Broussard's
RESTAURANT & COURTYARD DINING
FONDÉ 1920

A WALK THROUGH BROUSSARD'S

The story of Creole Cuisine, like the stories of New Orleans, Louisiana and the United States itself, is the story of immigration. Indeed the word creole, from the Spanish *criollo* was a legal designation for one born in the New World. Thus Creoles were from all countries, were all races, practiced all religions... This book does not distinguish between Creoles with a capital C and creoles with a little c, an old and outmoded practice and one that is violative of the singularly important rule — we are all God's children.

Not many realize the first cooking school in America was started in New Orleans in 1722. Creole cuisine, one of the very few cuisines truly indigenous to America, owes its beginning to the search for love, passion, and food — The Petticoat Rebellion of 1722.

Bienville, distressed by the drunken brawls of his men in this predominantly male military outpost in the New World, posted a dowry for any woman who wished to come to New Orleans for the purpose of marriage. Knowing that a well-fed husband leads to a happy marriage, the good women who came to New Orleans were horrified to discover they did not know how to cook with the local ingredients. A good and wise leader, Bienville convinced his aunt, housekeeper and cook Madame Langlois [pronounced Longue-WAH] to open a cooking school. Madame Langlois introduced the young women to filé [pronounced fee-LAY], grits and shrimp, cornbread and wild honey, succotash, fish, crabs and wild rabbit. Marital bliss settled upon the colony. Thus was New Orleans truly settled upon the twin foundations of romance and good creole food.

Part of the romance of New Orleans and the romance of Broussard's, are the immigrants. Men of honor and women of courage founded and grew New Orleans and Creole cuisine. We can do no better than to live up to their examples.

This book is designed so the host or hostess may have a Broussard's Dinner for one's book club or dinner club by choosing a recipe, purchasing a recommended wine and playing accompanying music, all of which is available on youtube, amazon.com, itunes or from the Louisiana Music Factory in New Orleans.

It has been a privilege for me to write this cookbook for the distinguished Broussard's and Broussard's current guardian angels the Preuss family. It is my fondest hope that I have honored them and the memory of our ancestors and founders with this work.

Join me now as we walk through Broussard's, walk through not only place, but also time and history...

Ann Benoit

New Orleans, Louisiana

Broussard's RESTAURANT & COURTYARD COOKBOOK

CREOLE CREATIVITY IN THE FRENCH QUARTER

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INTRODUCTION

A *capriccio* is an architectural fantasy, placing together buildings and other architectural elements to create a fictional fantasy. Broussard's is both a *capriccio*, and a *bella maniera*, art mimicking art, where presentation of the object is as important as the object itself. Every element of Broussard's is an allegorical or historical reference. Everything has a meaning. Nothing is left to chance and items may be more than they appear.

"It was all done intentionally," says Mr. Joe Segreto, the leader of the renovation that gave us Broussard's.

The ceramic tiles, the Venetian masks, the design of the chandeliers, the painting on the cabinetry, all have their own elusive meaning, their own historical message reaching back into time. Indeed, the predominate colors of the three dining rooms - white in the Napoleon Room, green in the Josephine Room and red in the Magnolia Room are the colors of the Italian flag.

Bella maniera art imitating art.

Broussard's is itself a work of art.

GP
Brussard's

THE PREUSS FAMILY

With the Preuss family it is hard to know where one ends and the other begins, so seamless are their interactions. Evelyn and Gunter team up for the morning shift, readying the stage for the night, leaving when Marc bursts onto the scene to run the evenings -- a division of time and labor that defines the style of this trio. With Chef Preuss as substance, Mrs. Preuss as style and Mr. Preuss as the future, all complimenting each other beautifully, this trio of restaurateurs is sure to continue as they are for years to come.

GUNTER PREUSS

Chef Gunter Preuss is a second-generation restaurateur, trained in the European system. Chef Preuss' apprenticeship began at a health spa in West Germany. From there he progressed to the famous Palace Hotel in St. Moritz, also working in Sweden, to round out his education, before arriving at the Mission Hills Country Club in Kansas City. The New York Statler Hilton soon offered Chef Preuss a position. He was then promoted to Executive Chef of the Statler Hilton in Washington D.C. Further promotion and success followed when Chef Preuss was offered a position as Executive Chef and Food & Beverage Director at the Fairmont in New Orleans. In 1972 the Preusses opened the Versailles, bringing Continental Cuisine to the city.

When the historically significant Broussard's became available, Chef and Mrs. Preuss brought their expertise and experience to the historic Creole establishment. "We have built our lives around the restaurant," say both Chef and Mrs. Preuss.

Although Pope John Paul II visited many New Orleans restaurants in his September 10-21, 1987 official Papal visit to the United States, few New Orleanians realize that only Chef Gunter Preuss of Broussard's was trusted with the daily preparation of all of His Holinesses in-residence meals.

