

RACECATION

RUN ROAM REPEAT

JAN 2024

ISSUE 05

LOUISIANA MARATHON WEEKEND

YOUR GUIDE TO AN AMAZING
RACECATION WEEKEND

TOP TASTES

MUST VISIT RESTAURANTS FOR PRE-RACE
AND POST RACE FUEL

THE PERFECT RACE WEEKEND

TAILORED ASSORTMENT OF STAY, PLAY,
AND FESTIVE LOCATIONS

LOUISIANA
MARATHON



FLAVOR

with a capital F.



Visit **BATON
ROUGE**

AN AUTHENTIC LOUISIANA EXPERIENCE

With delicious food as far as the eye can see, there's nowhere you'd rather be to stuff your face after a race than Baton Rouge - **Louisiana's Capital City.**

Get a taste at VisitBatonRouge.com/Restaurants



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Runners pass iconic
Cypress trees at the
LSU Lakes during
the Marathon.



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SALES

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WELCOME TO BATON ROUGE

Happy New Year and Welcome to 2024!

We are thrilled to introduce you to the Capital City for a Running Festival with Lagniappe. Founded in 2012, the Louisiana Marathon was voted the Best Marathon in the state by RaceRaves runners. Each year we strive to provide an exceptional experience through memorable events. This year is no exception as we welcome runners and walkers from around the globe to Baton Rouge.

In this Racecation, we've curated a guide to ensure you make the most of your visit. From insider recommendations on the best pre-race carb-loading spots to opportunities for post-race relaxation at local gems, consider yourself well-equipped for an enriching experience. Immerse yourself in the vibrant culture, relish mouthwatering cuisine, and delve into the rich history of this breathtaking region.

Whether you're a seasoned runner or a first-time racer, we extend a warm invitation for you to submerge yourself in the distinctive blend of athleticism and relaxation that defines Racecation. Join us in commemorating the spirit of running, celebrating the beauty of Baton Rouge, and relishing the joy of travel.

Get ready for a race experience like no other, where every stride is accompanied by the echoes of Louisiana's Capital City charm. Get ready to run, explore, and savor every moment of your Racecation journey. We can't wait to see you at the starting line!

Happy Running,

Michael Wattigny

EDITOR-IN-CHIEF - FRESHJUNKIE Racing



THE PERFECT RACE WEEKEND

FRIDAY

- ☐ Arrive, park in downtown Baton Rouge, and grab lunch at Poor Boy Lloyds.
- ☐ Walk to the Raising Cane's River Center Ballroom (11am-6pm). Grab your packet and check out our commemorative retail merch.
- ☐ Stroll throughout downtown. Lots of amazing boutiques and shops to explore.
- ☐ Check-in at a hotel, then grab a drink at Kingfish Bar in the Hilton Capitol Center or Tunnel Speakeasy (reservations required).
- ☐ For dinner check out Capital City Grill across from the Hilton or Tsunami on the roof of the Shaw Center.

SUNDAY - RACE DAY

- ☐ Wake up early and get into the venue early. If you're driving in check out parking garages in advance and make a plan. [Click HERE for information on downtown garages.](#)
- ☐ Pin your Race Number where it is clearly visible on your front (outer most garment, cameras can't see through that sweatshirt), stop by Gear Check, and get seeded in the appropriate corral.
- ☐ Run your race. Don't go out too fast. Stay alert as you run through downtown Baton Rouge, enjoy the beautiful scenery, the different buildings nearby, and the cheers of the crowd all around.
- ☐ Smile for the photographers at the Finish Line and soak up the crowds.
- ☐ Enjoy the delicious food and drinks at the Visit Baton Rouge Finish Festival. The Louisiana Yard Dogs play from 8:30am - 10:00am, then Flow Tribe takes the stage from 10:30am - 12:30pm!
- ☐ CELEBRATE! Check out Page 6 for great brunch spots and Page 20 for places to raise pint!

