

DELUX

M A G A Z I N E

malinda WILLIAMS

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SOUL FOOD

SPECIAL K
GOT JOKES?

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& JAY-E**
BACK 2DABASICS

WHAT'S GOOD?!
2013 DELUX
DINING GUIDE



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WINERY**
THE RUSTIC GOAT
US VIRGIN ISLANDS





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Sooooo damn tasty. Elegant, but rough around the edges. Great food, killer drinks, and a whole lot of attitude

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TRUTH BE TOLD

DELUX PUBLISHER **KEITH GRIFFIN II** & **MALINDA WILLIAMS** SQUARE OFF IN A 3 QUESTION DUEL



WHAT IS SOMETHING YOU WISH YOU WOULD HAVE EVENTED?

Sheesh. I scream so much I cant remember. I think I was screaming at myself. Yes I talk to myself... but I dont answer myself so dont think I totally crazy!

1 Not someone.. something! The tv! Peyton's double O-T interception. The Manning boys are class. It was a thrilling game. But I was/am soooo looking forward to the SuperBowl. Ray Lewis.. full circle. It's a great story. I want a great game!!!

THINK LIKE A MAN.... (SMILE) FACT OR FICTION?

2 Last time I went to Cleveland I could not find a "real" chinese food take out place. I was looking for something like I can find on Natural Bridge on the North Side-- no luck.. I AM ONE OF THOSE BELIEVERS.
-- St. Louis has the best chinese food in the country! #amen

2 STL because of Happy China on Olive. Uncle Lee is a great cook and that's definitely a problem for me. Could eat it 24-7!

WHO IS EASIER TO DATE... MALINDA WILLIAMS OR TRACEY "BIRD" VAN ADAMS

3 DUH?! Was there any doubt?

3 Some guy named Keith... All day!!

EDITOR'S LETTER

"Failure is only the opportunity to begin again, this time more wisely."-
HENRY FORD

Truer words have never been spoken. This issue was a very challenging test of will and dedicaton and it turned out absolutley perfect.

With another year under our belt -- somethings worked-- somethings didnt. Thats life. Its a long race. But yet we are still here standing strong and ready for our 2013 breakout year. And why not start the year off with a bang... we stepped out our confort zone and decided to go with a double cover. This way we can feature more cover worthy individuals and create a bigger DELUX experience. So Welcome Mr. GQ himself Boris Kodjoe & and the beautiful news anchor Sharon Reed...

As we have traveled this 4 year journey with you we have seen a lot, laughed, chuckled, and cried. But whats really unsettling are the shootings in these schools. Never forget. The Grade School Massacre in Connecticut was unbelievable. Please continue to pray for those families as those could have been our children that now will never know what fruit they were to bare.

On a lighter note. Welcome back Pres. Obama!

Until next time.
Peace & Blessings



Keith N Griffin II
Publisher



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thank YOU
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SHONDA RHIME'S & HER NEW SCANDAL

Creator and Executive Producer of "Grey's Anatomy," "Private Practice" and "Scandal"

Shonda Rhimes is the creator of the hit ABC series "Grey's Anatomy," which chronicles the personal and professional lives of surgical residents in Seattle, "Private Practice," which follows Addison Montgomery and her friends at Oceanside Wellness Group and "Scandal," which revolves around the life and work of a professional crisis manager and her dysfunctional staff.

In its ninth season, "Grey's Anatomy" continues to be hailed by audiences and critics. For her work on the series, Rhimes received the 2007 Television Producer of the Year by the Producers Guild of America, the 2007 Golden Globe for Outstanding Television Drama, the 2007 Lucy Award for Excellence in Television from Women in Film, the 2011, 2010, 2009, 2008 and 2007 NAACP Image Award for Outstanding Writing in a Dramatic Series, the 2006 Writers Guild Award for Best New Series, in addition to Emmy nominations for Outstanding Drama Series and Writing for a Drama Series. Rhimes was also the recipient of the 2012 GLAAD Golden Gate Award, 2010 RAINN Hope Award and a 2009 GLSEN Respect Awards Honoree.

Aside from her success with network television, Rhimes wrote the feature film "Princess Diaries 2: A Royal Engagement," released in August 2004 by Disney. Additionally, her original script, "Crossroads," was released in 2002 by Paramount. She also co-wrote "Introducing Dorothy Dandridge," produced by HBO and nominated for numerous awards, and for which Halle Berry won a Golden Globe and an Emmy for Best Actress in a miniseries for her portrayal of Dandridge. In 2004, Rhimes created her production company Shondaland.

Rhimes worked as research director on the Tollin-Robbins/Mundy Lane documentary "Hank Aaron: Chasing the Dream." It was nominated for an Emmy Award, an Academy Award and won the Peabody, as well as the NAACP Image Award. She has been a guest speaker at the USC School of Cinema-Television, where she taught a course in scene writing.

Rhimes holds a BA from Dartmouth College in English Literature with Creative Writing. As director of Dartmouth's Black Underground Theatre and Arts Association, her work earned her numerous awards for excellence. She received her MFA from the USC School of Cinema-Television, where she was awarded the prestigious Gary Rosenberg Writing Fellowship.

The child of educators, Rhimes blames her parents for her rampant addiction to books. The youngest of six, she was born and raised outside of Chicago, IL, and now resides in Los Angeles with her two daughters.



TLC BIO MOVIE CASTS KEKE PALMER, LIL MAMA AND DREW SIDORA AS CHILLI, LEFT EYE AND T-BOZ

VH1's upcoming TLC bio-pic "Crazy, Sexy, Cool: The TLC Story" has officially unveiled its cast: Keke Palmer ("True Jackson VP") as Chilli, Lil Mama ("America's Best Dance Crew") as Left Eye and Drew Sidora ("Step Up") as T-Boz.

"Drumline" director Charles Stone III is directing a script by "What's Love Got to Do With It" writer Kate Lanier. Tionne "T-Boz" Watkins and Rozonda "Chilli" Thomas will serve as consultants on the film, which begins shooting in Atlanta next month.

Finding actresses to play the hip-hop icons has not been without controversy, as some fans are very particular about who is worthy to play the roles.



AVION: THE ESPRESSO

Catering to consumers' rapidly growing love for espresso, Avión Espresso provides a lively way to elevate the entertaining, dining and nightlife experience. Currently, millions of Americans drink espresso-based specialty coffee beverages daily, indicating that espresso is quickly becoming the sophisticated beverage of choice.

Bryan Fry, President and CEO of Pernod Ricard USA, said, "Tequila Avión is a 'rockstar brand' within the Pernod Ricard USA portfolio and has quickly become a bartender and consumer favorite. The growth trend we see with Avión is similar to some of the most iconic brands that were built with similar principles of quality, innovation and excellence. The Pernod Ricard team and our distributors are passionate about Avión and we look forward to the launch of Avión Espresso."

Avión Espresso has a touch of sweetness and a clean dry finish. It is 70 proof and is available in 750ml bottles (SRP - \$24.99) and, coming shortly, 375ml bottles (SRP - \$13.99). It can be enjoyed as a chilled shot, over ice or in a variety of cocktails.



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WEWE LOVE DE BUB-LEY

In 1811, just a year after they were married, Pierre Nicolas Perrier and Rose Adéla de Jouët released the first bottling of Perrier-Jouët champagne. Even at 200 it is among the youngest of the champagne brands that make Americans giddy: Moët-Chandon (makers of Dom Perignon), Veuve Clicquot and Roederer (makers of Cristal) are 18th century institutions.

When it comes to taste and quality, though, Perrier-Jouët can easily go bubble-for-bubble with its older compatriots. And when it came to celebrating its two-hundredth year, if you ask the house itself, it might have outdone them.

It is a conversation that begins with the Perrier-Jouët Bi-Centenaire sculpture and that will last nearly 100 years. And it involves lots and lots of champagne...



