

STATE OF MINNESOTA

DISTRICT COURT

COUNTY OF RAMSEY

SECOND JUDICIAL DISTRICT

AFFIDAVIT

STATE OF MINNESOTA)
) ss.
COUNTY OF RAMSEY)

I, Rouzbeh Toliati, being duly sworn, on oath, depose and state as follows:

1. I am 29 years old and I am a resident of Ramsey County, Minnesota.
2. I am the owner of Lulu's Food Mart & Deli Inc. I have held that position for the past four years since I purchased the Lulu's Market & Deli business on August 3, 2010.
3. I make this affidavit in support of Lulu's Market & Deli's motion for a temporary restraining order and temporary injunction in Lulu's Market & Deli's lawsuit against The Firefly Group, Inc., which is doing business as "Lulu's Public House."
4. Lulu's Market & Deli has been in business for about a total of 17 years, and has been located at the intersection of Selby Avenue and N. Fry Street in St. Paul, Minnesota. To the best of my knowledge, since it first went into business, it has always operated under the name Lulu's Market & Deli.
5. The name Lulu's Market & Deli is derived from the original owner's last name, which is Lulu. After purchasing the business, I chose to keep the name because it had been used at that location for many years, and I believed the value of the business's name could help me grow the business more efficiently than if I started over with a new name.
6. Members of our management, many of our employees, and many of our customers refer to Lulu's Market & Deli as "Lulu's," as that name has become synonymous with our business over the many years it has been in operation.

7. When I bought Lulu's, I decided to rebrand it by shifting the focus of the operation away from a corner-store and market to a greater focus on the restaurant or deli operations. To accomplish this goal, I engaged in significant remodeling efforts, including installation of new signage, new windows, new flooring, and new refrigeration units. I also increased the store's web presence by developing a new website and a presence on social media platforms.

8. After purchasing the business, Lulu's also developed a new menu. Lulu's now offers a fusion of Mediterranean and American foods. Lulu's offers these items for customers who wish to dine-in, order take-out, and call or use the internet for delivery. I have attached a true and correct copy of Lulu's menu to this affidavit as Exhibit 1.

9. Lulu's delivers in a four-mile radius from the store's location at the corner of Selby and Fry. This delivery area includes the areas surrounding the Minnesota State Fair grounds.

10. Since 2010, Lulu's has invested in extensive marketing and advertising efforts, including advertisements in printed publications, promotions on the radio, social media and internet promotions, and sponsorships in the community.

11. Lulu's has had stories written about it in the St. Paul Pioneer Press newspaper and in the City Pages weekly publication. I have attached true and correct copies of stories and other media coverage that have appeared in local printed publications to this affidavit as Exhibit 2.

12. Nearly a year ago, Lulu's had a promotional radio spot on the Lori & Julia radio show on FM 107.1.

13. Lulu's advertises at all five colleges and universities in the St. Paul area, including Macalester College, Concordia University, St. Catherine's University, Hamline

University, and St. Thomas University. Lulu's has regularly passed out menus and flyers to students at each of these institutions since 2010. Lulu's also offers promotions for college students including coupons for discounts on food when a customer presents a college identification card when placing an order.

14. Lulu's has also passed out menus and flyers at the Grand Ol' Days street festival in St. Paul to increase exposure for the restaurant.

15. Lulu's ran the ad copied below in this affidavit in the Minnesota Twins baseball team year book. Lulu's ran a similar ad in a Minnesota Vikings publication as well.



mylulus.com | info@mylulus.com | 651-645-2160

16. Lulu's has participated in several internet promotions and uses the internet for marketing purposes. In addition to the development of a new website, Lulu's has run multiple deals with Groupon and through Amazon.com. Lulu's also has a presence on GrubHub.com, which allows consumers to find our restaurant through internet searches. And Lulu's has an arrangement with the company Bite Squad to allow customers to place online orders for delivery, which is in addition to Lulu's own delivery business.

17. Lulu's has also sponsored and catered events for student groups at local educational institutions. Lulu's catered such events at both St. Thomas University and

Macalester College. Lulu's also sponsored team events at St. Paul Central High School for the football program and sponsored a hole at the high school's annual golf tournament. Lulu's also sponsors local recreational adult kickball and basketball teams. Attached hereto as Exhibit 3 are photographs of the sponsored shirts bearing the Lulu's name.

18. The Lulu's Market & Deli logo, which is copied below, features the name "Lulu's" more prominently than the other words in the service mark. This logo, or a variation of its color scheme, appears on all of our printed promotional and advertising material.



19. Since I became an owner of Lulu's in 2010, the business has spent more than \$15,000 on advertising and marketing using the business's name.

20. I have also engaged in significant non-monetary efforts to promote the restaurant and protect the goodwill of the Lulu's name. Much of Lulu's marketing has been accomplished by passing out flyers and promoting the business ways that are not easily measured on a balance sheet. In addition to attempting to run a business that provides the highest quality food and service to its customers on a daily basis, Lulu's ensures that any time a customer is dissatisfied, Lulu's addresses the issue promptly, often offering such a customer a refund or other accommodation to keep that person's business.

21. On or about June 26, 2014, I read a story in the St. Paul Pioneer Press about new food vendors entering the Minnesota State Fair, which is taking place this August 21 through September 1. Among the new vendors who were reported to be entering the State Fair was an

operation called “Lulu’s Public House,” which, to the best of my knowledge, is owned or operated by a company called The Firefly Group, Inc. The newspaper story ran in the “Eats” section of the Pioneer Press. Since, June 26, 2014, I have also seen several other internet news and information sites publicize the entry of “Lulu’s Public House” at the State Fair.

22. Since the June 26, 2014 Pioneer Press story ran, I have been contacted by between five and ten people each week who mistakenly believed that “Lulu’s Public House” was affiliated, associated, or connected in some way with Lulu’s Market & Deli.

