

BLUE PLATE
Real
MAYONNAISE

THE
New Orleans
PO-BOY
GUIDE



World-class po-boys can be found across New Orleans and beyond, from corner groceries to cafes and restaurants. Here are some tried and true places where you can get a great po-boy, dressed with the all good stuff!

GREAT PO-BOY *Places* IN NOLA

01 ACME OYSTER HOUSE

724 Iberville St.
New Orleans, LA 70130

02 BANH MI BOYS

3244 Magazine St.
New Orleans, LA 70115

03 CHARTRES HOUSE

540 Chartres St.
New Orleans, LA 70130

04 CRABBY JACK'S

428 Jefferson Hwy.
New Orleans, LA 70118

05 DIMARTINO'S

3900 Gen. de Gaulle Dr.
New Orleans, LA 70114

06 DOMILISE'S PO-BOY & BAR

5420 Annunciation St.
New Orleans, LA 70115

07 FRADY'S ONE STOP

3231 Dauphine St.
New Orleans, LA 70117

08 GUY'S PO-BOYS

5259 Magazine St.
New Orleans, LA 70115

09 KILLER PO BOYS

219 Dauphine St.
New Orleans, LA 70112

10 LIUZZA'S BY THE TRACK

1518 N. Lopez St.
New Orleans, LA 70119

11 LIL DIZZY'S CAFE

1500 Esplanade Ave.
New Orleans, LA 70116

12 MANDINA'S RESTAURANT

3800 Canal St.
New Orleans, LA 70119

13 MAHONY'S PO-BOYS

3454 Magazine St.
New Orleans, LA 70115

14 MOTHER'S RESTAURANT

401 Poydras St.
New Orleans, LA 70130

15 MR. SHRIMP'S KITCHEN

500 Port of New Orleans Pl.
New Orleans, LA 70130

16 NEYOW'S CREOLE CAFE

3332 Bienville St.
New Orleans, LA 70119

**17 PARKWAY BAKERY
& TAVERN**

538 Hagan Ave.
New Orleans, LA 70119

18 RADOSTA'S RESTAURANT

249 Aris Ave.
Metairie, LA 70005

**19 VAUCRESSON'S CREOLE
CAFE & DELI**

1800 St. Bernard Ave.
New Orleans, LA 70116

20 VERTI MARTE DELI

1201 Royal St.
New Orleans, LA 70116

21 ZIMMER'S SEAFOOD

4915 St. Anthony Ave.
New Orleans, LA 70122





History OF THE PO-BOY

The year was 1929, and the city's streetcar workers were on strike. Bennie and Clovis Martin, owners of Martin Brothers Coffee Stand & Restaurant in the French Market, sympathized with the streetcar drivers who were now out of work and manning the picket lines.

They gave away simple sandwiches of fried potatoes, gravy, and small bits of roast beef on New Orleans French bread to help any of the "poor boys" who came their way.

The secret to New Orleans po-boys is the New Orleans style French bread. Nowhere else can bread be found with such a light, airy interior and flaky, crispy exterior. Rumor has it that the magic ingredient in baking this unique local bread might be the high humidity in New Orleans, or its position below sea level. But who knows?

Of the many bakeries founded in New Orleans that originally made this bread, only John Gendusa Bakery and Leidenheimer Baking Co. remain - and they're still turning out thousands of loaves of "po-boy bread" daily.

What goes in a po-boy? Favorite fillings are roast beef debris (the bits of beef that flake off of a roast in the oven, drenched in gravy), Louisiana hot sausage, meatballs and red gravy, and fried Gulf jumbo shrimp, oysters, and soft-shell crabs.

So how do we dress the king of New Orleans sandwiches? With lettuce, tomatoes, pickles and mayonnaise, of course. Blue Plate Mayonnaise was first made in New Orleans in 1927, and its rich and creamy, all-egg-yolk flavor became such a popular spread on po-boys that the State of Louisiana has proclaimed it the “Official Mayo of Po-Boys.”



**DID Y'ALL
KNOW?**

Blue Plate
Mayo was
born in
New Orleans
in 1927.

