

Zingdish!

the inside scoop on all sorts of
flavorful events around the Zingerman's
community of businesses

Zingerman's
DELICATESSEN

422 Detroit Street, Ann Arbor MI 48104
Deli: 734.663.3354 (DELI)
Next Door: 734.663.5282 (JAVA)



Deli Tastings and Events

All of our tastings are hosted at Zingerman's
Events on Fourth at 415 N. Fifth Street in
Kerrytown Market and Shops

Cheesemonger's Choice

A guided tasting of cheesemonger's favorites and
benefit for the Daphne Zepos Teaching Award

www.facebook.com/DaphneZeposTeachingAward

Wednesday, March 6 • 7pm • \$30/person
at Zingerman's Events on Fourth

Join us for an evening with a group of amazing cheesemongers, a veritable who's who of the cheese world from the USA and England — who just all happen to be in Ann Arbor on this one day of the year. Each monger will pick one cheese they love most of all. They'll lead us on a guided tasting and tell everything they know about it — at least what can fit in 15 or 20 minutes! Special guests include Jason Hinds, a two decade veteran cheesemonger from Neal's Yard Dairy in London. Some wine included, then a cash bar for wine and beer is open all evening. Drink, eat cheese, hear some great stories and meet some great people!

This tasting honors the life work and memory of longtime friend and cheesemonger, Daphne Zepos. All proceeds go to the Daphne Zepos Teaching Award, an annual scholarship for aspiring cheese professionals. Additional donations for the DZTA are accepted and appreciated. You can learn more and donate online at <http://www.firstgiving.com/fundraiser/ACEF/daphnezeposteachingaward>

St. Patrick's Day Corned Beef & Cabbage

Sunday, March 17 • 11am-7pm
at Zingerman's Delicatessen

We're serving up a hearty plate of traditional Irish fare — hand-sliced Zingerman's corned beef (with a side of our extraordinary hot mustard), potatoes, carrots and cabbage, and a wedge of Zingerman's Bakehouse Irish Soda Bread with farm butter. Join us for your meal here or call ahead for carryout! \$15.99/plate

Celebrating 31 years with Ari Weinzwieg

Wednesday, April 3 • 6:30-8:30pm
\$45/person at Zingerman's Events on 4th

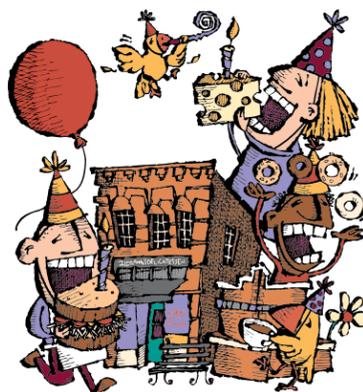
This will be an evening of storytelling and eating. We will sample an array of sandwiches, cheeses, oils, vinegars etc, all products that have been staples at the deli for all these years. We will hear the stories behind them and some deli stories. Oh, and of course there will be some surprises of deliciousness. As always these sell out fast. So come and join us.

St. Patrick's Day

POP IN

Thursday, March 14 • 5pm-9:30pm
415 N. Fifth Ave in Kerrytown

register for Pop-in announcements at
www.zingermansdeli.com



ZingTRAIN
Zingerman's Training Incorporated

734.930.1919 • 3728 Plaza Dr.

Banish the image of sterile banquet rooms, bad coffee and uninspired PowerPoint presentations. Our seminars, workshops, and other offerings are held in a dedicated training space on Zingerman's Southside surrounded by full-flavored, traditionally made food and lots of out-of-the-box ideas on how we run our organization.

"This was easily the best money I have spent on training." — John Clark, Director of Bakery Operations, Harps Stores, Springdale, AR

www.zingtrain.com

Creating a Vision of Greatness

Thu-Fri, Mar 14-15 • 8am-4pm

We believe that writing a vision of success for your business — and yourself — is the necessary first step towards achieving success. We're such strong believers in the Visioning process that we use it throughout Zingerman's. Not just for our long-term organizational vision (you can download Zingerman's 2020 Vision as a pdf) but for any organizational change project — small or large. We'll discuss the power and pitfalls of choosing a non-traditional path and provide plenty of time for you to work on documenting a vision of greatness for your organization.

Leading with Zing!

Mon-Tue, Apr 8-9 • 8am-4pm

At Zingerman's, we shake up the old approaches with wackily sound ways to manage an organization. We share concepts like Servant Leadership (where the bosses serve the staff); the power of Visioning (where you actually figure out what you want your organization to look like before you write the strategic plan); Bottom-Line Change® (our very workable recipe for organizational change that gets people at every level of the company helping to make change happen); and Stewardship (questioning the traditional relationship between power and authority).

Zingerman's
roadhouse

Roadhouse Special Dinners are multi-course family-style affairs with a little history and a LOT of food featuring writers, chefs, authors and more from our own community and all around the country.

