



Super Bowl XLVII

Baton Rouge

January 31, 2013-February 4, 2013

Visitor's Guide



Welcome Fans!

On behalf of Fan Experiences, we would like to welcome you to Baton Rouge, the capital city of Louisiana and one of America's fastest growing cities.

We are pleased to host you during Super Bowl XLVII Weekend and look forward to the most exciting year yet! This year, we have been working with the city of Baton Rouge to bring the Super Bowl Fan Experience directly to YOU!

Throughout the weekend, experience the charm and history of this classic southern city, enjoy the culinary delights of one of over 400 restaurants, and explore the area's boutiques or antique shops with many pleasant surprises along the way...

Surrounded by other fans, you will experience the beauty of Baton Rouge combined with the spirit of New Orleans and the energy of a Super Bowl tailgate. Indulge in local Louisiana favorites "on the move" at a food truck rally, enjoy a rockin' Baton Rouge Mardi Gras parade, a fan-filled football themed reception, and a surprise send off as you board transportation to downtown New Orleans for the big game!

So join us; we'll make you a FAN of Baton Rouge!



FAN EXPERIENCES

Making FANS out of EXPERIENCES



Baton Rouge

Tentative Event Schedule

Friday February 1, 2013

2:00pm-'Til

Tailgating

Live Music

Town Square, Downtown Baton Rouge

townsquarebr.org

7:00pm

Krewe of Artemis Parade

Downtown Baton Rouge

kreweofartemis.net

Additional Events TBD

Saturday February 2, 2013

2:00pm

Krewe of Mystique Parade

Downtown Baton Rouge

kreweofmystique.com

4:00pm-'Til

Tailgating

Live Music

Town Square, Downtown Baton Rouge

townsquarebr.com

6:30pm

Krewe of Orion Parade

Downtown Baton Rouge

kreweoforion.com

Sunday February 3, 2013

TBD

THE GAME

Broadcast from the Media Beacon

Town Square, Downtown Baton Rouge

townsquarebr.org



Baton Rouge

Getting Around Baton Rouge

Capitol Park Trolley Service

(225) 389-5520

www.downtownbatonrouge.org/aroundtrolley.asp

Trolleys now run Monday-Friday from 10:30 a.m.-2:30 p.m. Trolleys are a FREE downtown service!

Baton Rouge Metropolitan Airport

(225) 355-0333

9430 Jackie Cochran Drive, Baton Rouge

www.flybtr.com

Conveniently located seven miles from the heart of downtown Baton Rouge. Exit 6 off I-110 to Veterans Memorial Blvd., then right on Captain Ryan Drive.

Enterprise Rent-A-Car

(800) 736-8227

www.enterprise.com

Enterprise has 15 convenient locations in the greater Baton Rouge area including on-site at Baton Rouge Airport. They carry all size vehicles, including 15 passenger vans to suit all your transportation needs. Free pick-up available. For online reservations, utilize discount code 14C1994 – BAT.

Limousine Livery

(225) 261-8777

www.limolivery.com

Limousine Livery is committed to providing ground transportation for executives, business travelers and special event & meeting professionals. Limousine Livery makes traveling to and from the airport convenient and reliable.

Yellow Cab

(225) 926-6400

6057 Pino St., Baton Rouge

www.brtaxi.com

Open 24/7/365. Transportation service with handicapped accessible taxis available. Airport transportation to Baton Rouge and New Orleans.



Baton Rouge

Baton Rouge Attractions

BREC's Baton Rouge Zoo

(225) 775-3877

3601 Thomas Road, Baton Rouge

www.brzoo.org

The zoo is a place where people can connect with animals. Visit giraffes, rhinos, alligators, flamingos and otters. Check out Realm of the Tiger, L'aquarium de Louisiane, the Safari Playground and the Cypress Bayou Railroad.

Hours of Operation: Daily, 9:30 a.m.-5:00 p.m.

Admission: Adults/Teens: \$8.25; Seniors: \$7.25; Children ages 2-12: \$5.25; Children 1 & under: Free

Capitol Park Museum

(225) 342-5428

660 N. 4th St., Baton Rouge, LA 70802

www.crt.state.la.us/museum/properties/LSMbr.aspx

The Capitol Park Museum features thematic exhibits on the diverse aspects of Louisiana history, industry and culture. The museum includes two permanent exhibitions, entitled Grounds for Greatness: Louisiana and the Nation, and Experiencing Louisiana: Discovering the Soul of America. Topics range from the Louisiana Purchase to Sportsmen's Paradise to Mardi Gras traditions throughout the state. Artifacts include a 48 foot wooden shrimp trawler, a Civil War submarine, a record breaking Marlin, a Krewe of lawnmowers, a New Orleans Lucky Dog cart and musical artifacts from Fats Domino, Buddy Guy, Clarence Gatemouth Brown, Aaron Neville and much more.