23. Several customers, friends, and other members of the community have contacted me to congratulate me on getting into the Minnesota State Fair after reading that “Lulu’s Public House” would be a new food vendor at the 2014 Fair. I had to correct their confusion about this by explaining that “Lulu’s Public House” was not affiliated with the Lulu’s restaurant that I own and operate.

24. Other customers, friends, and members of the community have contacted me or other members of the Lulu’s staff to ask whether they could work at the “Lulu’s Public House” booth during the Minnesota State Fair. Again, I had to correct their confusion by explaining that I could not offer them employment at “Lulu’s Public House” because it was in no way affiliated, associated, or connected with the Lulu’s restaurant that I own and operate.

25. Several of the individuals discussed in Paragraphs 22, 23, and 24 of this Affidavit have agreed to provide affidavits indicating the nature of their confusion as to the relationship between “Lulu’s Public House” and the Lulu’s restaurant that I own and operate by responding to a questionnaire I presented to them. I have attached to this affidavit as Exhibit 4 a true and correct copy of the questionnaire that I asked these customers to respond to in completing the affidavits referenced in this paragraph.

26. Although I do not know the full scope of menu items that “Lulu’s Public House” will offer while in operation at the 2014 Minnesota State Fair, several items they will reportedly be selling to customers at the Fair overlap with items sold by Lulu’s Market & Deli.

27. The most popular item on the Lulu’s Market & Deli menu has become the stuffed cheeseburger Lulu’s offers under the name “The Fair Lucy.” The Fair Lucy is a hamburger patty that is stuffed with melted cheese. Through various media reports I have read that “Lulu’s Public House” intends to sell an item called the “Breakfast Juicy LuLu,” which will consist of a sausage patty stuffed with melted cheese and served on an English muffin. One media report that I have read about “Lulu’s Public House” offering a cheese-stuffed breakfast burger was published at www.mnstatefair.org/fun/new_food. Attached hereto as Exhibit 5 is a true and correct copy of the New Foods for 2014 webpage referenced above, which features offerings from “Lulu’s Public House,” including the “Breakfast Juicy LuLu.” I believe that it is unfair competition and that it improperly appropriates the Lulu’s name that I have worked hard to build throughout my ownership and operation of Lulu’s Market & Deli for “Lulu’s Public House” to offer such a similar food item to one on Lulu’s Market & Deli’s menu under such a similar name.

28. Another item on Lulu’s Market & Deli’s menu is a fish taco. According to several media reports, “Lulu’s Public House” intends to offer a taco item while in operation at the Minnesota State Fair as well. Specifically, “Lulu’s Public House” intends to offer a “Prime Rib Taco” featuring sliced rotisserie beef served in a flour tortilla with chili con queso. This offering is also reflected in the Minnesota State Fair’s New Foods for 2014 webpage attached hereto as Exhibit 5. I believe that it is unfair competition and that it improperly appropriates the Lulu’s name that I have worked hard to build throughout my ownership and operation of Lulu’s

Market & Deli for “Lulu’s Public House” to offer such a similar food item to one on Lulu’s Market & Deli’s menu under such a similar name.

29. Neither I nor anyone else affiliated with Lulu’s Market & Deli has given the operators of “Lulu’s Public House” permission, a license, or other authorization to use the Lulu’s name in association with its concessions stand at the Minnesota State Fair or in any other manner.

30. “Lulu’s Public House” will be operating at the Minnesota State Fair in the same geographic area from which Lulu’s Market & Deli draws a great deal of business. Visitors to the Minnesota State Fair who are familiar with Lulu’s Market & Deli and have been pleased by our products and services may believe that “Lulu’s Public House” is affiliated, associated, or connected with the Lulu’s restaurant I own and operate. “Lulu’s Public House” may derive additional business from such consumer confusion as to the affiliation, association, or connection between the two, rather than solely on the merits of their own products and services.

31. Visitors to the Minnesota State Fair who have both good and bad experiences at “Lulu’s Public House” may confuse that concessions stand with Lulu’s Market & Deli. Those who have a bad experience at “Lulu’s Public House” may refrain from visiting Lulu’s Market & Deli due their dissatisfaction with that experience over which I have no control. Those who have a good experience at “Lulu’s Public House” may later visit Lulu’s Market & Deli with expectations of being able to order items that “Lulu’s Public House” may offer that do not appear on our menu. In either situation, the confusion caused by “Lulu’s Public House’s” use of the Lulu’s mark will irreparably harm Lulu’s Market & Deli’s goodwill and reputation.

32. Part of the value to me of owning and operating a restaurant with the name recognition and reputation that Lulu’s Market & Deli has acquired includes my ability to control

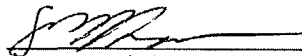
the nature and the quality of the products and services that Lulu's Market & Deli offers to the public under the Lulu's name. By operating "Lulu's Public House" in the same market and in competition with the Lulu's restaurant that I own and operate, "Lulu's Public House" places the valuable reputation and goodwill of my restaurant in the hands of someone over whom I have no control.

33. Through its representative, "Lulu's Public House" has communicated to Lulu's Market & Deli that it intends to continue using the name "Lulu's Public House" in connection with the promotion, advertisement, and operation of its business activities at the Minnesota State Fair.

FURTHER AFFIANT SAYETH NOT.


Rouzbeh Toliati

Subscribed to and sworn before me
on this the 21 day of August 2014.


Notary Public



INTERNATIONAL FLAVOR

FRESH
Handcrafted



LOCAL

LULU'S™

MARKET & DELI

EAT



SHARE



MENU

call or order online



THANK YOU!

OPEN LATE
MADE FROM SCRATCH

MORE THAN JUST FOOD
ORDER ANYTHING!



BIKE
HERE



mylulus.com MARKET

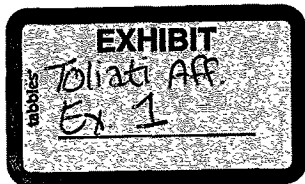


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1626 Selby Ave. St. Paul, MN 55104



On

grubHub.com
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GROUPON

livingsocial.