THE BALLYMALOE IRISH FARM DINNER

Tuesday, March 1 • 7-10pm • \$50/person

"When you step through the little wooden side gate and into the courtyard of Ballymaloe Cookery School you enter a different world. A world where the whole emphasis is on food - growing it, preparing it, cooking it, eating it and, crucially, enjoying it."

The Ballymaloe Cookery School in County Cork, Ireland is the only culinary school in the world to be located in the middle of its own 100 acre organic farm. They believe in sustainable use of resources, using seasonal produce, cooking with the finest and freshest ingredients, eating local whenever possible and making cooking and eating fun. Chef Alex and the Roadhouse have been long time admirers of the Ballymaloe Cookery School and its owner, Darina Allen, Ireland's best-known chef. Creating a menu prepared the way it would be at Ballymaloe, Chef Alex will honor this long-time Irish institution with a traditional Irish farm dinner at the Roadhouse.



8TH ANNUAL JEWISH DINNER: CELEBRATING JEWISH IRAQI CUISINE

Tuesday, April 16 • 7-10pm • \$45

In the mid-1900s a large majority of Iraq's Jewish population faced persecution and were forced to leave their homeland. Many sought refuge in Israel, where the traditions of Iraqi-Jewish foods are their only remaining legacy and ties to their former country. Recipes are passed down through generations to help preserve their heritage and to continue their rich traditions.

One such recipe is *kubbeh*, a meat dumpling popular to the Iraqi Jewish community. Made from lamb, beef, chicken or fish, these dumplings are served in a sour, tangy soup called *hamousta*, which can be made from okra, eggplant, squash, zucchini, garlic or beets. Chef Alex will make a Roadhouse version of *kubbeh* along with many other traditional foods, doing our part to preserve the rich tradition of the Iraqi Jewish cuisine.



For reservations to all events stop by 2501 Jackson Ave. or call 734.663.3663 (FOOD) or online at www.zingermansroadhouse.com

BAKE!
Zingerman's BAKEHOUSE

Hands-On Baking Classes

3723 Plaza Drive • 734.761.7255

Chocolate Treats

Wednesday, March 27 • 5:30-9:30pm • \$125/person
Learn our newest hit, the Mississippi Mud Pie. It's full of new techniques to learn: a new brownie recipe, soft chocolate ganache and toasted meringue! For a daily chocolate fix to nibble on, we'll teach you our Triple Trouble Chocolate Cookies. They're an insider favorite at the Bakehouse and dangerously good.

Marshmallows & Graham Crackers

Sunday, April 13 • 8am-12pm • \$100/person
Bake up our gingery version of these whole-wheat cookies and hand-made chocolate marshmallows. Join us for this fun class and increase the flavor of your s'mores by 100%.



Wholey Whole Grain Breads

Sunday, April 21 • 1-5pm • \$100/person
We all know that whole grains can be good for us but that's not the only reason to eat them. With the right recipes and techniques they can taste great too. We'll teach you to make our country wheat bread, whole-grain rye bread, and masterful multi-grain bread.

Check out the full schedule & register for classes at
www.bakewithzing.com

Zingerman's
COFFEE
COMPANY

3723 Plaza Drive
734.929.6060

"Second Saturday" Tour!

March 9 & April 13 • 11am-noon • FREE!

Join us monthly for an open-to-the-public, no-reservation-required event. Sit down with Coffee Company managing partners Allen and Steve to tour their facility and learn about coffee — where it's grown, how it's sourced, and how it's roasted. Finally, learn how to discern the subtle distinctions among the world's finest coffees as you sample some new offerings and some old favorites, brewed using a variety of techniques.

Home Espresso Workshop

March 3 • 1-3pm • \$30/seat

Get the most out of your home espresso machine. Learn more about what goes into making a cafe quality espresso. We will start with an overview of the "4 Ms" of making espresso, followed by tasting, demonstrations, and some hands-on practice. We will also cover some machine maintenance basics as time allows. This is a very interactive workshop and seating is limited to six people.

Brewing Methods Class

March 24 • 1-3pm • \$20/seat

April 7 • 1-3pm • \$20/seat

Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to siphon pot. We will take a single coffee and brew it 6 to 8 different ways, each producing a unique taste. We'll learn the proper proportions and technique for each and discuss the merits and differences of each style.

Comparative Cupping Class

April 21 • 1-3pm • \$20/seat

Sample coffees from the Africa, Central and South Americas, and the Asian Pacific. We will taste and evaluate these coffees using the techniques and tools used by professional tasters. This is an eye-opening tour of the world of coffee.



PROFESSIONS OF AN ANCHOVY LOVER

The food world today is filled with some seriously glamorous subjects; for openers, Bacon, of course, is as big it gets. Balsamic vinegar (the real stuff of course), bean to bar varietal chocolate, extra virgin olive oil, farmhouse cheese, sustainably grown produce, and grass-fed beef are all high on "What's Hot" lists. Lest I forget, everyone (for good reason) loves local. And seasonal, (as it should be), is the shit.

