoons Rouses extra-virgin olive oil
- 1 cup finely chopped green bell pepper
- ¾ cup finely chopped onion
- 2 garlic cloves, minced
- 2 large jalapeños—stemmed, seeded and minced
- 1 pinch Rouses salt
- 1 pinch Rouses black pepper
- 2½ cups Yukon Gold potatoes, peeled and diced
- 2 cups Rouses rotisserie chicken, pulled and shredded
- 4 large eggs
- Grated cheddar or Mexican cheese blend, for sprinkling

### HOW TO PREP

On the stovetop, heat olive oil in a large cast-iron skillet over medium heat. Add the bell pepper, onion, garlic and jalapeños and season with salt and pepper. Cook, stirring occasionally, until wilted and beginning to brown, about 6 minutes. Mix in diced potato and shredded chicken. Cook over high heat for 8 to 10 minutes, stirring occasionally, until potatoes are just tender.

Using the back of a spoon, make 4 depressions in the hash. Break the eggs into the depressions. Cover the skillet and place in the oven. Broil until the egg whites are set but the yolks are runny, about 4 minutes. Remove from oven, season with salt and pepper and sprinkle with cheese. Serve hot.



# SAVE THE Dish

*A few tips for saving a dish gone wrong.*

by Pableaux Johnson

In the kitchen, as in life, sometimes things go terribly wrong.

After a long day, you might be sleepwalking through a stir-fry you've made a thousand times. Or maybe you've finally gotten around to trying out that heirloom beef stew recipe from your mom's sainted Aunt Gertrude — a faded index card scrawled by a woman not known for her flawless penmanship.

Your kitchen smells great, but as you take the first “cook's taste,” you realize that something is not quite right. It could be a blast of searing jalapeño heat, a flinch-making level of salt or a burnt flavor that makes you want to scrape your tongue *immediately*. Either way, you're looking for the UNDO button on your stovetop.

After the initial response (“It's BAD!”) you've got a simple choice: try to save the dish or switch to Plan B — a quick po-boy or the pizza delivery.

Before you reach for the phone, consider this a chance to practice Culinary

Damage Control, a lesser-known but extremely valuable kitchen skill. This Wednesday-night spaghetti sauce might taste like a deer season salt lick, but most times, a little tweaking could help it make the jump from “EWWWW” to “not so bad.”

If you understand fundamental concepts of flavor dynamics, you can salvage a surprising amount of disappointing stovetop experiments.

## The Basic Moves

### Isolate

Start off by isolating the main problem — usually the taste that made you flinch. Did you hit the gumbo with too much salt? Did you accidentally add four TABLEspoons of hot sauce instead of ¼ teaspoon? Take a second and compare the flavor of the damaged batch to ones that are done right.

### Analyze

Now that you're thinking about flavors, put it into a more detailed category than the first brain flash.

The most common categories are:

- **Too Spicy**
- **Too Sweet**
- **Too Salty**
- **Flat-out Burnt**

The first three are pretty simple: they've got the right ingredients, but need rebalancing to get closer to your ideal. (Burnt food requires its own set of steps.)

### Tweak

Once you know the flavors that are overdone, you can counteract the extreme flavor with its chemical opposite.

(Keep in mind that because of the infinite variety of recipes, there is no exact formula or “one-size-fits all” solution, so experiment.)

- **Spice** — Neutral dairy products like sour cream or plain yogurt can mask *capsicum* (the chemical responsible for the burn) and add richness to many dishes.
- **Sweet** — Balance with acids like lemon juice or vinegar (for savory dishes).
- **Salt** — The key here is to dilute the dish, either with a liquid (stock or water) or in the case of more chunky dishes (salads, etc.), add more chunks. (If you've heard about putting potato chunks in soups to cut saltiness: bad news. It doesn't really work. Sorry.)

### Salvage

Overcooked foods require their own corrective dance steps.

- **Cool Off** — Get your dish off of the heat and cooled off as quickly as possible.



- **Don't Scrape** — For pot-based foods like red sauce or chili, it's natural to scrape the bottom of the pot with a long spoon just to see how bad it is. Resist that urge. If you loosen the scorched stuff, the whole batch is a goner.
- **Transfer and Tweak** — Slowly ladle the top layer into a fresh pot, *carefully* avoiding the food near the bottom. (Taste as you go. Stop when the burnt taste is distracting.) If you can rescue more than half of the batch, consider it a win.

### Live & Learn

There's a time, of course, to know when you're beat, as some dishes just can't be salvaged. (Every Gulf Coast cook knows, for example, that there's no way to bring back an even *slightly* burnt roux.) There are some days when the best move is to throw it all out and call for delivery. Every time you make the best of a bad situation, you're becoming a better, more attentive cook.

## SAVE THE Dishes

by Tim Acosta, Rouses Marketing Director

### How to Clean a Cast Iron Skillet:

The trick is to clean the skillet while it is still hot off the stove. Use hot water and a Scotch Brite heavy duty scouring pad, but never use soap, and never, ever put cast iron in the dishwasher. If there's any stuck-on food you can remove it with an abrasive salt paste (kosher salt and cooking oil), then wipe with a paper towel or your scouring pad. Always towel dry cast iron, and just to be safe, give it a quick heat on the stove to make sure all of the moisture is removed. Season with a bit of Rouses vegetable oil and store in a dry spot.

### How to Revitalize a Cast Iron Skillet:

You can bring that old skillet new life with a piece of steel wool and a bottle of mild soap. (This is the only exception to my rule about soap and cast iron.) First, scour off any rust with a piece of fine steel wool — you may need a few passes before it is all gone. Then wash the skillet in a mixture of warm water and a mild dish soap, like Dawn. Towel-dry the skillet, add a small coating of Rouses vegetable oil to season, place the skillet upside down on the top rack of your oven (place a baking sheet on the bottom rack in case there are any oil drips) and cook at 350 degrees for one hour. After an hour, turn off the oven and leave the skillet inside to cool before removing it. Store in a dry spot.

### How to Clean a Tupperware or Plastic Container:

You can remove most stains with a paste made out of baking soda



and water (coat the container, close it and leave it overnight), white vinegar (soak containers for a couple of hours) or even a few hours of direct sunlight. To get rid of any lingering smells, store your containers with a pinch of salt or a piece of crumpled newspaper inside.

### Pass the Salt:

Greasy pan? Sprinkle salt in it before you wash it, and the salt will absorb most of the grease. Let the pan sit for a few minutes. Then wash as usual.

### Baked on Food:

You can go cold or hot. Put your empty pot or dish in the freezer for a few hours before cleaning as usual. It will be easier to remove the food if it's frozen. You can also try a 4-to-1 mix of white vinegar and water. Fill the dish with water and vinegar and place it on a burner. Bring the mixture to a boil, reduce to a simmer and let cook for 5 minutes. Allow the vinegar-water to cool before removing from the stove. Wash as usual.

### White Vinegar:

Vinegar can remove even the most stubborn stains. Soak stained stainless steel pots and pans in white vinegar for at least 30 minutes before washing. Remove mineral stains on non-stick cookware and cloudiness or streaks on drinking glasses and wine glasses with a wipe of white vinegar. Follow with a hot water rinse.

### The Dish on Dishwashers:

To remove buildup, pour 2 cups of distilled white vinegar in the bottom of your empty dishwasher and run on the heavy cycle.



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# MAKIN' GROCERIES *for less*

by Suzette Norris



**O**n Saturdays, at an unpredictable time of day, my mother used to pull into the garage and honk the station wagon horn. Six kids inside the house — varying in ages from 5 to 13 — would scatter like minnows. Diving on the couch feigning sleep was popular. So was hiding in the shower. No one wanted to be caught when Sylvia came home with a wagon full of groceries.

Looking back, I don't know why we were so averse to putting the food away. My poor mother had done her part — shopping for hours and loading up the car in the hot parking lot. But for some reason, the thought of carrying bags from the garage up to the kitchen was something to be avoided — at all costs.

Our stunts never really worked. Sylvia would just walk through the door, yell out to the seemingly empty house, “Y'all come put away the groceries,” head to her bedroom and close the door. We might have been lazy, but some of us knew better than to leave those bags outside.

I thought of those days recently as I explored various strategies for cutting down the grocery bill. Sylvia was never a coupon clipper. She saved money on groceries by the *way* she shopped ... and you can, too.

We've all heard the tired advice about never going to the store on an empty stomach, but there are many other more creative ways to keep some extra cash in your pocket. Here are some that you might not have thought of:

**Turn your pantry into a mini-Rouses:** Stockpiling groceries means you can take advantage of sales and reduce the number of times you head to the store. A well-outfitted pantry does not require a whole room in your house. It also doesn't mean your family is stuck eating processed food. Each week, Rouses offers a variety of weekly specials — including healthy options such as beans, rice, whole grain pastas, whole grain cereals, frozen vegetables, cheese and other dairy products, canned tomatoes and more.

**The price is right:** When items go on sale, buy several and increase your savings (especially if you have a lot of freezer space, or if the item has a long shelf life). You can find Rouses weekly special ads online at [rouses.com](http://rouses.com), in the stores and in your newspaper. At first, it may seem strange to be buying *more* than you normally would, but over time, shopping the weekly specials will push your overall grocery bill down.

Let's say your family eats three pounds of pasta every week. The regular price might be about \$1.20 per pound, and you spot it on sale for only \$.88 per one-pound box — almost 30% off. Instead of buying three boxes like you normally would during your weekly shopping trip, buy 12 boxes — enough to last your family a month at almost a third off the price you would normally pay.

**Shop first, then plan your meals:** A lot of shopping advice columns suggest planning all of your meals before heading to the grocery store. But shopping *first* makes it easier to build a meal plan around weekly specials and items you already have on hand. Confusing? Try this ... Say chicken thighs were on sale, and you decided to pick up a few pounds. When you get home to do your meal planning: Google “chicken recipe” and search for the type of meal you want to make (say, Mexican). Look for a chicken recipe with ingredients that you already have in the pantry or that you just bought at the store. You may have to skip over a few options, but with so many recipes on the Web these days, you'll find one that will work. Using this approach also helps match the right cut of meat to the right dish.

Planning meals this way lets you take advantage of weekly specials and cuts down on the number of items you need to buy. With the savings, you can host a dinner party or pick up filet

mignon for a special family weekend dinner.

**Pay with cash:** Working off of a budget is a lot easier if you've got a limited number of paper (not plastic) dollars to spend. Many shopping experts suggest putting cash in a “grocery envelope” as a way of sticking to your guns on how much you really can spend each week.

**Live the season:** To keep the costs down on your produce purchases, think about fruits and vegetables that are in season. For example, the season for kiwi is in full swing during September and October, so prices are lower during these months than they are at other times of the year. Plus, when you shop, cook and eat in season, you know that you always have the freshest food on your table.

**Try it, you'll like it:** My mother Sylvia is not afraid of much. To her, the name brand, store brand, off brand was not a priority. What mattered was that the product was good without costing a fortune. Rouses has its own brand of bread, olive oil, milk, eggs, cold cuts, chips, sauces, spices/salt/pepper, jellies, prepared foods, specialty meats, water, coffee and much more. It also offers store brands including Always Save, Best Choice and Clearly Organic. Everyone (including Sylvia) has a brand they can't live without, but consider other, less expensive options for the rest of the grocery cart. Canned and frozen vegetables — for example — are usually as good as, or sometimes better than, national brands.

The word frugal does not exactly come to mind when you think of Sylvia, but she had no qualms about pinching a penny here and there. Serving leftovers was a no brainer for someone with six kids, and so was distributing brown bags of homemade popcorn at the movie theater. Our six sets of eyes rolled so far in the back of our heads they could have stuck there forever. Sylvia? Never flinched.



# 7 MEALS, \$70

You can feed a family of four for just \$10 a meal. The trick is to use the same proteins, vegetables, sauces and starches in multiple meals. These meals are cheap, easy and delicious, and each one is served with at least one side.