APPETIZERS

Lulu's Saffron Fries	sm \$3	lg \$5
Falafel	4pc \$3	8pc \$5
Saffron Wings	6pc \$5	12pc \$10
Hot, BBQ or Breaded		
Chicken Tenders	6pc \$9	
Cheese Curds	\$7	
Lulu's Rice	sm \$3	lg \$5
Spinach Pie	\$3	
Grape Leaves	4pc \$3	8pc \$5
Hummus w/ pita chips	\$6	
Baba Ganoosh w/pita chips	\$7	

BREAKFAST

Breakfast Pita	\$6
Hangover Special	\$8
Breakfast Burrito	\$9

SALADS *Large salads come w/ warm pita bread

Tabouli Salad	sm \$4	lg \$7.50
Chopped salad	sm \$4	lg \$7.50
Greek Salad	sm \$4	lg \$7.50
Caesar Salad	sm \$4	lg \$7.50

*add chicken -or- bacon for only \$2

*add Lamb for only \$3

*make it a wrap for only \$1

*add pita \$1

SOUPS

Tomato Basil (house soup)	cup \$3	owl \$5
Daily Special	cup \$3	owl \$5
Grilled Cheese	\$2	
American Cheese -or- Provolone		
*add bacon \$2		
Soup & Salad Combo	\$7	

BASKETS & PLATTERS

*Baskets are served w/ Lulu's Saffron Fries *Platters are served w/ rice and chopped salad

	basket	platter
Falafel Pita	\$6	\$8
Gyro	\$7	\$9
Chicken Gyro	\$7	\$9
The Rulu	\$9	\$11
*Add egg \$1		
Chicken Sandwich	\$7	\$9
3 Piece tender	\$8	\$10
Kotlet	\$7	\$9
Fish Tacos	\$9	\$11
Steak Sandwiches (2)	\$12	\$14

BURGERS

	basket	platter
*Substitute fries for rice or salad for \$1 more		
Hamburger	\$7	\$9
*add cheese, provolone or American \$1		
The Gyro Lucy	\$9	\$11
The Fair Lucy	\$9	\$11
*add bacon to any burger \$2		

LULU'S SPECIALS

*All specials come with warm pita, and chopped salad

Chicken Special	\$10
Beef Special	\$10
Combo Special	\$11
Elite Special	veg \$12 reg \$15

*so much food its ridiculous!

SAUCES

Pink sauce	\$.50
Yogurt sauce	\$.50
Red sauce	\$.50
Feisty feta spread	\$.50
Hot sauce	\$.50
BBQ sauce	\$.50
Ranch	\$.50

DESSERTS

Baklava	\$4
Cremebuelee Cheesecake	\$4
4 High Carrot Cake	\$4
4 High Chocolate Cake	\$4
Ben & Jerrys	\$5.50

Fish Food, Chunky Monkey, Cherry Garcia, Chocolate Fudge Brownie, Everything But The, Americone Dream, Chocolate Chip Cookie Dough, Half Baked.

BEVERAGES

Hot Tea	\$2
Coffee	\$2
Starbucks	
Frappuccino	\$2.50
Vanilla, Mocha	
Bottled Water	\$1
Arizona's: 22+ Flavors!	\$1
*ask for flavor choice or view online: mylulus.com	
Milk	\$1.50
Chocolate, Regular	

POP

Coke, Diet Coke	can \$1	bottle \$2
Sprite	can \$1	bottle \$2
Mountain Dew	can \$1	bottle \$2
A&W Root Beer	can \$1	bottle \$2
Pepsi, Diet Pepsi	can \$1	bottle \$2
7up		bottle \$2
Sunkist		bottle \$2
Grape, Orange, Strawberry		
A&W Cream Soda		bottle \$2
IBC Root Beer		bottle \$1

MEXICAN SODAS

Coke	bottle \$1.50
Jarritos	bottle \$1.50
Fruit Punch, Lime, Mandarin, Mango, Pineapple, Strawberry, Tamarino, Grapefruit	

PREMIUM BEVERAGES

San Pellegrino	\$1.25
Blood Orange, Lemon, Orange, Grapefruit	
Fiji	\$1.50
Smart Water	\$2
Vitamin Water	\$2
Energy, Essential, Multi-V, Focus, XXX, Revive, Attention, Spark, Power-C	
VitaCoco	\$3
Regular, Pineapple, Coco Cafe	

SPORTS DRINKS

Gatorade	\$1.50
Cool Blue, Fruit Punch, Lemon Lime, Orange	

JUICES

Simply	\$2
Apple, Orange, Limeaid, Lemonade, Raspberry	
Naked	\$4
Blue Machine, Green Machine, Red Machine, Mighty Mango, Power-C, Strawberry Banana, Protein Zone	
Pure	16 oz. \$1.75
Cranberry, Papaya Punch, Apple Cranberry, Pineapple, Pineapple Orange, Fruit Punch, Orange, Grapefruit, Ruby Red	
Pure	32 oz. \$3.00
Papaya Punch, Cranberry, Apple, Orange, Fruit Punch, Grapefruit, Pineapple Orange.	
Snapple	\$2
Fruit punch, Noni Berry, Mango Madness, Raspberry Tea, Diet Peach Tea, Half and Half Lemonade, Cherry Pomegranate, Snapple Apple.	

ENERGY DRINKS

Red Bull	sm \$2.50	lg \$3.50
Monster		\$2.50
Chillo		\$2.50

651.645.2160**1 2 3 4 5 6 7 8****LULU'S**
MARKET & DELI**BUY 8 BASKETS GET THE 9TH FREE!**

Eat

TwinCities.com | St. Paul Pioneer Press

RESTAURANT CRITIC KATHIE JENKINS K.JENKINS@PIONEERPRESS.COM 651-228-5585

Thursday 9-29-2011

And now for something People love to talk about the latest **a little different** ... restaurants, but they tend to eat at the same places over and over.

Here are 10 new spots to ease you out of your dining rut.

If you like...

Try...

Because...