On the other hand there are anchovies. I personally love eating them, but unlike all these others, anchovies are anything but universally loved. In fact, they're often actually hated. Getting anchovy lovers and haters to a shared understanding is not likely to happen in my lifetime, and I feel bad about it. Because of their bad rap and the profusion of subpar product in the market place, anchovies have been unfairly maligned and inappropriately excluded from far too many people's every day eating. Sadly the anchovy's wonderful flavor and culinary complexity is lost to the average, disinterested observer. One experience with bad anchovies sets the stereotype in emotional cement—"I knew I wasn't going to like these!" and "Sure enough, they suck" are comments that are all too common. Mostly anchovies are assigned blame, nearly always unfairly, for ruining what their detractors are sure would otherwise have been a good meal.

I'm ready to work to open people's minds, to prove anchovies' worth to those who long ago wrote them completely out of what's possible in their cooking. While there are of course, some bad anchovies out there, there are also a wide range of really good ones that often go unnoticed. Anchovies, like people, are a complex lot, with a deep diversity of flavors and wide range differences from one end of the quality spectrum to the other. But one isolated bad anchovy served on a low-end salad bar backs up the stereotype people have heard for so long—millions of men and women reject anchovies without ever really getting to know them.

At least I know I'm not alone in my assessment of the situation. My friend Tamar Adler, whose writing makes me both think and smile at the same time, says in her very excellent book, *The Everlasting Meal*, that, "Anchovies divide us into lovers and fighters. No one is neutral. The little fish," she explains, "elicit wistful gazes from their adorers—if you love them you wonder when you will get your next one—and shudders from objectors, far more numerous, who can't fathom the injustice of ever having to see one of the nasty things again."

I, like Tamar, take issue with the indignation so many, otherwise upstanding, food-centric citizens direct at the little fish I love so dearly. I love anchovies. I don't mean "like." My affection for anchovies is much bigger than that. They're a big part of my life—I live with them. I eat them and cook with them regularly. I dedicate many a meal to them and they're often the highlight of my evening's eating. Because of which, I'm glad to take on the challenge of at least opening, if not ultimately

changing, a few minds. As Tamar tells it, anchovies "... are not all universally loved, but few powerful things are." Rather than fighting that power, both Tamar and I would argue, the idea is to embrace it. Anchovies can help you achieve some pretty amazing things in the kitchen, and are one of the easiest ways I know to make full flavored traditional healthy food in a matter of a few minutes.

affirmative anchovy action

If you, too, are already an anchovy lover then you're probably pretty familiar with the concept of keeping one's fervor for these little fish on the QT. Being into anchovies isn't generally something one gets a whole lot of social support for. Declaring my affections usually means that I have to hear that all too familiar "Ooh, gross! I hate anchovies!"

Why are so Americans so down on anchovies? The answer is actually rather simple—most Americans have never had a good one. Probably 97 percent of what people served on pizzas and the like are downright dreadful. "Barely edible" might be overly generous; the salty, nasty, screwed up eyes and scrunched up noses happened for a reason—lousy fish, set too long in ship's holds on the docks, then heavily salted to hide their inherent instability, just don't taste good. Sealing up subpar stuff in stylish tins doesn't take away the bad taste.

Without getting too political on anyone, maybe we need to initiate a bit of affirmative anchovy action. We can turn things around—there's a whole lot more to anchovies than the standard stuff being served in subpar pizza places. It's time, I would argue, to let go of those outdated prejudices and get to know good anchovies. To appreciate the artisan offerings, the carefully crafted offerings, made from super-fresh fish and cured almost exactly as their ancestors were a few thousand years ago. To savor the flavor of the sea, the rich, meaty, slightly salty (a good anchovy will never overwhelm with salt right off), full flavor that makes them so marvelous.

When it comes right down to it, learning to love anchovies could be one of the quickest and easiest ways there is to improve the flavor of your food. Given the choice, for life, to get as much caviar as I wanted for free, or the same offer on outstanding anchovies, there's no question in my mind that I'd opt for the anchovies. I mean I like caviar and all. But while I can appreciate a nice ounce of osetra on some special occasion, the reality is that I'd pretty happily eat anchovies almost every day.

Great anchovies, I've come to believe, could be classed as the bacon of the fish world—their small size belies their BIG flavor, and once you get to know them at their best, they too make almost everything around them better. For me, the culinary thrill is two fold:

A) Anchovies are outstanding fast food. Basically they're ready to eat as they are when you take them out of the tin. You can add them to sandwiches, salads, sauces and pasta dishes with a minimal amount of aggravation and a maximal flavor return on your investment. A sandwich of fresh mozzarella, good anchovies and some extra virgin olive oil, with a sea salt and freshly ground black pepper on a good, thick slice of toasted country bread is pretty terrific. When the tomatoes are in season try the Catalan classic is *Pa Amb Tomaquet*—toast rubbed with garlic and tomato then topped with olive oil and anchovies. Add a little aged sherry vinegar and you'll take things even higher. This time of year I skip the tomatoes and let anchovies have center stage. The same dish is superb if you sub out sherry vinegar for the amazingly delicious La Casetta vinegar from Joseph Winery in Australia.