## ALREADY HAVE ON HAND

Rouses Extra Virgin Olive Oil  
Rouses Salt  
Rouses Black Pepper  
Hot Sauce (Tabasco, Crystal, Louisiana Gold, etc.)  
Rouses Cajun Seasoning  
Rouses Italian Seasoning  
Rouses Dried Parsley, Oregano, Thyme  
Crushed Red Pepper  
Rouses Bay Leaves  
Rouses Tarragon  
Worcestershire Sauce  
Rouses Eggs  
Butter  
Rouses Ketchup, Mayonnaise, Mustard  
Brown Sugar  
Lemons

## TO BUY

### MEAT

4 pounds Rouses lean ground beef, chuck or sirloin  
1 pound Rouses fresh Italian pork sausage  
½ pound Rouses fresh Green Onion pork sausage

### SEAFOOD

1 pound wild-caught Gulf shrimp

### PRODUCE

1 large head Iceberg lettuce  
6 large tomatoes  
Fresh baby spinach  
2 large white onions  
1 large cucumber  
1 large bell pepper  
6 heads fresh or bagged garlic

### BAKERY

1 loaf Rouses French bread

### DELI

1 pack Rouses fresh pizza dough  
1 cup DeLallo pitted Kalamata Olives

### DAIRY

8-ounce package shredded Mozzarella cheese  
8-ounce package shredded Parmesan cheese  
2 packages of Rouses hamburger buns (16 buns total)  
15-ounces canned tomato paste  
42-ounces canned tomato sauce  
14-ounces canned diced tomatoes  
1 package Luxury thin spaghetti  
4 5-ounce cans or packs tuna in water  
1 small box Saltines  
5 cups Beef stock  
1 16-ounce can white beans  
1 pound white rice  
Heavy Cream

## 1 Spaghetti & Meat Sauce with Sausage

### WHAT YOU WILL NEED

1 pound Rouses ground beef, chuck or sirloin  
½ pound Rouses fresh Italian sausage  
Rouses salt and black pepper to taste  
2 tablespoons Rouses Extra Virgin olive oil  
2 cups finely chopped onions  
2 tablespoons chopped garlic  
28 ounces canned of tomato sauce  
6 ounces can tomato paste  
4 cups beef stock or water  
2 teaspoons dried thyme  
2 teaspoons dried oregano  
2 bay leaves  
Pinch of crushed red pepper  
2 ounces shredded Parmesan cheese  
3 cups cooked pasta

**SIDES:** Italian Salad, Rouses French Bread

### HOW TO PREP

In a medium-size mixing bowl, combine the ground meat and sausage. Season with salt and pepper and set aside.

In a large cast iron skillet, heat olive oil, add the meat and brown for 4 to 6 minutes. Stir in onions. Season with salt and pepper and cook until onions are soft, about 4 to 5 minutes. Add the garlic, tomato paste and crushed tomatoes, stir to combine and cook for 3 minutes. Stir in thyme, oregano, basil, bay leaves and red pepper. Bring the sauce to a boil, reduce the heat to medium and let simmer for 2 hours. Season with salt and pepper and stir in the cheese. Remove bay leaves and serve with pasta.



## 2 Meatless Monday White Beans

### WHAT YOU WILL NEED

1 tablespoon Rouses Extra Virgin Olive Oil  
1 garlic clove, minced  
2 tablespoons diced onion  
2 tablespoons diced bell pepper  
1 16-ounce can Blue Runner White Beans  
Dash of hot sauce  
2 cups white rice, cooked

**SIDES:** Garlic Sautéed Spinach, Rouses French Bread

### HOW TO PREP

Heat 1 tablespoon of olive oil in a medium pot over medium-high heat. Add the vegetables and cook until just wilted, about 2 to 3 minutes. Stir in white beans and season with hot sauce. Serve over white rice with Rouses French Bread and a side of spinach.







## 4 Stuffed Tomatoes

### WHAT YOU WILL NEED

- 4 large tomatoes
- 4 5-ounce cans or pouches tuna in water, drained and flaked
- 1 tablespoon diced onion
- 1 tablespoon diced green bell pepper
- ½ teaspoon dried tarragon
- 5 tablespoons Rouses Mayonnaise
- Rouses salt and black pepper, to taste

**SERVE WITH:** Saltine crackers

### HOW TO PREP

Rinse and dry tomatoes. Cut the top of each tomato and scoop out the pulp. Place upside down on a paper towel to drain.

In a medium, non-reactive mixing bowl, combine tuna, mayonnaise, bell pepper, tarragon, olive oil, pepper and salt. Stuff each tomato with tuna salad mixture.



## 3 Sloppy Joe's

### WHAT YOU WILL NEED

- 2 tablespoons Rouses Extra Virgin Olive Oil
- 2 cups diced onion
- 2 teaspoons minced garlic
- ½ cup diced green bell pepper
- Rouses black and pepper to taste
- 1½ pounds Rouses ground beef, chuck or sirloin
- 3 tablespoons dark brown sugar
- 3 tablespoons Worcestershire sauce
- 6 ounces canned tomato paste
- 14 ounces canned tomato sauce
- 1 cup beef stock
- 2 tablespoons Hot sauce
- 4 hamburger buns, split

**SIDE:** Rouses Potato Chips

### HOW TO PREP

In a large cast iron skillet, heat olive oil over medium-high. Add onion, garlic and bell pepper, season with salt and pepper, and cook until vegetables are soft, about 2 to 3 minutes. Add ground meat, use a fork or wooden spoon to break it into loose pieces, and cook until browned, about 2 minutes. Stir in sugar, Worcestershire sauce, tomato paste, tomato sauce, and beef stock. Bring to a boil, then reduce to a simmer. Cook, stirring occasionally, for 15 minutes. Season with hot sauce and serve immediately on Rouses hamburger buns.





## 6 Spicy Shrimp Pasta

### WHAT YOU WILL NEED

- 1 pound large shrimp, peeled, deveined
- 1 teaspoon salt
- 1 teaspoon dried crushed red pepper flakes
- 5 tablespoons Rouses olive oil
- 1 medium onion, sliced
- 14 ounces can diced tomatoes
- 3 garlic cloves, chopped
- ¼ teaspoon dried oregano leaves
- 3 tablespoons dried parsley leaves
- 3 tablespoons dried fresh basil
- 1 cup heavy cream

Dash Crystal or Louisiana Gold Hot Sauce  
3 cups cooked pasta

**SIDES:** Garlic Sautéed Spinach,  
Rouses French Bread

### HOW TO PREP

Heat 3 tablespoons of olive oil in a large cast iron skillet over medium-high heat. Add the shrimp and cook until just pink, about 1 to 2 minutes. Transfer the shrimp to a large plate. Season with salt and red pepper flakes and set aside. Add the rest of the olive oil to your skillet. When oil is warm add onions, and cook until translucent, about 5 minutes. Pour in diced tomatoes with their juices. Add garlic, oregano, parsley, basil and cream, stir to combine, and let simmer until sauce thickens, about 10 minutes. Stir in shrimp and ladle over pasta.

## 5 Sausage & Egg Pizza

### WHAT YOU WILL NEED

- 1 container Rouses fresh pizza dough (available in most Rouses delis) or 1 package Pillsbury pizza dough
- 8 ounces canned tomato sauce
- 3 ounce canned tomato paste
- Pinch Rouses salt
- Pinch Rouse black pepper
- 1½ teaspoons Rouses Italian Seasonings
- ½ pound Rouses Italian Sausage, casing removed
- ⅓ cup DeLallo pitted Kalamata olives, halved
- 1 cup shredded Mozzarella cheese
- 2 ounces shredded Parmesan cheese
- 3 large red onion rings (3½ to 4 inches in diameter and ½ inch thick)
- 3 large eggs

**SIDE:** Italian Salad

### HOW TO PREP

Preheat oven to 500° degrees.

Roll out dough on lightly floured surface. In a small mixing bowl, combine tomato sauce and paste. Season with salt, pepper and Italian seasonings. Transfer dough to a round baking sheet. Swirl on sauce and arrange sausage, olives and onion rings. Top with cheese, brush edges with olive oil and bake until lightly browned but not crisp, about 6 to 7 minutes. Remove the pizza from oven. Gently crack an egg into each onion ring. Return pizza to oven and continue to cook until eggs are softly set, about 6 to 7 minutes. *Slice and serve with Italian salad.*



## 7 Bayou Boys Burgers

### WHAT YOU WILL NEED

- 1½ pounds Rouses ground beef, chuck or sirloin
- ½ pound Rouses fresh Green Onion Sausage

- 4-pack Rouses hamburger buns
- Rouses salt and black pepper, to taste

Serve with sliced lettuce, onions, tomatoes and choice of Rouse ketchup, mayonnaise and mustard

**SIDE:** Rouses Potato Chips

### HOW TO PREP

In a medium bowl, break up ground meat and sausage. Add salt and pepper and toss lightly with your hands. Divide the meat into four 8-ounce portions. Form each portion into a loose ball and lightly flatten into patties approximately ¾-inch thick and 4½-inches in diameter. Create a slight depression in the middle of each patty by gently pressing the center down until about ½-inch thick. Brush grill rack with a coating of vegetable oil. Grill patties on first side, uncovered, for about 2½ minutes, or until well seared. Flip burgers and continue grilling for about 2 minutes for rare, 2½ minutes for medium rare, or 3 minutes for medium. Top with desired vegetables and condiments. *Serve immediately on Rouses buns.*

### SIDE DISH RECIPES:

## Italian Chopped Salad

### WHAT YOU WILL NEED

- ½ head Rouses lettuce, chopped
- ½ cup chopped tomatoes
- ½ cup chopped onion
- ½ cup chopped bell pepper
- ½ cup cucumber, peeled
- ½ cup DeLallo pitted Kalamata olives
- ½ cup Rouses Extra Virgin Olive Oil
- 3 tablespoons fresh lemon juice
- Rouses salt and pepper, to taste
- 2 ounces grated Parmigiano-Reggiano cheese

### HOW TO PREP

Combine all vegetables in a salad bowl. In a separate, smaller bowl, whisk together olive oil, lemon juice, salt and pepper. Pour dressing over salad, toss to combine and top with grated cheese.

## Garlic Sautéed Spinach

### WHAT YOU WILL NEED

- 2 tablespoons Rouses Extra Virgin Olive Oil
- 6 cloves of garlic, minced
- 1 pound baby spinach leaves, rinsed and dried
- 1 teaspoon Rouses salt
- 1 teaspoon Rouses black pepper
- 1 tablespoon butter
- 1 squeeze lemon

### HOW TO PREP

In a medium skillet, heat oil over medium heat. Add garlic and cook until fragrant, about 3 minutes. Add spinach and cook until just wilted. Season with salt and pepper, add a butter and squeeze lemon.



# My Father's Fridge

by Marcy, Rouses Creative Director

*I don't think my father has seen the back of his fridge in years. There are at least a dozen bottles of salad dressing lurking in there at all times. Four or five different kinds of mustard. Mayonnaise, plus Miracle Whip. And Cool Whip. And those are just the condiments.*

*In my family, the apple doesn't fall far from the tree (and rarely makes it into the crisper drawer). My fridge always has at least half a dozen half empty Rouses containers.*

*Experts say that overstuffing your refrigerator makes it as hard to keep things cool as it does to find them, so I try to edit what's in there at least every week or two. I always label last night's dinner with a name and date. And I always, always label anything that goes in my freezer — I learned to do that after my dad gave me a frozen duck that turned out to be a frozen squirrel.*

## FILL THE FRIDGE

**UPPER SHELVES:** Eggs look pretty stored in the door, but your best bet is actually in their original carton on an upper shelf. Fruits, vegetables, butter, yogurt, cheese, deli meats, leftovers, drinks, and ready-to-eat foods also go on the upper shelves.

**BOTTOM SHELF:** Milk, fresh meat, poultry and seafood go on the lowest shelf.

**REFRIGERATOR DOORS:** Store condiments, jellies and jams here. Never put eggs or milk in the door; it's the warmest part of the fridge.

**DRAWERS/CRISPERS:** Use one for vegetables, the other for apples and ripe watermelon. Never store bananas, avocados, kiwis, tomatoes, papayas or stone fruit with apples and watermelon. They produce ethylene gas, which causes apples and melons to ripen too rapidly.

Leave eggs and dairy products in the containers they came in. Keep raw meat, fish and poultry in its Rouses wrapping on the lowest shelf of your refrigerator.

Refrigerate food within two hours of cooking. Store leftovers in airtight, leak-proof, shallow containers (glass and clear containers let you see what's inside). Eat leftovers within three to four days.

Never store canned peas, soup, etc. in their original, open cans. The metal on the rim will leave a metallic taste.

Raw eggs (in shell) can be stored in the fridge for 3-5 weeks. Hard boiled eggs will last up to a week.

**FREEZER:** Keep the freezer at zero degrees or below. And the same rule applies to the freezer as the fridge: don't overstuff it, or your food won't freeze.

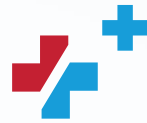
The door is the warmest place in the freezer, so keep ice cream on the shelf instead.

Store leftovers in air-tight packages labeled with the date and name of the food. Separate foods into portion sizes to make cooking easier.

Tightly wrap meat, poultry and fish in plastic wrap or freezer paper. Then wrap in aluminum foil or place in a freezer bag, and it will last for up to three months.