By Kathie Jenkins
Restaurant Critic

Cheeky Monkey Deli
525 Selby Ave., St. Paul; 651-224-6066;
cheekymonkeydeli.com

Chilkoot Cafe
826 S. Fourth St., Stillwater;
651-342-1048; chilkootcc.com

> Both of these popular fast-casual delis offer a warm ambience, moderate prices and a menu of crowd favorites. Chilkoot has excellent apple pie. Cheeky Monkey has excellent coconut cream pie. Both have great meatloaf.



Lucia's
1432 W. 31st St., Minneapolis;
612-825-1572; lucias.com

Bachelor Farmer
50 Second Ave. N., Minneapolis;
612-206-3920; thebachelorfarmer.com

> They're small, sophisticated restaurants that cook local, seasonal and with a Scandinavian accent.



Famous Dave's
Multiple locations, including 2131 Shelling
Ave., Roseville; 651-633-4800;
famousdaves.com

Dickey's Barbecue Pit
Multiple locations, including 3090
Courthouse Lane, Eagan; 651-905-7725;
dickeys.com

> Famous Dave's is the biggest chain in Minnesota. Dickey's is the biggest in Texas. Both specialize in beef brisket and ribs. Dave's (in Calhoun Square, Minneapolis) has a Sunday blues brunch. Dickey's has better sides and free all-you-can-eat soft-serve ice cream.



Brasa Rotisserie
777 Grand Ave., St. Paul; 651-224-1302;
brasa.us

Wise Acre Eatery
5401 Nicollet Ave. S., Minneapolis;
612-354-2577; wiseacreeatery.com

> Both places zealously support eating fresh, locally and sustainably. Brasa owner Alex Roberts gets his vegetables from his father's farm in Wisconsin. Wise Acre Eatery owners Scott Endres and Dean Engelmann grow their own on their farm in Plato, Minn.



Punch Neapolitan Pizza
Multiple locations, including 704 S.
Cleveland Ave., St. Paul; 651-696-1066;
punchpizza.com

Palumbo's Pizzeria
454 S. Snelling Ave., St. Paul;
651-698-0020

> These gathering spots are for people who are picky about pizza and want ingredients that are real and a crust that is crisp and not too thick or thin.



Blue Door Pub
1811 Selby Ave., St. Paul; 651-493-1865 or
thebluedoorpubmn.com

Lulu's Market & Deli
1626 Selby Ave., St. Paul; 651-645-2160;
mylulus.com

> Blue Door is a Juicy Lucy joint. Lulu's is a grocery store/deli with a mix of Midwest and Middle Eastern. So what do these two have in common? Both are neighborhood restaurants in the same neighborhood. And both serve delicious Juicy Lucys — not surprising since the cook at Lulu's used to be at Blue Door.



Marx Fusion Bistro
241 Main St., Stillwater; 651-439-8333;
marxwbg.com

Green Room
215 Main St., Stillwater; 651-342-0215;
thegreenroomstillwater.com

> Small, noisy and with prime downtown Stillwater locations, these bistros have loyal local followings. Each menu has Mediterranean, Caribbean and Asia touches.



Bucca di Beppo
14300
o.com

Andiamo Italian Ristorante
1629 Lena Court, Eagan; 651-289-2000;
andiamomn.com

> Both cater to large appetites and low budgets. The Southern Italian food might make an Italian mama slap her forehead, but diners love them both for food and fun.



Claddagh
450 W. Seventh St., St. Paul

> Coffee brewing and drinking is practically an art form at these two spots. Even the



EXHIBIT

TOWAN AFE
Ex 2

Restaurant News

Fueled by success of food truck, Foxy Falafel sets up shop in St. Paul

Foxy Falafel is putting down roots in St. Paul. After two years of doing farmers' markets and then taking things on the road via food truck, chef/owner Erica Strait (see Small Bites, Page 1E) is moving into permanent digs.

She has taken over the former Caribe space on Raymond near University in St. Paul and hopes to be open by late July/early August.

Foxy Falafel will be fast-casual, and the menu will include the falafel sandwiches, salads, schwarma and hummus she has become known for as well as a pickle bar, a line of house-made drinks and a few new salads.

"With this space I'll get to



do many more cool, fun things with local organic food and be able to showcase my flavors and ability and knowledge," says Strait, who also plans to run her food-truck operation out of the kitchen. "It's going to be awesome, and I can't wait. But right now, I have an intense amount of list making to do."

HOT TAMALES

You gotta love St. Paul and

how its citizens make a big deal of things. Take, for instance, the debut of a tamale spot in the skyway at Town Square. According to the Hispanic Chamber of Commerce, the La Loma Tamale grand-opening event on Monday, June 25, will be a ribbon-cutting ceremony complete with appearances by St. Paul Mayor Chris Coleman, Ramsey County Commissioner Rafael Ortega and representatives of the Hispanic and St. Paul chambers. Hopefully, all those dignitaries will be able to fit into that small space.

Like La Lomas in Mercado Central and Midtown Exchange, both on East Lake Street in Minneapolis, this

skyway spot will have a menu of tacos, burritos, enchiladas and the signature tamales, available fresh or frozen.

SOMETHING IS BREWING

The owners of Fitger's in Duluth think a branch of their popular brewhouse will go over big in the Twin Cities. They're eyeing the former Trocadero space in the North Loop in Minneapolis. In addition to house-brewed ales, food and live music will be part of the mix.

RETURN OF THE CHEF

They say you can't go home again. Don't tell that to chef

Brian Hauke, who left Red Stag Supperclub in 2010 to cook in Madison, Wis. The grass must be greener on the other side of the fence because he's back. According to a press release from the restaurant, Hauke brings back his "head-to-tail" style of cooking. Thankfully for diners, it's not heads or tails.

HAPPY ANNIVERSARY

Manning's Restaurant celebrates the big 8-0 this month. In June of 1932, Ralph Manning bought a grocery store near the University of Minnesota and turned it into a restaurant.