ELAIA AND OLIO

Simply the best food and wine in St. Louis. Dont worry about the portion size for midwesterners. this place rocks out. Ben and Andrey have brought together the best wine and food experience available in this town. Blows away Niche and stone soup cottage which I also gave 5 stars. Its a culinary masterpiece on your plate. Edible artwork performed for your enjoyment. We ordered the tasting menu and received at least 10 plus courses. Yes, every plate had a very small amount of food but it was way enough and everything was fantastic. Ben, the owner and Andrey, the GM stopped by the table at each course to check in. We chatted it up with several other servers and attendants. Each wine pairing was well thought out and appropriate with wine from regions I have never tried. So interesting, unique and unusual. If you enjoy top service, a little culinary adventure, and worldly wine this place for you. Unless you have the bucks this is a special occassion place because its pricey. Trust me with delivery and presentation of the plate you are getting your money’s worth.

Be warned if you are the typical St. Louis diner who want to order, receive and eat more than they should stick to the steak and pasta houses. Dont expect a heaping bowl of cream sauce pasta or a 16 oz strip steak here.

Put your trust into this wine and culinary team and you will embark on the best foodie adventure that St. Louis has to offer. Frankly St. Louis is lucky to have this team and restaurant.



BEDROOM TALK WITH
BEDROOM KANDI BURRUSS

Kandi Burruss and OhMiBod are pleased to announce Bedroom Kandi, a new line of luxury personal pleasure products. Bedroom Kandi is a collaboration between OhMiBod and Kandi Burruss, Grammy award winning artist and star of Bravo’s Real Housewives of Atlanta. Burruss is hosting a launch party for the line of intimate luxuries in Atlanta.

“Our lives are so hectic that we forget to take time to pamper ourselves,” says Burruss. “The Bedroom Kandi line is designed to fix that. Whether you’re alone or with a partner, our prod- ucts will bring spice, intimacy, and fun back into the bedroom.”

The new line will be available in mid-October at www.MyBedroomKandi.com, and will offer something for everyone. Designed with luxury and sophistication in mind, Bedroom Kandi features a variety of products that range from discreet travel and couples massagers to organic intimate lubricants. The line’s marquee product is Happiness & Joy – a modern, rabbit-style massager that connects wirelessly to the iPod®, iPhone®, or any other music player or smartphone. All products in the Bedroom Kandi line are rechargeable, made with 100% medical grade, body-safe silicone, and come with a standard one-year warranty.

OhMiBod founder Suki Dunham expressed excitement about the partnership, noting that the new line furthers OhMiBod’s mission to increase acceptance of personal pleasure and intimate toys.

“Bedroom Kandi strives to be the catalyst for shifting cultural attitudes toward self pleasure and the vital role it plays in one’s sexual health and well being,” says Dunham. “Kandi shares our goal in bringing woman-friendly, body-safe, sex-positive products to the market, and we are proud to partner with her on a fun and playful yet sophisticated line that appeals to such a wide audience.”

For a closer look at Bedroom Kandi, and to sign up for notifications about product availability, visit: mybedroomkandi.com.



Hero is a word we hear often in sports, but heroism is not always about achievements on the field of play. “42” tells the story of two men—the great Jackie Robinson and legendary Brooklyn Dodgers GM Branch Rickey—whose brave stand against prejudice forever changed the world by changing the game of baseball. In 1946, Branch Rickey (Harrison Ford) put himself at the forefront of history when he signed Jackie Robinson (Chadwick Boseman) to the team, breaking Major League Baseball’s infamous color line. But the deal also put both Robinson and Rickey in the firing line of the public, the press and even other players.

42



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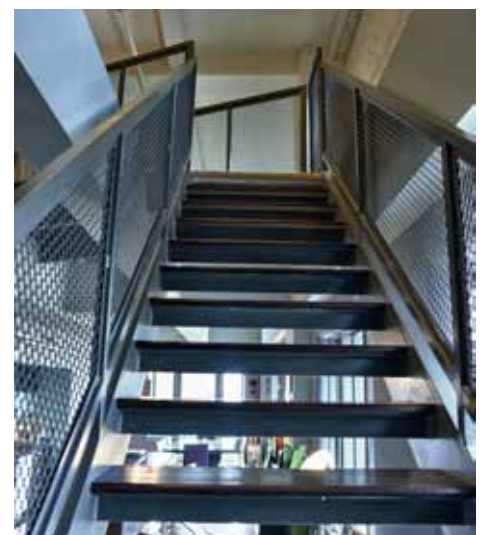
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SPRING IS IN THE HAIR!!!

story by: Sarita Moody

Temperatures are rising and days are getting longer. Now is the perfect time to do a little spring cleaning, and not just to your closet. It's time for an overhaul on those heavy products that you've been using to protect your tresses from the harsh cold. Check out some tips and products to revamp your natural curls and get them ready for the warmer months:

Wake Up Your Hair

If your curls have been in hibernation, it may be time to start your spring off with a good trim. Ends that have been tucked away all season need a little TLC. Revitalize your hair by removing buildup from heavy products with a good and gentle clarifying shampoo, such as Alba Botanica Natural Clarifying shampoo.

Product Overhaul

So, you've been keeping your curls moisturized from root to tip all winter long, right? Great! Then that means you won't really need to change your hair regimen, just the products that you use. Now that spring is here, you can pack away your heavy creams and hair butters, and opt for lighter, nourishing products that keep your hair needs in check without weighing you down.

Protect

Flirty spring dresses go perfectly with afros, twist-outs, and wash-n-go's. But as you begin to rock your loose hair, don't forget that the sun can zap the life out of your locs, resulting in dry and fried hair. Natural oils, like sesame, coconut, and argan oil give your hair UV protection from harmful sunrays. And of course warmer weather means humidity. And in humid weather, there's one thing that can ruin the perfect twist out...FRIZZ! Frizzy hair is a result of dry hair soaking up excess moisture in the air. The hair swells with moisture which breaks the cuticle layer, giving the appearance of frizz. Hair that is properly moisturized won't be affected by humidity this way. In addition to moisturizing your hair, you can create your own frizz-free spritz with aloe vera juice, which not only helps to smooth the cuticles of your hair, but gives your hair super shine.



1. Aubrey Organics Honeysuckle Rose Shampoo | 2. As I Am Coconut CoWash Cleansing COnditioner | 3. Wen Sweet Almond Mint Cleansing Conditioner | 4. Caol's Daughter Hair Milk Co-Wash Cleansing Conditioner

WANT YOUR PRODUCT OR TECHNIQUE REVIEWED?

Tell us about it!!! We want to hear from YOU!! email HairUpThere@delux-mag.com



1. Mop Top LightHold Anti-Frizz Gel | 2. Oyin Handmade Shine & Define | 3. Darcy's Botanicals Curl Styling Leave In Cream



1. Macadamia Deep Repair Mask | 2. Camille Rose Naturals Algae Deep Conditioner | 3. Bee Mine Bee-u-tiful Moisturizing Deep Conditioner | 4. Giovanni Smooth As Silk Deeper Moisture Conditioner

If your lifestyle becomes more active in the warmer months, you may find the need to clean your hair more frequently, but traditional shampoos may be harsh and drying. Gentle shampoos and cleansing conditioners are perfect for removing dirt and product buildup without stripping your hair of moisture.

Heavy styling products don't do well in the heat, and may leave your hair fried and weighed down. Opt for light styling products that offer your hair nutrients, moisture, and a little hold to keep frizz at bay.

Elements such as high temperatures, sun, and pollution make hair vulnerable and weak. Deep conditioning is essential in maintaining healthy hair year round.



