

in the city

Eats

VOL.1

Top
10

Atlanta's Best
Brunch of the
Year



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Owners of Binky's
& Betty Sue's

BRYANT "CHEF BAUL"
& *Wife*
DANIELLA WILLIAMS



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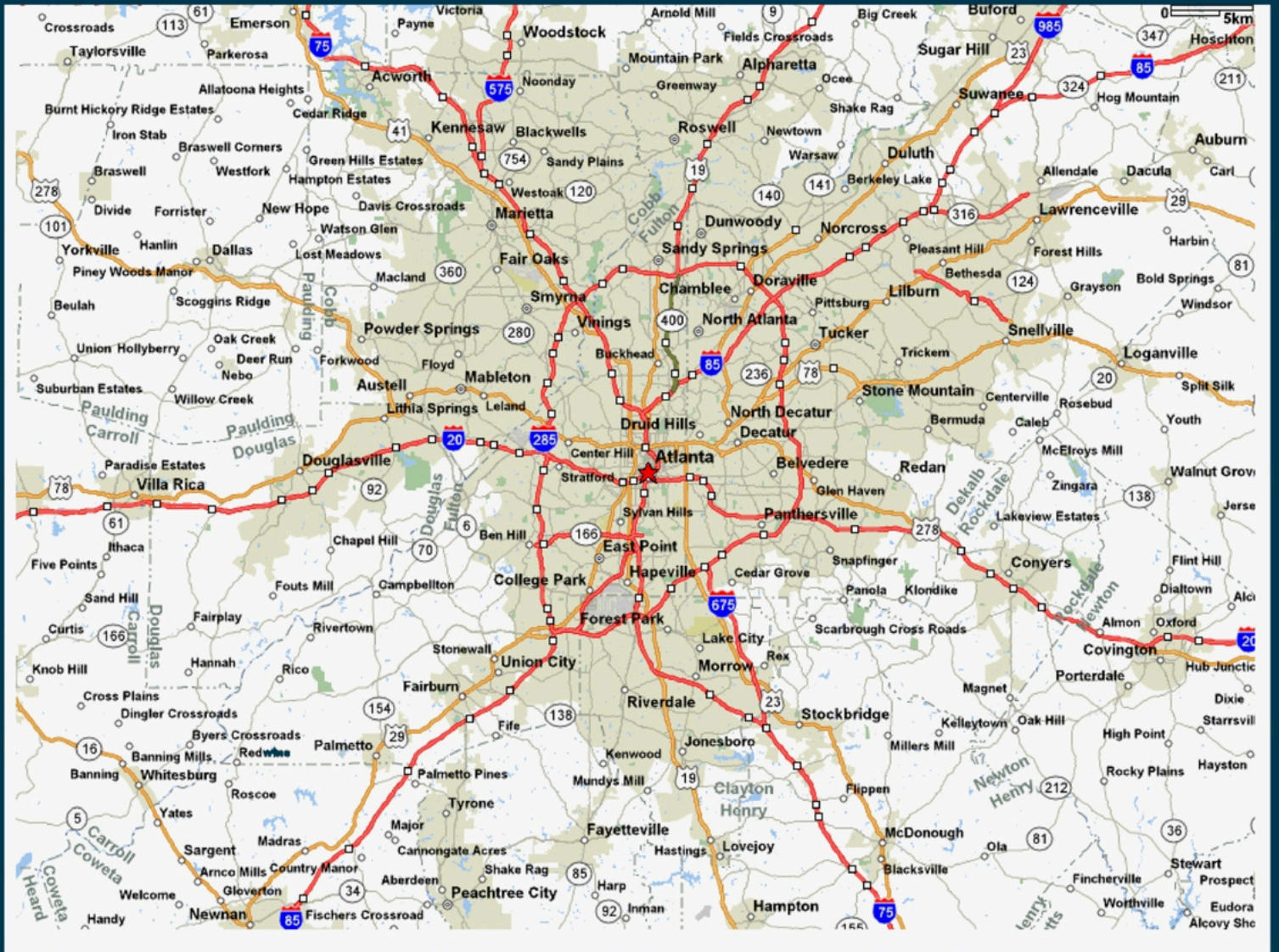
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CHEF DANIELLA
BAUL & WILLIAMS
Atlanta's Culinary Power Couple
Redefining Soul Food 

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WHERE CULTURE, MUSIC, AND FOOD BLEND

In the heart of Atlanta, where culture, music, and food blend seamlessly, one couple is making waves with their flavorful take on Southern cuisine. Chef Bryant “Baul” Williams and his wife, Daniella Williams, are not just cooking—they’re creating a movement, bringing the soul of the South to every plate they serve.

Chef Baul’s culinary journey started in the Bankhead neighborhood of Atlanta, where his grandmother, Betty Sue, taught him the art of soulful, home-cooked meals. Inspired by the bold flavors of his childhood, he turned his passion into a career that led him to cook for some of hip-hop’s biggest stars, including Lil Baby, Migos, Cardi B, and 2 Chainz.