Hours of Operation: Tuesday- Friday 10:00 a.m.-5:00 p.m. Saturday 9:00 am-5:00 p.m.

Admission: Free

Hollywood Casino Baton Rouge

(225) 709-7777 / (800) 447-6843

1717 River Road North

www.hollywoodbr.com

Surround yourself in the excitement of Hollywood! Everywhere you look there's the kind of thrills you just don't find anywhere else, like 1,100 Vegas-style slots, and heart-pounding table games including a live-action poker room! Enjoy a delicious performance in the Steakhouse, an all-you-can-eat extravaganza at our famous Epic Buffet, or just take five at the Take 2 Deli. Get your groove on at Boogie Nights, the hottest night club in the area!



Baton Rouge

Houmas House Plantation and Garden

(225) 473-9380

40136 Highway 942, River Road, Darrow, Louisiana 70725

www.houmashouse.com

Enjoy the enchantment of this magnificently restored mansion and its 12 acres of gardens. The mansion was owned by sugar cane baron John Burnside during the antebellum South. When the Civil War began, Burnside was the largest sugar producer in the country.

Hours of Operation: Monday and Tuesday 9am- 5pm. Wednesday- Sunday 9am- 8pm.

Tour Fees: Mansion and Garden Tours: \$20. Gardens and Grounds only: \$10

Louisiana Art & Science Museum

(225) 344-5272

100 River Road South, Baton Rouge

www.lasm.org

Features exhibitions of internationally renowned artists, innovative programming in the state-of-the-art Irene W. Pennington Planetarium, a 2,300-year-old mummy and interactive children's galleries. Housed in a historic railroad depot on the banks of the Mississippi River, the museum offers educational entertainment for all ages. Inspire creativity and discovery at LASM!

Hours of Operation: Tues.-Fri., 10 a.m.-3 p.m.; Sat., 10 a.m.-8 p.m.; Sun., 1 p.m.-4 p.m.

Adults: \$7.25/Planetarium: \$9.00 Children (2-12) & Seniors (65+):\$6.25/\$8.00

Nottoway Plantation

(225) 545-2730

31025 Louisiana Hwy. 1, White Castle, LA 70788

www.nottoway.com

Nottoway, the South's largest remaining antebellum mansion, is a stunning historic plantation that lies between Baton Rouge and New Orleans, Louisiana. A dramatic, multi-million-dollar renovation has restored this historic plantation to her days of glory as well as adding luxury resort amenities and corporate and social event venues.

Hours of Operation: 9 am - 4 pm

Guided Tour Price: Adults: \$20. Child 6-12: \$6. 5 & under: FREE



Baton Rouge

Rural Life Museum

(225) 765-2437

4560 Essen Lane, Baton Rouge, LA 70809

rurallife.lsu.edu

Rural Life Museum is home to an extensive collection of tools, vehicles, farming implements and more than 20 buildings used during the plantation era. Schedule live demonstrations such as the production of cane syrup (during harvest time).

Hours of Operation: open daily from 8:30 am to 5:00 pm year round.

Admission: Adults (ages 12-61 years): \$7.00 per person. Children (ages 5-11 years): \$6.00 per person.

Children under 5 years: no charge

USS Kid & Veterans Memorial

(225) 342-1942

305 South River Road, Baton Rouge, LA 70802

www.uskidd.com

Located in the heart of scenic downtown Baton Rouge, Louisiana, she is the centerpiece of a memorial which serves to honor the men and women of our American armed forces.

Hours of Operation: 9:00 a.m. to 5:00 p.m. (Daily)

West Baton Rouge Museum

(225) 336-2422

845 N. Jefferson Avenue Port Allen, Louisiana 70767

www.westbatonrougemuseum.com

The West Baton Rouge Museum is a member of the Louisiana Association of Museums, the American Association of Museums, the Southeastern Museums Conference and the American Association for State and Local History. The West Baton Rouge Museum is an educational resource committed to researching, collecting, preserving and presenting artifacts, documents, art objects, and the like that reflect the history and cultural heritage of West Baton Rouge Parish and the surrounding areas for the benefit of the general public and future generations.

Hours of Operation: Tuesday- Saturday 10:00am-4:30pm. Sunday 2:00pm-5:00pm.