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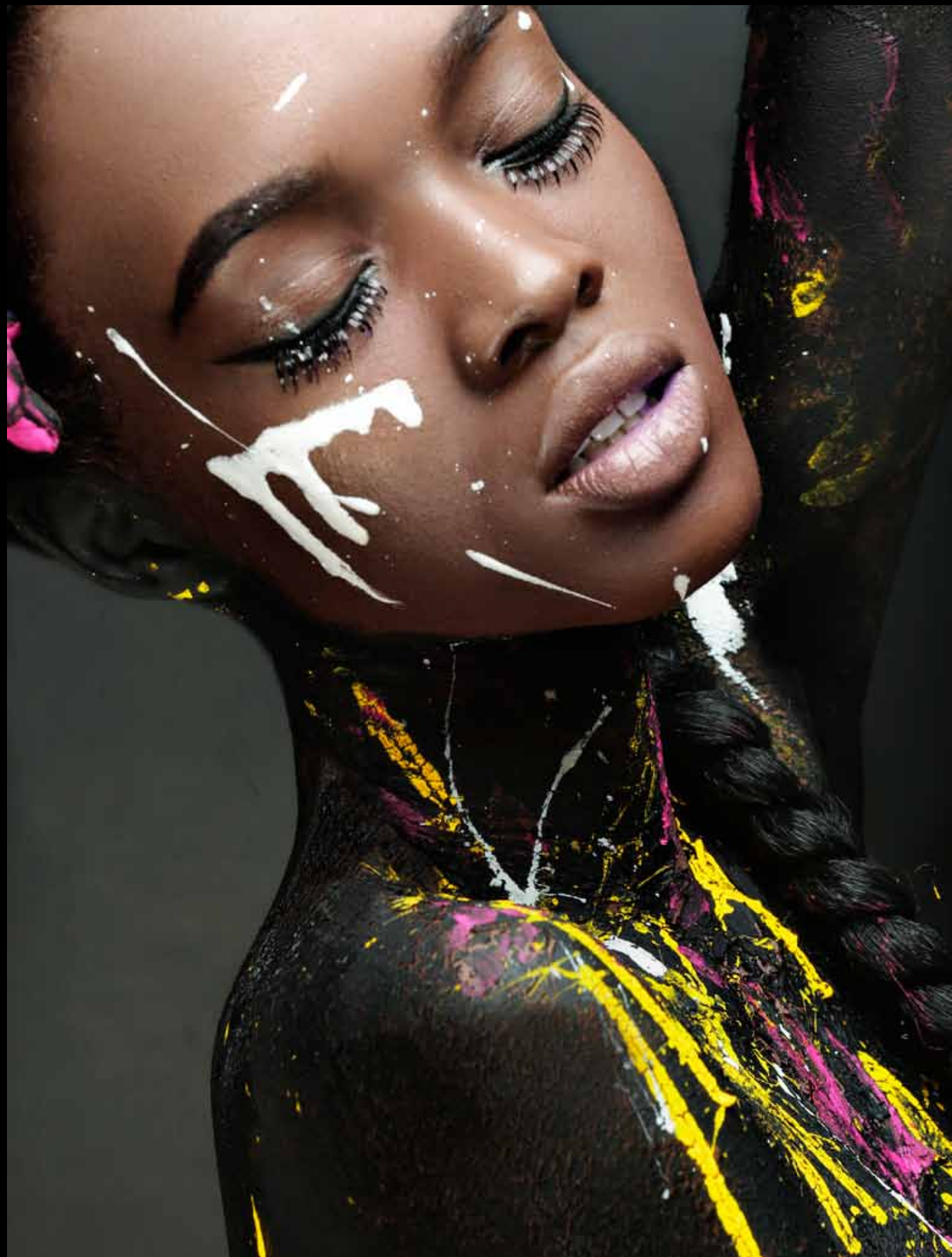
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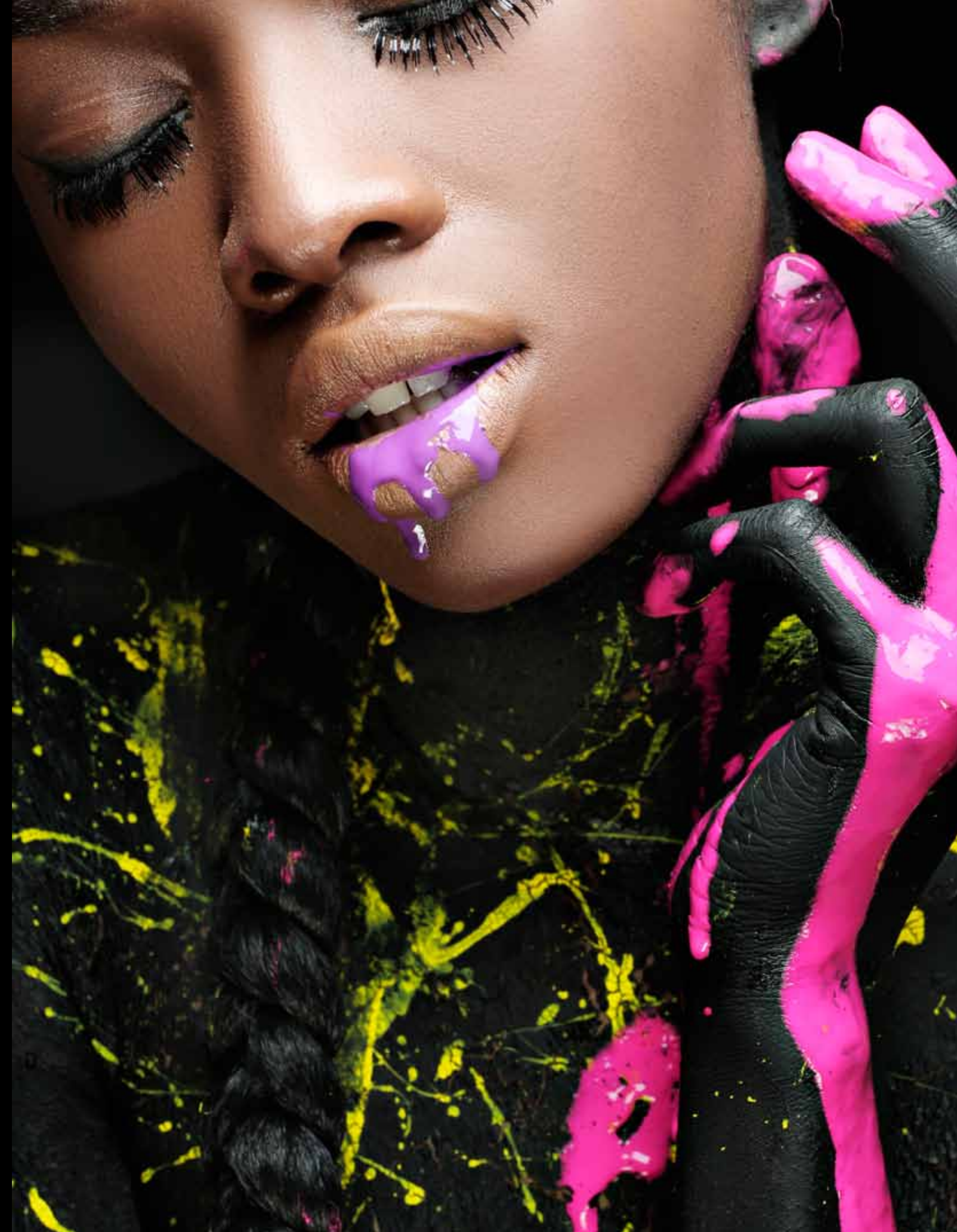
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MODEL: CHANELLE RENEE'









FOOD FOR THE SOUL

MELINDA WILLIAMS just keeps getting BETTER AND BETTER like fine wine . . . She's Got The BEAUTY, STYLE AND GRACE... DELUX Magazine sat down with the beautiful actress to talk Soul Food, Life, and What's Next

We all know her as that woman with the naturally beautiful smile, bright spirit complimented by a vibrant personality. Being a veteran in the entertainment industry as one of the most successful African-American actresses, Malinda Williams brings us up to speed on her career, life and love. Williams starting out as a model at 10 years old, and acting at 12 years old, she knew what her calling was. "An actress is not what I wanted to become. An actress is what I have always been. The skill came naturally. What I did learn was the business aspect and that's when I decided to make it my career."

