



VULGAR





Greetings,

It's a catalogue A good catalogue!!

Can we NOT be ~~be~~ ~~total~~ with the image?
A little too graf

How about some flowers? ~~Cherry blossoms~~

Cherry blossoms. Bumble bees, perhaps? Happy

Just cover it up

Best,
AJ





IT'S
ALL
BEEN
DONE...
LET'S
EAT!!



IPUNCH



DRUNK!

25

WHERE
ARE YOUR
GUARDS?

WHERE
ARE YOUR
GUARDS
NOW?

WHERE

ARE YOU

GUARDED?

PDB+W

FOR


YOUR

WOMEN

The image features several round pastries, each with a heart-shaped center, arranged on a bright blue background. The pastries are golden-brown with dark, charred edges, indicating they have been baked to a crisp texture. The heart-shaped center is formed by two overlapping layers of the pastry, creating a symmetrical, flame-like or heart-like shape. The overall appearance is that of a gourmet, artisanal treat.

PETIT COEURS BRÛLÉE

Translated very loosely to mean, 'Little Burning Hearts', Petit Coeurs Brûlée is our take on the classic palmier; buttery puff pastry, brushed with egg yolk custard, rolled in caster sugar, baked crackling crisp to deep mahogany ends.

The image features several golden-brown, flaky boudin sausage rolls arranged on a vibrant green background. Each roll is topped with melted cheese and a slice of sausage. The rolls are positioned diagonally across the frame, creating a sense of movement and depth. The lighting is bright, highlighting the texture of the dough and the rich colors of the toppings.

*BOUDIN
SAUSAGE
ROLLS*



Scratch made boudin of pork, rice and spices, rolled in sharp cheddar cheese and buttery puff pastry. Although pastry-wrapped foodstuffs is a centuries-old proclivity dating back to Greek and Roman eras, the sausage roll is believed to originate in 19th century France. This savory snack of sausage meat, commonly pork, swathed in a flaky croissant-like crust, however, grew popular in London during the early 1800s as an affordable street food and later bakeries; where sausage rolls can be found today. Our Boudin Sausage Rolls is a Cajun flavor spin on this quintessentially British bite.

*JUST LIKE
HEAVEN'LY
HASH*

Strange as Angels to mess with tradition, this Southern Sweet stays steadfast and true; salted almonds, marshmallow with a honey crunch clustered in a deluge of dark and milk chocolate ganache. No rocky road here, otherwise you're no better than sugar on the Devil himself.



Say 'cookie', and watch a room light up. Say 'oatmeal cookie' and watch 'em flee. Add the word vegan to it and you should never see sight of a soul for miles in a flash. But trust me, these VEGAN OAT, MY! COOKIES are irresistibly good, tender and will most likely change your mind about this universally misprized drop cookie.



*POSITIVELY
PEANUT
PIE*



Layers of crushed peanuts, peanut butter fudge, Crème Madame, molasses, bourbon and spices in a pâte brisée crust.





THE BOURBON CLUB

This take on the classic club sandwich is comprised of some of my favorite tastes of NOLA.

Hot sausage patties—bourbon glazed, sliced Cajun turkey breast, pimento cheese and pickles (own-made), creole mustard, and some spring mix (y'know...foliage) prepared on fresh baked PD Sesame White.





MUFFULETTA



Calabrese salami, ham, mortadella, Swiss and aged provolone cheeses, own-made olive salad, garlic aioli, and extra virgin olive oil prepared on fresh baked PD Sesame White.

It all begins with a chickpea salad recipe inspired by Lori Moore, former owner of the now (unfortunately) shuttered Green Cuisine foodtruck in Little Rock, Arkansas, which we took further south; impelled by chicken salad recipes using hard-boiled egg and pickle relish.

Chick peas mashed in mayo, cumin, turmeric and paprika; combined with minced tofu, chopped bread & butter pickles and scallions on a bed of mixed greens with creole mustard. Prepared on fresh baked PD Sesame White.

*MOCK
SOUTHERN
STYLE
CHICKPEA
SALAD*



FRIED PICKLES

Fried pickles are a Southern fried staple made popular by the late Bernell 'Fatman' Austin, who began serving these culinary gems at the Duchess Drive-In in 1963. A rapturous crunch with a briny bite of sweet and sour leaves no reason to stray from formula, unapologetically.





Referred to as the caviar or pâté of the south, Pimento Cheese is quintessentially Southern; despite its origin tracing back to the North - New York exactly - and inarguably iconic.



