

NEW ORLEANS

**BIG-CITY
BITES**
Eat Across North America

Get Jazzed Up On These Big Easy Eats

See last page of this guide for
COVID-19 safety suggestions.

Start-Up Sheet

OVERVIEW

While every city can boast of various popular dishes, only New Orleans can lay claim to being the birthplace of such delicious treats as the po'boy and muffuletta sandwiches, Oysters Rockefeller and more.

From the French Quarter to the Garden District and beyond, New Orleans is a city where tradition and culture meet everyday life. This exciting, bustling city is full of beautiful sights, sounds, people and marquee attractions. Boredom is non-existent in The Big Easy.

Are you feeling hungry? New Orleans' cosmopolitan vibe is alive in its dining destinations, with every type of cuisine featured seemingly on every street. From Cajun to Creole to everything in between, incredible dishes and unforgettable flavors are served at New Orleans' own pace and space.

For more about New Orleans, visit:
www.neworleans.com



TIMING

Your celebration of **NEW ORLEANS** is best suited to be featured on a single day/evening during your Big-City Bites promotion.

TOOLS

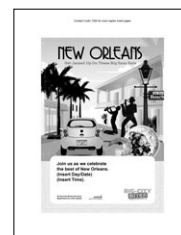
All of the individual city destinations featured in our Big-City Bites portfolio are supported with a variety of print and customizable electronic tools that you can use to create awareness and drive participation in your promotion. To access these tools, please visit the **Resident Dining Promotions Link**, accessible from the **Universities Marketing Page** on **Sodexo Net**. Following are some of the specific support materials available for your celebration of **NEW ORLEANS**.



TIME DATE POSTER



TIME DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

DESKTOP PRINT BIG-CITY BITES LARGE AND
SMALL NAPKINS ARE AVAILABLE ON POD.



MENU

Food is the star of our Big-City Bites promotion and we have compiled a variety of delicious New Orleans-specific menu selections for your use. To access a complete Recipe Matrix, please go to the **Additional Promotions/BIG-CITY BITES/Marketing Template Section** on the **Promotions Link** on **Sodexo Net**.



PROMOTION ENHANCEMENTS

NEW ORLEANS LANDMARKS

St. Louis Cathedral, New Orleans Jazz National Historical Park, Our Lady of Guadalupe Chapel, Port of New Orleans, Mardi Gras Fountain, St. Alphonsus Art and Cultural Center.

MUSIC

New Orleans is known as the birthplace of Jazz music. Spice up your event with upbeat jazz that you might hear at a Mardi Gras parade.

DÉCOR

- Mardi Gras theme: “Life’s a Party”
- Dress in purple, green and gold
- Beads, feathers and sequins
- Mardi Gras cutouts and streamers
- Carnival set-up (Mardi Gras themed)

FAMOUS RESIDENTS OF NEW ORLEANS (PAST AND PRESENT)

Ellen DeGeneres (T.V. Host), Reese Witherspoon (Actress), Harry Connick Jr. (Singer), Carl Weathers (Football Star), Lil Wayne (Hip Hop Artist), Louis Armstrong (Jazz Trumpeter and Singer).

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GAMES/ACTIVITIES

In addition to great-tasting food, following are a few fun activities you can use to create excitement around your celebration of **NEW ORLEANS**.

IN-PERSON

MARDI GRAS MASK-ARADE—Encourage students to decorate a party mask using glitter, glue, colorful feathers, fabric markers, etc. Put all the masks on display and have everyone vote for their favorite. You can also encourage students to wear them during a fun Big Easy-inspired dinner party.

STREET BY STREET—Get students in the party spirit for your promotion by naming each of your dining room tables after a popular New Orleans street, complete with fun props and accompaniments with which students can take pictures.

BEADS GUESSING GAME—Place numerous, colorful Mardi Gras bead necklaces in a large glass vase or another transparent container (count them as you go and keep a record). Then have a “guess the number of beads” competition. The student who guesses the number (or closest to it) wins the beads plus a special New Orleans-themed prize.

DIGITAL

Have one of your chefs host a Facebook or Instagram Live cooking event to teach students how to make a classic New Orleans dish using ingredients that are under a certain price point, or found in your campus’ C-store (if applicable).

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COVID-19 SPECIFICATIONS

Should your university be running Big-City Bites/New Orleans during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

GENERAL:

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)

GAME DETAILS:

SAFE TO PLAY:

- BEADS GUESSING GAME
- SOCIAL MEDIA COOKING DEMONSTRATION

PROCEED WITH CAUTION: Have enough supplies on hand to provide each person with his or her own items

- MARDI GRAS MASK-ARADE
- STREET BY STREET – Sanitize props and accompaniments between uses

PRIZES & GIVEAWAYS:

- Provide prizes for students to pick up on a nearby table, rather than having staff members or Interns stationed at each game to hand out prizes
- Consider prizes you might be able to provide virtually (e.g. loading extra meal credit onto students' accounts)