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**CONTACT:** Caryn Van Dask  
cvandask@hunterpr.com  
Mike Surabian  
msurabian@hunterpr.com  
(212) 679-6600

Melissa Booth Hall  
John T. Edge  
(662) 238-2844

**THE NEW ORLEANS TABLE: RETURN AND RECOLLECT**  
*Tabasco® and the Southern Foodways Alliance Launch*  
*New Orleans Eats, An Oral History Project*

Avery Island, La., August 7, 2006 – McIlhenny Company and the Southern Foodways Alliance are proud to announce **The New Orleans Table: Return and Recollect**, a nationwide trio of events celebrating, supporting and preserving the past, present and future of one of the world's greatest gastronomic capitals. The event series features a collective sharing of defining food memories, conversation and tastings, and will kick off in the city it honors – New Orleans – on August 30<sup>th</sup>.

At the heart of these events is **New Orleans Eats, An Oral History Project**. The Southern Foodways Alliance and McIlhenny Company share a commitment to the preservation of America's premier regional food lineages. This ongoing project seeks to capture the stories of those who create, consume and celebrate food and drink in New Orleans. And it promises to archive all the mouthwatering New Orleans lore folks can dish up.

The inaugural event in New Orleans, taking place at Restaurant August, will include tastings of traditional Creole dishes from a menu of culinary luminaries: Leah Chase, the grand doyenne of Creole cooking; Gail and Anthony Uglesich, proprietors of Uglesich's Restaurant, a legendary New Orleans landmark; renowned filé maker Lionel Key, Jr.; and John Besh, the James Beard award-winning chef of Restaurant August. Listening posts will also be staffed for

guests to record their personal histories related to New Orleans and its food. These contributions will be archived for **New Orleans Eats, An Oral History Project**, along with stories the Southern Foodways Alliance and McIlhenny Company collect nationwide.

With keynote speaker Roy Blount, Jr., a columnist for the *Oxford American*, NPR panelist and author of *Feet on the Street: Rambles Around New Orleans*, and other notable New Orleans guests on hand, the event promises to launch this project in true New Orleans style.

“New Orleans has long been a culinary icon, but recent events have revealed how fragile its legacy can be,” said John T. Edge, director of the Southern Foodways Alliance, and co-host of the event. “The collection and preservation of the stories behind the food of New Orleans is critical to maintaining the culinary soul of this great city for generations to come.”

“We share the Southern Foodways Alliance’s commitment to protect and sustain the traditions of New Orleans,” said Paul McIlhenny, president and CEO of McIlhenny Company, and co-host of the event. “These events and the ongoing oral history project will highlight the relevance of our city in the food world, as well as establish a forum for people across the country to communicate their most delicious memories of New Orleans.”

**The New Orleans Table: Return and Recollect** will travel to New York City on October 12<sup>th</sup> and San Francisco on November 29<sup>th</sup> to serve up a taste of New Orleans and collect additional Crescent City food memories. The events in New York City and San Francisco will be free of charge and open to members of the public over 21 years of age. Reservations are required and space is limited. For more information about the events in New York City or San Francisco and to RSVP, or to contribute a story to **New Orleans Eats, An Oral History Project**, call 1-888-841-6153 or visit [www.southernfoodways.com](http://www.southernfoodways.com) or [www.TABASCO.com](http://www.TABASCO.com).

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#### About The Southern Foodways Alliance

The mission of The Southern Foodways Alliance is to document and celebrate the diverse food cultures of the American South. The Southern Foodways Alliance is an institute of the Center for the Study of Southern Culture with headquarters at the University of Mississippi in Oxford, Miss.