*...in words and pickles, I have immortalized my memories, although distortions are inevitable in both methods.
We must live, I'm afraid, with the shadows of imperfections.'*

- Salman Rushdie, 'Midnight's Children' (2010)

How do you pizza?

Vietnamese inspired, classically unpretentious,
and a vegan pie that can satisfy any meat lover.

It's how we do pizza. TAKE N' BAKE PIZZA
Take one home tonight, N'Bake it anytime...

From **iPUNCHDRUNK!**

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**Take
one
home
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**N' Bake
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Vietnamese inspired, ours is all
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From **PUNCHDRUNK!**
Bread + Variety


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BÒ KHO PICKLED GINGER PIZZA

*Vietnamese-style braised beef,
miso-Pecorino Romano béchamel,
chopped scallions and pickled
ginger on an uncommonly crunchy,
slow-fermented, Old Forge crust.*



Before pepperoni cups became a food trend a few years back, there was a time when these freshly sliced pieces of spicy lab meat which curled during baking were considered problematic. A meaty demilasse of oil and charred edges was, truthfully, not appealing at all.

However, without pepperoni cups, did a pepperoni pizza ever happen?

*Our pepperoni cups runnell over on our
PERFECTLY UNPRETENTIOUS PEPPERONI PIZZA.*

*A big name for such a simple pie indeed.
Slow-fermented, Old Forge crust topped with our
own-made marinara, locally sourced fior di latte and,
of course, pepperoni.*



*VEGAN
SAUSAGE + ONION
PIZZA*

*Lightlife Gimme Lean® Sausage
white onion, Miyoko's Creamery
Classic Plant Milk Mozzarella,
garlicky tomato and basil sauce,
slow-fermented Old Forge crust.*



SAVORY EASTER PIE

Known by many names and numerous adaptations reflecting regions throughout the Italian Peninsula, most notably in its sweetest form, our Savory Easter Pie takes inspo from the popular Pizza Giana Rustica. Whole milk ricotta custard with Genoa salami, fresh herbs and minced garlic baked in a flaky, crumbly buttery crust.

CUT - OUT BUNNY - RABBIT MASK

1. Ask your parents for permission to use scissors.
2. Carefully cut out mask starting at the lined edges provided.
(Don't forget to cut out holes in the eyes, nose and mouth. You need to breathe!)
3. Wear your Bunny - Rabbit Mask whenever you feel hoppy...





CAULIFLOWER HASH BROWNS

A cruciferous knockoff of the popular breakfast side to settle your hash

THIS PAGE:

BREAKFAST SHAMMY

*Vegan sausage patty, JUST egg,
Field Roast Creamy Original
Vegan Chao Slices, sandwiched
between two cauliflower hash browns*

THAT PAGE:

*'Caulis' topped with Follow Your Heart®
Sour Cream, Roasted Carrot Gravmox,
Pickled Red Onions, jeweled with briny capers*

SAUSAGE EGGS BENEDICT

*Lighlife Gimme Lean® Sausage, adorned with
folded scramble, vegan hollandaise sauce
made with JUST Egg over these aureate rounds
as a tasty alternative to English muffins*





BLACK BEAN AND MUSHROOM TACOS DORADOS

With monterey jack cheese, deep fried and (opposite page) served with mexican crema, pickled jalapeños, cucumber - cilantro and yogurt, radishes, and cherry tomatoes



BOCCA DI GOCHU

*Bucatini pasta,
gochujang crema, shrimp,
seared shredded Brussels, toasted
cashews, chili crisp, toasted panko and
Italian breadcrumbs. It's a mouthful.*

'One cannot think well, love well, sleep well if one has not dined well.'

- Virginia Woolf





SCORER



BOOGE

RED VELVET RENAISSANCE

The term food trend for one is oxymoronic as it is moronic to think that food, of any kind, can go out of style. OK, gelatin molds of suspended fish, veggies, and fruit found in housekeeping mags in the 1950s and '60s, I surrender prior to any commentarial backlash; however, the Red Velvet became such a trend and nearly met exodus.

By the early 2000s, New York's Magnolia Bakery left no crumbs behind with their Red Velvet cupcakes. A staple made popular by a little series called 'Sex and the City'. And I too was voted 'best of' by a local publication in Pennsylvania two years in a row for my take on these crimson fairy cakes in 2008 and 2009. Nevertheless, by the 2010s the Red Velvet, in any variant, was nary heard of. I couldn't help but wonder were we the crumbs responsible?