Regular Admission: \$4.00 per person; Students & Senior Admission: \$2.00 per person



Baton Rouge

Shopping

Cortana Mall

(225) 927-6747

Florida Blvd. at Airline Highway, Baton Rouge, LA 70802

www.cortanamall.com

Shopping in the heart of Baton Rouge for over 35 years! Dillard's, JCPenny, Macy's and Sears, plus over 80 fine stores and services. Rediscover a great shopping tradition!

Hours of Operation: Mon.-Sat., 10 a.m.- 9 p.m.; Sun., 12 p.m.- 6 p.m.

Mall of Louisiana

(225) 761-7228

6401 Bluebonnet Boulevard, Baton Rouge, Louisiana 70836

www.malloflouisiana.com

Enjoy the many dining, entertainment and shopping options that Mall of Louisiana has!

Hours of Operation: Monday-Saturday: 10:00am-9:00pm Sunday: 12:00pm-6:00pm

Main Street Market

(225) 267-5060

501 Main St., Baton Rouge

www.breada.org

Free and open to the public. Downtown's public marketplace features delicious food and Louisiana-themed gifts from locally owned cafes and shops. The Market is a great gathering place for groups for breakfast or lunch. Saturday mornings also include cooking demonstrations and tastings from local chefs at 10 am. Free Wi-Fi available.

Hours of Operation: Mon.-Fri., 8 a.m.-4 p.m.; Sat., 8 a.m.-1 p.m.

Perkins Rowe

(225) 767-2000

Bluebonnet at Perkins Road, Baton Rouge 70801

www.perkinsroweshops.com

Boutiques, condos and palm trees line the streets in one of the South's most sophisticated and innovative commercial developments. Whether you're catching a movie or enjoying a glass of wine, you'll never run out of things to do at Perkins Rowe. More than 50 stores and restaurants to choose from.



Baton Rouge

Towne Center at Cedar Lodge

(225) 925-2344

2380 Towne Center Blvd, Baton Rouge 70806

www.townecenteratcedarlodge.com

Open-air lifestyle center featuring sidewalks to stroll, restaurants to enjoy and elegant stores to shop.

Hours of Operation: Mon.-Sat., 8 a.m.-9 p.m. (stores vary); Sun., noon-6 p.m.

The Royal Standard

(225) 751-0009

16016 Perkins Road & 2877 Perkins Road, Baton Rouge

www.theroyalstandard.com

A truly unique shopping experience with more than 20,000 square feet of one-of-a-kind antiques, estate and costume jewelry, furniture, home interiors, baby items, fashion accessories and gifts. Voted the Best Gift Store in Baton Rouge for the past three years in 225 magazine's annual readers' poll and the Best Local Shop by Country Roads magazine.

Hours of Operation: Mon.- Sat., 10 a.m.- 6 p.m.; Sun., 12 p.m.- 5 p.m.



Baton Rouge

Dining

Beausoeil Restaurant and Bar

(225) 926-1172

7751 Jefferson Highway, Baton Rouge

www.beausoleilrestaurantandbar.com

Locally owned. Co-owner Chef Nathan Gresham was selected as a Top 5 “Chefs to Watch” by Louisiana Cookin’. Contemporary Louisiana cuisine using local ingredients served in a casual neighborhood bistro environment. Serving complimentary pork cracklings. Featuring seared foie gras French toast with cane syrup gastrique; steamed mussels with Stella beer and chorizo sausage; chopped seafood salad tossed with crab meat, shrimp & hearts of palm; Louisiana shrimp & grits with grillade gravy; oyster po-boy with spicy aioli. Specializing in traditional Southern cocktails and a selection of 125 wines available.

Happy Hour, 3 p.m.-6 p.m., Tues.-Fri. Outdoor patio dining available.

Hours of Operation: Tues.-Sat., 11 a.m.-10 p.m.; Sun., brunch, 11 a.m.-3 p.m.

Boutin’s Cajun Music & Dining

8322 Bluebonnet Blvd., Baton Rouge, (225) 819-9862

& 7807 Howell Blvd., Baton Rouge, (225) 663-2464

www.boutins.com

“A Cajun Music & Dining Experience.” At Boutin’s, they promise that you will “pass a good time” when you stop by for lunch, dinner or just to enjoy the authentic, live Cajun music. Before you leave be sure to visit Poche’s Market (inside Boutin’s) famous for their plate lunches, boudin, meats, sausages and other specialty items. For a taste of south Louisiana steeped in tradition, make Boutin’s a part of your visit to Cajun Country. Boutin’s is perfect for a family outing and is especially nice for out-of-town visitors who want to capture some Cajun flair. Meeting and banquet facilities available.