Williams admits with a smile, that she's aware of the popularity of her character "Bird" she portrayed in the HBO Television Series 'Soul Food'. "I love when people refer to me as Bird. That's actually a compliment to me. Acting is what I have always wanted to do, so why not love being referred to as such a loving character?" Williams exudes her positivity and loving qualities in various ways. Being a close friend of families dealing with Autism, Williams is always there to support. Although Williams isn't an advocate for Autism, she is an advocate for love. "I am adaptive in most environments. I always know how to find happiness. Content with being single, I don't need anyone to complete me. I'm not looking but I'm also not opposed to dating

anyone." Williams is focusing on loving the most important aspects of her life right now, herself and her 13 year old son Omikaye Phifer, of actor Mekhi Phifer. "My priority is my son. It's family first. As an actress who is also a mother, it is not any different from being a mother working in any other industry. It is a challenge in any aspect. Within every family, it is important to give our children the proper environment to grow into a successful individual," says Williams. In relation it has been revealed that Omikaye is not a fan of the spotlight like his parents but he is passionate about filmmaking.

Williams is apart of an all-star cast for a recent film being aired Easter weekend on TV One titled, The Undershepard," written and directed by Russ Parr. The cast of "The Undershepherd" also includes Isaiah Washington ("Grey's Anatomy"), Lamman Rucker ("Meet The Browns"), Elise Neal ("Belles," "The Hughleys"), Vanessa Bell Calloway ("Shameless"), Clifton Powell ("Ray"), Bill Cobb ("Go On"), Robinne Lee ("Hitch"), Keith David ("Belles," "Cloud Atlas") and Academy Award winner Louis Gossett, Jr. The stimulating film exploring the underbelly of power and corruption in the church premieres Saturday, March 30, 8PM/ET and Sunday, March 31, 5:30PM/ET exclusively on TV One. "Working

with Russ Parr was amazing. Russ is generous, humble and a very talented man. He respected the fact that he was working with seasoned veterans in the industry and was always open to our suggestions. Russ had an amazing piece with an all-star cast so things just intertwined perfectly," Williams states. In The Undershepard, Williams plays the first lady of the church. Her role in this film is a bit darker than what her fans are accustomed to. "Playing the first lady was challenging because it's a dark piece. That's not typically my role. Having a cast that was so supportive helped a lot. I went to a place I never had to go to when acting in a film. But I will say people will find inspiration from The Undershepard, especially those people who are going through similar situations," William says. That is confirmation why we love Malinda Williams.

Any role that she plays, her audience is touched. She advises upcoming actresses to respect the entire industry when coming up. "The entertainment industry is challenging. You have to want to be in it for the right reason. Also remember for every one person in front of the screen, there are fifty people behind the screen making it happen. Respect everyone involved. Keep it all in perspective, and be persistent. Believe in yourself, even when no one else does."

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DELUX INDIVIDUALS

SHACKIN' UP
MALCOM & JACKIE

"How much fo one rib... I shole am hongry..." - Chris Rock, *Ima Git You Sucka*

BY TIFFANY SHAWN
PHOTOGRAPHY MCARTHUR PHOTOGRAPHY

28 BEST STEAK
HOUSE

29 GULF
SHORES

30 SWEET
ART

31 RUSTIC
GOAT

32 THE RICE
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33 TASTY
TREATS



MALCOM & JACQUELINE ROBBINS THE RIBSHACK

Family dreams do come true...and that was the case for Rib Shack founders Malcom and Jackie Robbins. This couple stepped out on faith, and along with a co-owner, decided to become entrepreneurs.

The Rib Shack has been a Saint Louis favorite for wholesome, grilled food and a great atmosphere for years. It's easily accessible location makes the Rib Shack your one stop shop for affordable homemade soul food, pulled pork, chicken, hot dogs, and more! If you're in a rush, you can call in your order and head toward the drive through to pick it up!

When asked about customers' preferred meals, Jackie shared that "of course the ribs are a favorite, along with the macaroni and cheese, collard greens, and snoots. We have the number one tripe sandwich in St. Louis too!" These favorites are all mentioned in their high Yelp and Urbanspoon ratings as well. Speaking from experience, serious reviewers won't steer you wrong!

The owners are currently setting up a second

location downtown. "The goal is to be able to have a franchise and sell our concept: the food." The new downtown location is bringing back Sarah Lou style shrimp. Many St. Louisans will remember Sarah Lou as being popular for their jumbo butterfly style shrimp and intense flavor.

In case you aren't able to smell the food through the magazine yet, let me share a few more reasons you should add the Rib Shack to your "to do list." They were recognized in St. Louis Magazine for selling the best BBQ and Sauce Magazine gave them recognition for their snoots. When Diners, Drive-ins, and Dives host Guy Fieri came to St. Louis to do a story for another restaurant, he happened upon the Rib Shack, and he fell in love with the mac and cheese and pulled chicken! He even wrote an article on the experience.

Final words from Jackie: "At the Rib Shack, we strive to overcome stereotypes and statistics of minority businesses. Strive daily to stay consistent. And we here to stay!"

" At the Rib Shack, we strive to overcome stereotypes and statistics of minority businesses. Strive daily to stay consistent. And we here to stay!"



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THE BEST STEAK HOUSE
DEAN KASES JR +
PHIL SCHREIBER

“NEXT!!!!...”

The Best Steak House is coming up on their 50th Anniversary and YES the line cook is still screaming “NEXT!!!”

A classic cafeteria, the Best Steak House has been serving up great steaks in Midtown St. Louis since 1964. The grill sizzles seven days a week with steaks, burgers, pork chops and chicken. Other favorites include fried fish or shrimp. Even with salad, Texas toast and baked potato, the price stays in the \$7-\$15 range. A gyros sandwich is on the menu as a salute to the Greek heritage of the founder, Dean Kases, though the St. Louis institution is now operated by son Dean Jr. and son-in-law Phil Schreiber. Dress is casual and no reservations are required.

Best Steak House does a brisk carry-out business, but call ahead for even faster pick-up. Special arrangements can be made for corporate catering for parties of 25 or more.

THE BEST STEAKHOUSE
516 N. Grand Blvd.
St. Louis, MO
<http://www.beststeakstl.com/>
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PHOTOGRAPHY BY McArthur



HARRY PARKER
GULF SHORES RESTAURANT

Photography: McArthur Words by: Tiffany Shawn

A YouTube advertisement for Gulf Shores Restaurant in Creve Coeur, Missouri, features owner Harry Parker saying, “I’ll meet you at the door.” And he’s telling the truth!

I’ve dined at Gulf Shores at least 3 times in the past few years and have been welcomed by him each time. Sometimes it was once I was seated, but hey, I can’t really expect the owner of such a popular establishment to literally be standing by the door all night. Work is not accomplished when one is standing still!

As I dialed the number to Gulf Shores tonight, not once did I consider this same owner would answer the phone as he worked the front desk during a busy dinner rush. Though he really didn’t have it to spare, he granted me a few minutes to chat about the “exhilarating N’awlins experience” you’ll receive upon entering.

“A lot of people are not familiar with New Orleans cuisine”, explains Harry. “If you come in and don’t like what we’re doing, we’ll make it your way. We ask you how you want it. There’s a ‘New Orleans hot’ and a ‘St. Louis hot’ so we cook to order and it’s prepared your way!”

Tired of working for others in corporate America, Harry made the decision to open this thriving business. “My daddy is from Gulf Shores, Alabama and mama is from New Orleans. We cook using all of mama and daddy’s recipes. I named the restaurant in my dad’s honor.”

At one time, Harry was the overseer of the kitchen. “Now we have a kitchen manager and a general manager. We’ve grown from a staff of 8 to 26. We’ll be five years old in July!” In regards to the food, Gulf Shores follows the motto handcut, homemade, done right. “We provide the best fish selection and preparation in St. Louis. There’s four fresh fish on

the menu. Our desserts are homemade. We make our salad dressings and sauces. We even work extra shifts because we’ve grown so much and want to stay with the homemade style of cooking.”

Check their schedule for specials and especially for the live music. Harry proudly states, “Once you get the food, you must get the mood.” In New Orleans, you listen to hear where the music is coming from and you already know the food is going to be good. So you head inside for the experience. Gulf Shores brings the N.O. to STL.