SATURDAY

- ☐ Start the day with the Quarter Marathon or 5K and earn the Deja Vu medal after your race on Sunday!
- ☐ Stick around after the race to enjoy Day 1 of the Visit Baton Rouge Finish Festival as Pocket Chocolate and the Baton Rouge Music Studios entertain you while you enjoy gumbo, jambalaya, Abita Beer and so much more.
- ☐ Cheer on the next generation at the Blue Cross and Blue Shield of Louisiana Kids Marathon at 10:15am.
- ☐ Still hungry? Check out all the options on pages 6 and 7.
- ☐ Head to the expo for the Birth Center of Baton Rouge Diaper Dash at 2:00pm. This promises to be the cutest race of the weekend!
- ☐ Need to get off your feet? Stop by City Roots for a custom coffee or the Bengal Tap Room for a beer.
- ☐ Time for dinner before the sun sets. Race Day is tomorrow. The BITES section has some great options. We love City Group family of restaurants including City Pork.

LAGNIAPPE DAY THURSDAY OR MONDAY

- ☐ Stop by the Louisiana Art & Science Museum.
- ☐ Visit LSU to see the Mike the Tiger habitat.
- ☐ Head to Mid-City Beer Garden for a HUGE variety of craft beers and great grub!
- ☐ Get a massage at The Emporium Signature Spa or at Trifecta Sports Therapy to speed up your recovery.
- ☐ Stroll through the LSU Hilltop Arboretum for some trails and pretty views. This is only a few miles from LSU's campus.



BITES

DINE WITH US

Elsie's Plate & Pie is a delightful culinary haven that brings the comforting flavors of homemade pies and delicious comfort food to life. This charming eatery offers a delectable selection of savory and sweet pies, made from scratch with love and care. From savory options like chicken pot pie to indulgent sweet treats like key lime or pecan pie, Elsie's Pie & Plate satisfies every craving. Beyond pies, their menu features a range of mouthwatering comfort dishes, sandwiches, and salads, all crafted with fresh, locally sourced ingredients. With its warm and inviting atmosphere, Elsie's Plate & Pie is the perfect spot to indulge in a slice of homemade goodness.



Elsie's Plate & Pie



Juban's

Juban's Restaurant and Bar is a culinary gem that has been delighting patrons with its exquisite Louisiana cuisine since 1983. Located in Baton Rouge, Louisiana, this award-winning restaurant offers a sophisticated dining experience with a focus on Cajun and Creole flavors. From succulent seafood dishes to perfectly seasoned steaks and creative appetizers, Juban's menu showcases the rich culinary heritage of the region. The elegant ambiance, attentive service, and carefully crafted dishes create an unforgettable dining experience. Whether for a special occasion or a memorable night out, Juban's Restaurant and Bar is the ideal destination for savoring the authentic tastes of Louisiana.

The Chimes Restaurant & Tap Room has been a Baton Rouge and LSU tradition serving fine patrons for over 25 years. We have continued to grow and have brought this tradition to our second location in Baton Rouge and now a third, located in Covington. Our goal is to provide a relaxed, family friendly experience while serving the best made-from-scratch menu possible. We take pride in having one of the most extensive beer and liquor selections available.



The Chimes

Schlittz & Giggles is a lively and unique pizzeria that offers a fun-filled dining experience in Baton Rouge, Louisiana. With its playful and vibrant atmosphere, Schlittz & Giggles is the perfect place to enjoy delicious pizza and good times with friends and family. The menu features a variety of mouthwatering specialty pizzas, each made with fresh ingredients and creative toppings. From classic favorites to inventive combinations, there's a pizza to suit every taste. With its lively bar, friendly staff, and a wide selection of craft beers, Schlittz & Giggles is a go-to spot for tasty pizza and memorable moments in Baton Rouge.



City Pork

City Pork is a culinary haven in Baton Rouge, Louisiana, that celebrates the art of charcuterie, barbecue, and Southern-inspired cuisine. With a commitment to quality and a passion for flavors, City Pork offers a diverse menu that showcases the best of locally sourced ingredients. The inviting atmosphere, attentive service, and a selection of craft beers and wines make City Pork the perfect spot for a casual lunch, a delicious dinner, or a gathering with friends.



Parrains Seafood

Parrains Seafood, located in Baton Rouge, Louisiana, is a beloved dining destination that captures the essence of Southern hospitality and coastal flavors. With a focus on fresh seafood and Cajun-inspired dishes, Parrains Seafood delivers a mouthwatering experience that celebrates the rich culinary traditions of the Gulf Coast. From succulent boiled crawfish and perfectly seasoned Gulf shrimp to flavorful seafood gumbo and blackened fish, every dish is a delicious tribute to Louisiana's vibrant food culture. The warm hospitality make Parrains Seafood a go-to spot for seafood lovers and those seeking an authentic taste of Louisiana's coastal cuisine.