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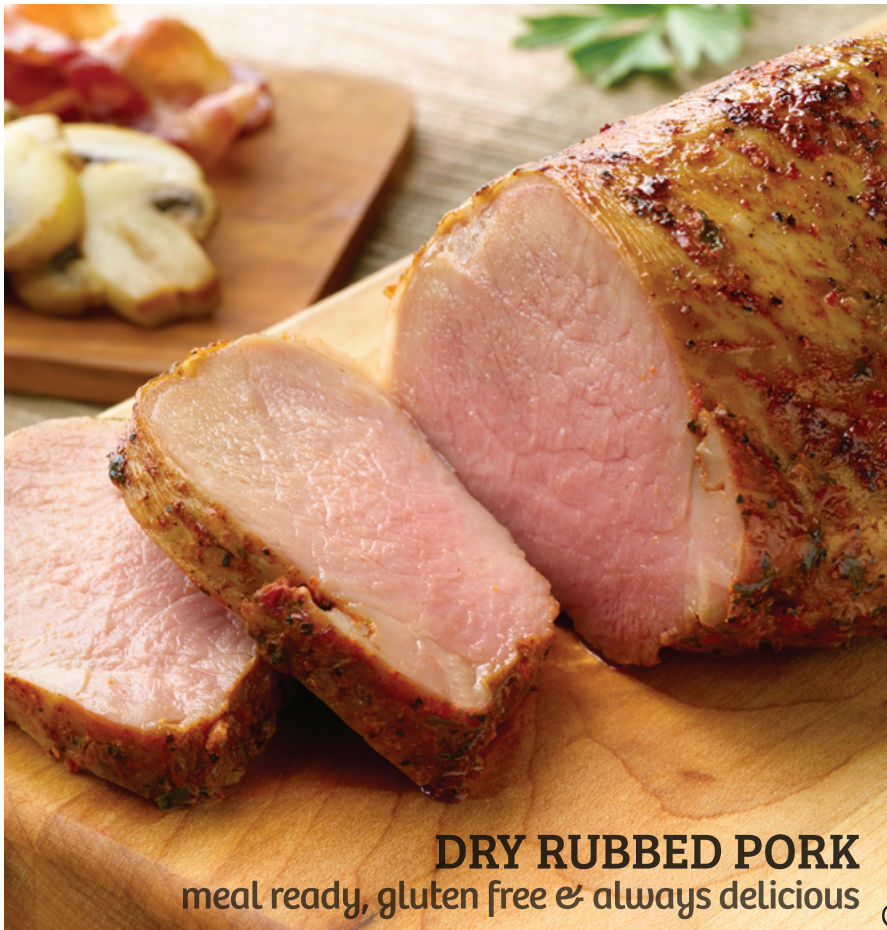
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# The Southern Foodways Alliance

by Sara Roahen

Last spring, I sat down for nearly two hours with one of my heroes: Marvin Matherne, the po-boy-maker and proprietor of Guy's Po-Boys in Uptown New Orleans. I had known Marvin since my first Guy's Po-Boys experience fifteen

years prior, and I had interviewed him several times for articles about the city's iconic sandwich. But Marvin is one of the busiest people I know — he makes every po-boy that leaves Guy's kitchen. *Every* po-boy. I had never dared ask for a two-hour

audience with him. Which is why I had never learned that Marvin had a previous life as a hairdresser. Or that Guy's was formerly a Sicilian-owned corner grocery store. Or that once when Marvin went to Commander's Palace for his birthday, Emeril Lagasse invited him into the kitchen and personally cooked Marvin's rabbit. Or that Marvin eats a lot of quinoa at home. Or that he considers every po-boy he makes to be sacred.

We sat down for this deeper-than-usual conversation as part of a Southern Foodways Alliance (SFA) oral history project titled *The Lives and Loaves of New Orleans*. I made a digital recording of the interview, and I returned a few weeks later with a professional photographer. The interview transcript and photos live in an archive at the University of Mississippi at Oxford where the SFA is part of the Center for the Study of Southern Culture, and they also exist for public consumption on the SFA's web site.

I have slowly been gathering oral history interviews for the SFA for ten years on topics like gumbo, boudin, sno-balls, yaka-mein and most recently, po-boys. I am also a writer, and interviewing is a large part of that work as well. But as in the case with Marvin, it's always the oral history interviews that dig the deepest and yield the most intimate, gratifying information. I love that these interviews will exist in perpetuity, so that decades — even centuries — from now, southerners can learn the history and spirit behind their foodways through the very voices of the people who cook, produce and otherwise spend their days thinking about southern food today.

As outlined in its mission statement, "The Southern Foodways Alliance documents, studies, and celebrates the diverse food cultures of the changing American South. We set a common table where black and white, rich and poor — all who gather — may consider our history and our future in a spirit of reconciliation."

It's an organization of ideals and earnestness and goodwill. Inclusiveness has always been a guiding principle (see Founders Letter sidebar), which is partly how this Wisconsin native became an oral historian in Louisiana.

Oral history is just one of the SFA's

documentary methods. Film is another. The organization produces a quarterly journal and a twice-monthly podcast, both called “Gravy.” John T Edge, who has been the SFA’s director since its inception, clarifies that the SFA’s documentary philosophy embraces an evolving American South. “What we realized is that we want to document the South, and it’s the South of this moment, and it’s the South of this moment with a tether to the past. So it’s an old guard barbecue pitmaster who is four generations deep in the South. You want to tell his story, but you also want to tell the story of the new Mexican immigrant who is cooking barbacoa in southeast Texas,” he says.

As the SFA is part of the University of Mississippi, academic integrity is at the heart of everything the organization does, from staging symposia to raising funds to hiring the university’s first foodways professor. And, as the mission statement dictates, celebration is a requirement. The SFA’s staff and membership comprise a work-hard-play-hard bunch. The year I attended my first Southern Foodways Symposium in Oxford, I ate so much whole hog barbecue (and drank so much bourbon) at the grand finale dinner that I believe I passed as bona fide southerner for a few hours.

To watch the Southern Foodways Alliance’s films, listen to its podcast, browse its oral history archives, or become a member, visit [www.southernfoodways.org](http://www.southernfoodways.org).

## FOUNDERS LETTER

June 16, 1999

Dear Friend,

As you know, a new effort is emerging to establish an organization that would bring together people from all over the region and beyond who grow, process, prepare, write about, study, or organize around the distinctive foods of the South. The principal base for this comprehensive and inclusive group will be in the Center for the Study of Southern Culture at the University of Mississippi in Oxford.

They are offering us an opportunity to use their tax-exempt, non-profit status and their support staff like a greenhouse to grow this new organization, which will have its own officers and board, a self-generated budget, and an independent mission: to preserve and enhance the great food heritage of the South.

To get the pot boiling, I’ve been asked to send this letter of invitation to 50 people whose interest in such an organization is widely known. We request the honor of your participation in a “founders’ meeting” at Southern Living magazine on Thursday, July 22. We will meet all day and then adjourn to Highlands Bar & Grill, where Chef Frank Stitt and his wife Pardis will be our hosts for drinks and dinner. From 9 until noon the next morning, we’ll gather again at *Southern Living* to complete our work.

You will appreciate, I’m sure, the spirit of inclusiveness that is driving this effort. The time has come for all of us — traditional and nouvelle cooks and diners, up-scale and down-home devotees, meat-eaters and vegetarians, drinkers and abstainers, growers and processors, scholars and foodlorists, gourmands and the health-conscious, women and men, blacks and whites and other identity groups, one and all — to sit down and break bread together around one great Southern table.

We all know that this is the finest regional food in America, yesterday and today and forever. Here is our chance to keep it vibrant and to share it with one another and the rest of the world. We sincerely hope you’ll agree to come to Birmingham and help us.

Most cordially yours,  
John Egerton

## UPCOMING SFA EVENTS

### Music to Your Mouth

November 19-22, 2015

Palmetto Bluff, Bluffton, SC

The SFA has a strong presence at this annual food and music festival, particularly in films shown throughout the weekend.

### Taste of the South at Blackberry Farm

January 7-10, 2016

Walland, TN

The luxury resort hosts a culinarily inspired weekend

to benefit the SFA. Guests mingle with the Fellowship of Southern Farmers, Artisans and Chefs, whose members include cattleman Will Harris, grain-saver Glenn Roberts, and Chef Sean Brock.

### Food Media South

February 20, 2016

Birmingham, AL

One jam-packed day of professional development, Food Media South aims at

writers, bloggers and other food storytellers.

### New South Family Supper

April 17, 2016

Atlanta, GA

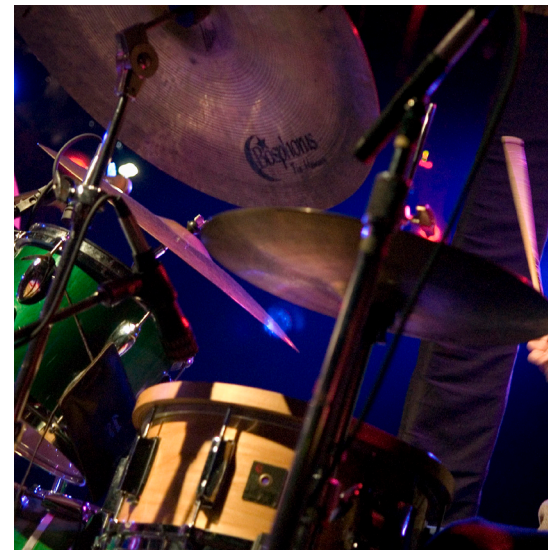
A fundraiser for the SFA hosted by chefs Anne Quatrano and Clifford Harrison, New South Family Supper is a gathering of the faithful, a time for like-minded people to break bread and consider the bounty of the region.

### 2016 Summer Foodways Symposium

June 23-25, 2016

Nashville, TN

Like the fall symposium staged every October in Oxford, MS, the summer symposium involves equal parts learning and feasting. The theme for 2016, which dictates programming at the podium and on the plate, is the Corn-Fed South.



## AN *Instrument* FOR CHANGE

by Brad Gottsegen + photo by Erika Goldring

**W**hen visitors from outside the Gulf Coast are asked about what's drawn them to travel to our beautiful state, two of the inevitable answers are food and music. Louisianians are fiercely protective of our culture, and because of its importance to our tourism industry as well as to those of us that love to eat and to listen to music, great strides have been made in recent years to encourage our youth to carry on our traditions into future generations. In 1997, when the world famous music club in New Orleans, Tipitina's, was faced with the choice of either closing or moving on, local businessman and philanthropist Roland von Kurnatowski rescued the club with the intention of using revenue from it as a means to promote and propagate our musical heritage. This led to the establishment in 2003 of the Tipitina's Foundation, and the Foundation has been giving back to our community ever since. Foundation operations began in New Orleans and are based there, but tremendous growth has allowed program resources to be available through offices in Lake Charles, Baton Rouge, Lafayette, Alexandria, Shreveport and Monroe as well.

According to Bethany Paulsen, Executive Director, the original intention of the Tipitina's Foundation was to use funding (all net proceeds from operation of the club go directly to the Foundation) to provide band instruments to New Orleans public schools. This led to the establishment of Instruments A Comin', a program currently valued at over \$3 million. The Foundation purchases new instruments through partnering manufacturers and New Orleans Music Exchange and donates them to participating schools. Ninety-five schools across the state are currently receiving instruments, 70 of which are in New Orleans. Participating schools must follow

established guidelines for storage, repair, use and supervision of donated equipment in order to remain active in the program. Needless to say, the availability of these quality instruments and associated resources provided by the Foundation has enabled band directors to expand their programs in a dramatic fashion, and in many cases, allowed bands to even exist.

In recent years, however, the Tipitina's Foundation has broadened its scope by adding several wonderful initiatives. Twice a month, at the Tipitina's music club, Sunday Youth Music Workshops are held, giving students a chance to build on what they're already learning in school by working together as well as with well-known local professional musicians. These workshops are free and open to any middle and high school students, and have attracted instructors as diverse as drummer Johnny Vidacovich, Wendell Brunious of the Preservation Hall Jazz Band, and members of Dumpstafunk, Galactic, and the Neville Brothers. For more focused students, the Tipitina's Internship Program, led by artistic director Donald Harrison, assists participants in moving forward with college plans focused on music education and performance and/or professional careers in music. Recently, a partnership has been forged with the famed Berklee School of Music in Boston, which provides scholarships to attend summer programs as well as full academic years at Berklee. Notable alumni of this fantastic program are Troy "Trombone Shorty" Andrews and Jon Batiste (the recently-announced musical director of the upcoming *The Late Show* with Stephen Colbert).

Other programs include Tips on the Tarmac, which provides live music for travelers to enjoy throughout Louis Armstrong International Airport in New Orleans, ELLA, a pro bono legal service that assists musicians and creative professionals with complicated issues such as copywriting and contracts, and the Instrument Repair Initiative, whereby used instruments can be donated and shipped free to New Orleans, where they are refurbished (the program technician is Stafford Agee, trombonist





for Rebirth Brass Band) and put back into use through Instruments A Comin'. Lastly, the Foundation has established seven Music Office Co-ops around the state for adult musicians, filmmakers and digital media artists to use for recording and production purposes, workforce development, and job skill training. These facilities are enabling aspiring and established artists to create their craft and learn at minimal expense, thus removing the financial barriers typically associated with such endeavors and giving more people an opportunity to achieve success.

