



FOR IMMEDIATE RELEASE
March 28, 2008

Media Contact: Monica Davidson
504-733-8800 / 504-382-5231-c
mdavidson@kajunkettle.com

FANS OF CRAWFISH MONICA® AND SHRIMP MONICA® FINALLY GET THEIR WISH

Crawfish Monica® and Shrimp Monica® are available to the general restaurant trade for the first **TIME IN THEIR 25+ YEAR HISTORY**. Their creator, President Pierre Hilzime of Kajun Kettle Foods, Inc., picked this moment for their foodservice debut because “Our local and national customer-base has been very loyal and the great demand continues to be there. We feel that in celebration of our 25th year we want to finally be able to tell our customers that they can enjoy the dish after the Fest too!”

Crawfish Monica®, a combination of crawfish and corkscrew pasta in a special spicy cream sauce, is named for Pierre’s partner and wife, Monica. It was introduced to rave reviews 25 years ago at Jazz Fest and quickly became famous the world over. Shrimp Monica®, made by substituting the crawfish with shrimp, was developed next and was also an enormous hit with customers.

The products, a combination of crawfish or shrimp and the special Cajun Sauce Monica®, are available for purchase through several foodservice distributors both in town and throughout the Southern region. Now customers can enjoy Crawfish Monica® and/or Shrimp Monica® all year ‘round- at their favorite restaurant. Just ask when they, too, will start serving the delicious, most famous dish of the New Orleans Jazz and Heritage Festival, Crawfish Monica® (and her sister Shrimp Monica®).

###