GULF SHORE RESTAURANT & GRILL
12528 Olive Blvd.
Creve Coeur, MO
<http://www.gulfshoresrestaurantandgrill.com/>



C'BABI + REINE BAYOC

SWEET ART CAFE & BAKERY

Photography: McArthur Words by: Amy Spoto

Sweet Art is nestled in Botanical Gardens area at 2203 South 39th street. They feature a full vegan vegetarian lunch daily. This fine establishment also offers gluten free cupcakes and cakes. They are most famous for the Sweet Burger and red velvet mini cupcakes.

Sweet Art is family owned by Cbabi Bayoc and his wife Reine. Reine Bayoc is the artist when it comes to the art of serving people a healthier alternative to what they are eating. In the restaurant you can also find Cbabi's artwork. He has been painting for seventeen years now and will even do custom paintings for customers.

The inspiration behind Sweet Art was so Reine could bake and do what she loves, while C'babi could have a space to display his artwork. Cbabi's style of art is family and music themes but he is currently completing his 365 DAYS of Fatherhood series.

The two have been in business for four years now and enjoy the fact that they can offer a relaxing and healthy inspirational atmosphere for people to come wind down and breath.

On the menu you will find items such as vegan mac and cheese, a sweet burger and again those famous gluten free cupcakes. They also serve an assortment of coffee and tea. On Fridays they offer school house pizza and a pizza pocket. Sweet Art has excellent service along with tasty food that is good for you. Kust overall great positive energy. Something this world needs.

The hours are Tue through Friday 9-6 and Saturdays 9-5.

SWEETART
2203 S 39TH ST
St. Louis, MO <http://www.sweetartbakery.com/>
314-771-4278

AS TOLD TO Seven L Maxwell
PHOTOGRAPHY BY McArthur



DAVID HOLMAN

THE RUSTIC GOAT

Photography: D Holman Words by: Erin Falker

With its industrial elegance and a rustic yet polished interior the Rustic Goat stands out among other St. Louis eateries as one with a particularly artistic sensibility. David Holmon the owner, a graphic artist by trade, conceptualized the space from the ground up and is responsible for everything you see, hear, and taste. When asked what guides his graphic and artistic choices Holmon recalls something is mother used to say, "get cha what cha good at." He continues, "A lot of people try to get involved in all kinds of stuff and don't realize that that's not their calling, it's not their passion it's not their direction. I do design."

He also does food. With lunch menu items such as shrimp and grits, braised beef short ribs, and seared trout, The Rustic Goat's classic American menu with its elegant twists and southern flair has something for everyone. Holmon's philosophy on food:

"Good food is universal at the end of the day its all about good food."

When I sat down to talk with Holmon, one thing I was not expecting to get into was a political discussion about African American's and food in Saint Louis but Holmon got real with me. "So damn tasty" may be the motto of the Rustic Goat but trying to make a new statement on the Saint Louis restaurant and nightlife scene can leave an aftertaste in one's mouth. "It's been a challenge." Holmon states, "We (African Americans) figure out some way to mistreat one another instead of offering genuine support." At the end of the day we need to give credit where credit is due and allow room for improvement instead of bringing a hammer with us to knock someone down every chance we get. "We have got to do better, to be better." Holmon is positive that we can.

THE RUSTIC GOAT
2617 Washington Ave
St. Louis, MO
<http://www.rusticgoat.com/>
314-371-4031

KENNY TRUONG

THE RICE HOUSE Photography: McArthur Words by: Amy Spoto

Kenny Truong, a young man that has been raised in a restaurant and taught all aspects of running one successfully. His grandfather started this business in 1978 back then it was called Vinh Chop Suey then was passed to his father. Kenny's father still owns this location currently and In 2011 his father handed the family business "The Rice House" to his son Kenny.

Truong, attended UMSL and left with a International business degree. Kenny claims he used both what his family taught him as well as his background in business. Truong basically wanted to bring the best city rice to the county along with the city flare and style. So far today he is doing this with great success. The Rice house located on North Lindbergh is a small more modernized asian restaurant with a few favorites the customers go crazy over. Philly cheese steak wontons, Jambalaya fried rice which contains crawfish, crab and shrimp and last but certainly not least The Ultimate St. Paul sandwich that is served on texas toast with two slices of applewood smoked bacon.

Truong is take out only as of now but has bigger plans in the future. He personally trains the employees and is very involved in the business. He has a steady flow of customers and also offers a delivery service with in a five mile radius.

So next time your craving some Asion Fusion and want to explore some tasty food that will have you coming back for more you should come bring the whole family or that special someone to The Rice House. It's located at 8438 North Lindbergh Blvd. A new experience is always a memorable one!

THE RICE HOUSE
8438 Lindbergh Blvd Florissant,
MO
<http://www.thericehousedtl.com/>
314-837-0711



TARA WASHINGTON

TASTY TREATS Photography: McArthur Words by: Amy Spoto

Who doesn't love a fun affordable family night out? We do, Tasty Treats is a fun family atmosphere with a snack shop based menu cooked as you order with nothing but some of the best service in St. Louis. This establishment has been open three years and is located at 3114 Delmar.

Tara Washington, 39, born and raised right here in our beautiful city always aspired to own a restaurant. Washington believes through cooking she can make people feel happier on a bad day or just an ordinary one. Tara's dream --supported by her brother in law-- is a family owned business and is a carry out only. The menu at Tasty Treats has a tons of family favorites such as a juicy Turkey burger, thick Chicken Philly and seafood lovers dream Grilled Shrimp and Fish.

You can also find some sweet sins on Washington's menu! The desserts are to die for she has Carmel cake, red velvet and Cheese Cake bites! "...the Carmel Cake is my number one seller. Its to die for..." says Tara who takes pride in accomplishing this delicious recipe.

The hours of Tasty treats are Tue through Saturday from 10 a.m. and 8 p.m. so if your craving some good food and yummy desserts to share over good conversation and some great times with your family or friends I suggest getting some Tasty Treats to complete the evening.

TASTY TREATS
3114 Delmar
St. Louis, MO
314-769-9968





Blue Suit Separate - Bar III \$320/blue dress shirt - Alfani spectrum - \$49
Grey Suit Separate - Polo Ralph Lauren - \$450/ purple Dress shirt - Alfani Spectrum \$49
Ivory dress - XOXO \$68

SPRING AWAKENING

Female models Shasta Cosby and Erin Pozniak
Male Models Bruce George and Andre Jones
Creative Directors Tan Hollywood and Jaron Eggleston
Make Up by Lancome and MAC of Macy's
Hairstylist Kira at Shique Styles
McArthur of xpressions2art Photography
Location Moonrise Hotel
CLOTHING PROVIDED BY: MACY'S



Black Dress - American Rag \$59
 Red shoes - Carlos Santana \$99
 Blue shoes - Alfani \$50
 White pants - Polo \$95
 Plaid shirt - Polo \$89
 Yellow sweater - Polo \$78
 Bucket hat - Polo \$38

THINK BRIGHT: as long as each color brings value you can never go wrong with **patterns & bright colors...**



Print dress - XOXO \$79
 Blue shoes - Jessica Simpson \$89
 *Owe you copy for luggage
 Yellow pants - Polo \$95
 Plaid shirt - Polo \$89
 Green sweater - Polo \$78
 Red shoes - Sperry \$89



Orange shoes - Jessica Simpson \$89
Blue Dress - XOXO \$60
Tote - Nine West \$79
Jewelry - Style & Co. \$19-25

BEAUTY BEYOND COLOR

Photographer: M. Carson
Model: Molly Franks
Photo Editor: Lloyd Mabuto
Makeup: Kim Colvin
Hair: Elle Marcelle
Styling: Elle Marcelle
Assnt: April Harris





Black and white dress: Riverland

Swimwear: Asos
Shoes: Shoedazzle
Clutch: Elle Marcelle
Hat: Elle Marcelle

Jacket: Forever 21
Pants: Elle Marcelle
Scarves: Vintage

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MURPHY LEE & JAY-E: #BACK2DABASICS

words by : Seven L. Maxwell

Synergy and chemistry can't be forged, and when you review the extensive collection of hits generated by hip hop hit-makers Murphy Lee and Jason "Jay E" Epperson, you can clearly hear the distinct sound of explosive energy exuding from each track.

