

Written by BY TERRY MATHEWS, News-Telegram Arts Editor
Monday, 14 January 2013 12:05



Chef Johnny Morgan spent several years studying culinary arts and working in Dallas before coming home to Hopkins County. Morgan is the executive chef at Jacky's Pub in Land's End at Lake Fork.

"While I was in school at the Art Institute, I worked every job I could," Morgan said during a break in service Friday night. "I worked for Stephen Pyles and other chefs and I put my name in for every catering event I could."

Morgan wanted to be exposed to all aspects of the food business, from kitchen to catering. He worked with Chef Michael Scott at the Northwood Country Club, along with a private catering chef who had helped Dean Fearing open The Mansion, one of Dallas' finest restaurants. His hard work has paid off. For the past two years, he's been working at Jacky's Pub. For a year, he's been in charge of the kitchen and wait staff.

Morgan became interested in cooking after spending a lot of time in the kitchen with his mother and grandmother. And, he watched television's first celebrity chef, Justin Wilson.



Jacky's Pub is named in honor of Jacky D. Cupit, who was born and raised in Longview.

According to Wikipedia, Cupit attended the University of Houston and was a member of the golf team, earning All-American honors and turning pro in 1960.

Cupit played on the PGA Tour from 1961 to 1973 and had four victories during that phase of his career. His first win came at the 1961 Canadian Open. He won the PGA's Rookie of the Year award in 1961.

After reaching the age of 50 in 1988, Cupit played part-time on the Senior PGA Tour.

Cupit is the Golf Professional Emeritus at the Links.

Because of the pub's remote location, Morgan knows it's important to cultivate regulars – guests who are willing to make the trek through the woods and over several narrow county roads to enjoy a meal.

"Our return rate is really high," Morgan, who attended public school at North Hopkins and Sulphur Springs, said. "Once they come, they continue to come."

Morgan relies on fresh ingredients, attentive service and reasonable prices to bring guests back to his tables.

"Our most popular items are the prime rib and hand cut filet and rib eye steaks," he noted. "But, coming in a strong second is our new Saturday night fish fry."

It's all good at Jacky's Pub on Lake Fork - Relaxed atmosphere, attention to detail make up for remote location

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