01

ACME OYSTER HOUSE

724 IBERVILLE ST.
NEW ORLEANS, LA 70130

Just off Bourbon Street in the bustling French Quarter, the Acme Oyster House has been serving up po-boys and other New Orleans classics for more than 100 years. The Peacemaker – stuffed with half fried shrimp and half fried oysters – is one of their most popular offerings and comes dressed with lettuce, tomato, pickles, and a Blue Plate® Mayonnaise and Tabasco® sauce on fresh Leidenheimer bread. During crab season, their crispy fried Soft Shell Crab Po-boy is hard to beat.



QUICK TIP FOR THIS PLACE!

No reservations, so expect a line – but it moves fast. Start your meal with a dozen chargrilled oysters.

GREAT PO-BOY *Places* IN NOLA



QUICK TIP FOR THIS PLACE!

Domilise's is a piece of history. Take a look at all the memorabilia and photos on the walls of famous diners.

06

DOMILISE'S PO-BOY & BAR

5420 ANNUNCIATION ST.
NEW ORLEANS, LA 70115

Domilise's is a local joint near the wharf in Uptown New Orleans. Founded in the 1930s by the Domilise family, who lived in the house above the single-room bar/dining area, it was run by Sam and Dorothy "Miss Dot" Domilise for over 75 years. Domilise's fried shrimp po-boy was featured on the Travel Channel's *Best Sandwich in America*.



GREAT PO-BOY *Places* IN NOLA



QUICK TIP FOR THIS PLACE!

Ask for your draft beer to be served in one of their thick, frosty cold mugs. There's nothing more refreshing.

10

LIUZZA'S BY THE TRACK

1518 N. LOPEZ ST.
NEW ORLEANS, LA 70119

Tucked away in a 1930s historical landmark building between the Fairgrounds Race Track and Esplanade Avenue near City Park, Liuzza's By The Track is a classic neighborhood po-boy joint known for its signature BBQ Shrimp Po-boy, served on Leidenheimer's French bread and dripping with delicious gravy. Step into this magical corner bar and cafe at lunchtime and you'll find it bustling with neighborhood regulars, construction crews, professionals who've come all the way from downtown, police officers on break, and visitors from every corner of the world.



17

PARKWAY BAKERY & TAVERN

538 HAGAN AVE.
NEW ORLEANS, LA 70119

“Po-boys are a way of life,” explains Parkway Bakery and Tavern General Manager and Head Chef, Justin Kennedy. “They’re the lifeblood of New Orleans.” Parkway serves a full menu of po-boy classics from Fried Shrimp to Hot Sausage to an extra messy and delicious Hot Roast Beef. They were recognized by *USA Today* as serving the “Best Po-Boy in Louisiana.”



QUICK TIP FOR THIS PLACE!

Check out their cool, historic bar where you can have a few drinks and also order food.

YOU WANT DAT *Dressed?*

This is what you'll get if you order
a po-boy "dressed."

BLUE
PLATE[®]
MAYO

TOMATO

LETTUCE

PICKLES

BLUE PLATE[®]
SINCE
Po-Boy
1927
OFFICIAL MAYO

FRIED CATFISH PO-BOY

MAKES 4 SANDWICHES

**PREP TIME: 10 MINS.
COOK TIME: 10 MINS.**

Ingredients ~~~~~

Vegetable oil, for frying
1½ pounds small catfish fillets
1 teaspoon coarse sea salt + more for seasoning
1 cup flour (we used Swans Down® Cake Flour)
1 cup cornmeal
1 tablespoon Creole seasoning
1 egg
1 cup buttermilk
8 tablespoons Blue Plate® Mayonnaise
4 teaspoons hot sauce + extra for serving
4 (6-inch) lengths New Orleans style French bread
2 cups shredded iceberg lettuce
8 slices tomato
Pickle slices, optional
4 lemon wedges, for serving