Since working on premier projects such as Country Grammar, Free City, and Murphy's Law; Jay E returned to his roots as a DJ and extended his talents across the globe as he made Los Angeles his home base; while Murphy Lee continued to make classic cuts for the club crowds to vibe to.

It's been a while since the two have made magic in the studio together, and after a year of communicating the duo finally put together a project that makes them proud.

They're on their grass-roots grind, reaching out to valuable industry insiders in which they've aligned over their past decade in the music industry. Much like the first time around they're building their buzz from the ground up, but this time there are no labels backing them. With Murphy Lee's independent ambitions, he's able to lend his experience to the project—which proves valuable to the overall

process of producing and creating music without limits. "I love it because it's a whole new grind," says Jay E. "You can actually build your own fan base. You don't have the labels telling you what you need to do and what you have to do. We do it on our own." "We love it because we have total control," adds Murphy Lee.

With their first single, "Up and Down Love" featuring ex'treme Institute's future sensation, Josh Golden constantly acquiring positive reviews nationally; fans are anticipating the collaborative release, Murphy Lee vs. Jay E, by the Grammy Award-winning rapper and his multi-platinum producer to drop by the summer. If the success of the single is any indication of the direction of the duo, this project is sure to offer listeners a refreshing sound with subtle hints of nostalgia embedded in each track.

The duo is excited about the cross-cultural feel of their music as they build upon the classic sound originally embraced by their fans. They're looking forward to the risks and rewards reaped by aggressively pursuing the indie arena. Releasing new phonetic fuel for mass consumption has reignited the potential for the duo to arrange a musical masterpiece. Together, Murphy Lee and Jay E have gone back to the basics to deliver, once again, the

flirtatious flows and bangin' beats the world has been waiting for.

Keep up with the latest on twitter: @MurphyLeevsJayE



TEXT
CASSIDY CLEVELAND
PHOTO
MOUNT PLEASANT ESTATES



RIGHT
16 different grape varieties on 85 acres growing vinifera vines--a Eurasian vine that is difficult to grow in Missouri's climate

PLEASANT ESTATES
The practice of sustainable viticulture, an integrated system of wine grape growing that is economically viable, socially supportive.

RIGHT
As the oldest winery in the Augusta Appellation, Mount Pleasant's rich history in Missouri's long-standing contribution to the global wine industry



Mount Pleasant Estates
Founded in 1859, **Mount Pleasant Estates** is a pioneer in sustainable viticulture. Enjoy award-winning wines, casual cuisine, & spectacular views of the Missouri River Valley.

Spring has arrived and what better way to welcome the season than a trip to Mount Pleasant Estates. Located in the rolling hills of the Augusta Appellation, Mount Pleasant Estates overlooks breathtaking views of the Missouri River Valley. The winery is the perfect place to relax, unwind and rejuvenate with friends and family.

Mount Pleasant's award-winning wine will delight your senses as you soak up the fresh spring breeze. And, munch on classic favorites from the Appellation Café. Our café features delectable made-to-order options including gourmet wraps, salads, sandwiches and grilled items. Of course, our food tastes best with a glass of Mount Pleasant Estates wine. Or, if you prefer, we also serve a variety of O'Fallon Brewery beers.

Mount Pleasant Estates offers plenty to see and do. Every Saturday and Sunday beginning on April 13 live bands light up the stage on the outdoor patio. Enjoy the sounds of Javier Mendoza, the Ralph Butler Band, the Well Hungarians and more—all free of charge.

BELOW
Enjoy the special moment with that special person or friend with wine for 2.



While soaking in the sounds, enjoy a wine tasting. Mount Pleasant Estates wine experts are happy to introduce you to new wines and teach you the basics of tasting wine. Learn the "Six S's" of wine tasting tips: sight, swirl, smell, sip, swallow, and stemware.

Take a complimentary guided tour of the winery. Guided tours are available on Saturday and Sundays at noon and 1:00 p.m. Learn about the history of the first government-appointed wine-growing district in the United States and see the original hand-dug cellars that Mount Pleasant still uses today.

This season, Mount Pleasant Estates is set to release a limited edition of superb quality 2012 vintages including sweet white wines: Estates Villaggio and Estates Vignoles. Or, for a dryer white wine try the Estates Chardonnay and

Estates Chardonnay. Mount Pleasant is also releasing a new red wine: an unoaked Chambourcin, a light, dry red packed with great fruit tones of cherries.

Mount Pleasant Estates is the perfect destination for family, friends, date spots, and more. And, bring your dog, too! We welcome friendly, leashed pups of all sizes. Check out our event calendar at www.mountpleasant.com to see the latest happenings at the winery. We look forward to seeing you this spring.



like a **Virgin**
a journey into the Virgin Islands
Swimsuits, Sun & Sand

PHOTOGRAPHY | WILL STERLING
MUA and HAIR | SUGAR AND SPICE ARTISTRY
MODEL | ELIZABETH ESPINOSA

“ The Caribbean island of St. Croix is practically the backdrop of a Hollywood love story. White sand beaches and lush rainforests set the scene for tropical bliss.....”



Each of the three major islands has a unique character all its own. St. Croix’s Danish influence is perfect for visitors who prefer a laid-back experience. The historic towns of Frederiksted and Christiansted offer quaint shops, charming pastel buildings and refreshing cultural diversity. From horseback riding near 18th-century sugar mills to playing golf on one of the island’s three scenic golf courses, you’re sure to find something to suit your tastes.

Two-thirds of St. John is a national park. Its comfortable pace is perfect for enjoying the island’s world-renowned beaches such as Trunk Bay, Cinnamon Bay and Salt Pond Bay. A nature lover’s favorite, St. John offers hiking, camping, specialty shopping and breathtaking views. If you take just a few hours to visit this island, you’ll find it well worth the trip.

St. Thomas boasts one of the most beautiful harbors in the world. As the most visited port in the Caribbean, downtown Charlotte Amalie offers elegant dining, exciting nightlife, duty-free shopping and even submarine rides. Though it’s full of energy, especially in Charlotte Amalie, this island also possesses numerous sublime natural splendors, such as stunning views of the Caribbean from 1,500 feet above sea level.

THE CARNIVAL
It’s the biggest party of the year, and each island has its own. St. Croix’s Christmas Festival starts in December with an adult’s parade on Three Kings Day. St. Thomas’s carnival culminates in the final week of April. St. John’s celebration is Fourth of July week.

(01.20.2013)
SIGNATURE
LAUNCH
EVENT @
TAKAYA NEW
ASIAN

Photos Courtesy of B. Free Paparazzi



(01.26.2013)
CAFE SOUL
JANUARY
F/ KURTIS
BLOW @ THE
PARAGON

Photos Courtesy of B. Free Paparazzi



EDEN ROCK

It's been a hideout for big shots and celebrities since the 50s and 60s, and the hotel staff goes out of their way to ensure every guest is treated as such. Welcome to Paradise. Welcome to St. Barths.

The Eden Rock Hotel on St. Barths has a unique location, built primarily on a rocky prominence thrust into the sea at St. Jean Beach and braced by twin crescents of sandy beach and facing a coral reef. The Relais & Chateaux hotel began life as a private home where guests included Greta Garbo and Howard Hughes, and despite expansion retains its sense of intimacy and exclusiveness.