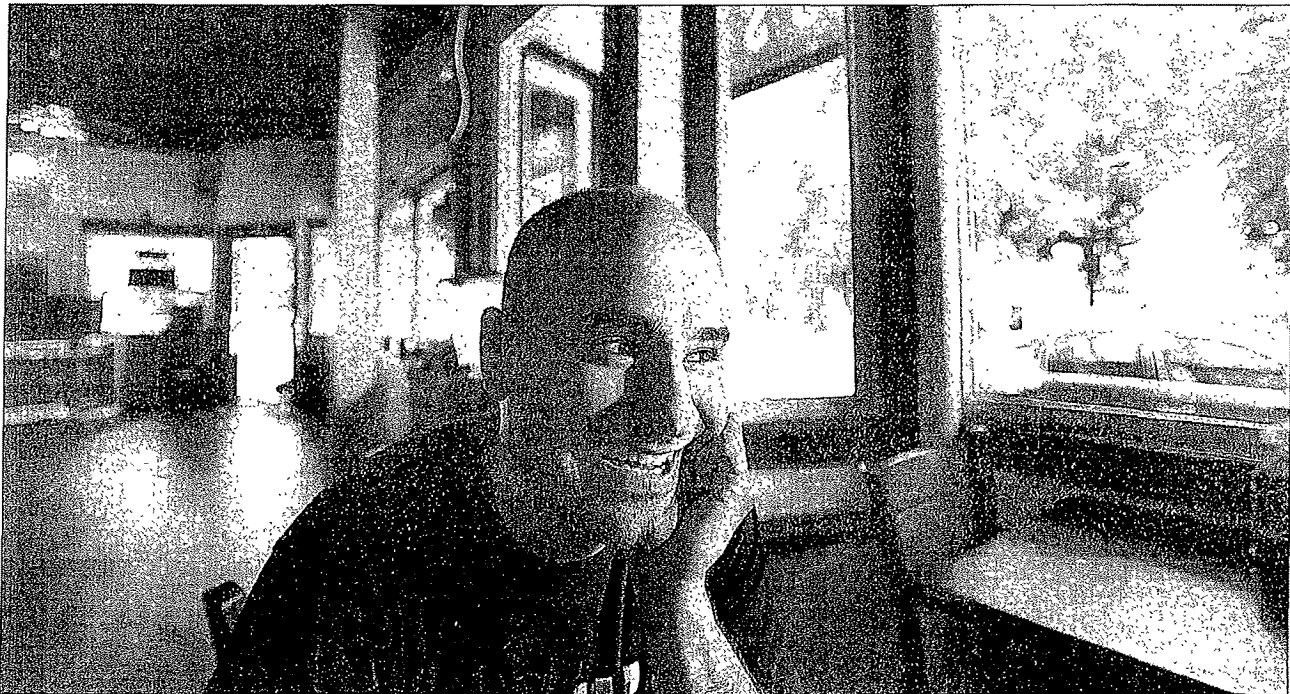
These days, Ralph's grand-

son, Larry Manning, runs the place and the famous onion rings are as popular as ever.

According to Larry, the recipe for success is, "Quality food you can count on, attentive servers, loyal kitchen staffers (Mary's been here for 30-plus years), an obsession with cleanliness and a comfortable atmosphere that's appreciated by families and U students alike." Free ice cream Sundays and Mondays probably doesn't hurt, either.

Restaurant critic Kathie Jenkins can be reached at 651-228-5585 or kjenkins@pioneerpress.com. Follow her at twitter.com/JenkinsCritic.

Faces > Rouzbeh Toliati



PIONEER PRESS: RICHARD MARSHALL

Occupations: Owner of Lulu's Market & Deli (1626 Selby Ave., St. Paul; 651-645-2160; mylulus.com)

Age: 27

What did you want to be when you grew up? I wanted to be a pilot and an international businessman. Both are obsessions I've had since I was a child. Traveling, eating and meeting great people are things I crave.

What was your first job in food? This is my first job in food. I've always been in sales.

How did you wind up in the restaurant business? Knowing the right people around me and having a vision.

What's your favorite dish on the menu?

I would have to say the chicken special, a chicken breast marinated in saffron and other spices and herbs and served on basmati rice with a side salad and pita bread. It's healthy, hearty — a well-rounded meal.

What's your secret ingredient? My spice blend from Iran — I brought back 15 pounds. I add it to everything.

What's something few people know about you? I'm a very determined person. If you tell me I can't do something, that's only going to fire me up. But I look at the numbers and do my homework. I also really, really believe in helping people. I'm a big karma person.

What culinary trend do you wish would die?

Big portions; there is such a waste of food and that really bugs me. I come from Iran, a country where our poor are really poor.

What's something in your career that you wish you had done differently? The way I hopped into the restaurant business. I would have liked to have done more research and traveled more before I opened this restaurant.

What's your favorite restaurant? Fogo de Chao (in Minneapolis). It has exceptional service, you get your money's worth and there's a big variety. You go there and you know you aren't going to be disappointed.

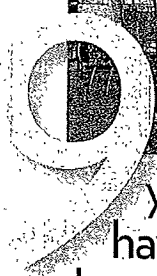
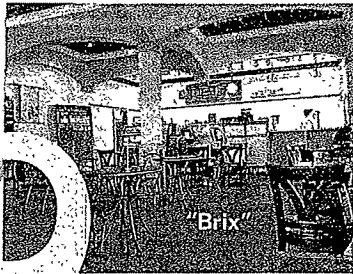
If someone were to play you in a movie, who should it be? When I sold shoes at Bloomingdale's, one of my co-workers used to call me Robert De Niro.

What's the weirdest food you've ever eaten? Cow's brain and tongue. They're just something you have to get used to, but not my everyday cup of tea.

What's next? Right now, to make sure Lulu's stands out and is known for what it's supposed to be. I feel like I've just scratched the surface. Also, I want to go back to school and get my M.B.A. in international business.

