

UPSTATE INDULGENCE

FIND CULINARY EUPHORIA AT AN EXEMPLARY FOOD FEST IN GREENVILLE, SOUTH CAROLINA

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An aging foot bridge over the Reedy River leads to a cluster of contemporary buildings that house decidedly modern restaurants like High Cotton, O-CHA tea bar, Papi's Tacos and The Lazy Goat.

GREENVILLE—a charming South Carolina city with tree-lined streets, tasty restaurants and a downtown that glows year-round with twinkling white lights—has experienced quite a revitalization in recent years, thanks in no small part to Euphoria, the gourmet food festival founded here in 2006. Presented by South Carolina Bank and Trust, the 2013 affair was spread out over four crisp days in late September, hosting top chefs from around the state who made every minute (and calorie) worth the while. From dining upscale (Soby's, The Lazy Goat, American Grocery,

High Cotton) or casual (Papi's Tacos, Tupelo Honey Cafe, Ford's Oyster House & Cajun Kitchen, Nose Dive), to grabbing craft beer at The Growler Station or breaking bread with gourmands from across the country, the eighth-annual event offered countless adventures, ringing up at \$35 for a single event to \$795 for the ultimate VIP experience.

If you're planning to register for the 2014 fest (and you should!), bring your walking shoes. Foot traffic remains steady throughout the week, although city trolleys and festival-designated shuttles do make the rounds every 20 minutes or so. This

immediacy is a big reason visitors should opt to stay downtown.

The opening night of the 2013 festivities was the cue for the barbecue: Swine & Dine kicked it off in NOMA Square—a rollicking whole-hog roast served with all the Southern sides and fixin’s you could dream up. Live tunes by The Piedmont Boys and the West End String Band made it a golden evening.

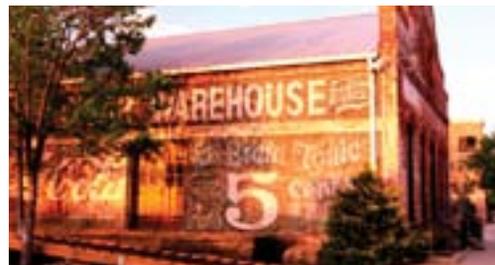
For a Thursday nightcap, many headed to rooftop bar Sip, which boasts a massive communal table made from three mammoth wine barrels. Patrons also enjoyed craft tequilas and Champagne served in unbreakable “glassware.” On Friday, we were treated to tableside Sangria here — three refreshing renditions made with worldly varietals and complementary puréed fruits, best sampled alongside charcuterie and crudités.

A walking tour of the city followed, revealing a number of palatal delights—among them Poppington’s Gourmet Popcorn—followed by a sampling of over-stacked burgers at the boldly branded Grill Marks. I tried the Hawaiian Punch burger and a Dutch chocolate milkshake before we stumbled upon an unexpected stroke of culinary genius at Papi’s Tacos, a Reedy River-side, food truck-inspired concept from former Soby’s and The Lazy Goat chef Jorge Baralles. Though it’s not on the menu, you should definitely order the travelin’ taco, a concoction served in a folded-down bag of Fritos, turning this oft-vilified snack food into a delicacy. Those wishing to work off the calories afterward can ride bikes along the Swamp Rabbit Trail, a pedestrian path that cuts through downtown’s famous Falls Park.



(clockwise from left) Trolleys traverse Main Street at regular intervals. The thick and juicy burgers at Grill Marks have a gourmet twist. Chocolate Moose, a spinoff of Charleston’s Cupcake, was just one of the vendors featured at the Traffic Jam food truck rally. A couple enjoys a relaxing rickshaw ride beneath downtown’s elegant tree cover.





(clockwise from top) Liberty Bridge at Falls Park on the Reedy River, completed in 2004, is a suspension-cable bridge that curves around the falls to give pedestrians a peerless view. The yard of The Old Cigar Warehouse, a historic event facility at the corner of Wardlaw and South Main Streets, played host to Euphoria's 2013 food truck event. Dusk settles in at the Peace Center Amphitheatre, site of rollicking concerts by Greenville's greatest hometown talents.

not make an appearance, but there was no shortage of his protégés on stage (Taylor Moore, Jacob Johnson, Perry Major) throughout the week.

