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Media Release

For Immediate Release

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Nationally Known New Orleans Chefs Serve Up Authentic Cajun & Creole Cuisine at 25th Annual Bayou Boogaloo and Cajun Food Festival presented by AT&T

Friday, June 20 – Sunday, June 22, 2014

Town Point Park, Downtown Norfolk Waterfront, VA

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NORFOLK, VA – (May 27, 2014) – Nothing says New Orleans like the uniquely delicious delicacies and distinctive flavor of Cajun & Creole cuisine! Norfolk Festevents is bringing nationally known chefs straight from New Orleans to Norfolk to serve up the heart and soul of Louisiana food dish by dish at the **25th Annual AT&T Bayou Boogaloo & Cajun Food Festival** starting **Friday, June 20- Sunday, June 22, 2014** in **Town Point Park** in Downtown Norfolk, VA.

Norfolk's annual "second line" with New Orleans' unique culture spices it up this year with the addition of multiple New Orleans chefs that are sure to bring that special spirit to life in Town Point Park. Cooking up their famous cajun & creole cuisines are **Ms. Linda** The Ya-ka-Mein Lady, **Chef Curtis Moore** from the Praline Connection, **Chef Woody Ruiz**, New Orleans Crawfish King **Chris "Shaggy" Davis**, **Jacques-Imo's Restaurant**, **Edmond Nichols of Direct Select Seafood**, **Chef Troy Brucato**, **Cook Me Somethin' Mister Jambalaya** and more! They have been featured on such television shows as **Anthony Bourdain's "No Reservations"**, Food Networks highly competitive cooking competition **"Chopped"**, **"Food Paradise"** and **"The Best Thing I Ever Ate"**. Several have been participants at New Orleans Jazz & Heritage Festival in New Orleans, regarded by many as the pinnacle of festival food!

"We are very excited to be making the trip up to Norfolk for what we hope will become an annual excursion to share the authentic tastes of New Orleans with the fine folks of the Hampton Roads community" Chef Woody Ruiz stated. Woody, the organizer of the "Cajun-Creole Caravan" making its way up from South Louisiana, has been a food staple at Bayou Boogaloo for the past few years and will be returning to the Norfolk area again to continue to provide the guests of the Bayou Boogaloo a one-of-a kind food experience NOLA style!

Festival guests are in for a real treat as they find more than 8,000 pounds of live crawfish straight from Louisiana boiled up with sausage, corn and potatoes throughout the weekend, as well as jambalaya, file gumbo, crawfish and shrimp etouffee, po boy sandwiches, alligator sausage, Cajun boudin, beignets and fresh Louisiana Gulf oysters. There will also be unique Chef inspired dishes on site for Bayou guests to indulge in, such as Ms. Linda's famous Ya-Ka-Mein, Chef Woody's New Orleans-style fish tacos and Jacques-Imo's shrimp and alligator sausage cheesecake and Chef Jerry Harkins' Oyster Spaghetti.

Curious to see what gets the Chefs all fired up? Our on- site cooking demonstrations, presented by **Louisiana Cookin' Magazine**, will get guests mouths watering as our Chefs prepare their blends of Cajun & Creole cuisine that are sure to pack a punch. See what goes into their special dishes and take home their techniques so the New Orleans style comes alive in your kitchen.



Ms. Linda Green, The Ya-Ka-Main Lady: <http://neworleanssoulfood.com/>

A New Orleans native and a culinary icon, Linda Green, aka Miss Linda, has fed almost everyone in the New Orleans – as well as a good portion of tourists who have come to a number of festivals. Cooking had always been a part of Miss Linda's life – as a child learning from her mother, helping her mother with cooking and selling her ya ka mein and other food, working for the Orleans Parish School Board in food service. Then Hurricane Katrina hit, and in the aftermath she wasn't called back to work. As Miss Linda already had a following from selling her food part-time at festivals, local events, parties and second-lines, she made the decision to become a full-time culinary entrepreneur. Ms. Linda Green reputedly has the best Ya-Ka-Mein in the United States and is known throughout New Orleans as the "Yakamein Lady."