One of my favorite "I'm almost too tired to cook" dinners is simply spaghetti tossed with good anchovies, good olive oil, a few chopped roasted peppers or some sautéed greens and a little Parmesan or Pecorino. Add them to salad and you can elevate an already good meal to quiet excellence. Open a can of really good beans, heat them up gently, add some good anchovies and chopped fresh arugula, spinach or parsley, some red pepper flakes and a bit of crumbled feta and you have a first class meal in minutes. Top it with a gently-fried-in-good-olive-oil egg and you're approaching world class.

B) Anchovies add amazing depth to the flavor of all sorts of savory sauces. In a sense, I suppose, they do for savory dishes what vanilla bean does so beautifully in baked goods—round out already good flavors and take everything else up a notch. Almost any cooked tomato dish (especially if you're using canned ones in winter) with anchovies added will be excellent. So are salad dressings, soups, fish dishes, rice casseroles, and many pasta sauces. All can benefit greatly from the seemingly innocent addition of a couple of good anchovies. The most amazing thing is that when you use them this way hardly anyone will ever be able to identify that there are anchovies in there in the first place. Add an anchovy or two as you sauté your vegetables early on in the cooking process and within minutes the evidence—I mean the anchovy—will have vanished, literally melting its mellow way right into the sauce. Whether you tell your guests or not is up to you. Tamar Adler's book has a very simple recipe for an all-about-anchovies salsa verde—a smooth, pesto-like sauce of chopped fresh parsley, garlic, olive oil and anchovies—to put onto boiled beef.

This culinary allegiance to the anchovy is hardly a new one. A couple thousand years ago great Roman cooks were already using enormous amounts of anchovies. They (the fish, not the Romans) were the essential ingredient in a sauce known as "garum." According to Reay Tannahill in *Food in History*, it was, "... a clear golden fermented fish sauce with a distinctively salty flavor." Today the sauce is extinct—amazingly there are no recognized written recipes for it. A few years back, after a trip I took to Italy's Amalfi Coast, I came across a source for a modern version of this superb, savory, salty, super quick to use anchovy essence called Garam Colatura. It is, as I write, on the shelves at the Deli and at our Mail Order. Supplies are often limited but its flavor is almost infinite—a few drops do delicious things to your cooking.

Historically speaking, anchovies have played quite a prominent role in other ancient cultures as well. Columbus had them on board when he set sail for India. The now famous Thai fish sauce *nam pla* relies on fermented anchovies. Same goes for the Vietnamese *nuoc mam*, the Philippine *patis*, and the Cambodian *tuk Trey*. (Try the Red Boat fish sauce we carry from Vietnam—great seasoning for dishes of all sorts.) In Britain a barrel of salted anchovies was an essential element of Elizabethan era storage cellars. Salted anchovies were used—as was caviar in 19th century North America—as a thirst stimulator to keep the patrons drinking. The British have often used anchovies as a flavoring for meat, not unlikely to compensate for the lack of flavor/quality in the raw material at hand. If you check out the ingredient list on a bottle of Worcestershire Sauce you'll find anchovies in there as well.

TINNED FISH OF THE MONTH 33% off

March Rizzoli Anchovies
\$8/each (reg \$11.99)
Whether you get them packed in extra virgin olive oil or in a *salsa piccante*, the recipe for which is known only by the first born of the family, these anchovies will enhance your culinary life in ways you've never imagined. Cook them down with butter and herbs to drizzle over pasta, or lay them across slices of freshly baked bread rubbed with raw garlic.

April Ortiz Boquerones
\$10/each (reg \$14.99)
These freshly caught anchovies are filleted by hand, marinated in wine vinegar and then packed in olive oil, garlic and parsley. Although traditionally consumed with beer, they're perfect for adding a tangy kick to salads, highlighting a delicate pasta or creating the ultimate sandwich.

buying better anchovies

Although you and I see them mostly in tins or jars, anchovies actually do start out swimming in the sea. This seemingly obvious fact always makes me wonder why people who generally like fish often profess such a strong distaste for anchovies.

Technically, anchovies are members of the species *engraulidae*. The Mediterranean is the traditional—and generally, still the best—source but these days they're also fished off the coasts of Norway, Africa, Argentina, Southeast Asia, Chile and China. In my research I've seen various numbers of species and subspecies banded about, anywhere from a sixteen to upwards of a hundred. Although I've never knowingly seen 'em in person, a couple of my favorites by name are the Buccaneer anchovy (which apparently travels the furthest of all anchovies in the open ocean) and the Sabretooth anchovy (which as its name implies is said to have exceptionally—for an anchovy at least—large and sharp teeth). Regardless, the point is that there is no single “anchovy fish” to be found, but rather a series of aquatic relatives that are caught and cured using similar enough techniques to make them recognizable to us as members of the same fishy family.

