

New York Times story features local residents, draws interest in Marshall's Biscuits and Sister Shubert's

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(Press-Register/Mike Kittrell) Thomas Johnson of Marshall's Biscuits, displays some of the company's brown and serve rolls and biscuits on Thursday, Nov. 13, 2003, in Saraland, Ala.

MOBILE, Ala. -- A New York Times story on Marshall's Biscuits, which are produced in Saraland, Ala., has prompted national interest in the biscuits and another Alabama-born product, Sister Shubert's rolls.

Both products started out in Alabama and are now distributed nationally at Wal-Marts, Sam's and other outlets.

The New York Times story begins:

MOBILE, Ala. -- AFTER his wife died in 1989, R. L. Constantine, an insurance agent in this Gulf Coast port town, had to fend for himself.

"Marshall's biscuits pretty much saved me during my widower years," he said one morning, not long after he pulled a browned tin of buttermilk biscuits from his oven. "Those little freezer biscuits, made right here, held me over until I met my new wife."

"Libba is a crackerjack cook," Mr. Constantine, a fourth-generation Mobilian, said of the woman he married in 2003, "and I've learned how, too. But we're sticking with Marshall's. We can't do biscuits any better."

In another corner of the South, Shana Campbell Jones, a 37-year-old environmental lawyer in Norfolk, Va., made a freezer-case confession.

"I believe in Sister Schubert," Ms. Jones said of the brand of frozen yeast rolls she serves at chicken-and-dressing-style family dinners that recall her Deep South youth. "I was raised to bake, but I don't feel too guilty about using her yeast rolls. I liked them before I even knew she's from Alabama, like my grandmother."

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