Chef Preuss was the team leader for "the United States Culinary Olympics" team which won a Gold medal in the Pan American Culinary competition.

Profiled on the original "Great Chefs of New Orleans" series for PBS, Chef Preuss is the recipient of both the Mobile Guide and the Holiday Travel Awards.

Cornell University's School of Hotel Administration, acknowledged as one of the best in the country, awarded Chef Preuss and Broussard's the Cornell University Fine Dining Award.

The Ivy Award by Restaurants & Institutions Magazine is one of the most coveted awards in the industry with only 6 Ivy Awards are given per year. Broussard's is an Ivy Award recipient.

Only 800 restaurants in the United States are recipients of the DiRoNa award. Broussard's has been a DiRoNa, Distinguished Restaurants of North America Achievement of Distinction in Dining Award, winner every single year.

Broussard's is named to the prestigious Fine Dining Hall of Fame by Nation's Restaurant News.

Chef Preuss is instrumental in establishing national standards for local cuisine through the introduction of national organizations. Chef Preuss is the first President and founder of the local chapter of the American Culinary Federation and a member of the American Academy of Chefs. He was instrumental in bringing Les Chaines de Rotisseurs to New Orleans and served as Vice Conseiller de Culinaire.

Consistently serving the community and mentoring the next generation of chefs, Chef Preuss is a founding member of the Chefs Charity for Children. A sell-out every year, this tremendously successful fundraiser supports St. Michael's Special School for children and young adults with developmental disabilities. In recent years, stars from the Food Network have come to New Orleans to participate in this worthy event.

Chef Preuss served as an Executive Board Member of both the Greater New Orleans Tourist & Convention Commission and the Louisiana Restaurant Association. He has served as Director of the New Orleans Food Festival and a Chef Instructor at both the Delgado Community College Culinary Program and the John Folse Culinary Institute at Nicholls State University.

EVELYN PREUSS

As Gunter Preuss is substance, so Evelyn Preuss is force plus style.

Vision, determination, and intelligence define Mrs. Preuss. Born, raised and educated in Berlin, Evelyn wanted to live in America and made it happen. In 1960 Chef and Mrs. Preuss arrived in Kansas City, moving through increasingly finer hotels and restaurants. Evelyn located the property for the Versailles and supported Gunter in the risky jump of opening his own business. With an iron will, nerves of steel and an unshakable belief in her husband, Mrs. Preuss became the "front of the house." Evelyn and Gunter opened the Versailles, bringing the Preusses to the forefront of the New Orleans restaurant world. When Broussard's became available they had already established themselves as one of New Orleans premier restaurant teams. Everyone knew the Preusses would succeed --- and they have.

Marc handles an unexpected crisis while staff, unaware, prepares for service.

MARC PREUSS

Marc Preuss is part Owner and General Manager. A restaurateur and hospitality professional by experience and education, he was awarded a Bachelor's Degree in Hotel/Restaurant Administration from the Salzburger Hotel School in Bad Hofgastein, Austria. Mr. Preuss completed externships at both the Fairmont Hotel and the famed Hotel Rhodaniain in Verbier Switzerland, an all French-speaking establishment.

Marc Preuss embarked on his career, taking major leadership roles in some of the world's finest establishments including The Ritz Carlton Hotel and The Sun International Resorts Palace Hotel in South Africa.

As would be expected of a son of Gunter and Evelyn, Marc Preuss began learning the restaurant and hospitality industry at a young age. His experience, energy and stamina earn him respect among his peers and colleagues. Today, Mr. Preuss continues to focus on delivering the highest service standards to complement Broussard's tradition and his family legacy, combining his Father's substance with his Mother's tour de force and making it all uniquely his own.

A PAPAL VISIT: CRAWFISH BROUSSARD

SERVES 6

2 Tablespoons Fresh butter
2 Tablespoons sliced Green onions
1 Tablespoon minced French shallots
2 teaspoons minced Garlic
1/2 cup White wine
1/4 Lemon, juiced
1 3/4 cups Béchamel sauce *[recipe p.194]*
1 1/2 Tablespoons fresh Dill
1 1/2 pounds boiled Crawfish tails
Salt
Cayenne
1/2 cup freshly grated Parmigiano-Reggiano
6 boiled Crawfish tails

Although Pope John Paul II visited many New Orleans restaurants in September of 1987, few New Orleanians realize that only Gunter Preuss of Broussard's was trusted with the daily preparation of all of His Holinesses in-residence meals.

Enjoy with a Pinot Blanc and the heavenly sounds of the St. Louis Cathedral Young Artist in Residence, a program jointly established in 2009 by the Paris Conservatory and the St. Louis Cathedral music program. Dating from 1720, the St. Louis Cathedral Music Program is one of the oldest continually operating music programs in the United States.