— Kathie Jenkins

CONTINUED FROM 1E



you probably haven't heard of ... but will want to



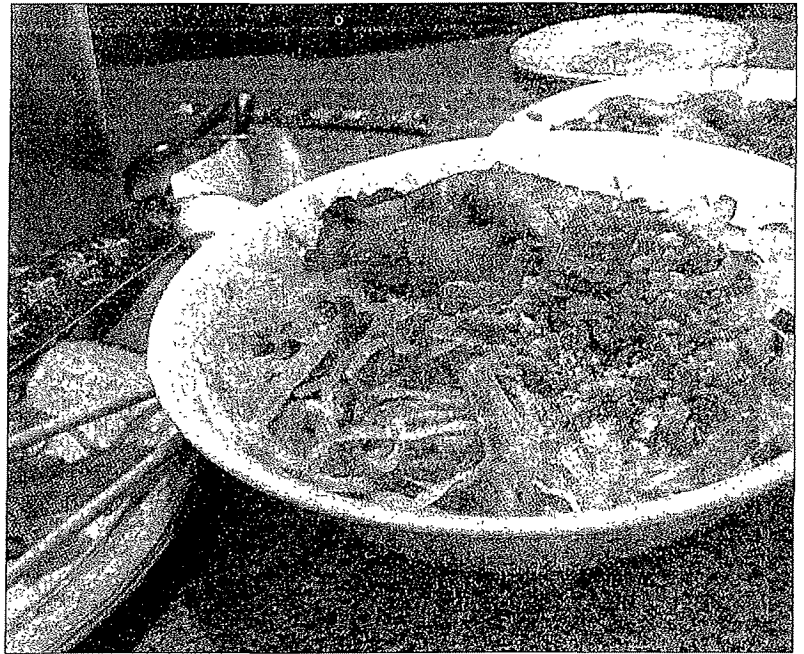
T-Box Bar & Grill

1431 147th St. N.E., Ham Lake; 763-413-9950; tboxbarandgrill.com

T-Box is a suburban non-sports bar, a non-chain restaurant that serves great food. No wonder no one outside of Ham Lake has heard of it; the locals probably want to keep this gem their own little secret. The menu has hearty portions of American classics — popcorn shrimp, Swedish meatballs, pizza, burgers, pork chops and flat-iron steak. The Swiss roll with chocolate, cherries and ice cream is the only way to end your meal. Keep in mind, though, the restaurant gets noisy and food can be slow coming out of the kitchen.

Do you have a favorite hideaway?
Tell us about it at Facebook.com/PioneerPress.

Pioneer Press restaurant critic Kathie Jenkins can be reached at 651-228-5585 or kjenkins@pioneerpress.com. Follow her at twitter.com/KjenkinsCritic.



PIONEER PRESS PHOTOS: KATHIE JENKINS

Blue Lagoon

540 Rice St., St. Paul; 651-224-7555; bluelagoonmn.com

New owners took over the old Lagoon Vietnamese restaurant. They painted the walls, upgraded the lighting (love the new IKEA chandeliers) and changed the name to Blue Lagoon. The menu still offers soups, curries, bun salads, banh mi sandwiches and other comfort fare. But there also are Chinese stir-fries and traditional dishes from Hue in central Vietnam. On a recent Saturday afternoon, half the room had ordered the bun bo Hue, a red spicy soup with simmered beef and pork bones, rice noodles, lemongrass and tons of chile oil. Next time, I'm getting that.



Zen Box Izakaya

602 Washington Ave. S., Minneapolis; 612-332-3936; zenboxizakaya.com

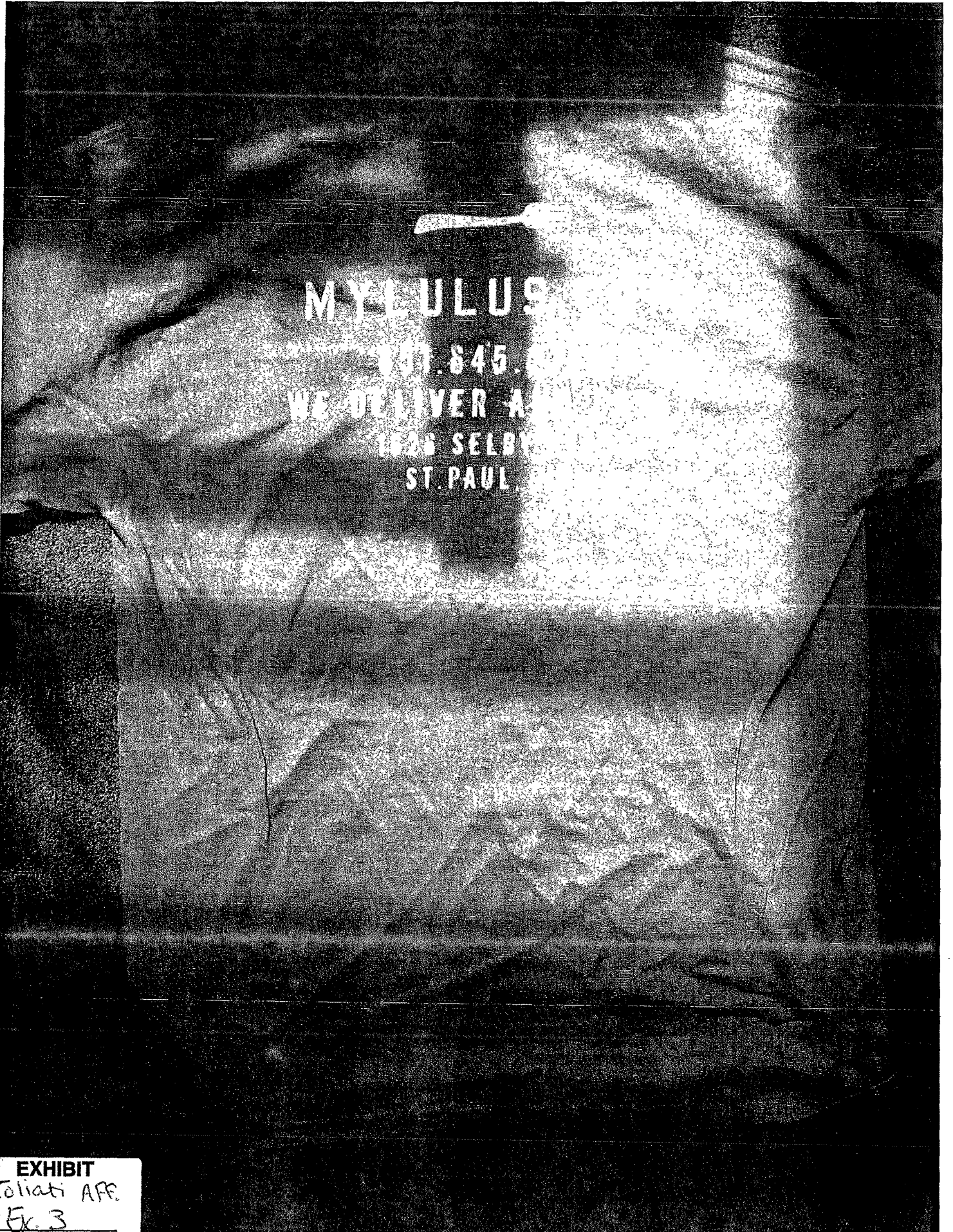
Remember this hip-looking little spot if you've got tickets to the Guthrie. Zen Box serves Japanese bar food — dumplings, sashimi, bento boxes, rice and noodle bowls — and it's all made from scratch, even the noodle broths. There's great ramen, terrific tuna poke (see photo above) and the best McNuggets in town (listed on the menu as chicken kara-age).

