

FOR IMMEDIATE RELEASE:

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SMOKIN' JOE'S TRUE-BLUE TEXAS BARBECUE – "PULLED PORK BBQ" ATOP A FRESH BAKED, LIGHT & CRISPY BELGIAN WAFFLE IS ON ITS WAY!

A quote from an Eric Asimov 1999 NY Times review read: *"NEW YORKERS' interest in Belgian foods centers on three things: beer, mussels and fried potatoes".*

Well, we have news for the esteemed Mr. Asimov... that 1999 list of New Yorker friendly Belgian foods has grown... the missing fourth Musketeer "Belgian Waffles", has made the scene.

And who, with Truth, Justice and the Belgian way has been designated to spread the gospel? Why it is none-other than **Thomas DeGeest** of course, former IBM consultant and self-appointed emissary from the Belgian Ministry of Culinary Affairs.

Founded in 2007 by DeGeest, a native of Belgium who missed eating the tasty snacks he remembered so fondly from his youth, **Wafels & Dinges** (Dinges = "Things" or "*Whatchamecallits*", in Flemish) makes authentic Belgian and Liège waffles. Starting with his big yellow truck on the streets of New York City, the business has expanded into catering and just recently began offering it's wares through outlets like The Bean Coffee & Tea in NY City, the Surf Shack in Amagansett, NY, and at Rockn' Joe Coffeehouse & Bistros in Cranford and Westfield, NJ.

Then, one fateful day when the moon was in the Seventh House and Jupiter aligned with Mars, guess whose paths crossed? Why it was none-other than **Smokin' Joe Mizrahi**, entrepreneur and owner of the critically acclaimed BBQ catering company **Smokin' Joe's True-Blue Texas Barbecue, Inc. (SmokinJoesBBQ.com)** who came upon Mr. DeGeest and said:

Surely you've heard of the soul food favorite...***Waffles & Fried Chicken*** and how that was such *"A Perfect Marriage!"*

*Why not ...**Slow-smoked, tender, Pulled Pork BBQ, atop a fresh baked Light and Crispy Waffle, dollop of crisp-crunchy slaw, dash of tangy-sweet BBQ Sauce and crowned with a Cherry Red Kool-icle... Now that's – "A Marriage Made in Heaven!"***

With the huge growth in popularity of *Wafels & Dinges*, their menu too will be growing. This unique, one of a kind American-Belgian combination will be hitting the streets of New York beginning mid-October. The addition of the savory '**Smokin' Joe's Pulled Pork BBQ Wafel**' (\$8.00) offers on-the-go New Yorkers a satisfying lunch at a reasonable price. *"You can't get this kind of fusion cuisine anywhere else – especially from a truck,"* says DeGeest.

Look for the "Big Yellow Truck" and prepare your taste buds to contain themselves as you wrap your mouth 'round one of these beauties. The gourmet waffle truck also has solidified its Midtown schedule with weekly stops on 45th, 51st and 27th street. *Wafels & Dinges* was a trend-setter by providing real-time location updates through Twitter ("waffletruck") and their hot-wafel-line (1-866-429-7329), where they share the daily password to get a free topping.

One last warning...You'd better flip-up-your-tie and roll-up-your-sleeves! But don't worry if you forget, extra napkins will be available to catch the juices as they pass from your lips, to your hands and on down your arms.

- More -

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