Specializing in traditional po'boy sandwiches, **Poor Boy Lloyds** serves up a mouthwatering array of flavors. Sink your teeth into their perfectly fried seafood, juicy roast beef, or tender sausage, all nestled inside soft French bread. With a focus on quality ingredients and authentic flavors, each bite transports you to the heart of New Orleans. The casual and friendly atmosphere creates the perfect backdrop for enjoying these classic sandwiches. For a taste of New Orleans' culinary heritage, visit Poor Boy Lloyds and experience the po'boy perfection.



Poor Boy Lloyds

DESSERTS

CELEBRATE WITH A SWEET TREAT

The Yard Milkshake Bar



The Yard Milkshake Bar offers diverse, handcrafted milkshakes that combine all your favorite dessert foods all in one. From classic flavored milkshakes to speciality flavors, the options are endless! Additionally, The Yard offers vegan and gluten free options for more options for all!

Caroline's Cookies offers all the delicious thick and gooey cookies there is to offer. Started by 21-year old Caroline Merryman, as a home baking business has grown to 2 locations in Lafayette and Baton Rouge. Explore a varying array of cookie varieties at Caroline's Cookies, ranging from classic chocolate chip and cookies and cream to innovative flavors like espresso streusel and french toast. Be sure to stop by the new location in Baton Rouge for a post race treat!



Caroline's Cookies



Gambino's

Indulge in one of the many options that popular chain restaurant **Creamistry** has to offer. From typical sundaes to complex milkshakes, everyone in your crew is covered. What makes Creamistry stand out is their technique of using liquid nitrogen, to prepare their ice cream as needed. This makes for an unique but amazing taste that no other ice cream has! Cool off from your run with a treat here!



Caroline's Cookies

Gambino's is perhaps most famous for its king cakes, especially during the Mardi Gras season. In addition to king cakes, Gambino's offers a range of other baked goods, including petit fours, cakes, and doberge cakes. The bakery is known for its commitment to using quality ingredients and traditional recipes. Gambino's Bakery has a long history in the New Orleans area and is considered a local institution. It has become a part of the cultural fabric of Louisiana, providing residents and visitors with sweet treats for various occasions.



Creamistry



Creamistry

Courtyard by Marriott



Origin Hotel



The Hampton Inn & Suites



The Hilton Baton Rouge Capitol Center



NIGHTS

The Hilton Baton Rouge Capitol Center offers prime location, affordable rates, extended checkouts, 4-star service, and all of this while being in the center of all the action! Enjoy the historic surroundings of the Hilton Baton Rouge Capitol Center hotel. Located downtown less than five minutes to the Louisiana State Capitol, and three miles from Louisiana State University. Take the complimentary shuttle to and from the airport and within a five-mile radius of our Baton Rouge, LA hotel.

Located at the iconic corner of Florida and Third Street, the **Courtyard by Marriott Baton Rouge Downtown** is in the epicenter of Downtown Baton Rouge. Four blocks from the Start/Finish and with a Starbucks inside, it's your perfect race hotel. Check out the bar and grab you a PR, and enjoy a grab-and-go breakfast race morning, as well as late checkout options.

The new 87-room **Origin Hotel Baton Rouge**, a Wyndham Hotel, stands as a testament to the city's rich history, located steps from the legendary Mississippi River. Once home to the Baton Rouge Savings & Loan Association and, later, the esteemed East Baton Rouge Arts and Technology School (EBRATS), a beacon for non-traditional

learning and a vital contributor to the downtown renaissance, the building preserves its legacy with murals, artwork, and journals intricately woven into its design.

The Hampton Inn & Suites Baton Rouge Downtown Hotel is conveniently located in the heart of the bustling downtown business district. This modern hotel in downtown Baton Rouge is within walking distance to local attractions, businesses, the state capitol, and just a short drive to Louisiana State University or Southern University. Take advantage of the excellent location and enjoy a short walk into North Boulevard Town Square to enjoy live concerts and weekend festivals. Visit local attractions like the Shaw Center for the Arts and the Louisiana State Museum, or take the family for a fun day out to one of the beautiful city parks. We are also a short walk from a variety of exciting restaurants and bars, as well as the Belle of Baton Rouge Casino.

