Burger Tyme introducing authentic 'Cajun Burger,' Louisiana fast foods

By JIM BRADSHAW
Business Editor
The Lafayette-based Burger Tyme restaurant chain is introducing Louisiana's cuisine into the fast-food world with the Cajun Blaze, a spicy burger, and with a newly developed crawfish sandwich that is unique to the industry, according to Braxton Moody IV, Burger Tyme president and CEO. He says the company, under the expert eye of consulting chef Roy Lyons, is also developing other traditional Louisiana recipes for the quick-service franchise, and that he hopes to introduce shrimp and catfish sandwiches similar to the crawfish sandwich in the near future.

The crawfish sandwich uses whole crawfish tails formed into a patty through a process developed by Burger Tyme. The patty is battered and fried and then dressed with lettuce, tomato and a special Burger Tyme sauce. It was introduced into the eight Burger Tyme restaurants (three in Lafayette and five in Baton Rouge) March 1.

"The thing that makes this unique is that crawfish have never been served in a fast food sandwich form," Moody says. "We have not only provided a unique, quality product for our restaurants, but have developed a new use for Louisiana crawfish.

Moody says that he is planning now to market the crawfish only in his Burger Tyme restaurants, but that he has been approached by others interested in purchasing the unique crawfish patties.

"With our 'Louisiana Fast Food' concept, we hope to be able to expand the markets for other Louisiana products, such as shrimp, catfish and crab, and to also introduce 'true' Louisiana cuisine into the quick-service industry," Moody says.

He notes that other restaurant chains have introduced "Cajun" or "Creole" products into their lines, but that these are usually not based upon authentic Louisiana products or recipes.

"We have a lifestyle, culture and cuisine that can be, and is being, exported," he says. "What we want to show is that so-called 'fast food' does not have to sacrifice the quality that makes Louisiana cuisine unique simply to be served quickly."

Burger Tyme, which began operations two years ago, will soon expand its operation to 15 restaurants - at which time the chain will employ some 650 people in Louisiana - and will begin franchising in the fourth quarter of this year, according to Moody. All of the restaurants are now company-owned.

In addition to the crawfish sandwiches, the Burger Tyme menu includes the Cajun Blaze, a spicy grilled burger which Moody says has become the No. 1 selling "Cajun" burger; the Big Tyme Burger, a quarter-pounder that sells for less than $1; as well as fish and chicken sandwiches prepared with the Burger Tyme blend of spices and sauces.

Burger Tyme restaurants in Lafayette are on Frontage Rd., Bertrand Dr. and on Johnston St. near Acadia Mall.

Louisiana fast foods

Burger Tyme restaurants are introducing Louisiana's cuisine into the fast food world with a spicy Cajun Burger and with a unique crawfish sandwich. Among those introducing the products here are, from left, Marc Duhon, Burger Tyme Lafayette area supervisor; Steve Mandary, manager of the Frontage Rd. store in Lafayette; and Billy Billeaud, manager of Lafayette's Bertrand Dr. Burger Tyme outlet.