The Eden Rock offers a wide variety of unique, historic and beautifully situated guest rooms, suites, villas and houses. Even the most modest are beachfront with terraces and balconies, while guests craving a private villa lifestyle can choose the two-bedroom Villa Nina with 7,000 square feet of space that includes a spa pool and swimming pool, or the three-bedroom Frangiapani beach house. Families will love the Fontaine Suite, which has a separate cabin with two beds for the kids. The vibe at the Eden Rock is definitely focused on enjoying your private accommodations and spending time at the beach. Spa services from ER Wellness, for example, are provided in your room, not a central facility; likewise, there's no public pool but rather private pools attached to many of the guest houses and suites. There is a fitness center and fitness classes, however, and the hotel also

rents boats and provides concierge service. There also are shops and an art gallery on the grounds.

A buffet breakfast is served each morning, while the Sand Bar is the choice for an gourmet lunch of salads, seafood, pasta -- don't be fooled by the unassuming name, this is no burger and beer stand! The gorgeous On the Rocks restaurant, with its circular open deck capturing panoramic views of the calm surrounding sea, is St. Barth's most exclusive. Expect imaginative preparations using the finest ingredients from around the world, accompanied of course by an extensive wine list.

The Caribbean is full of exclusive resorts; St. Barths is one of the few exclusive islands. Those who can afford to stay here enjoy a low-key European sophistication, where the person next to you at the topless beach, waterfront bistro, or fine French restaurant could easily be a famous rock star or movie magnate.

St. Barths uses Princess Juliana Airport in nearby St. Maarten as its primary air hub; the airport is served with direct flights from the U.S. by US Airways, Delta, Continental, American Airlines, and United Airlines. Air France, Corsair, Alitalia, and KLM also service St. Maarten. From St. Maarten,

ferry and air taxi service to St. Barths is available. The Eden Rock Hotel is located on Baie de St. Jean on the north-central coast of St. Barths.

Contact Information:
Eden Rock Hotel
Baie de St. Jean, FWI-97133
St Barths, French West Indies
Phone: + 590 590 29 79 99

Toll Free: 877-563-7105

Email: info@edenrockhotel.com
Website: <http://www.edenrockhotel.com>

Contact Information:

Eden Rock Hotel
Baie de St. Jean, FWI-97133
St Barths, French West Indies
Phone: + 590 590 29 79 99

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Brennan's CWE

Radar

Brennan's CWE

Brennan's in the Central West End is your one stop shop for a good time! Located in a hotspot of eateries and lounges, they've proved they are not just another wine bar. Seven days a week, you can indulge in a variety of events. From the vinyl record spinning in the Zino Platinum Cigar Lounge to live entertainment in the form of comedy, music, and a live debating series, Arguments & Grievances, in the PURUS Entertainment lounge (shout out to the organically grown PURUS Vodka). Monthly beer, wine, vodka, whisky, scotch and cigar tastings comes as a bonus to those who become a member. Since 2007, Brennan's has earned several awards for "best lounge", "best outdoor drinking", and even "best place to lose yourself" from the Riverfront Times, Sauce Magazine, and many more. Be in the know and check 'em out! 4659 Maryland Ave. 314-361-9444. Cometobrennans.net

Ritz Carlton Cigar Club

While the Ritz Carlton hotel is smoke-free, The Cigar Club is a private outlet

designed for those who choose to smoke cigars. Day passes are available for visitors wishing to indulge in a fine selection of scotch, whiskey, cigars, and casual fare. Members are able to kick back while viewing the latest sports on flat screen televisions and enjoying the complimentary Internet access in a setting adorned with warm, burnished wood paneling and rich, full fabrics. Buffalo wings to Cheese and Charcuterie Board, Padron Anniversario 1964 (the most sought after cigar in the United States) to the Padilla Miami Edition – Torpedo (the 2008 Cigar of the Year...Rolled in Little Havana, Miami)...The Cigar Club offers something a little different for your rest and relaxation purposes after a long day at work. 100 Carondelet Plaza St. Louis, Missouri 63105

Gulf Shores Restaurant

Owner, Harry Parker, feels "realizing a life long dream can be exciting and challenging." His dream was to own a restaurant business that would allow him to build on his passion for people. He did just that. Gulf Shores specializes in hand-cut fish, hand-battered shrimp, homemade crab cakes, gumbo soups, and fresh

ocean fish entrees to compliment their homemade cobblers and pies, beignets and bread pudding. It's all served with southern hospitality and a Cajun flare. Stay up-to-date with their latest specials, chef's creations, and live performances on their website's homepage. 12528 Olive Blvd. 314-878-3306. Gulfshoresrestaurantandgrill.com

Pomme Cafe & Wine Bar

With two locations to choose from, each more unique than the other, the Pomme Restaurants have your brunch, lunch, and dinner needs covered. At Pomme Restaurant you'll find a rich tradition and contemporary style. Your dining pleasure is the result. There's an array of domestic and French wines to choose from along with a three-course prix-fixe dinner special. Entrees range from rainbow trout to a roasted breast of duck. Next door, Pomme Café & Wine Bar offers tasty wines, a full espresso menu, smoothies, and cocktails. The soups are made from scratch and delicious treats are freshly baked each day. As for the atmosphere, one reviewer shares, "With its exposed brick walls, an oversized chalkboard menu, and

globe lights, the place is undeniably romantic. More like a small sidewalk bistro in Paris than a café in Clayton." Owners Diane and Brian Carr would love for you to join them! 40 N. Central Avenue Clayton, MO 63105. 314-727-4141. Pommerestaurants.com

Crushed Red

Fresh, all-natural ingredients and unique flavors make Crushed Red a place for both the food lover and health-conscience diner in you. They consider themselves to be an "urban bake, chop shop serving the freshest and fastest chopped-to-order salads along with a diverse offering of warm, flavorful dishes such as made-to-order handcrafted pizzas, hearty soups and savory shareables." Customers can watch as their orders are prepared right before their eyes, allowing them to see the ingredients and tailor them order to their liking. It's a great fast-food concept for an affordable price.

Crushed Red
8007 Maryland Ave
St. Louis, MO 63105



FOOD CHRONICLES



WASHINGTON DC

Ben's Chili Bowl

Now if you are in the Washington D.C. area, make sure to get to Ben's Chili Bowl. No frills or fancy presentations. Just pure Americana! Ben's attracts an eclectic array of Washington culture. Musicians, lawyers, college kids, politicians, and even President Barack Obama are frequent diners. Whether you need some comfort food, or have a late night snack craving, Ben's Chili Bowl has you covered.

BALTIMORE, MARYLAND

Sip & Bite

If you are traveling to the Baltimore area, or just stopping through, you have to get yourself a true Maryland Crab Cake. Now, there is much debate in the Baltimore area as to which place makes the best Crab Cake. Sip & Bite is certainly the place to get your food if you want the true Baltimore experience.





SPECIAL K

FUNNY MAN **KARL DOUGLAS** TALKS RICKEY SMILEY, WORKING THE CIRCUIT & JUST BEING FUNNY AS HELL

Karl 'Special K' Douglas tells his very interesting story of going from writing to exotic dancing to comedy. He is evidently the jack of all trades. With a booming career, Special K now has the honor of being in the Writer's Guild as a Professional Hollywood Writer. Stating that his career path wasn't planned, Special K goes for the gold. Hosting the biggest local show as MC at the Uptown Comedy Corner in Atlanta, Georgia for over three years, Special K has decided to pass that torch to a new host. Special k is now in the process of revealing to YouTube fans how he gets down in the studio. Fans of Special K will see how his comedy comes to life. Although he says the process is very unscientific, this will be something interesting to see. Being naturally witty and funny, Special K always leaves his audiences with laughter. Special k has toured with Rickey Smiley, Sommore, Mike Epps. As Head Writer and Assistant Producer for the Rickey Smiley Morning Show, Special K stays busy.

DELUX: How did your career start out as a comedian?

Special K: (laughs) It kind of just happened. I actually was out with friends and there was a contest to win money for the best strip show. I won the contest. When I noticed that was a talent I had, I eventually was hired on as an exotic entertainer. I worked for a group in Atlanta, Georgia known as Prime Time.

The hosts were normally comedians like Sommore and Mo'nique. The club needed someone to MC one evening, having the most personality I volunteered. Sommore recognized my talent and took me on the road to open up for her shows and things have been going great since then. I always knew I was funny but I never thought I was a comedian.