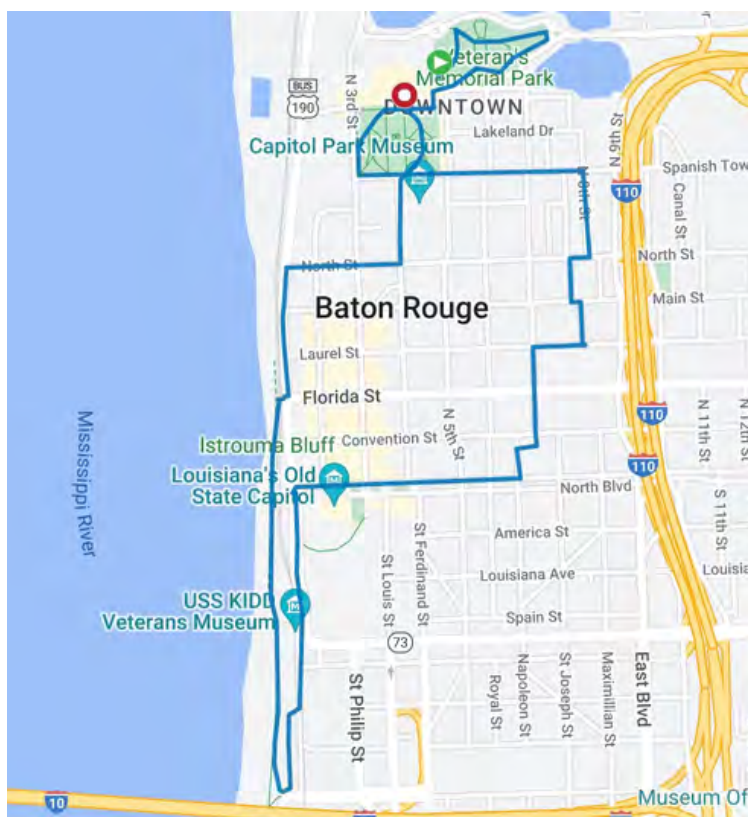
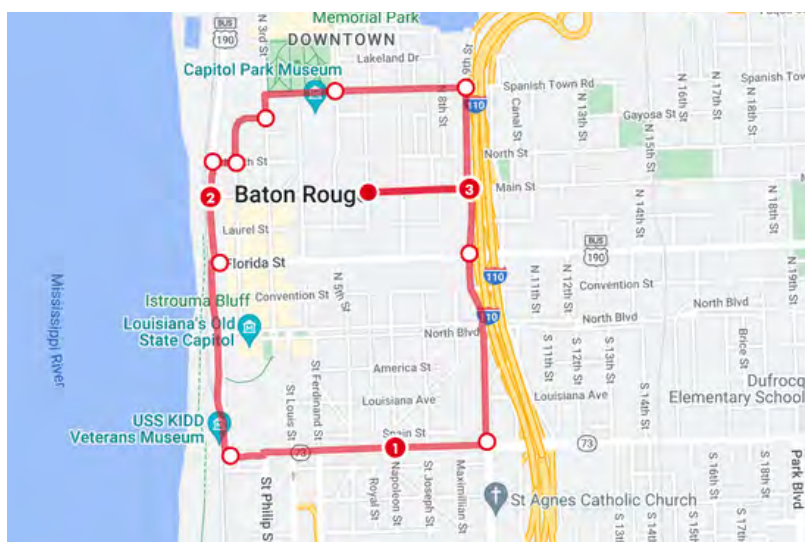
SIGHTS

Baton Rouge, a city full of vibrant culture, offers a unique backdrop for runners seeking diverse landscapes and a good shakeout run. Lace up your running shoes and explore the scenic levee along the mighty Mississippi River, where the rhythmic sounds of paddlewheel boats provide a soundtrack for your run. The city's extensive network of parks offer lush trails shaded by majestic oak trees, creating an inviting oasis for both novice joggers and seasoned marathoners.