So how can you spot a superior anchovy?

1. Bigger is Better

In the anchovy world, no matter how well you use it, bigger is still considered to be better. How do you know which anchovies are bigger? Without sounding overly obtuse, usually you can tell just by looking. By definition, smaller tins will almost always contain smaller specimens—if all you do is buy a bigger tin you've already increased the odds of getting more flavorful fish. Similarly, the best anchovies are those packed in coarse salt, sold by the piece from five-kilo tins that are easily a foot in diameter, and the fish inside them can be nearly six inches in size.

2. Look Lively

Once you open the tin you can do some visual assessment. Quite simply, better fish look better; a lively-looking, rich-reddish, almost mahogany color (not unlike a nicely cured piece of prosciutto) and free of the blemishes that can be caused by sloppy handling or poor knife work as the fish are being processed. Inferior anchovies tend to be limp-looking and lack the luster of superior specimens. If you're unsure of brands you can get closer to higher quality by buying anchovies in glass jars so you can see what's inside.

3. Buy Filets Free From Bones

You know how bad anchovy filets always seem to have that sort of unpleasant “crunchy” texture to them? This is because to keep costs down the producers don't remove the bones. They just leave 'em in and hope you don't notice. The best anchovy filets have had the dozens of small bones removed with a tweezers. The filets are wiped clean with a cloth and then hand-packed with olive oil.

4. A Smell is Worth a Thousand Words

“I want to know,” my friend Mabelle once demanded, “is there a difference in the aroma of a good anchovy and a bad anchovy?” I was actually a little embarrassed not to have already thought to check this myself. I went out and did a little homework. The embarrassingly obvious answer is, “Yes!” Having worked with fish professionally for two decades I should have known that—of course—while old, long out of the water offerings will smell something fierce (in all the worst ways), fresh fish really have hardly any aroma other than perhaps a nice, pleasant scent of the sea. And there's no reason on earth—or I should say, in the ocean—that anchovies would be an exception to that rule.

The buyer's problem of course is that you can't very well open the tin and take a whiff while you're standing in the store. I can tell you though that in the anchovy world there is a pretty direct correlation between price and product quality. Those \$1.99 tins aren't ever going to net you top notch fish.

Ari

GARUM COLATURA



This is one of those foods for folks looking for something both old and new—and flavorful. Made much the same way it was 2,000 years ago, it's used as a quick way to give great anchovy flavor to a dish without having to fillet, soak and chop the fish.

Locals still use it regularly, mostly on pasta. The best meal of my Neapolitan trip was a bowl of pasta cooked al dente that had been tossed quickly with garum, some very good olive oil, chopped garlic and a touch of dried red pepper. Our accountant, Jim, likes to mix it with olive oil in a 3:1 ratio of oil:garum. He uses it as a dipping sauce for raw vegetables.

One bottle is enough to season over a dozen dishes of pasta or vegetables.



EATING GREAT ANCHOVIES

To understand just how readily Mediterranean peoples eat anchovies you really have to visit one of the many wonderful markets, say in Marseilles, Barcelona or Genoa. In the Mediterranean people shop for anchovies with the same sort of regularity that Americans buy breakfast cereal. In each you'll see market stalls offering not one but four, five, six or more brands of anchovies, often displayed in large, usually quite colorful tins. Alternatively, look off to one side or up on the shelves behind the counter and you'll probably find a few dozen varieties packed in olive oil. You'll find large anchovies—up to four or five inches long and a couple inches across—small anchovies, or even teeny, tiny anchovies that are barely over an inch in length.

The three main options are anchovies in coarse salt, anchovies in oil, and anchovies cured in vinegar.

1. Anchovies in Oil

There's no getting around the fact that these are easiest way to eat anchovies when you're in a hurry. There are some very good anchovies available in oil. The best will be basically free of dark spots (bruises) and bones (hand removed). They won't be excessively salty. As with butter or cured ham, excessive amounts of salt are used either to compensate for lack of flavor, due to hasty (read sloppy) handling, or to safely ensure long shelf life in marginal products.

The best buys (I mean from a flavor standpoint, not price) in this category are going to be those packed in better oil. “Olive oil” is better than lower end offerings (sunflower or soybean) but my choice will always be fish that are packed into extra virgin olive oil. Granted, in theory some producer might well pack bad fish in good quality oil. But, given the cost differential, I think it's safe to assume that anyone who cared enough to use extra virgin, wouldn't be so vindictive as to use it as an excuse to palm off poor anchovies. We have a whole host of high-end, deeply delicious, well-handled and carefully-cured anchovies in this category.

