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## EVERYBODY LOVES MONICA®!

### Kajun Kettle Foods® Presents "Fun Facts" About Everybody's Favorite Jazz Fest Dish--Crawfish Monica®

**NEW ORLEANS** – For the 24<sup>th</sup> year, Kajun Kettle Foods® ([www.kajunkettle.com](http://www.kajunkettle.com)), makers of the world-renowned Jazz Fest favorite Crawfish Monica®, will be serving up thousands of portions of their delightful Cajun delicacy at the New Orleans Jazz & Heritage Festival, Friday, April 27 through Sunday, May 6, 2007.

Pierre Hilzim, president of Kajun Kettle Foods, created the world-famous Jazz Fest dish Crawfish Monica® in 1982. Crawfish Monica® is a national trademark owned by Kajun Kettle Foods and is the largest selling dish at Jazz Fest, an event that attracts over 600,000 people from all over the world to its six-day annual festival.

In addition to the small army of people it normally takes to serve up the "heaping bowls of heaven" at the six-day festival, the Lusher Charter Parent-Teacher-Student Association (PTSA) will be lending lots of helping hands to assure that Kajun Kettle Foods can satisfy every festivalgoer's hankering for their favorite dish. The PTSA decided to volunteer their time to work the extremely popular Crawfish Monica® Booth with their Jazz Fest "wages" going toward funding their school's ongoing renovation and a variety of special projects. The charter school, located in uptown New Orleans, sustained nearly \$7 million in Hurricane Katrina-related storm damage.

Kajun Kettle Foods is a long-time supporter of community causes and events such as Chef Relief, NOAAHH (New Orleans Artists Against Hunger and Homelessness), Emergency Communities, The Lusher School Annual Crawfish Boil, the Zurich Classic, and the New Orleans Jazz & Heritage Festival. The company, which is celebrating its 25<sup>th</sup> anniversary in business, continues to grow with the help of a variety of national foodservice clients such as McCormick and Kraft Foods and the recent introduction of their new Arom-Max™ Ready-To-Use Gourmet Sauce Line for wholesalers that is helping take the award-winning, New Orleans-based food manufacturer to the next level in the food industry. Through twenty five years of innovations and expansion, the company's savory, authentic New Orleans and Italian-style sauces, soups, entrees and side dishes continue to earn the trust and admiration of chefs, restaurants and foodservice operators nationwide.

"While we've never divulged our secret recipe for Crawfish Monica®, serving it to devoted fans for the past twenty-four years has been terrific fun, a tremendous honor and a labor of love," says Pierre Hilzim, president of Kajun Kettle Foods.

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## FUN FACTS ABOUT CRAWFISH MONICA®

### DID YOU KNOW...

- **There really is a Monica!** Crawfish Monica® is named for Kajun Kettle Foods vice president, Monica S. Davidson, wife of Kajun Kettle Foods president and Crawfish Monica® creator, Pierre Hilzim!
- Over the past 24 years **62,000** pounds of crawfish have been used to make Crawfish Monica®!
- **15,000** gallons of delicious Cajun Cream sauce have been used over the past 24 years to prepare Crawfish Monica®! Enough to fill a small bayou!
- It takes **5,200** pounds of premium rotini to produce enough Crawfish Monica to feed fans for just one year of Jazz Fest!
- In the past 24 years over **3,500** dedicated and fun-loving people have worked the Crawfish Monica® booth at Jazz Fest! They have included doctors, lawyers, surgeons, fraternities, sororities, booster clubs and others who get to experience Jazz Fest from a totally different perspective!
- Kajun Kettle Foods is housed in an **86,000** square foot building--a former Pillsbury plant!
- Over the past 24 years, the chefs and staff at Kajun Kettle Foods have put in approximately **3,500** hours preparing Crawfish Monica® for Jazz Fest!
- Several famous people have tasted and loved Crawfish Monica® including: **Pope John Paul II**, **President Ronald Reagan**, Russian Premier **Mikhail Gorbachev**, Chelsea Clinton (at the Presidential Inauguration - Reunion on the Mall, where people representing food from all 50 states were in Washington, D.C.), Director **Francis Ford Coppola**, singer Banu Gibson, **Cowboy Mouth**, **Paul Simon**, James Taylor, local music legend **Allen Toussaint**, actor and New Orleans resident **John Goodman**, most artists attending and playing at Jazz Fest, **Ron Bozeman** (Producer of Silence of the Lambs, Philadelphia, Failure to Launch), **Bryant Gumbel**, and many others!

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**Editor's Note:** Photos (hi-res jpegs) of Crawfish Monica® and Kajun Kettle Foods vice president, Monica S. Davidson, available upon request.