Considered a type of devil's food cake and also known in its previous incarnation as mahogany cake, the Red Velvet is rooted in Black food culture with Rufus Estes, a former enslaved man, and chef, who in 1911 included a recipe for sweet velvet cake in his cookbook. The Red Velvet is traditionally served on Juneteenth with the color red symbolizing bloodshed and resilience of enslaved people and their descendants.

Additional credit goes to Adams Extract for bringing the Red Velvet into American kitchens during the Great Depression; being one of the first to sell red food coloring.

Before Cream Cheese, the Red Velvet was slathered liberally with an ermine or flour and milk frosting.

How could something with such a rich past almost pass on? Well as the saying goes, everything old is new again.

Recently I offered to make my friend's Mother's birthday cake, the Red Velvet. And joyfully I did. Just the mere mention to people, however, has brought on a resurgence of interest. And orders. Mind you, living in the South, I thought this vermilion victual would be a part of everyone's vernacular. Regardless, I say let them eat cake. Red Velvet Cake. Scarlet red. The Red Velvet Renaissance has begun. Viva la renaissance!!





*'The important thing is not what they think of me,
but what I think of them.'*

- Queen Victoria

LOVE
BYE

LOVE

AINN'T

FOR THE

FANT

OR

HEART

MAKIN' WHOONIE

Another Season, Another Reason...

Auggie's Popular Red Velvet Cupcake Gets Re-invented Into The Classic Whoopie Pie For Valentine's Day. Fluffy White Cream Cheese Filling In Between Two Moist Firm Red Velvet Cupcakes To Killin' It's Willin'!

SOME PETITE

Small French Dessert...
Best Vanilla Cream...
Topped With A Fresh...
Premier...
Berry.

WITH

Full...
Bl...
Ch...
Love, It's H...
But... You Only Want More.

I USED TO HAVE A CRUSH ON YOU...BUT NOT ANYS MORE

Crushed Sugar Cookies Begin Innocently Enough Before A Layer of Cream Mousse Shows its True Side When Therein Lies a Banana Pudding with its Marshmallow Peaks Before Finally Going Three... (Pecans, Almonds and Almond) In A Brittle...

Make Auggie's own your own!

XOXO

Vulgarity is the garlic in the salad of charm.

- CYRIL CONNOLLY

HOW LAME IS THE PART OF HEART



You say Hoshigaki, I say upside down cake.

LANCASHIRE BREAKFAST

I read the news today, oh boy...boiled egg baked inside cornbread with chopped tasso ham, sharp cheddar and spring onion.





RAMEN...YUMMY

*Teriyaki pulled pork, kimchi slaw, 'cute' garlic mayo,
cilantro, pickled red onion in a ramen-egg wrap*



For less than the cost of a Big Mac, fr





ies and a Coke, you can buy a loaf of fresh bread...

- Steve Albini



IT'S ALL BEEN DONE...





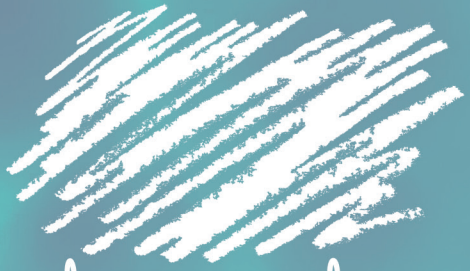
TOUT ~~EST~~ FA T... MANGEONS!!



LET'S EAT!!

vulgar *adj* (vul·gar 'vəl-gər) **1 a:** lacking in cultivation, perception, or taste : **COARSE**
b: morally crude, undeveloped, or unregenerate : **GROSS** **c:** ostentatious or excessive
in expenditure or display : **PRETENTIOUS** **2 a:** offensive in language : **EARTHY**
b: lewdly or profanely indecent **3 a:** generally used, applied, or accepted **b:** understood
in or having the ordinary sense **4 a:** generally current : **PUBLIC**
'the vulgar opinion of that time' **b:** of the usual, typical, or ordinary kind

EDRUNK!



ipunch & drunk!
iPUNCHDRUNK!



d
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punch
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punchdrunk

iPUNCHDRUNK!

iPunchdrunk! iPUNCH



ipunchdrunk!



DRUNK!

iPUNCHDRUNK!

iPUNCHDRUNK!

iPUNCHDRUNK! iPUNCHDRUNK!

PUNCHDRUNK!

A
POOVED by

Paul



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Digital Booklet Design:
 D. Day-Malloy
 Malloy





DARLING or CABBAGE