Preheat oven to 350 degrees F.

In a medium saucepan over medium heat, melt butter. Add onions, shallots, and garlic and sauté until transparent, but not brown, about 2 minutes. Add wine and lemon juice and reduce by half. Add Béchamel Sauce and reduce by one-third. Add crawfish and simmer for 10 minutes. Season to taste with salt and cayenne. Put in ramekins, top with Parmigiano-Reggiano and bake in oven until cheese is golden brown and bubbly. Garnish with crawfish and serve immediately.

Photo courtesy of the PREUSS FAMILY.

Versailles

THE HISTORY OF BROUSSARD'S

Broussard's location at 819 Conti Street has a long and distinguished place in the history of the City of New Orleans.

What is now Broussard's was on Bienville's first plan for the City of New Orleans. Conti Street is one of the streets on the 11 block by 7 block original rectangular plan for the Vieux Carré. The original map, located in the Library of Congress, indicates that in 1722 the property was assigned to Dr. P. Delatour, Surgeon for the French Crown assigned to the colony.

The December 1731 Gonichon map in the "Archives Nationales Colonies" in Paris indicates the Cognon property was by then fenced and owned by Louis Francois LaRoche Castel.

Meanwhile, Joseph Broussard dit Beausoleil, anti-British fighter and the General of the Acadian resistance in Nova Scotia arrived in Louisiana with a large group of over 200 family and affiliated members in February of 1765. In April of that same year, the Broussard's entered into the Dauterive Compact with Atakapas cattleman Jean Antoine Bernard Dauterive to settle his land grant and to tend his livestock for a part of the profit. French army engineer Louis Antoine Andry led the Broussards across the Atchafalaya Basin. The Broussard's established the area that eventually came to be known as the town of Loreauville. Joseph Broussard dit Beausoleil was named Capitaine Commandant des Acadiens aux Atakapas by French Interim Governor Charles-Philippe Aubry. The Broussard's were gifted cattlemen, soon growing to be a power in the Louisiana livestock industry, and in later years often supplied beef to restaurants.

In 1827 Samuel Hermann purchased the Conti St. property, which he owned until 1842. The Conti Street property joined his St. Louis Street property at the rear line. Sometime during this period, possibly 1834, Hermann built what is today the Josephine Room and the Magnolia Room with its second floor and balcony. Judge Felix Grima next acquired the property. The Hermann-Grima House at 820 St. Louis St., like Broussard's, is today on the National Historic Register. The Hermann-Grima House offers historically accurate cooking demonstrations in its 1830's outdoor Creole kitchen.

Destiny continued to twine the strands of city and country. In 1891 Joseph Cesar Broussard was born in Loreauville. His brother Robert was born in Loreauville in 1901. The next year, Joseph Broussard went to New Orleans to earn his fame and fortune in the restaurant business. He prospered and was promoted often by his employers, but wishing to learn more, he entered the French apprentice system and paid to be trained under Chef Mornay Voiron at the Restaurant Durand in Paris. He returned to New Orleans, created many new recipes, and met the beautiful Rosalie Borello. Joseph and Rosalie were married at St. Louis Cathedral and had their reception at the Borello home, the first of many held at 819 Conti. Rosalie's parents, Anthony Borello and Mary Ann Guarino Borello gave the Conti property's use to the young couple as a wedding present. With his beautiful young bride by his side, Joseph and Rosalie opened Broussard's in 1920, residing in the upstairs apartments. The style of Rosalie and Joseph Broussard's restaurant, like their marriage, successfully blended and celebrated two cultures: the Sicilian and the French. Immediately successful, Joseph sent for his younger brother Robert to help in the business. Robert moved into the vacant apartments over the Magnolia Room and promptly fell in love with and married Rosalie's beautiful younger sister, Philomena. The 1930 Census shows that Joseph,

Rosalie, Robert, Philomena and their six year old daughter Phyllis all lived at 819 Conti St. Joseph died in 1966 at the age of 76. Like all true lovers, he and Rosalie died within a year of each other. Rosalie and Joseph left an enduring stamp on New Orleans culinary history.

In 1974 the dynamic team of Owner and General Partner Joseph Segreto and Partners Joseph Marcello, Jr. and Joseph C. Marcello, purchased the property and began a massive restoration. Mr. Segreto, an experienced restaurateur with a series of successes to his credit, including the Elmwood Plantation, the Red Onion, Shadows Plantation on the Northshore and the discerning Eleven 79, directed the restoration. He created something both wholly original and classically beautiful, "The Restaurant as Art."

The Preuss family continues and expands the tradition of Broussard's into and beyond its 100th year.