Lulu's

1626 Selby Ave., St. Paul; 651-645-2160; mylulus.com

What happens when a young entrepreneur takes over a dilapidated convenience store? A miracle! Rouzbeh Toliati spent a year giving the former neighborhood spot a facelift and installing a fast-casual deli. The menu is a mix of Middle Eastern, Mediterranean and American, which means saffron fries, Greek salad and tabbouleh sharing the bill with juicy Lucys. If the fish tacos are offered as a special, you should get them.





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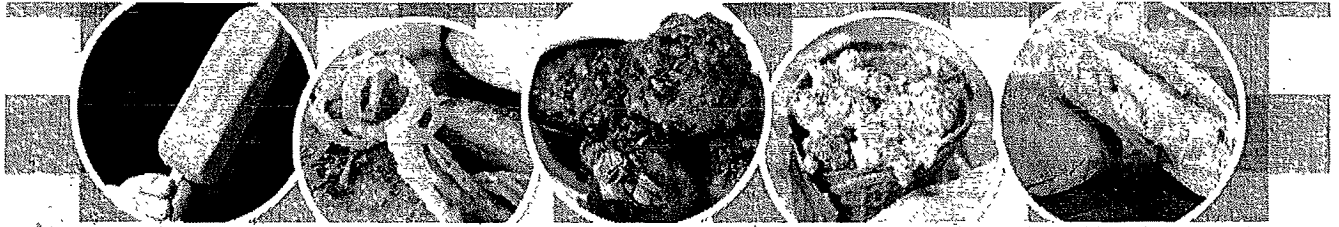
TOLIATI BROS.
professional painting
www.toliatibros.com

8/17/2014

Minnesota State Fair | 2014 New Foods

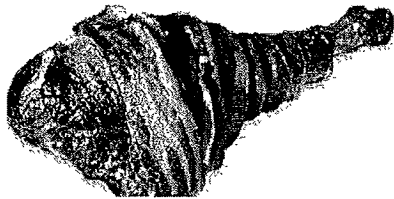
Aug. 21-Labor Day, Sept. 1, 2014

MINNESOTA STATE FAIR



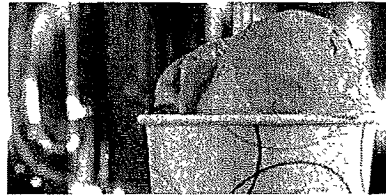
New Foods for 2014!

[CLICK HERE TO PRINT A COMPLETE LIST OF NEW FOODS!](#)



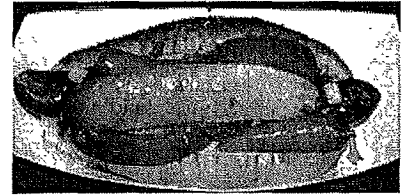
Bacon-Wrapped Turkey Leg

Find it at Texas Steak Out located on Underwood St. north of Randall Ave.



Beer Gelato

Find it at Mancini's Al Fresco located on Carnes Ave. near Nelson St.



Bison Dog

Find it at Chicago Dogs located in The Garden on the corner of Dan Patch Ave. and Underwood St.



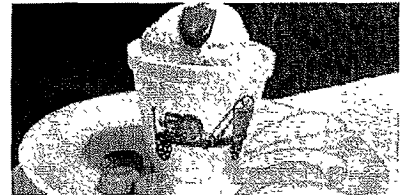
Blue Cheese & Corn Fritz

Find it at The Blue Barn located west of the Skyride at West End Market



Breakfast Juicy LuLu

Find it at LuLu's Public House located next to Schilling Amphitheater at West End Market



Caramel Apple Ice Cream

Find it at R&R Ice Cream located on Randall Ave. at Underwood St.



Caribbean-Style Lobster Roll

Find it at Café Caribe located on Carnes Ave. Chambers St.



Chicken in the Waffle

Find it at The Blue Barn located west of the Skyride at West End Market



Chilaquiles

Find them at El Sol Mexican Food located on the southwest outside corner of the Food Building

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[http://www.fair.org/fur/new_food/](#)

8/17/2014

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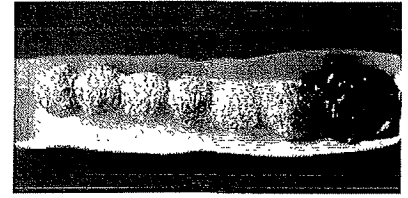
Chocolate Dessert Salami

Find it at Sausage Sisters located inside the Food Building



Deep-Fried Breakfast On-a-Stick

Find it at The Sandwich Stop located on Clough St. on the east side of the Poultry Barn



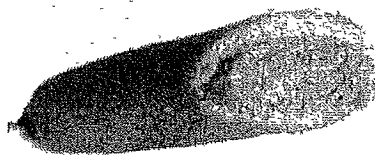
Deep-Fried Buckeyes

Find them at Spaghetti Eddie's located on Cooper St. at Dan Patch Ave.