Ortiz, Cantabrian style anchovies

Working from their home base of Ondarroa in the Basque Country, this is probably first family of cured Spanish fish. If you wanted to take a chance on trading up to better anchovies, Ortiz would be the number one option. The curing tradition actually came to the Cantabrian Coast and the Basque Country with a series of fishing families who emigrated from Sicily, back in the day when the now-Italian island was part of Spain. The Ortiz staff buy only spring anchovies—there is a fall season but the fish's fat is different and the cured anchovies don't taste as good. And they buy the best fish they can get on the docks purchasing them first thing in the morning (anchovy fishing happens at night). Right after arrival the fresh fish are gutted and put quickly under coarse sea salt. “It's very important to get them under salt the same day they leave the sea,” I learned from Jacopo Múgica, the long-time export manager. The anchovies are then cured for about six months.

The Ortiz' classic anchovy in oil is their Cantabrian style—it's cured to yield a much firmer textured, maybe a bit meatier, anchovy. I have no idea how many jars of these I've eaten over the years but it's many hundreds, I'm sure.

Ortiz, L'escala style anchovies

Crossing to the Catalan coast on Spain's east coast, not along ago the Ortiz family also began curing anchovies in the slightly more delicate but still delicious style of the town of L'Escala. The town might be to the anchovy world what Darjeeling is to tea; a place that's gained great notoriety within the somewhat obscure circles of specialists that are actually interested in these sorts of things. Of those who are in the know about either name, only a handful will actually have been to see the places in person. Fortunately, the fish travel the world so we don't have to go all the way there to taste them.

nardin anchovies

A very small producer with a very big reputation. In the coastal Basque town of Getaria, the family is in its fourth generation of commercial anchovy-curing. They do all the good things the Ortiz crew does, but they add some special twists to it that I can't actually explain, that yield a particularly delicious, very firm Cantabrian style anchovy. Particularly meaty, with an impressively, well-balanced, but appealingly powerful flavor. Quite delicious, hard to get and highly-recommended for the anchovy lover!

2. Salt Packed Anchovies

Salt-packing fish has been done in the Mediterranean since ancient times—it's the most traditional of natural preserving processes. The salt preserves the fish while naturally maintaining their flavor. The problem over here is that, to the uninitiated, anchovies packed in salt look about as appealing as a canned corned beef hash to a deli aficionado. Anchovies in salt are the first choice for Mediterranean mavens. Just as capers in salt retain more of their natural character than those that are packed in

RED TRUFFLES FROM NORTHERN ITALY

The anchovy-stuffed peppers from Roberto Santopietro and is small, artisan oriented firm Il Mongetto in the Piedmont region of Italy are amazingly good. Food writer Faith Willinger once told me she calls them “red truffles” because they're so incredibly good and expensive. The name has stuck in my mind ever since. She's right on both counts. If you want to enjoy something special, these are a great treat to try out. I keep a jar at home and treat myself to a couple any time I want to celebrate or recover from a rough day.

vinegar, anchovies in salt carry more of the fish's original flavor.

Let me say that everyone—and I do mean everyone—I've asked that actively eats anchovies in the Mediterranean quickly and confidently acknowledge that while they sell more and more fish in the form of filets in oil, the most flavorful fish are those that are salt-packed. (Amazingly, they're often less salty than low quality anchovies sold in oil.) We get the lovely long anchovies packed in sea salt by the Ortiz family, following all the good fishing and curing techniques I've touched on above. If you're into celebrity endorsement, actress Gwyneth Paltrow has apparently plugged the Ortiz salt anchovies on any number of occasions.

Granted, anchovies in salt are a bit more work for the home cook—if time is of the essence you'll probably want to stick to those in olive oil. But if you're up for a little extra effort in the interest of increased flavor, give these babies a try. To use them all you have to do is rinse the fish in water to remove excess salt. Under gently running water, insert your thumb into the center of the fish and gently remove the bone from the center of the fish. Rinse the filet of any excess bones or skin. Once you've cleaned and boned 'em, you're on your way to all sorts of good eating; fry 'em, add 'em to pasta sauces, or, arrange 'em atop a homemade pizza. Easiest of all, simply arrange the fish on a plate and dress with good extra virgin olive oil.

Ortiz' Gran anchoa: the best of all anchovy worlds?

If you want the big flavor from the biggest anchovies, but aren't up for the work of cleaning them before you cook, you might opt for what the Ortiz family calls Gran Anchoa. The consistently creative Ortiz clan designed a special, significantly larger tin that can hold the salt-packed anchovies. They then do the work of cleaning some of their best, carefully selected, salt-cured anchovies, pack them in extra virgin olive oil, and seal them up in these jumbo-sized plastic and aluminum, flip topped “tins.” Easy to use, great flavor.

