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A cooking show that will not teach you how to cook

California, July 19th, 2023: When you think of Louisiana Creole food, you think of flavorful, well-seasoned dishes. If there is one aspect of Creole culture they are known for, it's food. Creoles believe that seasoning is done in the kitchen—in pots and pans—not at the table. Techniques in the kitchen are passed down, ensuring that traditional flavors are imparted to the next generation, so they understand the flavor goals.

The world has hundreds of cooking shows; the last thing needed is another cooking show trying to teach people how to cook. Cast-Iron Creole by Dreux Boys Creole Seasoning was created for the home chef who wants to learn Creole techniques. "I was telling my wife that I wanted to do an episode on Grits, and she laughed in my face," says Todd, Chief Blender and owner of Dreux Boys Creole Seasoning. "My wife said people know how to make grits, and I said but they don't know how to season them," says Todd. Some of the worst grits you'll ever have are from a restaurant. They don't add salt, they don't put any seasoning.

Now you're staring at this bowl of grits, and you'll do anything humanly possible to make it taste like something, so they give you wack table salt, the cheapest black pepper, butter, and hot sauce. You keep stirring like it's gonna do something and it does nothing.

"You need to season the grits when they are boiling because that is when they are absorbing what is in the pot, and if you have nothing in the water, guess what they will taste like? Nothing! My method is unique; you can tell from the first spoonful that it's seasoned the Dreux Boys way," says Todd.

Watch their YouTube channel called "Cast Iron Creole" by Dreux Boys Creole Seasoning, episode called Creole Grits to see this home chef get funky in the kitchen.

About Dreux Boys

Founded by Chief Blender Todd Cannon, Dreux Boys has been crafting clean, flavorful blends since 1998. They launched their small-batch, low-sodium, gluten-free, and preservative-free seasoning in retail in July 2023. This versatile blend elevates eggs, potatoes, vegetables, proteins, cream sauces, and iconic Louisiana Creole dishes like red beans and rice and Creole Gumbo, celebrating the true taste of Creole culture and honoring home chefs' traditions. Complementing the seasoning, the handcrafted Creole Spoon, made from USA-grown Cherrywood, boasts unique details like a curved handle for a comfortable grip and easy maneuvering, and a flat, angled head that gets into the corners of your pot for seamless stirring of gravies, cream sauces, and Roux's. Discover recipes and cooking videos at www.dreuxboys.com. Instagram: @dreuxboyscreole. TikTok: @dreuxboys. Facebook: @DreuxBoysCreoleSeasoning. Cooking videos on YouTube: @CastIronCreole. Welcome to the Rebirth of Creole.