But for Chef Baul, cooking wasn’t just about serving celebrities—it was about bringing those same flavors to the community that raised him. That’s where his wife, Daniella, comes in. A Miami native with a sharp business mind, she saw the potential to turn Chef Baul’s talent into something much bigger.

Together, they’ve built an empire rooted in love, culture, and good food.

In 2023, Chef Baul and Daniella opened Binky’s, a popular spot in downtown Atlanta named after Baul’s late father. With a menu featuring fall-off-the-bone turkey wings, tender oxtails, collard greens slow-cooked to perfection, and his famous baked mac and cheese, Binky’s quickly became a local favorite. At Binky’s, every dish tells a story of Southern tradition, resilience, and a deep love for food that warms the soul. Whether you’re a longtime Atlantan or just passing through, a bite from Binky’s feels like home.

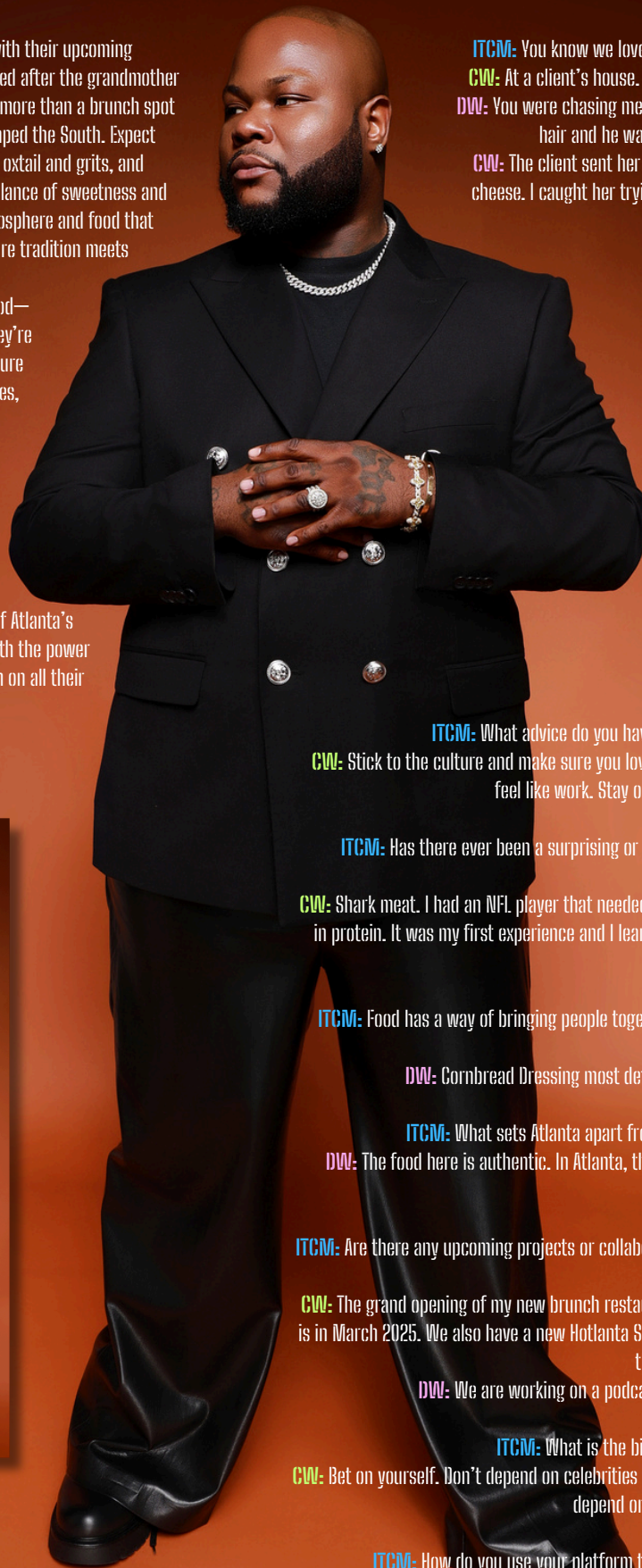
GET TO KNOW OUR COVER STARS

Now, the Williamses are taking things to the next level with their upcoming restaurant, Betty Sue's, set to open in March 2025. Named after the grandmother who sparked Chef Baul's love for cooking, Betty Sue's is more than a brunch spot—it's a tribute to family, legacy, and the flavors that shaped the South. Expect Fruity Pebbles waffles, crispy salmon croquettes, tender oxtail and grits, and Baul's signature Hotlanta Hot Honey Sauce—a perfect balance of sweetness and heat that embodies Atlanta's energy. With a vibrant atmosphere and food that hits every nostalgic note, Betty Sue's will be a place where tradition meets creativity. What sets

Chef Baul and Daniella apart isn't just their incredible food—it's their vision. They're not just building restaurants; they're building a legacy. Through their food, they celebrate culture and create spaces where people can gather, share stories, and experience the true essence of Southern hospitality.

From launching their line of sauces and seasonings to mentoring young chefs, this couple is proving that food is more than just nourishment—it's history, it's love, and it's a way to bring people together.