In order to assess the direct impact the Tipitina's Foundation has had and continues to have on our communities, I had the distinct pleasure of speaking with Mr. Desmian Barnes, the incredibly talented

and energetic Band Director at Sophie B. Wright Charter School in New Orleans. According to Mr. Barnes, most children in his school (which is likely reflective of many public schools across the state) do not have the financial ability to purchase band instruments of their own and must rely on the limited resources present within school budgets to gain access to musical education and performance. Because the Tips Foundation provides instruments to Sophie B. Wright, Mr. Barnes is able to allocate his budget toward purchase of uniforms, upkeep, maintenance of school-owned instruments and travel for performance opportunities. An example of the power this support and programming enables was evident in May of this year, when the Sophie B. Wright band was invited by the Tipitina's Foundation to attend a symphony concert at Mahalia Jackson Theater of the Performing Arts, during which the band was invited onstage to perform two pieces with the Louisiana Philharmonic Orchestra they had previously rehearsed with members of the orchestra. Most importantly the Foundation allows program directors like Mr. Barnes to get instruments into the hands of many more students than would ever be possible without funding, and because of this, his program and others like it are truly thriving. The children are gaining musical ability, self-confidence and an



understanding of what it means to be part of a team with high expectations, leading to an invaluable life experience. Keep an eye out for the Sophie B. Wright Marching Band next Mardi Gras — their talent and discipline are spectacular!

### > **Tipitina's Foundation**

- **Thursday, September 10, 6:30-8:30:** An early evening concert (age 18+) featuring Alexis and the Samurai and Cardinal Sons. No cover charge, donations not required but certainly accepted, all bar proceeds go directly to the Tipitina's Foundation. Made possible through generous underwriting by Patricia Weeks and John Gonzalez.
- **Saturday, September 26:** The Tipitina's Foundation Rhythm & Blues 5K Run. Starts and ends at Tips, marching bands performing along the route, party with food, drink and concert afterwards on the neutral ground outside the club.

Info available on the website — [www.tipitinas.com](http://www.tipitinas.com)

## Save the Last Dance for Me

by Chef Johnny Blancher

As I type away in the Clubhouse (Rock 'n' Bowl World Headquarters), I've decided it's time to kill the wobble! The "look at me culture" is killing romance. Go to iTunes now and download your favorite version of Otis Redding's "These Arms of Mine". (Personally I'm partial to Tab Benoit's passionate rendition.) Grab someone and hold 'em close. Tell me that swaying back and forth with a dance partner close to your heart even compares to line dancing.

I was 13 years old when I first experienced Johnny Adams live at Rock 'n' Bowl belting out "Reconsider Me". The entire dance floor found a partner and held them close. It's what dancing is all about. Dancing is supposed to be romantic and passionate. In that moment, nobody exists but you and the person close to you. Can you really fall in love dancing in a line by yourself?

However, real dancing is still alive. At Rock 'n' Bowl, we're seeing an all-ages resurgence in dance lessons for swing, zydeco and swamp pop. Across south Louisiana and Texas, the concept of two people moving across a wooden floor is very much alive. People are rediscovering the beauty in a big band banging out a tune on Wednesday nights as couples twirl around like they were Fred Astaire & Ginger Rogers. And on Thursday night, the unique four beat rhythm of the zydeco is stepped out by two people for hours straight. It beats any cardio workout in the late night TV infomercial world. Eat your heart out Zoombal! Zydeco rules! Culture matters, and that's why the Rock 'n' Bowl music lineup just won't let go of these classic beats. So grab a dance partner, and save the world.

### **Johnny's Jukebox tips:**

- "I Want to Do Everything for You," Johnny Adams
- "These Arms of Mine," Tab Benoit
- "See You Later Alligator," Bobby Charles
- "I'm a Girl Watcher," Beau Jocque



# *Honey Do* LIST

by Virginia Miller

There are a lot of reasons to love honey bees. Even if you aren't interested in entomology, honey is a pretty magical thing. And it's a fun fact that the bee is the oldest emblem of the sovereigns of France, most prominently Napoleon, who made the bee his personal symbol.

Bees have been around for more than a hundred million years and play a critical role in pollinating the foods we eat: Almonds, onions, okra, figs, carrots citrus, etc. Because plants cannot move, bees and other pollinators come to them.

Honey bees are organized, hard working and resourceful. Their keen sense of smell comes from 170 odor receptors that help them recognize different kinds of flowers, and they perform specific "dances" to lead their hive mates to the best food sources. And bees are neatniks; their hives are impeccably clean!

If you are a casual observer of bees, even if you don't think about them at all, worker bees are the only bees you've probably ever seen. Workers are females that are not sexually developed. They gather pollen and nectar from flowers, build and protect the hive, clean, and circulate air by beating their wings, among other functions that are important to their communities.

Every healthy hive has a queen whose job is to lay the eggs that will become the hive's next generation. If a queen dies, the workers create a new queen by feeding one of the worker females a special diet of an elixir called "royal jelly." Queens also produce pheromones that guide the behavior of the other bees. All male bees are drones, products of unfertilized eggs, but whose job is to mate with the queen to produce future generations. Several hundred drones live in each hive during the spring and summer, but they are kicked out during the winter months when the hive goes into lean, mean

survival mode. Females do the real work, and females help each other through the winter to ensure survival of the hive.

So you're not interested in bugs, but now you know that bees have been honored by royalty, they've been around for 150 million years, they dance, they're discriminating, they're clean AND they make enough sweet honey to feed their community and to share with us?

As a grateful transplant, I'd say the reasons to love bees sound a lot like the reasons to love the Gulf Coast!

Oh — and one more thing — they're in trouble. Colonies are collapsing at an alarming rate.

A combination of pesticides, changes in climate that cause flowers to bloom early, and dangerous mites have put the honey bee at serious risk. That matters for a lot of reasons, including our food supply.

All of this leads to why I, with a more-than-fulltime job, would start to keep bees.

I am definitely not an expert. I am dabbling with a few hives so far in Mississippi and, very recently, one in New Orleans thanks to an elegant and responsible neighbor who chose to relocate a hive that took up residence in her house rather than killing them. But I've had fun creating "V's Bees"... the moniker for my hobby, which includes candles, salves and lip balm as well as honey.

You can do it, too. Your local bee keeping community is exceedingly generous. They'll help you get started, they'll answer questions and they'll share their experience. In this cell phone ringing, texting, social media world, bees make you slow down. They're gentle — they don't want to hurt you (in fact they usually die if they sting you). You have to focus and be quiet and respectful. These glimpses of peace and quiet are as great a blessing as the golden, magical sweet honey your bees will share with you.

If you don't want to get into the world of bee keeping, you can still help. Join the National Wildlife Federation's "Million Pollinator Garden Challenge" and get your garden certified: <http://blog.nwf.org/2015/06/million-pollinator-garden-challenge>.

Or simply plant nectar rich flowering plants and buy local honey, which is best for your immune system, at your neighborhood Rouses!

**➤ Beginning With Bees**

Learn more about bees from your state's beekeepers association: <http://mshoneybee.org> (Mississippi), <http://www.alabamabeekeepers.com> (Alabama), and <http://www.labeekeepers.org> (Louisiana). Register on the Louisiana beekeepers association website for for the 19th Annual Field Day at the USDA Honey Bee Lab in Baton Rouge, Saturday, October 10th at <http://www.labeekeepers.org>.

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- Carmichael's Honey, Youngsville, LA
- Jay Martin Honey, New Orleans
- Bernard's Acadiana Honey, Breaux Bridge, LA
- Pure Alabama Honey, Odenville, AL

**"I'm new to backyard beekeeping. It takes about as much effort to raise a colony of bees as it does to raise vegetables. My hive has one queen and 18,000 Marchese's Italian honeybees. That single hive can make up to 250 pounds of honey during a single season."**

**—Steve Galtier, Rouses Director of Human Resources**



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# At Season's Peak



## Johnny O'Lantern

by Chef Johnny Blancher

**W**arning ... Power tools required! The most fun part of pumpkin carving is getting to use my hole saw and that Dremel saw I got for Christmas.

It's important to find the perfect carving pumpkin. At Ye Old College Inn we grow our own pumpkins on over an acre of urban farm, but a trip to your nearest Rouses will get the job done. Choose one that's got a good, sturdy stem.

Lay out towels on a solid surface and place the pumpkin on top. Use a boning knife — it has a sharp point and narrow blade — to cut out the lid. Scoop out the pulp. And scoop. You need to make sure you get every inch of it. I use an ice cream scooper instead of a spoon. It's less messy.

Now's the fun part. A battery-operated drill set with a half-inch hole saw will produce the perfect set of eyes. A slightly larger ¾-inch hole saw will lead to the perfect nose. That Homer Simpson "D' oh!" look can be achieved with a 2-inch hole saw right where the mouth should be. However, for the more intricate carvings, you'll need a pencil to sketch your favorite look and a Dremel tool to create the details. A sheetrock knife is also handy when carving up the details.

Regardless of your artistic talents, remember to remove all the seeds from your pumpkin along with as much of the pulp as possible. If you choose to light your lantern with a candle or heat source, remember to carve out the top to prevent burning. But these days a battery powered LED light will do the trick and prevent any scorching. The best part of carving your own Jack O'Lantern, or in my case, Johnny O'Lantern, is quality time with the kids. Children of all ages love the task and the chance to show a little creativity.

**P**roper storage is the key to making fruits and vegetables last longer. Store fruits and vegetables separately and keep ethylene-rich avocados, bananas, kiwis, tomatoes, papayas and stone fruit separate from apples and watermelon (ethylene is a ripening agent). Bananas tend to ripen quickly and can cause nearby fruits and vegetables to ripen prematurely. Store bananas separately.

### Apples

Store apples in the crisper drawer of your refrigerator. Top with a damp paper towel to keep apples fresher longer.

### Butternut Squash

This hard-shelled squash is a tough nut to crack. Use a sturdy, sharp chef's knife to remove the stem and top, then peel, cut lengthwise, and scoop out seeds and stringy interior. The dark-orange flesh is great roasted and steamed or added to soups, casseroles and pasta dishes. Store whole butternut squash in a cool, dark place for up to one month. Peeled squash can be stored in the refrigerator in a tightly covered container for up to 5 days.

### Cucumbers

Store cucumbers on your countertop, instead of in the refrigerator, and they will last longer. Make sure you keep cucumbers separate from ethylene-gas producing tomatoes, melons and bananas — ethylene gas will cause the cucumbers to spoil.

### Collard, Mustard & Turnip Greens

Wrap unwashed mustard, collard and turnip greens with a damp paper towel and store in the fridge for up to one week. Wash well before cooking.

### Eggplants

Store eggplants in a cool spot, away from direct sunlight. Keep away from tomatoes, melons and bananas.

## Kiwis

Kiwis will ripen at room temperature or stored in a paper bag. Store ripe and unripe kiwis in your refrigerator for up to four weeks.

## Melons

Keep at room temperature until ripe, then refrigerate.

## Okra

Loosely wrap okra in a plastic bag and store in the fridge for up to two days. Any longer, the okra will start to get slimy. You can also freeze okra. Line a tray with parchment paper and place whole pods or chopped okra in a single layer. Place in your freezer for a few hours, then transfer to freezer bags.

## Sweet Potatoes

Keep in a basket or container in a dark, cool spot for up to two weeks.

Don't store sweet potatoes in the fridge or their centers will harden.

## Tomatoes

Tomatoes are cultivated year round. You can store tomatoes on your countertop or in the refrigerator, but we recommend room temperature, especially for fleshier tomatoes.

## Yellow Squash & Zucchini

Store unwashed yellow squash and zucchini in a perforated or loosely closed plastic bag in your refrigerator.

It will last for up to one week.



## Eggplant Pirogues

Serves 6

### WHAT YOU WILL NEED

- 9 small eggplants, washed and dried
- 3-4 tablespoons Rouses Extra Virgin olive oil
- ½ cup yellow onion, chopped
- 1 large garlic clove, roughly chopped
- ¾ pound lean ground beef
- ¼ pound Rouses Italian sausage, casing removed
- 1 teaspoon Rouses salt
- ½ teaspoon Rouses black pepper
- 1 teaspoon ground allspice
- 1 teaspoon ground cinnamon
- 1 cup white rice, cooked
- ¼ cup pine nuts
- ⅓ cup plus two tablespoons fresh mint leaves, chopped
- 1 15-ounce can tomato sauce
- 1 cup water
- Sliced fresh tomatoes for garnish

### HOW TO PREP

Lightly grease eggplants with olive oil and place in a large baking dish. Roast under the broiler for 15-30 minutes until just soft. In a large, cast iron skillet, warm two tablespoons of olive oil over medium-high heat. Add onions and garlic and cook until translucent. Add ground beef and Italian sausage and sauté until browned.

Drain the skillet of any fat and place on a cool burner. Season with salt, pepper, allspice and cinnamon. Add rice, pine nuts and ⅓ cup chopped mint leaves, stirring to combine.

Preheat oven to 375 degrees.