On Saturday, we took in a wine auction at Soby's followed by a beer seminar at Nose Dive (led by Atlanta beer expert "Ale Sharpton"), then enjoyed the autumn sunset at "Traffic Jam," a bluegrass-fueled rally of local food trucks (plus homegrown brews by Thomas Creek Brewery) held outside the Old Cigar Warehouse. An indulgent guest chef dinner at The Lazy Goat followed, where excellent vintages from Schug Winery were paired with flavorful dishes like blue corn-dusted halibut and beautiful peanut butter crêpes.

The weekend's one indispensable occasion, Sunday Supper, was hosted within the Wyche Pavilion, an enchanting brick structure that served as the factory for the South's famous Duke's Mayonnaise throughout the 1920s. But on this night, it was a bastion of bluegrass, crystal chandeliers and decadent dishes by Charleston and Columbia's best. The most memorable? Fried seasonal fish with malt vinegar, chow-chow and hot sauce, care of Charleston's Mike Lata and The Ordinary. One thing's for sure: Charleston and Columbia chefs aside, Greenville's hometown talent is well on its way to crafting a culinary paradise.



Lazy Paella

House Recipe by The Lazy Goat

Yield: 8 to 10 servings

- 3 tablespoons olive oil
- 1/4 cup finely minced shallots
- 2 cups arborio rice
- 8 ounces Pamplona Spanish Chorizo, sliced thinly
- Sofrito Broth** (recipe included)
- 1/2 cup diced roasted peppers
- 1 cup halved cherry tomatoes
- 8 asparagus spears, trimmed and blanched
- 12 snow peas, trimmed and blanched
- salt and pepper to taste
- 12 calamari tubes and tentacles
- 8 large prawns, deveined
- toasted baguettes for serving

Heat a large sauté pan over medium heat. Add olive oil and sauté shallots. Once shallots are translucent, add rice and chorizo to pan, stirring constantly. Gradually add **Sofrito Broth**, ladle by ladle, stirring constantly until all liquid is absorbed and rice is tender. Turn off heat, add roasted peppers, cherry tomatoes, asparagus, and snow peas. Season with salt and pepper to taste. Season calamari and prawns with salt and pepper and grill or sauté in a separate pan. Transfer paella to a large serving dish and top with grilled seafood. Serve with toasted baguettes.

Sofrito Broth

- 3 tablespoons olive oil
- 1 medium-sized red onion, diced
- 6 cloves garlic, smashed
- 1 medium-sized red bell pepper, seeds removed and diced
- 1 medium-sized yellow bell pepper, seeds removed and diced
- 1 serrano chile, roughly chopped with seeds
- 6 medium Roma tomatoes, roughly chopped with seeds
- salt and pepper to taste
- 1/4 cup white wine
- 1/4 cup sherry
- 1/4 cup heavy cream
- 1 pinch saffron
- 1/2 bunch cilantro, torn in half
- 2 quarts vegetable or chicken stock

For the Sofrito Broth

Heat a large sauté pan until smoking hot. Very carefully add olive oil. Add onion and garlic, stirring constantly until slightly charred, about 2 minutes. Add bell peppers and serrano chile and continue to cook over high heat for 3 minutes. Add tomatoes and cook for 7 minutes or until all liquid has evaporated. Season generously with salt and pepper. Once tomatoes have cooked down, add white wine and sherry and reduce by half. Add heavy cream and saffron and bring mixture to a boil. Once boiling, turn off heat and add torn cilantro. Allow mixture to cool. Once cool, transfer to a blender and blend.

In a large pot heat stock to boiling and reduce to a simmer. Slowly add sofrito mixture, whisking constantly. Simmer while preparing paella.

The Lazy Goat

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