Hours of Operation: Sun.-Wed., 11 a.m.-9 p.m.; Thurs.-Sat., 11 a.m.-10 p.m.



Baton Rouge

The Chimes

(225) 383-1754

3357 Highland Road, Baton Rouge

www.thechimes.com

Located in Baton Rouge, La., The Chimes restaurant offers patrons a variety of menu options including crab cakes, Buffalo wings, spinach and artichoke dip, soups and salads, shrimp, crawfish, baby back ribs, seafood pasta, pork chops, oyster, catfish, turkey burger, Portobello sandwich and hot fudge sundaes. The Chimes boasts a diverse list of more than 130 different varieties of beer from throughout the world. The Wine Cellar located beneath The Chimes main lobby, seats nearly 40 people for a served dinner and will accommodate 50-55 patrons for cocktail parties.

Doe's Eat Place

(225) 387-5331

3723 Government St., Baton Rouge

www.doesbatonrouge.com

Serving world-famous steaks and hot tamales since 1941—come enjoy prime beef in a casual setting. Families are welcome!

Hours of Operation: Mon.-Fri., lunch, 11 a.m.-2 p.m.; Mon.-Thurs., dinner, 4:30 p.m.-9 p.m.; Fri.-Sat., dinner, 4:30 p.m.-10 p.m. Sunday Brunch, 1 a.m.-2 p.m.

George's

2943 Perkins Road, (225) 343-2363;

15321 George O'Neal Lane, (225) 755-5700;

8905 Highland Road, (225) 768-8899

www.georgesbr.com

With modest accommodations at Georges Restaurant, "You'll Fit Right In." We are famous for our fresh ground hamburgers, overstuffed poboy's and homemade fresh french fries. We feature old-fashioned daily specials that have been a staple in Baton Rouge since the last century. Georges has won many awards over the years, but still maintains its neighborhood appeal.



Baton Rouge

Gino's

(225) 927-1756

4542 Bennington Ave., Baton Rouge

www.ginosrestaurant.com

Gino's has been a staple of Baton Rouge dining for over 45 years. We specialize in traditional southern Italian food, Mediterranean style, with fresh seafood and steaks. Live jazz music every Thursday night. An over 300-wine cellar has earned us the Wine Spectator award for 14 years. Come see why we're voted 225 magazine's Most Romantic Restaurant.

Hours of Operation: Mon.-Fri., 11 a.m.-2 p.m. and 5 p.m.-10 p.m.; Sat., 5 p.m.-10:30 p.m.; closed Sunday.

Joe's Dreyfus Store Restaurant

(225) 637-2625

2731 Maringouin Road West (Highway 77), Livonia

www.joesdreyfusstorerecstaurant.net

For over 20 years we've been making our loyal customers happy with good cookin' and down home Southern charm. Located on Bayou Gross Tete and once a mercantile store dating back to the 1800s, we proudly carry on the warm tradition and vow to make each and every patron No. 1. Buffet serving fresh boiled shrimp, snow crab and crawfish. Regular menu available.

Open for lunch 7 days a week and dinner Wed.-Sat.

Johnny's Pizza

(225) 763-9797

8873 Highland Road, Baton Rouge

www.johnnys-pizza.com

Johnny's Pizza House has a special treat for pizza lovers. Come try our "Sweep the Kitchen" pizza! It has 5-star flavor in every bite. Voted best pizza in every market! Our restaurant provides plenty of space for large groups. We also offer carry out and delivery and will deliver outside of our area for large orders.



Baton Rouge

Juban's Creole Restaurant & Caterer

(225) 346-8422

3739 Perkins Road, Baton Rouge

www.jubans.com

Atrium serving bar menu throughout the day. Voted Best Restaurant by readers of 225. A family-owned restaurant and Baton Rouge favorite since 1983, Juban's is the home of the "Hallelujah Crab," serving contemporary Louisiana cuisine, USDA prime steaks and Louisiana seafood. With over 850 wine selections, received Wine Spectator's "Best of Award of Excellence" the past 8 years. Family friendly with children's menu. Private dining and off-site catering available. Reservations recommended.

Hours of Operation: Lunch: Tues.-Fri., 11 a.m.-2 p.m.; dinner: Mon.-Sat., 5:30 p.m.-10 p.m.; Sunday Brunch: 10 a.m.-3 p.m.