Transfer eggplants to a plate or work surface. Cut a slit lengthwise in each eggplant, and carefully scoop out some of the flesh. Add the flesh to your meat and rice mixture, stirring to combine.

Stuff eggplant shells with meat and rice mixture and return to the baking dish.

In your original skillet, combine tomato sauce, water and drippings. Pour over eggplants. Cook stuffed eggplants until bubbly, about 25-30 minutes. Garnish with tomato slices and chopped mint.



## Chicken, Okra & Tomato

### Brunswick Stew *Serves 6-8*

Okra and tomatoes go together like red beans and rice. Brunswick Stew is a Southern take on tomato-based meat-and-vegetable soup. We used leftover Rouses rotisserie chicken, but you can substitute raw chicken, turkey, pork, beef or rabbit, which we sell in our Butcher Shop — just make sure the meat is fully cooked before serving. We kept it simple with just okra and tomatoes, but if you want a thicker stew, add lima beans, corn and carrots.

#### WHAT YOU WILL NEED

- 2 tablespoons Rouses vegetable oil
  - 2 cup chopped onion
  - 5 cloves garlic, minced
  - 3½ cups diced fresh tomatoes (or 1 28-ounce can)
  - 3 cups chicken stock
  - 1 Rouses rotisserie chicken, deboned
  - ½ cup barbecue sauce
  - 2 teaspoons salt
  - 1 teaspoon black pepper
  - 2 teaspoons paprika
  - 2 cups sliced okra, fresh or frozen
- Hot sauce, to taste

#### HOW TO PREP

Heat oil in a black iron skillet or Dutch oven over medium heat. Add onions and garlic and sauté onion for 5 minutes, stirring occasionally. Add tomatoes, chicken stock, chopped chicken, barbecue sauce, salt, pepper and paprika, and stir to combine. Bring mixture to a boil, reduce heat to simmer, and cook for 30 minutes.

Add okra and continue to simmer for 20 minutes. Season with hot sauce before serving.



## Baked Squash & Rice *Serves 6*

#### WHAT YOU WILL NEED

- 2 butternut squash (about 3 pounds total)
  - 2 cups chicken broth
  - 1 cup water
  - 1 tablespoon chopped fresh or 1 teaspoon dried sage
  - 1 teaspoon Rouses Extra Virgin olive oil
  - 1 cup diced onion
  - 2 garlic cloves, minced
  - 1 cup uncooked Arborio or other short-grain rice
  - ¼ cup dry white wine (Pinot Grigio, Sauvignon Blanc or an unoaked Chardonnay)
  - ¼ teaspoon dried thyme
  - ½ teaspoon salt
  - ¼ teaspoon black pepper
- Fresh parsley for garnish

#### HOW TO PREP

Preheat oven to 350 degrees.

Place squash on a baking sheet. Cook for 30 minutes or until tender. Remove from oven and let cool. Peel squash and cut in half length-wise. Using a fork or spoon, remove seeds and membranes; discard. Cut one squash into ½-inch cubes (leave the other one intact).

Raise oven temperature to 400 degrees.

In a medium saucepan, bring broth, water, and sage to a simmer.

On a separate burner, heat oil in large, nonstick skillet over medium-high heat. Add onions and garlic and sauté until wilted, about 6 minutes. Pour in rice and sauté to coat. Add squash, broth mixture, white wine, thyme, salt and pepper and cook for 5 minutes, stirring occasionally.

Coat a large baking dish with cooking spray. Place hollowed squash in the dish and fill with rice mixture. Bake at 400 degrees for 30 minutes. Garnish with fresh parsley.







*Claws for Applause:*  
**BLUE CRABS**

The gulf is home to more than 60 types of crabs, but for most Gulf Coast locals, crab means blue crabs, so named for their blue-tinted shells and claws. Those claws make it easy to tell male and female blue crabs apart: male claw tips are blue; female claw tips are red.

Blue crabs are caught year-round, but harvests peak during the warm summer and fall months. We get our blue crabs from fishermen and seafood distributors all over the Gulf Coast. In Alabama, we source them from the same place that sells shrimp, crabs, oysters and whole fish to some of the finest seafood restaurants in the state — Royal Lagoon Seafood in Theodore, Alabama. Royal Lagoon's owner Val Hammond was born and raised in New Orleans and spent summers on Dauphin Island working in the shrimp industry. He moved to Alabama and at age 22 went into business for himself. Today, he employs nearly two dozen people.

—James, Rouses Seafood Director

### **The Mobile Bay Causeway**

The scenic causeway overlooking Mobile Bay is the road to seafood heaven, with famous seafood restaurants like Felix's Fish Camp (our favorite spot to watch a sunset), and BlueGrill Restaurant, home of the crab omelette sandwich and great crabcakes. Another favorite, the Original Oyster House, was featured on *Man vs. Food*. Get the cheese grits and anything seafood.

### **Bayley's Corner**

Bayley's Seafood Restaurant on the Dauphin Island Parkway in Theodore, Alabama gets credit for two of Lower Alabama's best — the West Indies Salad and fried crab claws. The late, great restaurateur — and raconteur — Bill Bayley invented both dishes.

Bill and his wife Ethyl opened a steak and seafood restaurant and one-room grocery in 1947. The West Indies salad, a combination of crabmeat, onions and vinegar, came first. Bill used lump crabmeat in the salad. That left a lot of claws, which he broke to scoop out the meat. Sometime in the early 1960s, Bill figured out a more elegant claw cracking technique, which left the claw meat attached to the pincher. Voila, crab claws.



## Bill Bayley's West Indies Salad

The recipe was originally published in 1964 in the *Junior League of Mobile cookbook, Recipe Jubilee*.

### WHAT YOU WILL NEED

- 1 medium onion, chopped fine
- 1 pound fresh lump crabmeat
- 4 ounces Wesson Oil
- 3 ounces cider vinegar
- 4 ounces ice water  
(as cold as you can get it)
- Salt and pepper



### HOW TO PREP

Follow these instructions to the letter! Spread half of onion over bottom of large bowl. Cover with separated crab lumps. Add the remaining onion. Season with salt and pepper. Pour oil, vinegar and ice water over all. Cover and marinate 2-12 hours.

Toss lightly before serving. Serve as a salad on a bed of lettuce or on crackers as an appetizer.

## Old Shell Road

**We have a Rouses on Old Shell Road in Lower Alabama and were curious about how the road got its name. There's a seafood (shell) connection, of course.**

**—Ali Rouse Royster**

*From Harper's Weekly Journal of Civilization, New York, Saturday, September 6, 1866:*

From its beginnings, c.1824 until 1850, the picturesque and tree lined Isabella Street was one of Mobile's most popular drives. During this same time, Spring Hill was rapidly becoming Mobile's fashionable summer resort and refuge from the dreaded yellow fever epidemics. About midway through the 19th century, a group of Spring Hill's wealthy summer residents financed from their own purses the surfacing of the original country road with shells. To provide for the maintenance of the road, which had to be resurfaced with shells four times a year, an act of legislature, February 13th, 1850, opened Isabella Street to toll and renamed it the "Shell Road". A tollgate located near Stickney's Hollow (now known as Fernway) charged 25 and 50 cents per vehicle. Beginning at Broad Street, the "Shell Road" passed through Stickney's Hollow, along the fringes of Summerville (now Spring Hill Avenue) skirting Ashland, the home of Mrs. Augusta Evans Wilson (now Ashland Place) near Napoleonville (now Crichton) eventually climbing "The Hill" and ending majestically at Spring Hill College. On February 10th, 1854, a second act of legislature authorized the construction of another shell road along Mobile Bay. It was at that time, so as to distinguish one from the other, that the original "Shell Road" was renamed "Old Shell Road."

## At Seafood's Peak: September & October

Brown Shrimp, *Gulf Coast*

Clams & Mussels, *East Coast*

Cod, *East Coast*

Flounder, *Alabama, Mississippi, Florida, Texas, West Coast, East Coast*

Keta Salmon, *West Coast*

King Crab, *Alaska*

Lobsters, *East Coast*

Octopus, *West Coast*

Oysters, *Gulf Coast, West Coast, East Coast*

Scallops, *West Coast, East Coast*

Scottish Salmon, *Scotland*

Sockeye Salmon, *West Coast*

Swordfish, *California*

White Shrimp, *Gulf Coast*

Yellowfin Tuna, *Louisiana and Florida*



# The CHEF & The DOC

## Rouses Red Peppers

### WHAT YOU WILL NEED

- 1¼ pound of ground turkey
- 1 small onion, diced
- 3 green onion stalks, diced
- 3 garlic cloves, minced
- 1 stalk celery, diced
- ½ cup tomato paste
- ⅔ cup bulgar soaked in water and drained
- 1 teaspoon Italian Seasonings
- Small pinch each Rouses salt and pepper
- 5 red bell peppers cut in half, seeds removed
- 1 tablespoon Rouses extra virgin olive oil

### HOW TO PREP

In a medium-sized bowl, mix all the ingredients together except the bell pepper and olive oil. Place bell pepper halves, cut sides up, in a baking dish. Fill each pepper with the turkey and bulgur wheat mixture, dividing evenly. Drizzle each with oil.

Cover the baking dish with aluminum foil and bake stuffed peppers, until just soft, about 30 minutes. Remove foil. Continue to bake an additional 10 minutes. Serve warm.

*Louisiana's Health & Wellness Ambassador Eric Griggs, M.D. is on a mission to teach people how to live longer, healthier and happier lives. He teamed up with our Chef Nino to talk food and how it affects our health.*

**CHEF NINO:** Doc, your mantra is, "Get checked. Get fit. Get moving!"

**DOC GRIGGS:** Screenings find disease before you have symptoms. Getting your blood pressure, blood glucose and cholesterol checked is one of the most important things you can do for your health.

**CHEF NINO:** But a lot of folks take a head-in-the-sand approach to their health. If they don't "know," it can't be true.

**DOC GRIGGS:** That's unhealthy. Healthy is wanting to know.

**CHEF NINO:** A lot of folks also think diseases are inevitable, which they aren't, even if you have a family history.

**DOC GRIGGS:** I have a heredity risk for diabetes, but that doesn't mean I'm going to get diabetes. My doctor and I keep a close eye out for any symptoms. I exercise — I live by my words — get fit, get moving. And I eat right.

**CHEF NINO:** Explain what eating right is.

**DOC GRIGGS:** Eating right is eating food

that tastes good and is good for you. I don't like the word diet. Focus on nutrient rich foods — protein, whole grains, vegetables, foods that are high in good fats and low in saturated fats, trans fats and added sugars.

**CHEF NINO:** We're seeing just how much of a roll nutrition plays in health in the class we're both taking at the Goldring Center for Culinary Medicine. The center is a part of the Tulane of School of Medicine.

**DOC GRIGGS:** The executive director, Dr. Tim Harland, is nicknamed Dr. Gourmet. That says it all.

**CHEF NINO:** They teach physicians about food — how to cook, what to eat, and how to help patients improve their diet. We're learning how to treat disease with food.

**DOC GRIGGS:** Food is nature's medicine ...

**CHEF NINO:** Which would make Rouses produce department a FARM-acy.

**DOC GRIGGS:** Always with the puns.

**CHEF NINO:** That's my nickname, Atilla the Pun.

**DOC GRIGGS:** Atilla, you teach cooking classes at Rouses Markets all over the Gulf Coast. What do you tell your students about eating healthy?

**CHEF NINO:** You don't have to give up your favorite local foods, you just need to modify them a bit. Eat brown rice with your red beans or shrimp Creole. Thicken stuffed peppers with bulgur wheat instead of bread crumbs. That sort of thing. And you can get everything you need at Rouses.

**DOC GRIGGS:** I'm changing my mantra. "Get checked. Get fit. Get moving. Get to Rouses!"



▲ Rouses Chef Nino & Eric Griggs, M.D.  
photo by Erika Goldring

# Happier Meals.



**Smile. You now have more organic choices for your family.**

Our happy family is growing and that's good news for yours. Since 1984, we have subscribed to the belief that pure food fuels pure joy — a belief that has made us the top choice of organic salad in the country. Today, we offer a whole new generation of goodness: new salads, fresh and frozen produce and snacks. All this adds up to even happier meals for everyone.

[EBFarm.com](http://EBFarm.com)  



There's a  
Mouse in the  
House....

Disney  
· MICKEY SHAPED  
VEGGIE CHIPS



Join the  
Club!



Spice up your tailgate  
with



Love me some Thib's



Simply the Best...

One Cup  
at a  
Time



www.pjscoffee.com



# TAILGATING: *The Basic Playbook*

by Pableaux Johnson

It's that time again, football fans. After the unbearable post-Super Bowl summer drought, it's time for your favorite teams (the Saints, the Tigers, the Tide, the Bulldogs, etc., or any of a million high-school squads) to take to the gridiron for another season.