Downtown Baton Rouge Run

3.17 Miles

- Starts and Finishes at North 6th Street
- Run past some of the Historic Sights such as Pentagon Barracks Museum and Louisiana's Old State Capital
- The numerous parks provide for the perfect post run relaxation spots



The Sights of Baton Rouge

4.20 Miles

- Route featuring some of the best sights of Baton Rouge
- Starts at Veteran's Memorial Park and Finishes at Capitol Gardens
- Run features some of the Levee with a point at the South Boulevard Levee Trailhead.



FRED'S LOUNGE
MAMOU

IN MY LOUISIANA,

THE MUSIC
NEVER STOPS.

LOUISIANA
Feed Your Soul.

FindYourLouisiana.com



EXPLORE BATON ROUGE



5

GREAT PLACES

TO GO WITH THE KIDS

1 **Knock Knock Children's Museum**, located in Baton Rouge, Louisiana, is a captivating and interactive museum designed to inspire young minds through play and exploration. With over 18 learning zones, children can engage in hands-on activities and imaginative exhibits that encourage creativity, critical thinking, and problem-solving skills. From a pretend city to an outdoor learning garden, Knock Knock offers a wide range of educational experiences for children of all ages. The museum also hosts workshops, classes, and special events, fostering a love for learning in a fun and engaging environment. Whether you're a local resident or visiting the area, Knock Knock Children's Museum is a must-visit destination for families seeking memorable and enriching experiences.



2 Housed in a historic railroad depot on the Mississippi River, **Louisiana Art & Science Museum** offers educational entertainment for all ages. The galleries feature changing fine art exhibitions and interactive art and science experiences designed for children. The Ancient Egypt Gallery displays artifacts and a Ptolemaic-era mummy in a re-created tomb. The Irene W. Pennington Planetarium presents sky shows and space science galleries. The Museum Store offers unique handcrafted merchandise. Accredited by the American Alliance of Museums, the museum serves the community through various programs and receives support from the City Parish Government and cultural agencies. Louisiana Art & Science Museum is a hub of creativity, learning, and cultural exploration.

3 The biggest college in the state, **Louisiana State University**, offers a lot of diverse sights for the whole family to see. From Tiger Stadium to the Memorial Tower, these picturesque spots offer memories to last. Additionally, browse around the campus to find the numerous statues including the legendary Shaquille O' Neal and Seimone Augustus. Also, try to spot the 8 different Mike the Tiger statues around campus. After that, make sure to stop by and see the real life Mike the Tiger! With kids? Drive down the road to the LSU Hilltop Arboretum to see stunning flowers, trails to walk on, and even a playground!



5 Take a stroll to the levee downtown to see the gorgeous **Sing the River sculpture**. This sculpture was dreamed of and created by artist Po Shu Wang, out of California. It is known for its iconic picture spot due to the reflexive gleam of it, and also the story behind it. The sculpture plays music that directly correlates to the movement of the river, allowing for a lovely scene all around. Make sure to stop by and see this breathtaking piece of art.



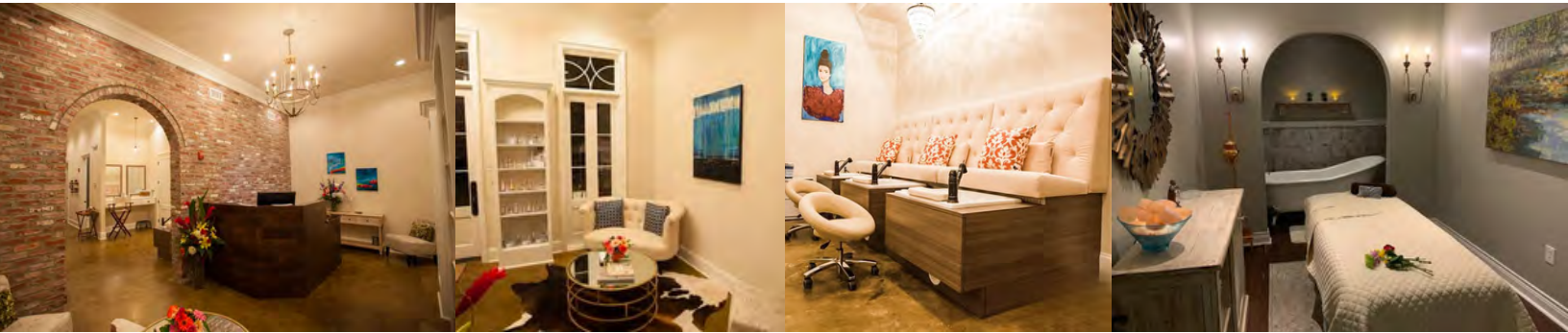
4 The **USS Kidd (DD-661)**, a Fletcher-class destroyer, is a living testament to the valor and sacrifice of the United States Navy during World War II.