After years of bringing her soul food to hungry souls, TV Chefs and food personalities alike have come-a-calling: Ms. Linda was the winner of the Food Network's "**Chopped: Pride of New Orleans**" contest. She has also been featured on Anthony Bourdain's Food Network show "**No Reservations**". Ms. Linda has also served up her delicious food at festivals and events such as the New Orleans Jazz & Heritage Festival, the Essence Festival and the Crescent City Farmer's Market. These experiences have shaped her as an entrepreneur and brought her notoriety amongst New Orleans' natives and famous entertainers.

WHAT IS YAKAMEIN? Ya-ka-Mein is a New Orleans dish made from a combination of meat, eggs, green onions and noodles in a spicy, salty broth with an Asian twist by the addition of soy sauce. Black Korean soldiers made Ya-ka-mein in Korea, using the soup to sober up after a fierce day of fighting and drinking. They brought the dish to the states, where it has been a tradition ever since. It was typically served in African-American bars, Second Lines and festivals, referred to as "Old Sober", reflecting its power to alleviate the pain of hangovers.

Accolades:

- Winner Food Networks "Chopped: Pride of New Orleans" Edition
- Featured at the New Orleans Jazz & Heritage Festival. Named by Rolling Stone Magazine as "Best Food Item" at 2014 Jazz Fest.



Jacques-Imo's : <http://jacques-imos.com/>

Started in 1996, by Chef Jacques Leonardi at 8324 Oak Street in the Riverbend/Carrollton area of Uptown New Orleans. Jacques-Imo's boasts creative twist on Creole/ Soul Food dishes. Locals and tourists wait up to two hours nightly for a table. The reservation book (for parties of five or more) fills up weeks in advance, and Jacques strolls around his domain talking animatedly to guests and

sharing his generosity with both food and drink. In a town that celebrates almost anything, no greater celebration is held than the tribute to delicious food and warm Southern Hospitality that Jacques-Imo's Cafe provides on a daily basis.

Accolades:

- Featured on Food Networks "The Best Thing I Ever Ate": Appetizers - Shrimp and Alligator Sausage Cheesecake
- Featured on Anthony Bourdain's "No Reservations": Crawfish pie, fried roast beef po'boys and alligator piquant rounded out this spectacular meal at Jaques- Imos
- Featured on Food Networks "Food Paradise: Fried Chicken Paradise"

The NOLA Crawfish King, Chris "Shaggy" Davis : <http://www.nolacrawfishking.com/>

Chris "Shaggy" Davis has made his living from traditional Louisiana outdoor cooking for over 20 years. His company, NOLA Crawfish King, caters crawfish and crab boils, cochon de lait-style pig roasts, and a variety of other traditional Southern fare. His list of regular clients includes many local and nationally touring musicians. Each June he ends crawfish season by catering a backstage boil for musicians and crew at the Bonnaroo Music & Arts Festival in Tennessee.



How did he get started doing this, you might ask? "I was following the Grateful Dead back in 1991, and literally just broke down in New Orleans. I ended up getting an apartment and I got into seafood. I'd have a boil every weekend, just 15 people and a keg of beer. It was just these hippie kids and then all the neighbors would come over. We ended up doing boils on 17 consecutive weekends and eventually someone asked if I could do one at their place for a little money. That's how it started, and now I'm doing boils pretty much constantly through June. Last year I did 35,000 pounds of crawfish."

NOLA Crawfish King claims no party is too big or too small. Every backyard party and major festival event is provided with the highest quality product and service. Just a few of the events NOLA Crawfish King takes part in are annual New Orleans Jazz & Heritage Fest events, Bonnaroo, Jam Cruise, Bayou Boogaloo & Cajun Festival and will be a focus of a new festival in New York City this year, Crawfish & Music Fest: The Big Easy Meets the Big Apple. For the last 20 years, Chris "Shaggy" Davis has ended the New Orleans festival season with a party celebrating his birthday and his love for all things New Orleans. The party, now known as Shag Fest, has become a much anticipated event on its own.

Chef Woody Ruiz

Woody Ruiz, his omnipresent dog Bug, and his tent and grills for Woody's Fish Tacos are all familiar sights at neighborhood festivals and outdoor markets around New Orleans. Originally from the Northeast, Ruiz is a businessman turned chef who has lived in New Orleans for the past 16 years. Before becoming a food vendor, he worked for several years as an oyster shucker at private events. You can find Woody's Fish Tacos at the monthly Arts Market in Palmer Park, the Freret Market and a number of other local events and festivals.