The coaches and players have spent countless hours in the weight rooms and on the practice fields getting ready. They've run their drills, watched scouting films, studied playbooks and prepared themselves physically, mentally and spiritually for the year's opening kickoff. They're fired up and ready.

And that's *your* cue, as a dedicated and kitchen-savvy football fan, to consider your tailgating skills.

Are you the diehard host who runs a trailer-sized smoker for every home game or the guy who shows up with three beers and two jars of body paint? Are you content with your usual "bag of chips, jar of salsa" routine, or do you aspire for true gameday greatness?

Well, we're here with a playbook to help you reconsider tailgating fundamentals. With a few helpful moves and a new way of thinking about the pre-game logistics, we can help you up your tailgate game and go from bench-sitting brewhound to weekly contender for culinary MVP.

## Play 1: See the Whole Field (Knowing the Food Groups)

If you've been to a truly great, well-run tailgate, you probably remember a spread of epic proportions: a perfectly-made seven-layer Mexican dip, impossibly tender smoked pork ribs, juicy burgers, maybe some potato salad and coleslaw on the side. Simple, practical foods that lend themselves to a tailgate's universal "pre-game picnic" format.

You'll probably also remember not-so-great dishes that went untouched through the fourth quarter: wilted spinach salads, "healthy" but rubbery steamed Buffalo wings, tofu-based ANYTHING.

Whether you're celebrating this weekend with a proper parking-lot bash or an indoor widescreen watch party, your spread should match the spirit of the day.

So the first lesson is this: the BEST tailgating foods are traditional, durable and easy to handle with a minimum of utensils, which brings us to the four classic tailgate Food Groups:

### • Finger foods

*Chips/dips, wings, deviled eggs, ribs, crackers and sweets*

### • Sandwiches

*Burgers, po-boys, bun-based barbecue, soft tacos and meaty biscuits*

### • Small Plates

*Slaws, casseroles, baked beans and lasagnas*

### • Bowl-based dishes

*Chili, gumbo, jambalaya, stew, red beans and rice*

### ➤ The Moves

**ROOKIE:** Showing up to the fourth game in a row with nothing but a shrug and the fight song in your heart. Sure, it's good to be on the team, but shouldn't you get in the game every once in awhile?

**PRO:** Having a go-to dish from each category, just in case.

**MVP:** Making cool-weather dishes (dips, deviled eggs) for early-season games and switching to more hearty dishes as the season progresses (hopefully, God willing, deep into the post-season).

## Play 2: Hit 'Em Where They Ain't (Strategic Dish Selection)

Any coach will tell you: the best skill is to watch the field and read the zones. When it comes to a tailgate, it's good to know patterns that can result in a very boring "nine onion dip" game-time feast.

Now's the time to play to a host's strengths and cover the less-trafficked part of the gameday menu. Got a buddy who's renowned for his larger-than-life black pot jambalaya for 100 folks? Dedicate yourself to perfecting your Aunt Bertha's coleslaw (just sweet enough, with a mystery kick that she only revealed after two glasses of wine at Christmas), or some other favorite.

### ➤ The Moves

**ROOKIE:** Resist the urge to go head-to-head with your host's trademark dish. Let them call the plays and enjoy a home-field advantage.

**PRO:** Ask ahead and play requests. Steer clear of the tailgate's "Big Food Theme" (burgers, barbecue, jambalaya) unless your host is particularly competitive.

**MVP:** Cook a dish that complements your host's dish and makes you BOTH look like culinary pros.

**Play 3: Work Your Special Teams***(Building a Tailgate Reputation)*

This particular play takes a little time but is well worth the investment and effort. In the same way family members get famous for their intricate Christmas cookies or oyster dressing at Thanksgiving, experienced tailgate cooks gain local fame for their trademark dishes (crock-pot beef sandwiches or a pan of oven-baked mac-and-cheese).

It takes practice, but once you get a reputation for “your special dish” (chipotle pork stew, shrimp étouffée, classic queso), you’ll be added to ANY party’s starting lineup.

**> The Moves**

**ROOKIE:** Keep expectations low. Just bring chips. Rouses has hundreds to choose from.

**PRO:** Pick a few versatile dishes from the cookout canon and practice, practice, practice.

**MVP:** Deviled eggs are a showstopper. Always. And if they’re easily customized with a chip of bacon or a chunk of boiled shrimp, you’ll be revered as a minor tailgate god. Dial that in and you’ll never NOT be invited to the game.

**Play 4: Develop Solid Pre-game***Habits (The Power of Cooking Ahead)*

In any game, you’ve got to play to your strengths, and tailgating is no different. As much as we’d love to be able to whip up a complicated dish while our favorite jersey is tumbling dry, the kitchen reality is more complicated. Little things (kids, dates, late nights at work) get in the way and contribute to kitchen time craziness.

It pays to get into the habit of doing as much prep work as you. Depending on the complexity of Your Special Dish, it might help to double-check your Rouses shopping list on Thursday or stage all your ingredients the night before. It’ll cut down on gameday craziness.

**> The Moves**

**ROOKIE:** Plan on a Rouses run around 10:30am before a noon game.

**PRO:** Check your kitchen inventory (ingredients, tools) as you’re adjusting this week’s Fantasy lineup earlier in the week. Make a Rouses shopping list.

**MVP:** The College/Pro Double dip. Saints fans have an advantage here, as they can noodle around in the kitchen in between commercial breaks of Saturday’s SEC games.

**Play 5: The Right Equipment***(Culinary Safety in Motion)*

As we all know, cooking a pot of your great-uncle Vern’s world-famous venison chili is only half the battle. Once you make the vat of spicy, gut-warming goodness, you’ve got to make sure that it makes it safely to the celebration.

We’ve all appreciated the smell of our favorite foods simmering on the stovetop. But even if you love the aroma of Uncle Vern’s chili, you definitely don’t want it soaking the floorboards of your car after a quick left turn.

Once you develop your own special dishes, you’ll learn the joys of inexpensive, special-use serving vessels. Tailgate veterans know the power of versatile food storage products — large-format resealable kitchenware and heavy-gauge aluminum roasting pans that can handle just about any hot or room-temp dish. Use in combination with a fifty-cent thriftshop serving spoon, and you’ve done yourself and your host a huge favor come cleanup time.

**> The Moves**

**ROOKIE:** Putting a hot pot of your favorite food next to your spare tire, slamming the trunk and hoping for the best.

**PRO:** Use a spare ice chest as an insulated carrier. Properly packed with dishtowels, it keeps the hot stuff hot and helps prevent spills from seeping into your car’s upholstery.

**MVP:** Go with disposables and treat yourself (and your host) to post-party peace of mind. No matter how the game goes, it’s always nice to have one less thing to think about as the clock runs down.





**F**ootball and beer — a classic combination. There's nothing like beer for celebrating your team's touchdown or key interception. It also helps drown your sorrows when it's the other teams.

When choosing gameday beers, remember: it's a marathon, not a sprint. Sixty minutes of play translates to three hours of game watching, which is doubled or even tripled if watching the game before and/or after. So drinkability is key. But you still want flavor — otherwise, what's the point?

Local beers are always a good choice to cheer on the local team, and there are plenty to choose from at Rouses. On the lighter end of the spectrum, Great Raft Brewing out of Shreveport, Louisiana, makes Southern Drawl, a pale lager with grassy and bready notes and a mild hop finish. It's extremely drinkable and delicious.

Football season starts when it's still warm, so a refreshing wheat beer is a great option to quench your thirst during the game. Parish Brewing's Canebrake, a crisp, flavorful ale made in Broussard, Louisiana, uses Steen's cane syrup as part of its recipe.

Chafunkta Brewing's Kingfish Ale is a cream ale, which is an older style that's recently found a renaissance among craft beer brewers. Cream ale has the ingredients of a light lager but is brewed as an ale, fermented at higher temperatures with an ale

yeast instead of a lager yeast. Kingfish drinks light and crisp but has a more complex ale flavor. It's the best of both worlds for a great football drinking beer.

Of course, game day beers aren't limited to light lagers and ales. For those who crave as much excitement from their beers as they do from their team, a cornucopia of styles are available.

There's a perception that dark beers are heavy, but that's not always the case. Beers like Bayou

Teche's LA-31 Biere Noire and Great Raft's Reasonably Corrupt are local examples of the German-style schwartzbier, which has a light and drinkable body, with a roasty flavor from the addition of darker malts.

However, there's a place for heavier dark beers as well. Deeper into football season, when the weather cools, try Crooked Letter's Mystery Romp Mocha Porter or Lazy Magnolia's Jefferson Stout.

Hopheads love football, too. IPAs tend to have a bit more alcohol content, and high levels of hops can be a little overwhelming on the palate if drank throughout the day. So pale ales like NOLA Brewing's Rebirth, Parish Envie or Tin Roof's Voodoo Bengal Pale Ale can quench that thirst for hops in a balanced fashion. For serious hops, pick up a sixer of Abita's Wrought Iron IPA or Covington Brewhouse's Anonymous IPA.

Southern Prohibition's Jack the Sipper is a version of the English style ESB, which is a less hoppy cousin to pale ale and another great option for a game day beer.

One of the reasons that football and beer go so well together is the camaraderie that surrounds both. The raucous celebration of the tailgate exemplifies this; kegs can help get the party going and keep it running. Blonde ales are perfect for this occasion — NOLA Blonde as well as Tin Roof's Perfect Tin are available at Rouses in kegs of various sizes.

**BY THE NUMBERS:**

**Americans consumed 325.5 million gallons of beer on Super Bowl Sunday. There are 15.5 gallons in a standard keg. That's 21 millions kegs.**







# **Kontos** Hand-Stretched for Fluffiness™

- ◇ Most Versatile Flatbread & Pocket-Less Pita®
- ◇ Contains No Trans Fat
- ◇ 100% Vegetarian
- ◇ Perfect for Sandwiches or Pizza Crusts
- ◇ Cut in Strips & Serve With Dips & Spreads

## **Flatbread Roast Beef & Swiss**

Kontos Flatbread  
 Roast Beef or London Broil, cooked to taste  
 Sliced Swiss Cheese  
 Sliced Red Onion, Thinly sliced Lettuce, Tomato & Dill Pickle slice

Cut a Kontos Flatbread in half and place desired amount of Roast Beef/ London Broil and Swiss Cheese on one half. Add Lettuce, Onion, Tomato and top with other half of Kontos Flatbread. Serve with chilled Dill Pickle slice.

*Other Suggestions: Serve sandwich warm by placing in electric grill, panini press, skillet, or even in the oven and heating until cheese melts.*





# Haunted History

by Chris Rose + photos by Erika Goldring

Just around the corner from the Rouses Market in the French Quarter, prospective homebuyers are presented with a real estate option you won't likely find anywhere else but New Orleans.

In addition to the choices between hardwood floors or wall-to-wall carpeting, central A.C. or ceiling fans, balcony or courtyard, several properties offer Haunted or Not Haunted.

I am not making this up.

The bleary-eyed visitor to America's most libertine neighborhood, suffering from the effects of a long night on Bourbon Street, might be forgiven for doing a double-take when he sees a local "For Sale" sign which specifies one or the other.

Haunted. Not Haunted.

New Orleans is pretty famous for not doing things the way other cities do, and that obviously includes our real estate transactions.

It's the only place — that I am aware of, at least — where spooks and apparitions are included among a property's premium selling points.

It is a point of local pride and a long-held

notion — and even a marketing gimmick — that New Orleans is the most haunted city in America.

That may or may not be true — but it certainly makes sense when you think about it. The city is old and mysterious and inscrutable and beholden unto ancient rituals. It is also more death-obsessed than most places.

Cemeteries are tourist destinations, and funerals are public spectacles. One former funeral home is now a seafood market, and another is the former home of rock star Trent Reznor.

On All Saints Day and All Souls Day, families gather to picnic at their relatives' gravesites and mausoleums.

And any seasoned visitor to the city has certainly noticed that we have more people walking around our streets who look like zombies than anywhere else in America.

There is an entire cottage industry in New Orleans built upon the afterlife, a thriving necromantic economy. Ghost tours, ghost books, vampire novels, cemetery tours, voodoo rituals, séances, Anne Rice — and the biggest, baddest, scariest selection of

Halloween haunted houses in the world.

Hauntworld.com, an online informational clearinghouse for all things, well, haunted, says of one local Halloween destination — The Mortuary on Canal Street: "Those who enter will be tested and pushed to the limits of their sanity."

That's high praise coming from what is essentially the Yelp of haunted houses — a Consumers Digest for the fright industry.

When an attraction established for a holiday that is ostensibly supposed to be catered to children doesn't allow admittance to children — as several New Orleans haunted houses do not — then you can bet they're serious about the business of scaring.

But New Orleans' supernatural scene is by no means limited to Halloween. The sidewalks of the French Quarter are packed with ghost and vampire tours every night of the year, with visitors paying a pretty penny to get their shock on.

I don't know if there are many cities — if there are *any* cities — where dozens, maybe hundreds, of people make their living telling ghost stories.

