

For a Mardi Gras without parades, king cake is one tradition New Orleans won't give up

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Chief Business Development Officer **Heather Morse** was quoted in an article from the Times Picayune/New Orleans Advocate relating to ways New Orleanians are celebrating a non-traditional Mardi Gras.

King cakes have also worked their way into some New Orleans business customs. For instance, the New Orleans-based law firm McGlinchey Stafford has 15 offices across the country, and at Carnival it always sends clients a taste of its local roots with king cake deliveries.

"We knew we had to do it again but we had to re-imagine it," said Heather Morse, the firm's chief business development officer. "We know a lot of people are working at home this year, and even at offices there are lots of new rules for food sharing."

So the firm's supplier, Marguerite's Cakes in Slidell, made batches of mini king cakes and the firm worked the phones to see if they should go to offices or home address. The firm shipped some 1,300 king cakes from Marguerite's, and racked up some valuable client time as well.

"Our attorneys said these calls were the best way to start a conversation with a client," Morse said.

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Heather Morse