Directions ~~~~~

- 01** Fill a Dutch oven or cast-iron skillet about 2 to 3 inches deep with vegetable oil and heat over medium-high heat to 375°F. Season catfish with salt and set aside.
- 02** Combine flour, cornmeal and Creole seasoning and divide evenly between two shallow bowls. In a third shallow bowl combine egg and buttermilk and mix well. Dredge the fish fillets in batches, first in one bowl of flour, then in the egg mixture and then into the second bowl of flour.
- 03** Drop several fillets at a time into the hot oil and fry until golden brown, about 3 to 4 minutes. Transfer to a wire rack set over a baking sheet. Season with more salt if necessary.
- 04** Combine mayonnaise and hot sauce in a small bowl and mix well.
- 05** Slice each piece of bread in half lengthwise. Spread 1 tablespoon of the mayonnaise mixture over each piece of bread. Place the fried catfish on each bottom half and top with shredded lettuce, 2 slices of tomato, pickle slices and a few dashes of hot sauce, if desired. Serve each po-boy with a lemon wedge on the side.

PO-BOY *Recipe* SPOTLIGHT

FRIED SHRIMP PO-BOYS

MAKES 4 SANDWICHES

PREP TIME: 20 MINS. - COOK TIME: 20 MINS.

Ingredients

1¼ cups buttermilk
¼ cup of your favorite Louisiana-style hot sauce
1½ pounds medium shrimp, peeled and deveined
1½ cups cornmeal
Salt and cayenne pepper, to taste
1½ cups Swans Down® Cake Flour

4 cups vegetable oil, for frying
4 (6-inch) lengths poboy bread or French bread, split lengthwise
2 tablespoons butter, melted
4 cups vegetable oil, for frying
Blue Plate® Mayonnaise, for dressing sandwiches

1 medium tomato, thinly sliced
Shredded lettuce
Sliced pickles
Zapps® Potato Chips, for serving



Directions

01 Place buttermilk and hot sauce in a medium mixing bowl; stir to combine. Add shrimp and marinate for up to 30 minutes in refrigerator.

02 Place corn meal, flour, salt and pepper in another medium bowl; stir to combine.

03 Heat vegetable oil in a medium heavy pot or deep-fryer until temperature reaches 360°F.

04 Remove shrimp from buttermilk marinade and transfer them to cornmeal mixture, working in batches. Dredge to coat, shaking to remove any excess breading.

05 Cook shrimp in small batches in oil until golden brown and crispy, 2 to 3 minutes. Remove with a slotted spoon and transfer to paper towels to drain. Season with salt and pepper and set aside.

06 Spread bottom halves of bread with melted butter. Generously spread top halves of bread with mayonnaise. Divide fried shrimp evenly among bottom halves of bread and top them with lettuce, tomato and sliced pickles. Place top halves of bread over fillings and press lightly.

07 Serve immediately with Zapps® or your favorite potato chips.

VIETNAMESE SPICY CILANTRO PORK PO-BOY (BANH MI)

MAKES 4 SANDWICHES

PREP TIME: 30 MINS.

COOK TIME: 30 MINS.

Ingredients ~~~~~

SANDWICH

- 1 pork tenderloin, trimmed of fat
- 1 cup Cilantro Lime Sauce, divided, recipe follows
- 1 cup pickled red onions, recipe follows
- 1 cup pickled carrot ribbons, recipe follows
- 1 small English cucumber, thinly sliced
- Fresh cilantro leaves, stems removed
- 4 crusty hoagie buns or pieces of cut French bread

CILANTRO LIME SAUCE

- 2 cups Blue Plate® Mayonnaise
- 3 tablespoons fresh lime juice
- 3 tablespoons cilantro leaves, chopped
- 2 teaspoons or more Tiger Sauce®
- Habanero Lime
- ½ teaspoon lime zest
- ¼ teaspoon ground coriander
- ¼ teaspoon ground cayenne

PICKLED CARROT RIBBONS & RED ONIONS

- 2 large carrots, peeled
- 1 medium red onion, very thinly sliced
- 1 cup water
- ½ cup white vinegar
- ½ cup unseasoned rice vinegar
- ¼ cup sugar
- 1 teaspoon salt



Directions ~~~~~

01 Make the Cilantro Lime Sauce: (Makes 2 cups. Reserve any left over for another use.) Combine mayonnaise, lime juice, cilantro, Tiger Sauce, lime zest, coriander and cayenne in a medium bowl and mix well. (Optional: Cover and let stand in the refrigerator for up to 30 minutes to allow the flavors to meld together.)