3. White Anchovies

Go into almost any bar in Spain and these are the anchovies you'll be offered. “Boquerones” they call them. I have no idea what the per capita consumption is in Spain but it's got to be pretty big. Everyone eats 'em. At the tapas bars these are often savored with a glass of sherry or wine in one hand, standing up, speared with wooden toothpicks off of small white plates. The white color of the anchovies comes from washing the fish with fresh water, which must be done within hours of their being caught. If you don't pack quickly, the blood leeches out of the veins and into the body of the fish, which are then impossible to get white (unless you use artificial bleaching agents, which supposedly is done by some big companies).

check out the
ZINGERMAN'S COMMUNITY BLOG
for ari's anchovy recipes!
www.zingermanscommunity.com

Chopped Liver

It's nearly twenty years now since I wrote this essay. I think it was a year or so after my grandmother, Belle Perlis, passed away. Writing is one of the best ways I've found to get my own feelings out in the open and a way to help me manage grief and pain in difficult situations. The piece was that follows wasn't particularly planned; I just sat down one day to put some thoughts down after my grandmother had died, and this is what came out. Over the years, many people have encouraged me to reprint it and doing it in this issue of *Zingerman's News* seemed particularly fitting. First because Passover is coming and chopped liver is both the centerpiece of the story and also of my family's holiday meals. And secondly, since we're celebrating the 31st anniversary of opening the doors of the Deli, it seems fitting to recognize my grandmother for a couple of her contributions to making Zingerman's what it is; our chopped liver recipe is still, essentially, what she taught me when we were getting going. She also made a monetary contribution. Along with the \$30,000 we borrowed from the bank as a second mortgage on Paul's house, my grandmother loaded us \$2000.

I still have the bowl in the story. I take it out now and again. More than that though, taste our chopped liver with great regularity, in part because it's delicious, and probably just as much because every time I take a bite it reminds me of some of the more savory, tasty, and terrific culinary memories of my childhood. One bite, I should say, goes a long way and lasts a long time.

1. The Bowl

When my grandmother died, I had my first experience with a strange and bittersweet ritual.

It wasn't what I would have expected my emotions to catch on. The grief, the death, the funeral . . . that's what I thought would have affected me most. But I'd prepared myself for most of that. The most difficult part of saying good-bye to my grandmother was the seemingly mundane task of dividing up her belongings after the funeral. There was a ghostliness to it, a sense of disenfranchisement. What once was a living and lively home had lost its central focus. And without that focus it became a cross between a folk art museum and an oddly eerie unintentionally-created shrine. I felt like I was trespassing in a space I knew, but somehow now barely recognized. I mean, in all my years and years of visiting I'd never really looked at all her things, never violated the privacy of her dresser drawers, her jewelry boxes, her books. Who was I to enter, to alter, to take what was never mine?

So many things, gathered over decades of a life I didn't live. Gently set into bowls, cached in corners of polished wooden dresser drawers. Saved and scrimped. There were books of SGH green stamps, never to be redeemed (as far as I know, you can't cash them in heaven), 40-year-old rubber bands, photos of people who were my grandparents yet looked nothing like the people I knew, hated, and loved. All saved and set aside for decades. For what? To be divided up among the people who were still around when they reached their final days. The big things—the stocks, the money, the property, the “economics of death” are made clear in the will. But what do you do with all that “stuff?”

My cousins went for her jewelry; I went for the chopped liver bowl.

It's a relic, a thing of the past. Today we use food processors and polypropylene cutting boards. Wooden chopping bowls are history. I took my grandmother's because it's a relic, as valued as the chips of the jaw bone of St. Stephen or St. Francis that I've seen cased in glass in the cold and damp stone churches of Europe. A piece of my personal history. When I touch that bowl, I touch Lithuania from whence my grandmother's parents left for America over a hundred years ago now. I smell it and I smell the south side of Chicago where my grandparents lived when I was growing up. I feel it and I feel the hands of my great-grandfather Beryl Levin, the peddler, who surely ate chopped liver made by his daughter in this same wooden bowl. I look at it and I see my great grandmother, Ida Levin, her hair pulled back from her round face, with lollipop-shaped wire rimmed glasses. She probably had her own chopping bowl, which must have disappeared somewhere into history, probably sold off at somebody's garage sale for a quarter or two. I never knew Ida Levin. She died before I was born.

But I do know that she brought lunch to her daughter Belle—my grandmother—at school everyday. Did she ever bring chopped liver? My grandmother knew she was a little spoiled—eating the lunch her mother had carried to the schoolyard each day, when all the other kids ate theirs out of brown bags they'd brought from home that morning. I could see it in her 80-year-old eyes when she told me the story. We don't change much on the inside, only our bodies change around us. Inside my grandmother's aged, wrinkled, worn face, I could still see the still-a-little-embarrassed eyes of the 12-year-old remembering all those hand-delivered lunches.

My grandmother took more pride in her chopped liver than any other dish she prepared.

