

Calling All Chefs!!

Mise en Place 2010: NOWFE announces new competition format and recipe program initiative to bring Fleur de Lis Culinary Awards to forefront of the Grand Tasting events

Important NOWFE Fleur de Lis Culinary Awards Competition and Restaurant Participation Registration Information Enclosed

Dear Chefs and Restaurateurs:

It is with great excitement that the 2010 NOWFE Board of Directors and Restaurant Committee reveal its new initiative to increase the visibility & benefits of the Fleur de Lis Culinary Awards and showcase the cuisine and chefs of participating restaurants at NOWFE.

The Competition will now take place prior to NOWFE in a weeklong, citywide submission tasting and photo-taking event. Judges will descend on each restaurant by appointment to chat with the chef, taste dishes and shoot a professional photograph of the entry. Judges include local & regional radio, print & television media. Results will be revealed at the Grand Tasting in the new "Fleur de Lis Recipes" section of the Grand Tasting program. All submissions will be included in the new book, and the award-winning dishes will receive enhanced layout and designation. This new program will be styled for use as a souvenir cookbook, and will give each participating restaurant added value for their participation. A sample pdf of the new "Fleur de Lis Recipes" program layout is available at www.nowfe.com.

Kendall Gensler, editor and publisher of Culinary Concierge Magazine, will bring together the Fleur de Lis Culinary Awards Competition and "Fleur de Lis Recipes" section of the program with Photographer George Long and Graphic Designer Tom Varisco.

In lieu of the traditional stipends, and to show appreciation for participation, each restaurant will receive this added marketing benefit and will own the photography for their use. In addition, restaurants will receive 4 Grand Tasting tickets for the day(s) of their participation, plus entry for staff members who are working the event.

Timeline and Important Information: Restaurant Participation Registration and Recipe Submission is available online at www.nowfe.com. **The recipe submission deadline is Friday, March 12.**

Judging and Photography: By appointment at each restaurant at the end of March. Appointment scheduling will start after close of deadline.

Dishes will be judged in 5 categories: Soups, Stews & Gumbos; Meat & Poultry; Seafood; Lagniappe (includes pastas, jambalayas, vegetarian); Desserts.

Gold, Silver and Bronze Medals will be awarded in each category. A Best of Show Medal will be awarded for the entire competition.

****The dish that is submitted in the Fleur de Lis Culinary Awards Competition must be the dish served in 1,000 2oz. tasting portions at the Grand Tasting Event.**

****Restaurants who do not meet Fleur de Lis Culinary Award Competition Deadlines or choose not to participate can still participate in the Grand Tastings and will have a standard/traditional listing in the program.**

We appreciate your support throughout the years and encourage you to take advantage of this enhanced opportunity. If you have any questions, please call Kendall 504.343.2092 or Jamie or Joyce at 504.529.WINE

Best Regards,

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