



## OPENING THIS WEEK!

### Beck's Cajun Café at Reading Terminal Market

*"Nawlins" cuisine and Cajun/Creole specialties feature freshest, most authentic ingredients and passionate preparation by Philly's own Chef Bill Beck.*

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PHILADELPHIA (Oct. 19, 2009) – Are you ready to “Let the Good Times Roll” – or as they say in New Orleans, “**Laissez les Bons Temps Rouler**”?

BECK'S CAJUN CAFÉ at the world-famous Reading Terminal Market is scheduled to open this week – providing the greater Philadelphia area with authentic Cajun/Creole favorites and dishes inspired by the incredibly rich flavors and exotic, tempestuous history of the Mississippi River Delta! **We officially open for business Monday, Oct. 26, with a formal grand opening in several weeks.**

Founded by Chef Bill Beck, whose distinguished culinary career and lifelong love of good food began nearly 25 years ago in his hometown of Philadelphia, BECK'S CAJUN CAFÉ showcases the cuisine he loves best.

“New Orleans is unlike any other place on earth, and once you've experienced it, you're forever changed by the place, the people and the blending of so many cultures, coming together in a way that's so quintessentially American,” Chef Beck says. “Bringing BECK'S CAJUN CAFÉ to Reading Terminal Market allows me to share my passion for this robust, flavorful cuisine with Philly and finally realize my dream to prepare the types of food that inspired me to become a chef years ago.”

BECK'S CAJUN CAFÉ is so committed to authenticity, Chef Beck says he's shipping key ingredients direct from New Orleans, including savory items from Crescent City Meats and Chisesi's Pride: cajun smoked, andouille, tasso ham, alligator and boudin, to name a few.

Among BECK'S CAJUN CAFÉ'S specialties:

- **Muffaletta** – A New Orleans original, with salami, ham, mortadella, sharp provolone and olive salad served on Italian bread.
- **Beignets** – French doughnuts/fritters served hot and topped with confectioner's sugar.
- **Eggs Royal** – Breakfast fit for a king!
- **Fried Oyster Po Boy** – Needs no other introduction....
- **Chicken, Andouille, and Shrimp Gumbo** – Take it from us, it's the best!

A former restaurateur in Center City who earned three “Best of Philly” awards for his expertise in traditional and fusion cuisines at the Pompano Grille, Chef Beck was twice showcased as a guest chef at Manhattan's world-famous James Beard House and on numerous TV shows. He earned local distinction in the 1990s as owner/operator of Beck's Gourmet and Beck's Catering, serving corporate clients in the Fort Washington and greater Philadelphia business communities. Since 2007, he has operated Taste! Catering, serving distinguished corporate and community clients.

Want more information? Contact Chef Beck directly at 484-919-5310. We look forward to meeting you – and sharing our passion for good times and great food “Nawlins” style, right here in Philly!

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