Nice work if you can get it.



▲ LaLaurie Mansion, French Quarter

Mikko Macchione, a New Orleans historian, has that job. As a French Quarter ghost tour guide, he claims he is not peddling fiction.

“As I tell my tours, I’m a terrible liar,” he says. “So I don’t tell a story unless I’ve researched it or it has been corroborated so much — and so similarly — that I can report it in good faith.”

He goes on to tick off the names of local ghosts like they’re old acquaintances: Antoine, who wears a billowing shirt and pantaloons as he wanders about Muriel’s restaurant; Alejandro, who hangs out in the balcony at Le Petite Theatre, and so on.

His theory about why there are so many ghosts in New Orleans makes as much sense as any other explanation:

“Who’s to say there’s no psychic component to the universe,” he says. “New Orleans was a really easy place to die in the 19th century — floods, fires, hurricanes, Indians, pirates, jealous husbands, duels and, of course, yellow fever.

“So its like the trauma keeps your mind off the fact that you’re dead. And spirits tend to be found where the trauma occurred — or in places they enjoyed being, like the church or the theater.”

Hey, sounds good to me.

The actor James Franco, who has filmed several movies in New Orleans, once wrote about his experience taking a ghost tour

here. It was — as James Franco tends to be — very candid, macabre and unusual.

“Our tour guide told us that New Orleans has recorded the highest number of missing-persons cases since those statistics began being tracked,” he wrote. “There was something strange about hearing all this at the start of a walking tour. At a carnival, inside a fun house, or around a campfire, the recitation of disturbing information serves to create a certain mood. That’s the way many Disney films work. But to use missing persons and murder to set a tone within the environment where those things are still happening confuses entertainment and reality. Basically, New Orleans is an amusement park where you can get killed.”

No doubt about it: When the subject of conversation is the afterlife, people tend to have strong opinions.

After all, It’s the only permanent state of mind, body and being.

That I know of.

Now, about those real estate signs — the Haunted, Not Haunted ones:

They are the work of French Quarter Realtor Finis Shelnutt.

In addition to doing a double take at his For Sale signs, one might also be taken aback by his name — but that’s a whole ‘nother story.

Among other things, he is the ex-husband of former Bill Clinton mistress Gennifer Flowers, and you simply have to admire the guy for surviving junior high school with a name like that.

(Any Gulf Coast historian worth his salt knows that Finis is a traditional name of honor in the South. It was Confederate President Jefferson Davis’ middle name. But maybe this isn’t the best time to talk about that!)

But I stray. Back to the story:

After former Star Trek actor and cultural commentator George Takei posted an online photo of one of the “Haunted” signs last year, Shelnutt responded:

“Speaking as someone who’s from NOLA (New Orleans) that IS actually a selling point ... Can’t swing a thing without running into some haunted local. Ah, the charms of home.”

USA Today then picked up the story.

They wrote:

“Shelnutt, a Little Rock native, says he wasn’t always a complete believer in the spirit world ‘until we started doing these tours and it gets really bizarre,’ he says. ‘Every night, someone will pick up orbs,’ Shelnutt says, referring to white circles sometimes picked up in photos that some paranormal experts say represent ghosts.”

“Now, Shelnutt says he has seen so much — including a frequently swinging trash can lid in his kitchen — that he believes the eight properties he has listed are haunted. ‘I think all of them are,’ he says.”

Can’t swing a thing?

I guess that doesn’t include trash can lids.

After researching this story, I am pretty much convinced that the Rouses Market in the French Quarter is the only building in the neighborhood that’s *not* haunted.

I mean, the testimonials are staggering. Who is one to believe?

Me, I tend to be a skeptic.

Then again, several times while browsing the aisles of that store, I have walked through what definitely felt like a cold spot, some sentient apparition in my midst.

And I have to admit: It’s a jarring, unnerving experience. It raised goose bumps on my arms, made me shiver, and made me wonder if maybe there isn’t something to all this talk about ghosts and hauntings in the French Quarter.

That is, until I look around and notice I’m in the frozen foods section.



▲ Finis Shelnutt, Realtor



# GHOSTBUSTING on the Gulf Coast

photo by Erika Goldring

*Sausage Man, a ghostly butcher who worked in Mr. Muller's sausage factory.*

- Houmas House Plantation, Donaldsonville
- Joseph Jefferson Mansion, New Iberia
- Lafayette Cemetery No. 1, New Orleans
- Lafitte's Blacksmith Shop, New Orleans

### • **LaLaurie Mansion, New Orleans**

*Madame LaLaurie's victims have haunted this Royal Street address for more than 150 years. Past owners, including actor Nicholas Cage, have suffered misfortunes attributed to the LaLaurie Curse. This is one of the best known haunted houses in the French Quarter.*

- **Laurel Valley Village Plantation, Thibodaux**  
*Ghosts of slaves, Chinese, Italian, Irish and Acadian field workers are sometimes seen at Laurel Valley Village, the largest surviving 19th and 20th century sugar plantation in America.*

- Magnolia Lane Plantation, Westwego

- Mary Jane's Bridge, Broussard

- Monteleone Hotel, New Orleans

### • **Myrtles Plantation, St. Francisville**

*This 18th Century antebellum home has been recognized as one of the most haunted places in America. Ghosts include Chloe, a slave girl, who made her first appearance in a 1992 photo of the property.*

- Nottoway Plantation, White Castle

- Oak Alley Plantation, Vacherie

- Old State Capital, Baton Rouge

- Old State Penitentiary, Baton Rouge

- Old Ursuline Convent, New Orleans

- Shadows-on-the-Teche, New Iberia

- Southdown Plantation House, Houma

- St. Louis Cemetery No. 1, New Orleans

### • **T'Frere's House, Lafayette**

*This B&B is said to be haunted by Amelie Comeaux, a widowed schoolteacher who drowned in a well in her brother's backyard. Her death was labeled a suicide by the Catholic Church, but townspeople thought otherwise.*

### • **Woodland Plantation, Port Sulfur**

*The ghost of former owner Braddish Johnson is often seen roaming the property dressed in striped pants and silk hats and carrying a gold-tipped cane. Woodland is one of the few Louisiana plantations to survive the Civil War.*

## LOWER ALABAMA

- Boyington Oak – Church Street Cemetery, Mobile

- Crybaby Bridge, Saraland

- Kali Oak Plantation – Oak Grove Plantation, Mobile

- Fort Gaines, Dauphin Island

### • **Fort Morgan, Gulf Shores**

*Civil war sailors and soldiers are said to still haunt this fort, which played a role in the battle of Mobile Bay.*

- Indian Mound Park, Dauphin Island

### • **USS Alabama, Mobile**

*Visitors to this retired battleship have reported mysterious footsteps and strange voices and sounds, including the opening and closing of ship hatches.*

## MISSISSIPPI GULF COAST

- Aunt Jenny's Restaurant, Ocean Springs

- The Blue Rose, Pass Christian (now closed)

### • **Deer Island, Biloxi**

*Mysterious lights and sounds are credited*

*to the Ghost of Deer Island, while a strange blue light is thought to be the Firewater Ghost himself.*

## SOUTH LOUISIANA

- Andrew Jackson Hotel, New Orleans

### • **Arnaud's Restaurant, New Orleans**

*People have experienced flashes of coldness with hair raising tingles. There have been multiple sightings of a tuxedo clad man sitting at the end of the Richelieu Bar. It was always noted that this individual resembled a Maitre D'. There have also been multiple sightings of a woman (with only a torso and head) floating through the wall from the main dining room into the The Richelieu Bar area.*

- Buckner Mansion, New Orleans

- Charles Burr Lane Bridge, Opelousas

- Destrehan Plantation, Destrehan

- Evergreen, Edgard

### • **Hans Muller House, New Orleans**

*Unexplained disappearances of adults, children and pets were blamed on the*

# Save Our CEMETERIES

**“The mission of Save Our Cemeteries is to preserve, promote, and protect the historic cemeteries of New Orleans through restoration of the stone crypts and mausoleums that fill these “Cities of the Dead,” education, and advocacy. The organization was founded in 1974 in response to the proposed demolition of the wall vaults surrounding St. Louis Cemetery No. 2 in historic Treme. Save Our Cemeteries offers cemetery walking tours seven days per week in Lafayette Cemetery No. 1, St. Louis Cemetery No. 1, and in St. Louis Cemetery No. 2 twice per month. For more information, visit <http://www.saveourcemeteries.org>.”**

**—Amanda Walker, Executive Director, Save Our Cemeteries**

## St. Louis Cemetery No. 1

Marie Laveau, the Queen of New Orleans Voodoo from the 1820s until the early 1870s, is buried in the Glapion Family Tomb in St. Louis Cemetery on Basin Street. The tomb is covered in Xs scrawled by believers who have come to pay homage to Laveau. Etienne de Boré, the first mayor of New Orleans, is also buried in No. 1, along with Civil Rights activist Homer Plessy, and Ernest N. “Dutch” Morial, the first African-American mayor of New Orleans.



## St. Louis Cemetery No. 2

This is the final resting spot of Ernest Kador, Jr., self-proclaimed “Emperor of the Universe.” Kador, nicknamed Ernie K-Doe, had a #1 Billboard hit, “Mother-In-Law.” (He later opened the Mother-In-Law Lounge in Treme.) K-Doe is entombed in the second block of the cemetery, along with his mother-in-law and his wife Antoinette. Jazz great Danny Barker is also buried here.

## St. Louis Cemetery No. 3

This cemetery on Esplanade Avenue dates back to 1854. Ernest J. Bellocq, a professional photographer famed for photographing the prostitutes of Storyville (New Orleans’ legalized) red light district, during the early 20th Century, is buried here.

## Lafayette Cemetery, No. 1

There are about 1,100 family tombs and more than 7,000 people buried in this cemetery, which covers only a single city block in the Garden District. The cemetery is directly across the street from Commander’s Palace.

## Metairie Cemetery

Popeye’s founder Al Copeland and Ruth Fertel, the Ruth of Ruth’s Chris Steak House, are buried on “Restaurant Row” in Metairie Cemetery (the cemetery was built on the former site of Metairie Race Course). Other notables include Grammy-winning bandleader Louis Prima and Grammy-Award winning clarinetist Al Hirt.



▲ [ABOVE] New Orleans cemetery [LEFT TOP] Ernie K-Doe mannequin next to his tomb [LEFT BOTTOM] Marie Laveau’s tomb in St. Louis Cemetery No. 1 — photos by Erika Goldring

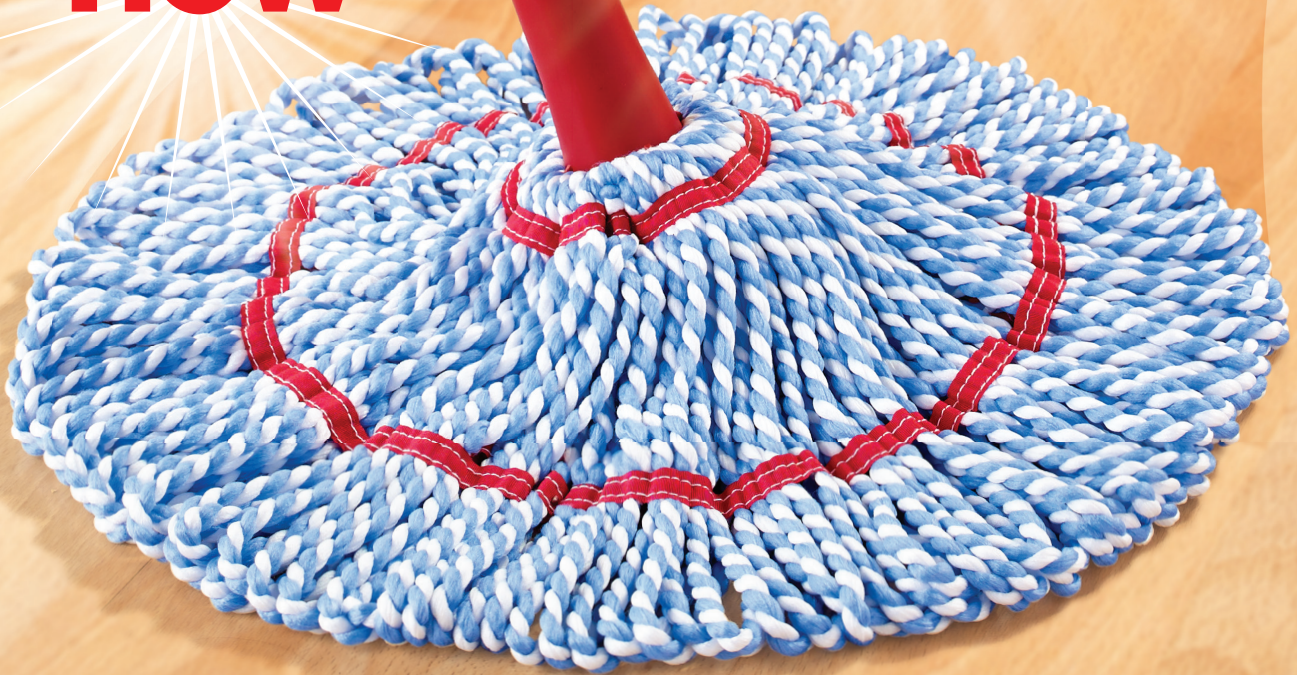


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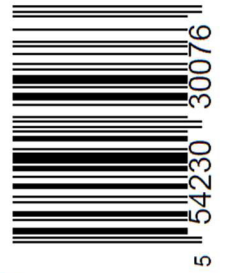
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# Save Room FOR DESSERT

by Kit Wohl + photo by Romney Caruso





There's nothing more gorgeous than Gentilly cake unless it's a sparkling confection of wearable gems such as rubies, sapphires, and emeralds crowning a Gentilly cake. Consider it jewelry for your table.