So, if you're in the city, do yourself a favor—grab a plate, savor every bite, and experience firsthand why Chef Baul and Daniella Williams are the new souls of Atlanta's food culture. We had the utmost pleasure to sit down with the power couple to discuss upcoming projects and commend them on all their success and achievements!



ITCM: You know we love a good love story. How did you guys meet?

CW: At a client's house. She kept coming downstairs spying on me.

DW: You were chasing me, boy! A celebrity client flew me in to do her hair and he was there in her kitchen preparing her meals.

CW: The client sent her downstairs to see how I make my Mac and cheese. I caught her trying to record me. Now she makes it just like me. **DW:** Yep I make it just like you now.

ITCM: What advice do you have for young chefs and food entrepreneurs?

CW: Stick to the culture and make sure you love it. If you love it, it will be fun and it won't feel like work. Stay original and most of all keep the faith in God.

ITCM: Has there ever been a surprising or unusual request from a celebrity client that pushed your creativity to the next level?

CW: Shark meat. I had an NFL player that needed a high-protein diet and shark meat is high in protein. It was my first experience and I learned you have to soak shark in buttermilk to kill the strong odor.

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ITCM: Food has a way of bringing people together. What's one meal that you think unites cultures?

DW: Cornbread Dressing most definitely. Everybody loves it from all cultures.

ITCM: What sets Atlanta apart from other major culinary cities like NY or LA?

DW: The food here is authentic. In Atlanta, the food tastes like recipes from somebody's great-grandma.

ITCM: Are there any upcoming projects or collaborations you're excited about that your fans should know?

CW: The grand opening of my new brunch restaurant named after my grandma, Betty Sue's is in March 2025. We also have a new Hotlanta Sauce coming out and it's a Hot Honey Sauce that can be purchased online or in the store.

DW: We are working on a podcast where couples will be cooking together.

ITCM: What is the biggest lesson you've learned in your career?

CW: Bet on yourself. Don't depend on celebrities or anyone to get you to the next level. Don't depend on anyone more than God. Believe in yourself.

ITCM: How do you use your platform to inspire and give back to your community?

CW: We feed the homeless often but never broadcast that. I also hire those who can't afford to feed themselves and allow them to eat at Binky's for free.

the dessert week

BY: SHAQUIN THOMAS @SOULTOTABLECATERING

Peach Cobbler itself is a hearty delight, but make it a Peach Cobbler Cupcake and you definitely have a sugary fantasy come true!

You can't buy happiness but you can buy chocolate. One simple phrase: German Chocolate Oreo Cake- say that three times fast or just simply eat it a slice and enjoy!

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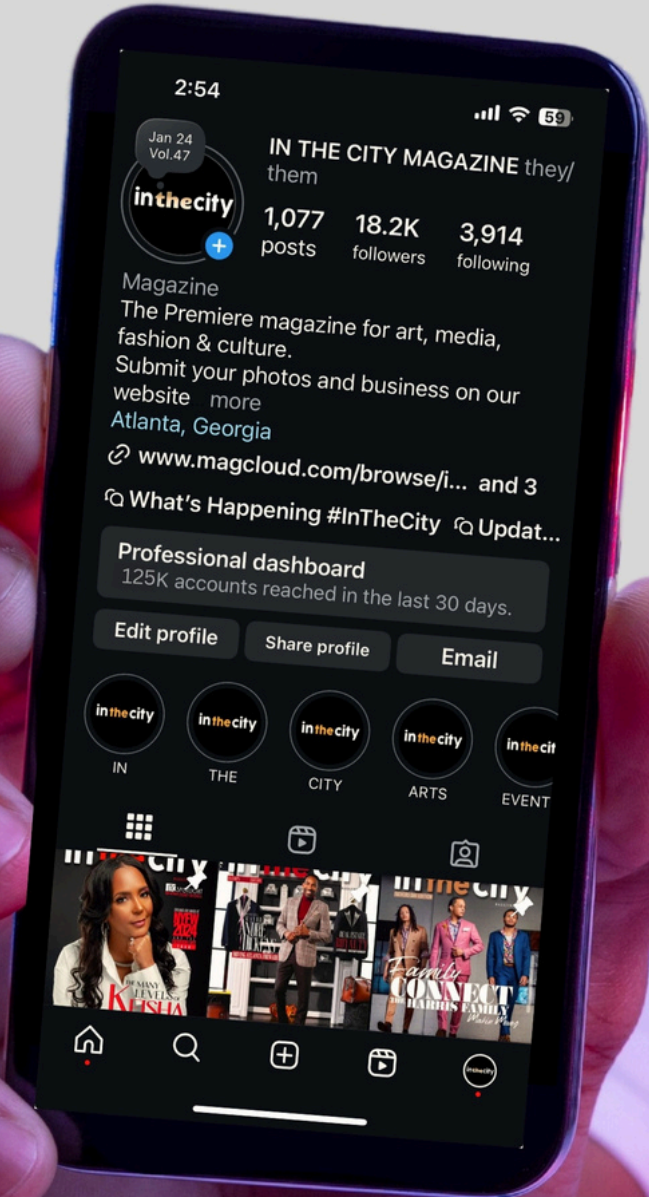

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