



**ZATARAIN'S**  
A New Orleans Tradition • Since 1889

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## **New Orleans Chef John Besh Helps Zatarain's® Plan World's Largest Mardi Gras Party** *More Than 1,000 Party Hosts Rallying to Set Fat Tuesday Record*

**NEW ORLEANS (Jan. 7, 2010)** – In an effort to assemble the world's largest Mardi Gras celebration, Zatarain's is hosting more than 1,000 organized house parties from coast to coast this Fat Tuesday, February 16. Zatarain's, the brand serving up New Orleans-Style food for more than 120 years, wants to help America embrace the fun and excitement of Mardi Gras, no matter where in the country you are – from Jackson Square to Jackson, Wyoming.

While the French Quarter may be most commonly associated with Mardi Gras revelry, the majority of the traditional New Orleans celebrating actually takes place in people's homes with friends, family and – of course – food. Centered around New Orleans essentials like jambalaya and red beans and rice, food has the place of honor at any Mardi Gras celebration. This year, in collaboration with HouseParty.com, Zatarain's is spreading the merriment beyond the Big Easy by hosting parties in more than 1,000 homes across the country.

"Having celebrated Mardi Gras my whole life, I'd like to think I know a thing or two about throwing a great Fat Tuesday party – though I've certainly never seen one quite like what Zatarain's has planned," said New Orleans native, John Besh, Executive Chef/ Founder of Besh Restaurant Group and author of the newly published, *My New Orleans: The Cookbook*. "I'm excited to be part of the fun by sharing my own versions of traditional New Orleans cuisine like dirty rice and gumbo. Mardi Gras wouldn't be the same without them."

By attempting to hold the world's largest Fat Tuesday celebration, Zatarain's hopes to show that the Mardi Gras spirit lives everywhere through flavorful food and colorful traditions. Currently, world records are held for the largest tea party, karaoke party and virtual Halloween party, but nothing has yet been set for a Mardi Gras celebration.

### **Celebrating New Orleans Style**

House party hosts will enjoy feasting on flavorful Zatarain's dishes while sharing their fun and festivities with other hosts across the U.S. through pictures and videos uploaded to [www.houseparty.com/zatarainismardigras](http://www.houseparty.com/zatarainismardigras). Those not signed up to be "official" hosts can still join in the revelry by throwing an authentic New Orleans party, with a little help from Zatarain's.

"We'd love it if every home across the nation experiences Mardi Gras this year," said Scott Bolonda, president of Zatarain's. "Because we are so proud of the traditions of our great city of New Orleans, we're excited to share the foods that capture the spirit of Mardi Gras – wherever you live."

### **Hosting A Fat Tuesday Fete**

Traditional Fat Tuesday celebrations include toe-tapping jazz music, spectacular masks and authentic New Orleans-Style cuisine, like jambalaya, gumbo and red beans and rice. No celebration would be complete without beads in the traditional Mardi Gras colors, representing justice (purple), faith (green) and power (gold). And, each party usually includes the traditional King Cake, a delicious dessert that is baked with a surprise trinket, such as a little plastic baby, inside. Whoever finds the trinket is crowned king or queen of the party and expected to host next year's festivities.

This Fat Tuesday, help Zatarain's throw the world's largest Mardi Gras celebration by planning your own bash. Visit [www.zatarainismardigras.com](http://www.zatarainismardigras.com) for essential recipes, tips, crafts and entertaining ideas and become a Zatarain's fan on Facebook and follow us on Twitter at [www.twitter.com/myzatarains](http://www.twitter.com/myzatarains). *Let the good times roll.*

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### **About Zatarain's**

Since 1889, Zatarain's has been the authority on the fun and flavor of New Orleans. From its humble beginnings producing root beer extract, the company has grown to make more than 200 food products from Rice Dinner Mixes, Pasta Dinner Mixes, Breadings, Seasonings and Spices to Seafood Boils, Creole Mustard and other products based on authentic New Orleans-Style recipes and seafood preparation. Now, people around the world recognize that to capture the true flavor of New Orleans cuisine, you have to "Jazz It Up with Zatarain's." For information, recipes and Zatarain's online store, visit [www.zatarains.com](http://www.zatarains.com).