What makes a good fish taco? "What I hear from people is that they like that it's cooked right there in front of them and it's fresh. I ONLY use wild-caught, fresh Louisiana fish. I don't understand why folks close to such an amazing resource use frozen fish. Tilapia?"

I roll my eyes at that. We have so much fish in our backyard that we can use instead. This really started because I'd go fishing all the time and then would make fish tacos at home. And then I came up with the recipe for the slaw and a signature remoulade that we put on them and the rest is history.” – Ian McNulty

Accolades:

- Finalist in 2013 New Orleans Vendy Awards
- Featured as cooking demonstrator at the New Orleans Jazz and Heritage Festival
- Runner up in the People’s Choice Awards at the 2013 Treme Creole Gumbo Festival
- Active in Culinary Education at the New Orleans Center for Creative Arts (NOCCA)
- Producer of the inaugural Freret Street Oyster Jam-January 2014

Chef Curtis Moore: <http://www.pralineconnection.com/>



The Praline Connection began as a home delivery service targeting career women who were too busy to prepare home cooked meals for their families. Curtis opened their first location on Frenchman Street, in New Orleans, LA in 1990 and the rest has been culinary history. The Praline Connection serves "down-home" Cajun Creole style soul food at affordable prices and features three generations of "Pure-D-Goodness". Their New Orleans Pralines are handmade daily in the old fashioned, spoon dripped method, using only the finest ingredients.

Funny thing is Moore knew zip about the industry before strapping on his aprons "Did that scare us? Of course it did," explains his partner, Praline's vice president. "For me to go in a totally different direction was very frightening." Why the restaurant business? Moore, the company's president, says they found a niche in soul food. In April 1990, Moore retired from BP and traded in his corporate attire for a

chef's hat.

Now Moore has an extension of his restaurant in the airport and two candy stores. He also has an online candy store where gift baskets are available for purchase. This year Curtis Moore is going to be at the 30th Annual French Quarter Festival and be a part of the World’s Largest Jazz Brunch. He has also been known to serve his NOLA cuisine at The New Orleans Jazz and Heritage Festival.

Accolades:

- Co-Owner and President of Praline Connection
- Featured in Food Network’s “Food Paradise: Meatloaf Paradise” – Meatloaf with a Cajun twist
- Featured in the New Orleans Jazz and Heritage Festival
- Catered for Air Force 1 & 2 under Presidents Bush and Clinton
- Guest Chef representing City of New Orleans in Taste of New Orleans Jazz and Food fest for 21 days in Dubai UE
- Taste of New Orleans Fest In Durban South Africa - Guest Chef



Direct Select Seafood

Direct Select Seafood provides their customers the finest and highest quality Seafood Po-Boy Sandwich. The seafood (shrimp; oyster; soft shell crab) is fresh and from the Docks of Louisiana - A Fisherman’s Paradise! Their fresh seafood, prepared to order on-site, is lightly battered using a perfected family recipe known by many as “delectable”. The

seafood is then deep fried to a golden crispy crunch finish and served on baked French bread. Direct Select Seafood's goal is to give customers a great tasting sandwich that leaves a lasting experience as they continue to savor the essence of Louisiana Seafood through the meal.

Troy Brocato

Troy Brocato was born in Melville, Louisiana in the heart of Cajun County. After high school Troy joined the US Navy where he served his country in Desert Storm as well as Desert Shield he feed thousands of soldiers daily. After his enlistment ended, he returned to Louisiana and headed to New Orleans. He was mentored by World Renowned Chef and Troy's Uncle, Chef Paul Prudhomme. Troy worked at K-Paul's Louisiana Kitchen for 12 years. In 1995, he left K-Paul's to start his own dream and opened The Flamingeaux Café in August 2005. Unfortunately, Hurricane Katrina hit three weeks later and destroyed the restaurant.

Troy continues to cook and cater for the people of New Orleans by catering private events as well as festivals. Some Special Events include NBA Cares 2007 and Super Bowl Blvd 2012. In 2009, Troy was given the opportunity to prepare breakfast and lunch for the staff at the New Orleans Jazz and Heritage Festival. He prepares over 4000 meals for the staff over the course of the month-long festival.