Think jewel-toned berries, bright glazes, silky fillings and divine fragrance all combined with the agony of anticipation. Planning it, picking it up, making it, serving it, and saving it — mystical.

So we think ahead. Saving a significant share of stomach during dinner (an extremely important and often overlooked concept when contemplating skipping the appetizer or another helping of vegetables vs. planning ahead for dessert), saving more dessert for later, then saving the best time and place to indulge all by yourself. Around 3 a.m. works really well. It's a scientific fact that calories disappear from Rouses Gentilly cake when the refrigerator door is opened after midnight. We checked.

Gentilly cake is not Chantilly cake. Really. There are small but very important pronunciation and ingredient differences. Perhaps well-meaning people mixed up the words Gentilly and Chantilly. Bless their hearts. Chantilly lace, unless you're channeling the Big Bopper's 1958 #6 hit tune, doesn't make a lot of sense here. Gentilly does.

Other than the early rock n' roll hit, Chantilly is either a small village in France known for lace and porcelain, a medium-sized cat with longish silky hair or sweetened whipped cream. Gentilly, as everyone knows, is a fine, revered neighborhood. Out by the lake. Lake Pontchartrain. So it's a local creation. We claim it, as we do most other delicious things.

Rouses Gentilly cake in particular is a treasured sweet sensation, exquisitely decorated with plump, colorful fresh berries. Rouses icing recipe calls for mascarpone cheese plus cream cheese for a richer, more elegant icing. Then add the heavy whipped cream.

In honor of Gentilly cake, should you decide to prepare it or pick one up at Rouses, plan a special time for yourself. Chill an adult beverage. Turn off the iPhone and turn on the music. A waxed kitchen floor helps to slide and dance in sock feet. Sing along with the beat of your mixer, "Gentilly lace and a pretty face, with a pony tail hanging down."

As the Big Bopper would say, "Awww baby, that's ah what I like."

## Rouses Gentilly Cake

*Add a little sparkle to this gem-filled dessert by serving it with a crisp Prosecco, an inexpensive but impressive sparkling wine made in the Veneto region of Italy or a pricier Billecart-Samon Brut Rose or Veuve Clicquot from Champagne, France. They each partner beautifully with Gentilly cake and with kitchen dancing.*

**"This is an easy, make-at-home version of our Gentilly cake." —Chaya, Rouses Bakery Director**

### White Almond Cake

We make our almond cake from scratch, but you can use any white cake mix as your base. Just add a few drops of almond extract. Prepare according to the box directions for two 8-inch cakes.

### Gentilly Icing

#### WHAT YOU WILL NEED

- 8 ounce container cream cheese, room temperature
- 8 ounce container mascarpone cheese, room temperature
- 1 cup confectioner's sugar
- 2 cups heavy whipping cream
- 1 teaspoon vanilla extract

#### HOW TO PREP

Using a hand mixer, food processor or whisk, whip the cream cheese, mascarpone and confectioner's sugar together until light and fluffy. In a separate bowl, whip the heavy whipping cream and almond extract until stiff peaks form. Gently fold the whipped cream into the mascarpone cream cheese mixture until fully incorporated.

### Berry Syrup

#### WHAT YOU WILL NEED

- ½ cup water
- ¼ cup sugar
- 2 heaping tablespoons of Rouses strawberry jam

#### HOW TO PREP

In a small saucepot, mix together the water,

sugar and jam and cook over medium heat until the sugar has completely dissolved. Let cool.

### Apricot Glaze

#### WHAT YOU WILL NEED

- 3 tablespoons Rouses apricot jam
- Splash of water

#### HOW TO PREP

Heat jam in a small microwave-safe bowl or ramekin. Stir in water to combine.



### Assembly

#### WHAT YOU WILL NEED

- 2 8-inch almond cakes
- Gentilly icing
- Berry syrup
- 1 cup sliced strawberries and raspberries
- 1 cup blueberries
- 1 cup whole strawberries and raspberries for decoration
- Apricot glaze

#### HOW TO PREP

Transfer one cake from the pan to a plate on a cake stand. With a knife, spread a layer of the berry sauce on top. Cover with a thick layer of icing and evenly distribute all of the sliced berries and ½ cup whole blueberries. Place the second cake centered on top of the berries. Pipe or spread remaining icing to cover the whole cake and garnish with whole strawberries, raspberries and blueberries. Use a brush to glaze berries. Let dry and refrigerate cake until serving.

## > Chilly Gentilly by Marcy, Rouses Creative Director

*We named our Gentilly Cake after the historic Gentilly neighborhood. It's one of the prettiest spots in the city, with large live oaks and a mix of California craftsman-style bungalows, English cottages and Spanish and Mediterranean Revival raised houses. Dillard University takes up 55-acres. This historically African American university dates back to 1869. Justice Revius Ortique, the first African American Louisiana Supreme Court Justice, graduated from Dillard Law in 1946. Jazz musicians Ellis Marsalis and Harold Battiste, Jr., completed undergrad in 1955.*

*Good food is a hallmark of the neighborhood. Arguably the best homemade hot sausage po-boy on the Gulf Coast is served at Sammy's Food Service on Elysian Fields. Be prepared to wait; the line at Sammy's is out the door by lunchtime.*

*We have a Rouses Market at 6600 Franklin Avenue where the Gentilly neighborhood meets the New Orleans Lakefront neighborhood. It's such a cool spot, we nicknamed it Chilly Gentilly.*

# SIP IT *or* SAVE IT

by Bobby Childs

**W**hen I get a new bottle of rum, Scotch, bourbon, Irish whiskey, etc., I can't wait to open and try it. I have more than 90 open bottles in my whiskey room. I want them to keep, so I'm smart about storage.

Two things will change the flavor of your liquor over time — sunlight and oxygen. The first one's easy. Just keep your bottles out of direct sunlight. Avoiding oxygen is almost impossible. You've experienced oxidation before. Remember the last time you opened a bottle of wine and didn't finish it? It tasted like vinegar a couple of days later. That's oxidation at work. Rum, whiskey and other liquors don't oxidize as quickly; it takes many months and even years. Over time, the flavors will turn a little flat and lose some of the robustness from when you first opened the bottle. One more thing — always store your liquor upright. Storing a bottle of liquor on its side might corrode the cork after a while.

## *Here are a few more tips.*

You don't have to drink the whole bottle. Sacrilege, you say! No, seriously. Try cooking with your booze, and I'm not just talking desserts. My wife Carly made a great bourbon-glazed salmon the other day with just a little bourbon, soy sauce and sugar. Mix the ingredients together and marinate the salmon in it for a couple of hours, then broil it for about 10 minutes. Delicious!

If you want to decant your hooch, make sure there is a really good seal between the decanter top and the decanter. You don't want any extra air getting in. Personally, I'd just keep my liquor in the bottle it came in.

Buy now and save later. Whiskey is a big business right now. So much so, in fact, that whiskey producers are having trouble keeping up with the demand. You're smart enough to know that when supply is strained, prices go up. Save yourself some cash and pick up an extra bottle while you're at Rouses. You'll thank yourself later.

Speaking of saving, save leftover fruit to make sweet, tangy shrubs, the hottest thing happening in the cocktail world right now. Back in the 18th century, before refrigeration, people made shrubs, also called drinking vinegars, as a means to preserve fruit. The shrubs were added to water and eventually to alcohol. Originally, shrubs were made with fruit and rose petals and sometimes vinegar, but for modern mixologists, a combination of fruit and sugar and vinegar — usually a flavorful vinegar like apple cider, balsamic or red wine — is a must. Berries and stone fruit are the most popular fruits used in shrubs, but also try fall favorites, like apples, kiwis and melons.

## Strawberry Balsamic Shrub

### WHAT YOU WILL NEED

- 2 cups of strawberries, cut in half
- 1½ cups of granulated sugar
- 10 black peppercorns
- 1 cup of balsamic vinegar
- ½ cup of cider vinegar

### HOW TO PREP

Place fruit, peppercorns and sugar in a bowl. Toss fruit to coat. Let mixture sit for at least 1 hour. Using a muddler or a fork, break up strawberries. Cover bowl, place in refrigerator, and let sit for another 24 hours.

After 24 hours, add vinegars. Stir well and store at room temperature for one week, stirring once per day. The mixture will become more syrupy by the day. After one week, you're ready to strain. Pour mixture through a cheesecloth-lined sieve into a clean jar or container.

Store syrup in the fridge. To serve, mix 1 part syrup to 2-3 parts alcohol or seltzer.



# September is NATIONAL RICE MONTH!



On the lookout for a healthy, budget-friendly food that's locally-grown? Think U.S.-grown rice! Whether you're seeking convenience, flavor, nutrition, or affordability, there is something for everyone in the rice aisle.

## HERE ARE SOME OF THE REASONS YOU SHOULD "THINK RICE" WHEN MAKING YOUR GROCERY LIST:

- When you choose U.S.-grown rice you are supporting America's rice farmers, the environment and your health
- At only 100 calories per half-cup serving, rice provides more than 15 vitamins and minerals, and beneficial antioxidants
- One half-cup of cooked brown, wild, black, or red rice is equivalent to one whole grain serving
- U.S.-grown rice is sodium-, cholesterol-, gluten-, and GMO-free
- Research suggests that people who regularly eat rice tend to have healthier diets
- At only 10 cents per serving, rice fits every budget

## Brown Rice WITH SIZZLING CHICKEN AND VEGETABLES

### INGREDIENTS\*: (Makes 4 servings)

- 3 cups hot cooked brown rice
- 3 tbsp low-sodium soy sauce
- ¼ cup water
- 1 tbsp honey
- 1 tbsp cornstarch
- 1½ tbsp canola or corn oil
- 1 lb boneless chicken breast, cut into 1-inch cubes
- 2 cloves garlic, minced
- 1 small white onion, cut into small wedges (about 1/8-inch thick wedges)
- 3 medium carrots, peeled and thinly sliced diagonally (1 cup total)
- 1½ cups small broccoli florets
- 1 medium red bell pepper, cut into 1-inch pieces

### DIRECTIONS

Mix soy sauce, water, honey, and cornstarch in a small bowl; set aside. Heat oil in a wok or large skillet. Add minced garlic; sauté about one minute until garlic is golden. Add chicken; cook about 5-6 minutes, then push chicken to the side. Add onions to center of skillet; cook until slightly tender and push to the side. Continue with carrots, broccoli, and peppers separately, placing each in the center of pan, cooking until slightly tender and pushing to the side. Pour soy sauce mixture into center of skillet. Leaving other ingredients at the sides of the pan, stir sauce until it thickens. Mix in with vegetables and chicken. Serve immediately over cooked brown rice.



\*Nutrients Per Serving: Calories 490, Total Fat 10 g, Cholesterol 75 mg, Sodium 680 mg, Total Carbohydrate 61g, Dietary Fiber 6 g, Protein 39 g

For more information on rice varieties, health benefits and great tasting recipes, visit [www.thinkrice.com](http://www.thinkrice.com).

Recipe courtesy of USA Rice Federation

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*Our Italian Potato Gnocchi, made with 85% potato, star in this easy-to-make weeknight meal.*

## Cheesy Italian Gnocchi

### Ingredients:

- 1 (1-lb.) package DeLallo Potato Gnocchi
- 1 tbsp. DeLallo Extra Virgin Olive Oil
- 5 thin slices prosciutto
- 1 cup DeLallo Pomodoro Fresco Tomato-Basil Sauce
- 1/4 lb. fresh mozzarella, torn
- 1/4 cup DeLallo Grated Romano

### Directions:

Bring a large pot of salted water to a boil. Cook gnocchi according to package instruction. In a large skillet, heat olive oil on medium-high setting. Once oil is hot, add prosciutto and cook until crisp. Add sauce and hot gnocchi. Stir to evenly distribute ingredients. Top with fresh mozzarella and sprinkle with Romano. Cover and cook until cheese is melted and sauce is bubbling, about 5 minutes. Garnish with fresh basil. **Serves 4**



Visit [DeLallo.com](http://DeLallo.com) for more recipes.