

# METRO



## Famous lobster truck launches new concept

Cousins Fried Seafood, a new food truck from the owners of Cousins Maine Lobster, debuted as a concept in Louisville on May 16. PHOTOS BY AMANDA HANCOCK/COURIER JOURNAL

### First Cousins Fried Seafood rolls into Louisville

Amanda Hancock | Louisville Courier Journal | USA TODAY NETWORK

If you've heard of Cousins Maine Lobster, the famous roving lobster joint seen on "Shark Tank" and Food Network, you'll want to meet the food truck's first sibling. • The new concept, Cousins Fried Seafood, launched May 16 and is a New England-style seafood shack on wheels, selling haddock, shrimp, scallops, clams and fish sandwiches fried and hand-breaded to order from a light blue vehicle that's already drawing attention wherever those wheels park in Kentucky. • While Cousins Maine Lobster has swelled up to nearly 100 food trucks across the country, owner Jim Tselikis, who started the Cousins Maine Lobster powerhouse with his second cousin Sabin Lomac in 2012, said he had only one city in mind for the launch of Cousins Fried Seafood: Louisville.

Louisville is one of Cousins Maine Lobster's few corporate markets, meaning Tselikis and Lomac own the black and red truck that's been rolling around the state of Kentucky since September 2024. Most of the company's other lobster trucks are franchised.

"We've had a great reception to lobster there and we thought people would really appreciate fried food," Tselikis told The Courier Journal. "We thought we could test it and we would get a real feel for how this concept works in Louisville and then we'll be able to bring it to the masses and

franchise the concept."

Tselikis, who lives in Boston, has also picked up on the hype in Louisville around fried fish and saw the interest first hand when attending Cousin Fried Seafood's grand opening on May 16.

Attendees offered some praise, telling Tselikis that "the quality was high."

"They really talked about the breading itself, like it's not too thick," he said. "You've got a great amount of the actual fish and the protein in here. That made me feel good because, we spent a lot of time on that. We didn't just say, 'Well, we're just

gonna do something off the shelf' "

The breading recipe could be what floats Cousins Fried Seafood to the top, as the proprietary mixture took about half a year to perfect and was produced in Massachusetts.

"We spent a lot of time working on it back and forth tinkering with the herbs, the blend, the spices, the consistency of it," Tselikis said. "We weren't looking for something that I get for my daughter, the little fish sticks at the grocery store."

They were looking for a "wow factor."

The menu, akin to Cousins Maine Lobster, is simple, built around that fried breading and offers less than a dozen items, including seafood platters of fried haddock, split Maine lobster tails, and scallops. The platters are served with crinkle cut fries, coleslaw, and house-made sauces.

Other menu items, inspired by their grandpa John, include "The Cousins' Famous Fried Fish Sandwich," which can be ordered "Jim's Way" or "Sabin's Way." Those sandwiches come in on the low end at \$16 on the menu.

"It was favorite thing as a kid growing up and something I still eat once a week," Tselikis said of the sandwich. "To me, that's a warming, hearty, filling meal."

His "way" includes tartar sauce, crunchy lettuce, tomato, and melted Havarti cheese, whereas "Sabin's Way" is a sandwich topped with American cheese, tartar sauce and pickles. Both are served between Brioche bread.

Of course, Tselikis would tell you his fish sandwich version surmounts.

"There's no question about that," he said.

But, Kentuckians win by getting to try both takes, if they want, before anyone else in the country.

"You can try both," Tselikis said. "We just know you'll choose mine."

Want to follow along where Cousins Fried Seafood is popping in Louisville and Kentucky? Visit [cousinsfriedseafood.com](http://cousinsfriedseafood.com) or [facebook.com/cousinsfriedseafood](https://facebook.com/cousinsfriedseafood) for details on scheduled pop-ups.

We featured Cousins Fried Seafood in the latest installment of our series, "Best Thing I Ate This Week." You can follow along by visiting [Instagram.com/courierjournal](https://instagram.com/courierjournal).

Reach food and dining reporter Amanda Hancock at [ahancock@courier-journal.com](mailto:ahancock@courier-journal.com).

## Bats to bring back Nothing Night for 2nd time this season

Leo Bertucci | Louisville Courier Journal | USA TODAY NETWORK

After its first Nothing Night at Louisville Slugger Field May 12 went viral on social media, officials for the Louisville Bats announced the promotion will return in the summer.

Nothing Night, in which the Bats refrain from blasting pop music, reading ads from sponsors and hosting in-game entertainment, other than the playing of an organ, is set to return to Slugger Field for the July 8 game against the Omaha Storm Chasers, officials announced May 18. The "widespread national attention and the overwhelming fan response" from the previous Nothing Night prompted team officials to add another event to the schedule, Bats spokesperson Aaron Chervis said in a statement.

The July 8 edition of Nothing Night will also feature discounted tickets for as low as \$4 per person in the LG&E



Nothing Night, a popular promotion among Louisville Bats fans, is set to return to Louisville Slugger Field on July 8. PROVIDED BY DAVID SUTHERLAND/LOUISVILLE BATS

Power Alley in left field. Team officials also announced \$2 popcorn and 16-ounce sodas for the game and \$4 hot dogs at concession stands throughout

the ballpark. First pitch is scheduled for 6:35 p.m.

After ads for the May 12 Nothing Night were posted to the Bats' social

media channels, several sports media outlets highlighted the event, including ESPN, The Athletic and Front Office Sports. A video produced by the Bats showing the scenes of Nothing Night later appeared on Major League Baseball's social pages.

"We planned on this being a fun idea for one game," Bats President Greg Gaiette said in a statement from the club. "But after the positive reaction that Nothing Night received, we wanted to give fans another chance to experience a one-of-a-kind night at the ballpark."

Bats officials first put on a Nothing Night in 2023 and have hosted the promotion each year since, according to a news release for the July 8 event.

July 8 is also Senior Night at Slugger Field, meaning tickets for guests 55 and older are available at half-price. Seniors are also invited to stroll around the bases following the game.

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