Troy's passion for cooking has won him recognition from local food critics. The Times Picayune chose his Shrimp and Grits to be the best Food at the Voodoo Experience in 2008. He was voted one of the top 5 Cajun Foods in 2011 by WWL TV. In 2013 won Gumbo Competition at the Treme Gumbo Festival.

As Troy likes to say, His Food Speaks for itself.

“Cook Me Somethin’ Mister” www.CookMeSomethinMister.com

A true New Orleans family recipe turned into a business in 2010 when Kristen Preau, “Jambalaya Girl,” started Cook Me Somethin’ Mister as a new NOLA food brand, packaging her Dad’s recipe for Jambalaya as an easy to make seasoned Jambalaya Rice. Kristen grew up cooking Jambalaya in the large, multi-gallon cast iron pots with her Dad at her brother’s ball games and at events throughout the city. What inspired her to make her Dad’s recipe into the Jambalaya Rice was a result of her response to Hurricane Katrina. Evacuated in Louisville, KY, Kristen and her family took their cast iron pots, traveled the country to college tailgates and served jambalaya to raise money for New Orleans. The fundraiser was wildly successful (over \$100,000 raised), but for the fact of how much people LOVED the jambalaya is what got her thinking . . . “could I make a business out of my Dad’s recipe?”

Cook Me Somethin’ Mister Jambalaya Rice is now distributed in six states, including 10 Sam’s Clubs, 5 national foodservice distributors, over 100 grocery stores and specialty stores and online at CookMeSomethinMister.com. Their products are proudly made in New Orleans and are specially blended by Chef Paul Prudhomme’s Magic Seasoning Blends. It is a family business with Kristen, her Dad Paul and her brother Kevin working together. And the “Jambalaya Girl” is represented with a caricature of Kristen wearing her signature fork earrings, printed on hundreds of thousands of bags of Cook Me Somethin’ Mister Jambalaya Rice.

Accolades:

- Featured on Food Network for Guy Fieri’s Tailgate Warriors
- As seen on ESPN & The Cooking Channel
- Feature story in Specialty Food Magazine

- NFL selected Cook Me Somethin' Mister's Jambalaya to be served at the NFL VIP Tailgate Party for Super Bowl XLVII in New Orleans
- Featured food vendor at New Orleans festivals, such as Wednesdays at the Square
- Sponsor of New Orleans charities and foundations, such as Tipitina's Foundation



What: 25th Annual Bayou Boogaloo & Cajun Food Festival presented by AT&T

When: Friday June 20 – Sunday June 22, 2014

Time: Friday, Noon-4pm (Free Admission!) and 5pm-10pm (ticketed)

Saturday, Noon-10pm (ticketed)

Sunday, Noon-6pm. (ticketed)

Where: Town Point Park, Downtown Norfolk, Virginia

Admission: \$10 admission per day

Save \$10 with advance purchase of a three-day festival pass. Admission for this local favorite is \$20 in advance for a weekend pass, or you can purchase tickets on site for \$10 per day. Boating packages are available by calling 757-441-2345. All tickets are on sale now and can be purchased online at festevents.org or by calling 757-441-2345.

Special Note: Lawn Chairs and blankets are welcome. Coolers, food and non-alcoholic beverages are permitted. No alcohol or glass is permitted; food and alcohol will be available for purchase during the festival.

For more information about the entire weekend's events, please visit www.festevents.org or call 757-441-2345. The 25th Annual Bayou Boogaloo & Cajun Food Festival is produced by Norfolk Festevents and presented by AT&T and the City of Norfolk. Sponsored by Southern Hospitality Auto Group; GMC, KIA and Volkswagon, CFE Equipment Corporation, Norfolk Waterside Marriott, Budweiser, Abita Brewing Company, Spirit of Norfolk and WVEC TV 13.

Norfolk Festevents, Ltd. is a private not-for-profit organization dedicated to producing premier concerts, festivals, ship visits and special events and city celebrations for residents and guests of Hampton Roads. Celebrating its 32nd season, Norfolk Festevents has garnered international acclaim for its outstanding quality programming. Norfolk Festevents is the official event marketing and production agency for the City of Norfolk.

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