

BUSINESS BRIEFS

Luquire Family Foods introduces Carolina Creole® Simmer Sauce

Co-Founder Jason Luquire of Luquire Family Foods, LLC is proud to announce that his family's storied creole recipe – Carolina Creole® is now carried in Piggy Wiggly stores across South Carolina as well as in additional retailers throughout the Southeast. Recently featured in "Garden & Gun" magazine as a pantry essential, the sauce is inspired by the bounty of the land and sea around the Luquire's hometown of Georgetown. The newly bottled simmer sauce remains true to the nearly half century old recipe and is soon to be coupled with new products in the line such as stone ground grits and rice.

While Luquire is a relative newcomer to the food industry, he has unofficially been training for this venture since childhood. Days spent on shrimp boats and evenings at local fish camps, Luquire sopped up knowledge and good taste from family members and creek side critics alike. "Our creole is distinctive to the Carolina coast with a different balance of flavors than your typical Louisiana recipe. For years it's been a staple on our dinner table, easily prepared in minutes with shrimp, chicken, sausage or vegetables and served over rice or grits. We wanted to bring to market a versatile sauce that makes both busy weeknight dinners and gourmet gatherings quick, easy, and downright affordable."

The matriarch of the Luquire family, Josephine "Jo" Luquire, first crafted this recipe almost 50 years ago upon the family's move to the small seaside town of



Jason, "Jo" and Micki Luquire

Georgetown, South Carolina. Since the family's arrival, their roots have been firmly planted in the pluff mud and their kitchen centered on using the plentiful bounty of the area's marshes, fields, waterways and storied rice plantations.

Jo's signature creole recipe was a staple for supper, whether doled out around the kitchen table or served with silver ladle at a white table cloth affair. It earned its name at the Luquire family's annual "bring the bounty" party. Every autumn, friends from near and far would travel to feast on the rewards of the fall hunts from doves to venison, but it was the creole with fresh creek shrimp that was always the evening's

trophy dish.

With requests pouring in for the tasty recipe, son Jason Luquire and his wife Micki took to the stove and began canning rather than put to paper a recipe handed down purely by word of mouth. The creole quickly became a pantry essential to many in their circle and word of the decidedly different creole sauce spread beyond Georgetown. Once only able to satisfy the stomachs of close family and friends, Carolina Creole's™ time-tested recipe can now be shared on tables nationwide.

Jason Luquire and his family will be at SEWE Feb. 17-19 and the Charleston Wine and Food Festival March 1-4.