DELUX: So now you're a radio personality, did you have that as a career goal?

Special K: Nothing was planned. I enjoy writing so I just started out as a writer on a local radio show.

DELUX: Well now you are teamed up with Rickey Smiley, how did that come about?

Special K: Rickey was the first person to hire me on as a radio personality. His manager at the time invited me to work with him on a gig. Rickey always admired how I dressed. That's what we have in common, we stay sharp. We are also both comedians so we instantly knew we'd work well together. Rickey then got his radio show, and I had been writing for radio prior to meeting Rickey. We ended up sharing the same manager, who also managed Sommore when I opened up for her. Rickey was impressed with my work. Soon Bernice Jenkins was a star. I started

writing the Bernice Jenkins church announcements and it was a hit.

DELUX: What kind of obstacles have you endured throughout your career and how did you surpass them?

Special K: Well in 1998 there was a hiccup in my career. I had gotten into some legal trouble that resulted in me being arrested prior to being in radio. That experience caused me to pretty much start from scratch on my career. It was the experience I went through that proves there's always a second and third chance. Very few mistakes you make are irreversible. You just have to be willing to make a change. Young boys need guidance. And it has to be someone who went through it rather than just heard about it. Boys need a real talking to. Even if they've gotten caught in legal trouble they need to know: When you do the time, do the time. Don't let the time do you.

Special K now has an organization known as Project 180 reaching out to young men ages 13-25. Special K shows young men that no matter what you've done, it is possible to do a 180 and turn your life around. There's still hope and it's possible to pursue dreams no matter what.

More information about Project 180 is available at www.specialkcomedy.com



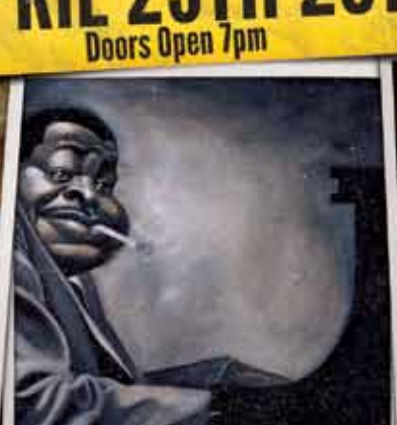
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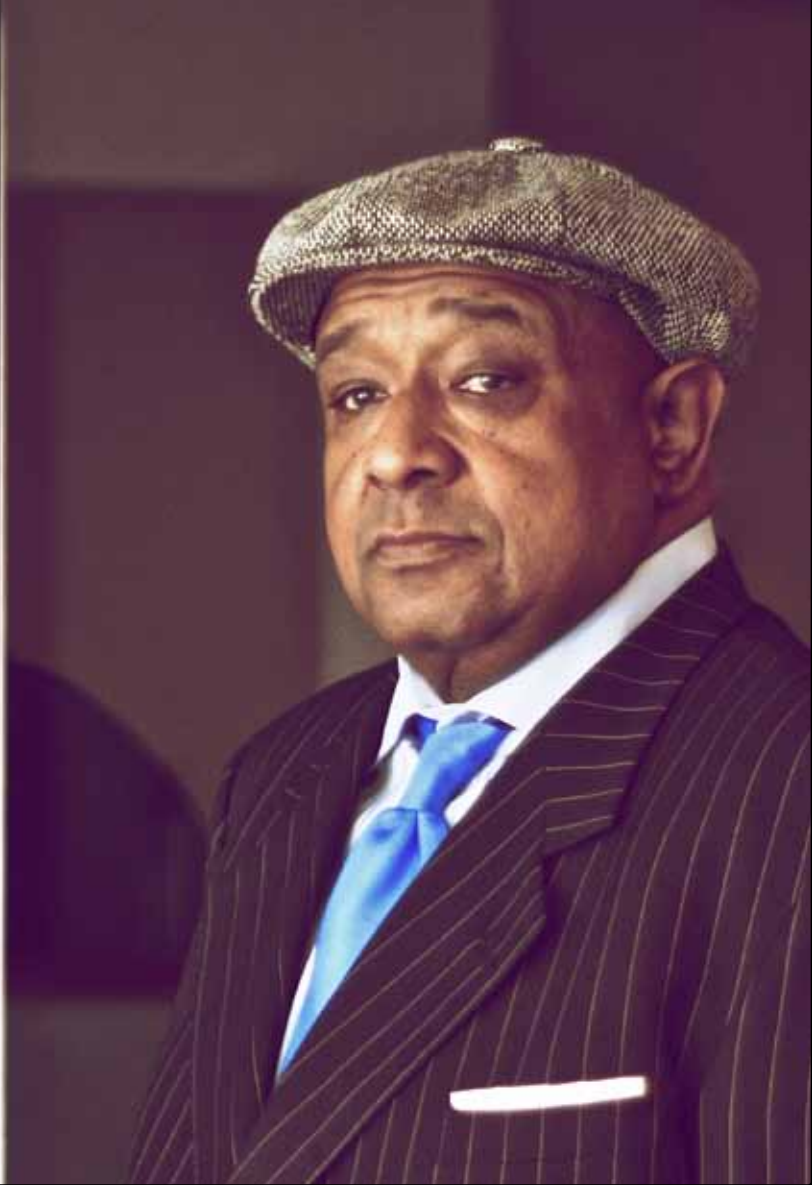
THE RUSTIC GOAT / 2617 WASHINGTON AVE

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ELLIS WALKER LAST MAN STANDING

words by: Carol Mayfield Photography: Keith Griffin II

Affectionately known as “Buddy,” to some, Ellis Walker has made his mark in the advertising industry. Over two decades ago I met this robust salesman during an interview at KMJM/Majic 108. He possessed a charismatic personality and a unique salesmanship which had led him to a very successful career in the automotive industry. Knowing this, I was puzzled; why would a successful Manager in the automotive industry want to leave a lucrative career to go into radio advertising? The answer lied in something I would later learn about Ellis. He was a visionary. He had the ability to foresee unfavorable trends in the automotive industry and realize it was time to make a change. He impressed me with his enthusiasm, passion and million dollar wardrobe, so on January 16, 1990, I brought Ellis Walker on as an Account Executive at KMJM/MAJIC 108. It did not take him long to grasp the skills necessary to build a successful business in radio.

A skill-set that has earned him the honor of being Clear Channel’s #1 Salesperson for well over 20 years, as well as, a member of their Prestigious Presidents Club and Million Dollar Sellers Club. In fact, Ellis has taught me some important lessons in advertising. One being, “people buy you, long before they buy what you’re selling” and Ellis Walker took this concept and ran with it. It was his ability to nurture client relationships that led Ellis to his greatest achievement to date and that was working with Steve Littman, the biggest concert promoter in the Midwest and Dave Gerardi at Live Nations.

During a recent conversation with Steve he reminded me of why I hired Ellis over 20 years ago, stating “Ellis has a level of follow through and work ethic that is

unprecedented. He went on to say that the phrase “On His Game,” was created specifically for Ellis. Steve has seen a lot of media reps come and go and he believes it’s because they choose to put their motivation behind “following the money” instead of creating a “win win” relationship, realizing the money will follow.

Obviously, Ellis has mastered this technique which has evolved in a relationship with Steve Littman Productions that spans over two decades. To his credit, Ellis has celebrated several other radio success stories including, T.J. Mullin, Shoe Carnival, Safe Auto, Al Haymond Productions, Milano’s Mens Wear, Universoul Circus, Luster Hair care Products, Value City Furniture and many more. Ellis has also benefited from some lifelong friendships with the likes of Eddie Levert, the late Bernie Mack, Jamie Foxx, Will Downing and Charlie Wilson.

Today, Ellis Walker is “the last man standing” from the infamous Majic 108 radio sales team, but has no intention of slowing down. You may find him at his favorite restaurant, Rizzo’s or at the Fox Theatre with Steve Littman strategizing the next concert. But no matter where you find him, you can bet he will be selling a million dollar idea.

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