Permanently anchored on the scenic banks of the Mississippi River in 1943, the USS Kidd earned a distinguished reputation for its participation in the Pacific Theater, engaging in crucial battles such as Guadalcanal and Okinawa. Nicknamed the "Pirate of the Pacific," the ship became renowned for its resilience and tenacity in the heat of combat. Visitors of the USS Kidd can explore the ship's storied decks, climb into the gun turrets, and experience the cramped living quarters that once housed the brave men and women who served aboard. The ship is a captivating museum, offering an immersive journey into the naval history of World War II through exhibits, artifacts, and interactive displays.



RECHARGE ⚡

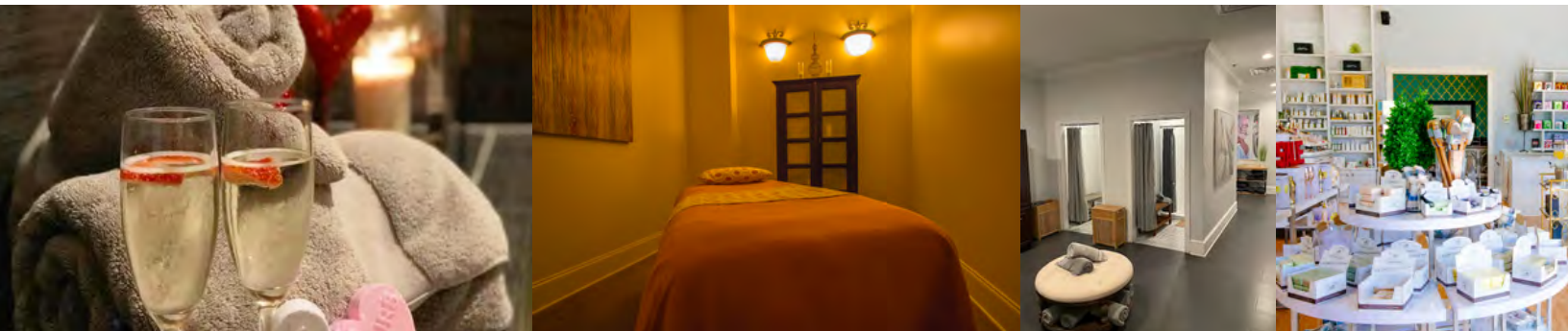
Stop by **Avant Tous Beauty and Medical Spa** for a wide range of facial services to treat yourself this race weekend. Additionally, there are numerous other services including nail services, and laser skincare services. Furthermore, relax your muscles with a massage from Avant Tous Spa.



The Woodhouse Day Spa is a well-known luxury spa brand with locations across the United States. Visit the location in Baton Rouge! Services include facials, manicures, pedicures, and much more! The spa environment is designed to provide a peaceful retreat, with soothing colors, comfortable furnishings, and a serene ambiance, proving to be perfect for a relaxing.



Bumble Lane is an all inclusive spa offering massages, mani-pedis and more. Shop the many luxury skincare brands that they have to offer. Massages and body wraps are among the many services to unwind for the perfect race weekend.



SHOP 'TIL YOU DROP



Looking for a new pair of shoes? **Head Over Heels**, located off of Corporate Boulevard has you covered. Search through their collections of shoes to find the right fit for your next outfit. Shopping with the girls? Pick out some new accessories for the tween in your life at **Tangerine**. From clothing to swimwear to loungewear, Tangerine is a one stop shop!

Stop by **Baubles by Bella Bella** for your next statement piece for your outfit. With a stunning selection of sparkles, and matching sets, you will walk away with a full bag here.