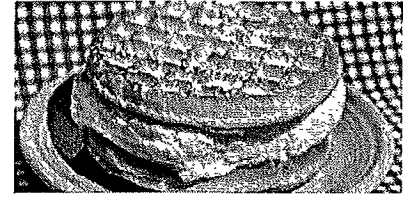
Deep-Fried Lobster On-a-Stick

Find it at LuLu's Public House located next to Schilling Amphitheater at West End Market



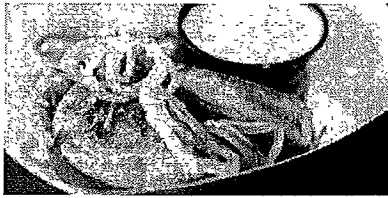
Gluten-Free Beer-Battered Brat

Find it at Sonny's located inside the Food Building



Hot Toasted Waffle Ice Cream Sandwich

Find it at West End Creamery located at West End Market



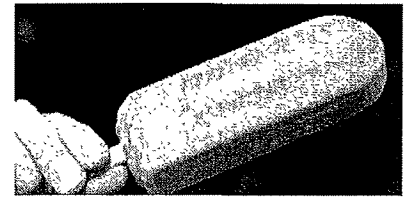
Iron Range Pierogies

Find it at The Blue Barn located west of the Skyride at West End Market



Jello Salad Ice Cream

Find it at Hamline Church Dining Hall located on Dan Patch Ave. near Visitors Plaza



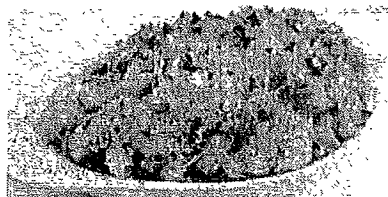
JonnyPops

Find them at the JonnyPops cart at West End Market



Korean BBQ Collar with Kimchi Pickles

Find it at Famous Dave's located near the corner of West Dan Patch Ave. and Liggett St.



North Shore Pasta - Walleye Mac & Cheese

Find it at Giggles' Campfire Grill located on Cooper St. and Lee Ave. in The North Woods

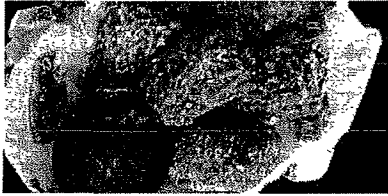


PB&J French Toast

Find it at Robbinsdale OES Dining Hall located on Underwood St. next to FAN Central

8/17/2014

Minnesota State Fair | 2014 New Foods



Pizza Tots

Find them at Green Mill located west of the Family Fair Stage in Baldwin Park



Pretzel Curds

Find them at O'Gara's at the Fair located on the corner of Dan Patch Ave. and Cosgrove St.



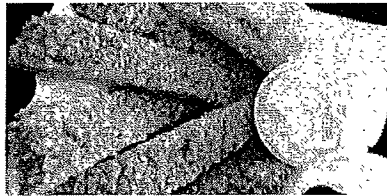
Prime Rib Taco

Find it at LuLu's Public House located next to Schilling Amphitheater at West End Market



Rustic Stuffed Scone

Find it at French Meadow Bakery located on Carnes Ave. between Underwood St. and Nelson St.



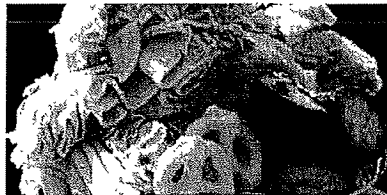
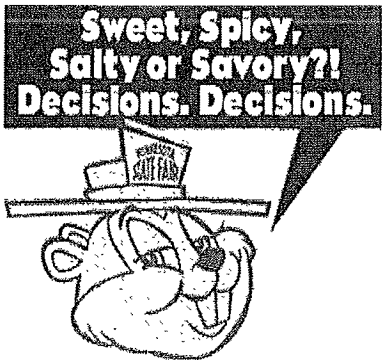
Schnitzel Strips

Find them at Smoothies and Jurassic Dogs located on Murphy Ave. across from the Pet Center



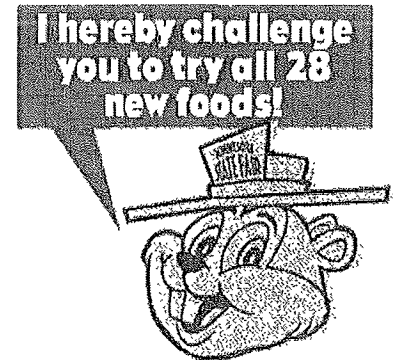
Shrimp Dog

Find it at The Shrimp Shack located on Underwood St. at Carnes Ave.



SnoRibbons

Find it at Blue Moon Dine-In Theater located on the corner of Chambers St. and Carnes Ave.



1. Please state how old you are and the city and county where you live.
2. How long have you known about or been a customer of Lulu's Market & Deli?
3. Describe how you learned about Lulu's Market & Deli and about how often you visit it or order its products for take-out or delivery.
4. Are you familiar with Lulu's Market & Deli's menu? If so, have you ordered multiple items from it? Which?
5. Did you hear or read about a new business known as Lulu's Public House entering the Minnesota State Fair? If so, do you recall where you heard or read about Lulu's Public House being a new business at the Fair?
6. When you heard or read about Lulu's Public House entering the Minnesota State Fair, did you believe that it was affiliated or associated with Lulu's Market & Deli? If so, why?
7. Did you contact Rouzbeh or anyone else at Lulu's Market & Deli when you heard about Lulu's Public House being a new business at the Fair, and if so, what was the content of that communication?