02 Marinate the pork: Spread ½ cup of the Cilantro Lime Sauce in a shallow dinner plate and roll the pork in the sauce to generously coat. Set aside for 20 minutes to marinate. Discard marinade after use. Preheat oven to 350°F.

03 Make Pickled Carrot Ribbons and Red Onions: With a vegetable peeler, shave the carrots into ribbons and place in a medium bowl. Place the onions in a separate bowl. In a sauce pan, bring water, vinegars, sugar and salt to a boil. Pour over carrots and onions in their separate bowls. Cool to room temperature and refrigerate, covered, keeping vegetables in separate bowls until ready to use.

04 Roast the pork: Remove pork from marinade and place in the oven on small sheet pan. Roast until internal temperature of pork reaches 150°F, about 20 minutes. Cool to room temperature and slice thinly.

05 Assemble sandwiches: Spread both sides of bread with the remaining Cilantro Lime Sauce, then layer on the sliced pork, pickled vegetables, cucumber and fresh cilantro leaves, add top bread and serve.

NEW ORLEANS STYLE ROAST BEEF DEBRIS PO-BOY

MAKES 6 SANDWICHES

**PREP TIME: 15 MINS.
COOK TIME: 4 HRS. 45 MINS.**

Ingredients ~~~~~

- 1 boneless beef chuck roast (3 to 4 pounds)
- 10 cloves garlic, cut in half lengthwise
- 2 teaspoons salt
- 1 teaspoon freshly ground black pepper
- 2 tablespoons vegetable oil
- 2 cups beef stock or packaged low-sodium beef broth, plus more if necessary
- 6 (6-inch) lengths po-boy bread (or Italian or French bread)
- 1 cup Blue Plate® Mayonnaise
- 6 slices fontina or provolone cheese
- Thinly shredded iceberg lettuce
- Sliced tomato
- Louisiana-style hot sauce or Tiger Sauce®

Directions ~~~~~

- 01** Make 20 evenly spaced small cuts, about 1½ inches deep, all over pot roast, using the tip of a sharp paring knife. Insert garlic cloves as deep into the cuts as possible.
- 02** Season the roast on all sides with salt and pepper.
- 03** Heat a 6-quart Dutch oven over high heat. Add oil, and when it is hot, sear the roast until it is very well browned on all sides, 4 to 6 minutes per side (don't be afraid to let the roast get very brown – this is where a lot of the flavor comes from).



- 04** Transfer roast to a slow cooker, then carefully add stock and close lid. Set slow cooker to high and cook for 4 hours (and up to 6 hours depending on your machine). When roast is done, it should be fork tender.
- 05** Pull meat apart into thin shreds, using two forks, and mix with accumulated drippings in bottom of pot. Allow meat to cool slightly and absorb juices before assembling po-boys. (Roast can be cooked and shredded up to 1 week in advance and refrigerated until ready to serve; if prepared in advance, it will need to be rewarmed, covered and in a low oven, before assembling po-boys.)
- 06** Preheat broiler.
- 07** Halve each bread piece lengthwise and spread top and bottom halves liberally with mayonnaise. Place bottom halves on a baking sheet and spoon shredded meat over them, drizzling it with extra drippings. Top meat with cheese slices.
- 08** Broil bottom halves of bread with meat and cheese in oven just until cheese is melted, 2 to 3 minutes.
- 09** Remove from oven.
- 10** Top with lettuce and tomato and sprinkle with hot sauce (if desired), add top halves of bread to each sandwich and serve immediately.

BLUE PLATE[®] *Real* MAYONNAISE

THE OFFICIAL MAYO OF THE *Po-Boy*



A po-boy without Blue Plate Mayo? It's simply just a sandwich! Since 1927, Blue Plate has been bringing out the authentic flavors of New Orleans' favorite foods – and the rich 'n creamy goodness keeps getting better with every bite!