This “lovely” boutique will provide the top notch clothing for your next event. Browse the options at **Love** from gorgeous dresses, along with shoes and purses. Additionally, browse their wide selection of denim for your next perfect pair of jeans.

A children’s boutique with gifts as well, browse **Olly Olly** for all of the kids in your life. The seasonal options will ensure for a great look for your next event.





COFFEE

**LOOKING FOR THAT MORNING PICK ME UP?
THESE ARE THE “MUST-VISIT” PLACES!**

Coffee Call, located in Baton Rouge, Louisiana, is a cherished destination for coffee lovers and beignet enthusiasts alike. Since 1976, Coffee Call has been serving up freshly brewed coffee and hot, pillowy beignets, making it a local institution. Step into this cozy café and indulge in their signature café au lait paired with warm, powdered sugar-dusted beignets that melt in your mouth. With a nostalgic ambiance and friendly staff, Coffee Call offers a welcoming atmosphere for gatherings with friends or a peaceful moment alone. Whether you're starting your day or craving a delightful treat, Coffee Call is the perfect spot to satisfy your coffee and beignet cravings.

Inside the beautiful Willow Grove you can find **Rêve Coffee Lab** serving Baton Rouge a taste of what many in Lafayette have come to love. The café provides various methods of our roasted coffee. Whether it's through different pour over methods, different iced coffee methods, or dialed in on espresso in a milk beverage. While they have an emphasis on our coffee, they apply the same standard of excellence in the kitchen while they create pastries as well as assorted breakfast and lunch items in-house. Additionally, you can find craft cocktails, teas, and probiotic sodas to make the café experience a memorable one. Rêve Coffee Lab in Willow Grove is brewing the coffee with the same standard of excellence and precision they hold while adapting to a different culture and city.

Social Coffee is a community-oriented coffee shop located in Baton Rouge, Louisiana. With a mission to bring people together through great coffee, Social Coffee offers a warm and inviting atmosphere for patrons to connect and unwind. They pride themselves on serving specialty coffee made from ethically sourced beans and expertly brewed by their skilled baristas. Beyond coffee, their menu includes a variety of artisanal teas and delicious pastries. With a commitment to social responsibility, Social Coffee supports local organizations and aims to make a positive impact on the community. Whether you're seeking a caffeine fix or a friendly gathering spot, Social Coffee provides a welcoming environment for all.



City Roots is a neighborhood coffee roaster and café that specializes in small-batch roasting and handcrafted coffee beverages. City Roots exists for the love of coffee and the people who make it. City Roots is an immersion in the creativity, culture and craftsmanship that makes coffee special. It also doubles as a bar so make sure to enjoy their specialty cocktails, or craft beer. City Roots Baton Rouge is committed to showcasing the talents and flavors that make our city unique, contributing to the growth of our community.

CELEBRATE

Time to Toast!

The **Bengal Tap Room** is a vibrant and inviting gathering spot located in Baton Rouge, Louisiana. With its spirited atmosphere and extensive beer selection, Bengal Tap Room offers a lively experience for beer enthusiasts and socializing alike. Step into this welcoming establishment and discover a wide range of craft beers on tap, from local favorites to popular national and international brews. The friendly and knowledgeable staff are always ready to recommend the perfect beer to suit your taste. Whether you're catching up with friends, watching a game, or simply enjoying a pint in a lively setting, Bengal Tap Room is the ultimate destination for beer lovers in Baton Rouge.



Bengal Tap Room



The Bulldog

The Bulldog in Baton Rouge, LA, is a beloved neighborhood bar that offers an extensive selection of craft beers, delicious pub grub, and a lively atmosphere. With a vast array of beers on tap, including local brews and international favorites, The Bulldog caters to beer enthusiasts and those looking to discover new flavors. Whether you're a hophead or prefer a smooth stout, their knowledgeable staff can guide you to your perfect pint. The Bulldog's relaxed and inviting setting, makes it a go-to spot for gathering with friends, and indulging in tasty bites from their mouthwatering menu.

Visit **Mid-City Beer Garden** for a wide variety of your favorite drinks all in one place! Celebrating with your four-legged friend? Mid-City Beer Garden offers an inviting environment so make sure to bring them along. A post race brunch is never a bad idea, so check on their full food menu for some tasty choices! With food selections that are original to Louisiana, you will make sure to get a taste of the South here! Its unique atmosphere allows for a good time all the time. Make sure to ask about their Happy Hour deals.