Louisiana Bayou Bistro Restaurant & Catering

(225) 749.6354

441 S. Vaughn Drive, Brusly

www.labayoubistro.com

Featuring mouth-watering steaks, fresh Louisiana seafood, authentic Cajun cuisine and a lunch buffet to die for. Dine-in or event catering. Tour buses welcome. Private rooms available. "We're not just something—we're something else!"

Hours of Operation: Mon.-Sat., 11 a.m.-9 p.m.; Sun., 11 a.m.-3 p.m. Lunch buffet: Mon.-Fri., 11 a.m.-2 p.m.; Sun., 11 a.m.-3 p.m.

Louie's Café

(225) 346-8221

209 W. State St., Baton Rouge

www.louiescafe.com

Established in 1941, open 24/7. An LSU tradition for sports fans, faculty, students and residents. Located at the North Gates of LSU, Louie's serves breakfast, lunch and dinner with our famous Cajun Hashbrowns 24 hours a day.



Baton Rouge

Maison Lacour French Restaurant

(225) 275-3755

11025 N. Harrell's Ferry Road, Baton Rouge

www.maisonlacour.com

Chef Michael Jetty offers authentic French cuisine with a wide range of selections including seafood, game, veal, lamb and beef in a comfortable French style. Reservations recommended. Proper casual dress welcome.

Lunch: Tues.-Fri., 11:30 a.m.-1:30 p.m. Dinner: Tues.-Sat., 5:30 p.m.- 8:30 p.m.

Mike Anderson's

(225) 743-MIKE (6453)

1500 W. Highway 30, Gonzales

www.awesomefood.com

Mike Anderson's serves the finest fresh south Louisiana seafood including our famous char-grilled oysters. Enjoy our many signature dishes prepared with Gulf shrimp, lump crab meat, crawfish, oysters, a wide variety of fresh fish and USDA choice steak. At Mike Anderson's every occasion is a special occasion. Our team is committed to dining guide bring you, our guest, delicious food and exceptional service in a most comfortable atmosphere! Cookbooks and seasoning available. Superior banquet and meeting facilities along with private dining for events. Located on property of Clarion Inn Gonzales.

Hours of Operation: Mon.-Thurs. 11 a.m.-2 p.m. & 5 p.m.-10 p.m.; Fri.-Sat., 11 a.m.-10 p.m.; Sun., 11 a.m.-9 p.m.

Ralph & Kacoo's

(225) 766-2113

6110 Bluebonnet Blvd., Baton Rouge

www.ralphandkacoos.com

In keeping with tradition, Ralph & Kacoo's features a variety of the freshest seafood dishes with Cajun flavor, including daily grilled specials and our world-famous seafood platter. This is the place to come when you want to discover Louisiana seafood that's truly deep down delicious—where dining is a much anticipated event! Located across from the Mall of Louisiana. Banquet facilities for 12-120. Tour buses welcome.

Hours of Operation: Mon.-Thurs., 11 a.m.-9:30 p.m.; Fri.-Sat., 11 a.m.-10:30 p.m.; Sun., 11 a.m.-9:30 p.m.



Baton Rouge

Tsunami Sushi at the Shaw Center

(225) 346-5100

100 Lafayette St., 6th floor, downtown

www.servingsushi.com

Enjoy rooftop dining high atop the Shaw Center for the Arts building. Sushi, sunsets, steaks and front row seats on the Mississippi River.

Hours of Operation: Tues.-Thurs., 11 a.m.-10 p.m.; Fri.-Sat., 11 a.m.-11 p.m.; Sun.-Mon., closed.

Sammy's Grill

(225) 766-9600

8635 Highland Road, Baton Rouge

www.sammysgrillonline.com

Come celebrate in the culture and cuisine of south Louisiana. Cajun-inspired specialties including Catfish Acadiana, gumbo, po-boys and burgers. Enjoy a family escape from the ordinary where the atmosphere is casual and the experiences memorable.

Open 7 days, 11 a.m.-10 p.m.; Sunday brunch, 10:30 a.m.-2 p.m.

Steakhouse at Hollywood Casino

(225) 709-8777

1717 River Road North, Baton Rouge

www.hollywoodbr.com

For casual elegance, exceptional service, and a contemporary wine list, treat yourself to the Steakhouse at Hollywood Casino. Carve into delicious selections such as our Signature Cowboy Steak, our Crawfish Stuffed Pork Chop, or our Angus Prime Rib. We feature 100% Angus Beef and the finest cuts of veal, lamb, pork, chicken, and all of your favorite Louisiana seafood.

Open for dinner Wed. through Sun.