Mid-City Beer Garden



Mid-City Beer Garden



Toekamo[®]

JUICY IPA

Double Dry Hopped

DOUBLE DRY HOPPED
to create an India Pale Ale
with fruity and intense
hop flavors and aromas.

6% ALC. BY VOL.



Get Inspired!

Told with suspense, vulnerability, and humor, **Outrunning Age** is the inspirational and relatable story of one woman's journey to overcome her biggest obstacle—herself—in the ultimate race to find courage, resilience, and self-acceptance.

★★★★★ "Outrunning Age is written with a vulnerability and compassion that draws you in." --JT

★★★★★ "This book serves up inspiration by the truckload." --Katherine B



THE TIRED BUT HAPPY AUTHOR AFTER COMPLETING HER FIRST HALF MARATHON AT THE 2019 LOUISIANA MARATHON-- THE RACE IS FEATURED IN THE BOOK!

Get your copy here!



Available on Amazon

RACE WEEKEND CHECKLIST

PRE-RACE

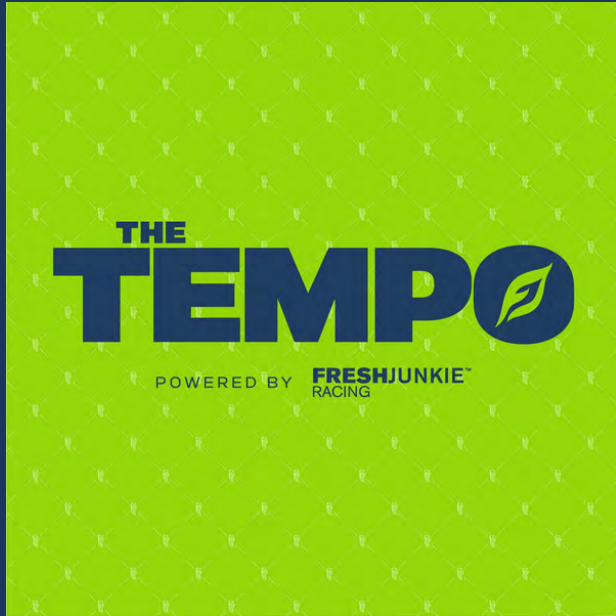
- ☐ Snacks
- ☐ Water Bottle
- ☐ Familiarize yourself with all the key locations in Baton Rouge
- ☐ A plan for Packet Pickup (Fri or Sat)
- ☐ Check the forecast
- ☐ Chargers
 - ☐ Phone
 - ☐ Watch
- ☐ Set race goals
- ☐ Listen to the Louisiana Marathon preview episode on The Tempo Podcast

RACE DAY

- ☐ Shoes
- ☐ Race Number
- ☐ Race belt or pins
- ☐ Singlet
- ☐ Shorts
- ☐ Sports Bra/Underwear
- ☐ Watch
- ☐ Anti-chafe
- ☐ Socks
- ☐ Hat/Visor
- ☐ Sunglasses
- ☐ Roll of toilet paper
- ☐ Hand sanitizer
- ☐ Sunblock
- ☐ Flipbelt
- ☐ Headlamp or flashlight
- ☐ Gels/nutrition

POST-RACE

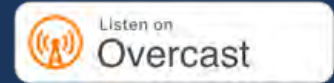
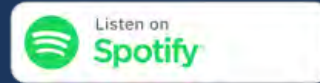
- ☐ Change of clothes
- ☐ Recovery sandals
- ☐ Recovery drink
- ☐ Towel
- ☐ Band-aids
- ☐ Subscribe to The Tempo Podcast to hear about all the other great races coming to you from FRESHJUNKIE Racing



Have you subscribed to The Tempo powered by FRESHJUNKIE Racing?

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Stay in the know and up to date every Tempo Tuesday by subscribing on Spotify or wherever you listen to podcasts.



The next edition of RACECATION will feature the War Eagle Run Fest and everything there is to do in Auburn, Alabama. Dropping in February!



WAR EAGLE RUN FEST
FEBRUARY 18