You could have monitored my grandmother's aging in her chopped liver. It was a big concession when she stopped hand-chopping it. Technology won out only because age and weaker hands demanded it. Even though she began using what she called “the processor,” I'm convinced that she always believed in her heart that the hand-chopped liver was better. If nothing else, it proved how much she loved us. Each line, each scar, each scratch in that chopping bowl was put there for love. Maybe I get my stubbornness from my grandmother.

Later, in what must have been her 70s, she let go even more. Reluctantly, she started buying chopped liver at a store—the Romanian Kosher Delicatessen at the corner of Touhy and Clark, a mile or so west of her Lake Shore Drive apartment. I remember that the stuff from Romanian came in plastic containers. It was pastier, smoother, not too bad, but nowhere near as good as my grandmother's.

In Soviet times, Kremlinologists studied pictures of fat men in overstuffed, medal-adorned wool greatcoats to figure out the inner, unspoken workings of the Kremlin. If they studied my family they'd pore over plates of carefully measured portions of chopped liver to determine who was in and out of favor, who held the highest rank in the family hierarchy. Chopped liver was a tool of administrative architecture, controlled by the power that held sway in the kitchen. The sooner your serving of chopped liver came to the table, the bigger your portion, the higher your family standing.

My sister never liked chopped liver.

How this could have happened is beyond my ability to explain. Supernatural intervention I guess. My sister is the family pleaser, the one who cheated at cards so that I, the oldest, would win. The one who wanted only that everyone else should be happy, and went to great lengths to make that happen. And yet, when the plates of chopped liver came out of the kitchen, my sister's place setting stayed empty. What could my grandmother have thought about this seeming act of disloyalty? What does it say about our family? How did my sister reconcile her distaste for liver with her love for—and desire to please—our grandmother? She's always been more traditional than I, my sister. Maybe liver rejection was her rebellion. Like I said, in my family, there was a lot riding on the livers.

My grandmother always served us chopped liver simply, laid

out on small plates, pressed down with fork tines to make rows . . . never too neat, but clearly in rows. City boy that I was (and am), I used to day-dream the rows into “chopped liver farm fields” at the table while my step-father monotoned his way through the Kiddush (the blessing on the wine). Platefuls of carefully-ploughed chopped liver furrows, ready for the season's planting.

Today the bowl is scarred. Scraped. Weathered like an old fishing boat, it's been beaten down by dozens of years and hundreds of pounds of chopped liver. How many times did that metal chopping blade hit the bowl?

I wonder what happened to that chopper. A cross-cut (“waffle cut” I think they call it in catalogues) blade attached to a thin metal handle. Where did it go? I didn't see it when we divided up her belongings, but I keep it in my mind, along with memories of my grandmother's wrinkled fingers, a little wet from washing, grasping the thin handle, turning the bowl as she chops. Years later it turns up, from whence I know not. Thin, with a well-worn green metal handle. In fact, it turns out there are two—one for meat dishes like liver, the other for dairy. Which tells me there might have been a second wooden bowl for making milk dishes; if there was, it's long since disappeared.

Make of it what you will. I keep that wooden bowl. I treasure it. It's my past. My pride. My legacy. My cousins can keep the jewelry. The bowl is mine.

2. Chopped Liver by the Book

I can't understand why people are so down on liver, especially on chopped liver. I take their rejection of it personally. I want to shout at them: “I'll bet you've never even really tasted it!”

Make of it what you will. As proud of their heritage as they claim to be, Jewish cookbooks include chopped liver recipes that have an inferiority complex. Inevitably, they explain, with a little embarrassment, that “chopped liver isn't *pâté de foie gras*,” or some other high-brow dish. But why would you want it to be? Chopped liver is chopped liver. Save the *pâté* for the Parisians. Heck, no one in my family ever even saw Paris until my grandparents went there for a couple of days after they'd retired from their real estate business in their—and the—early '60s.

My defense of chopped liver is inspired by writer Sara Kasdan, a woman of whom I know nothing other than that she authored a cookbook called *Love and Knishes* back in the '50s. Probably of my grandmother's generation, she stares out at me from the inside cover of her book; she has short, black, straight hair that looks awfully American to me. Still, her words are strictly Jewish. Liver polemics. She launches an attack on liver traitors that I could only hope to match. Sara Kasdan, you can be sure, was definitely not chopped liver.

“Nowadays the price of calves' liver alone should make *gehakte leber* (chopped liver) a delicacy, but some people are ashamed of its lowly origin . . . so go do them something. They won't stop eating it, but they must call it liver *pâté*, liver paste (pfeh!), or liver and egg salad. They've got to fancy it up so

keep up with us on the . . .

Zingerman's Blog!

We're posting new stories every week about what's going on behind the counter, what's coming in the back dock, what our food-lovin' friends in the community are up to and much more.

We've also got a one-stop calendar for every event in the Zingerman's Community of Businesses.

www.zingermanscommunity.com

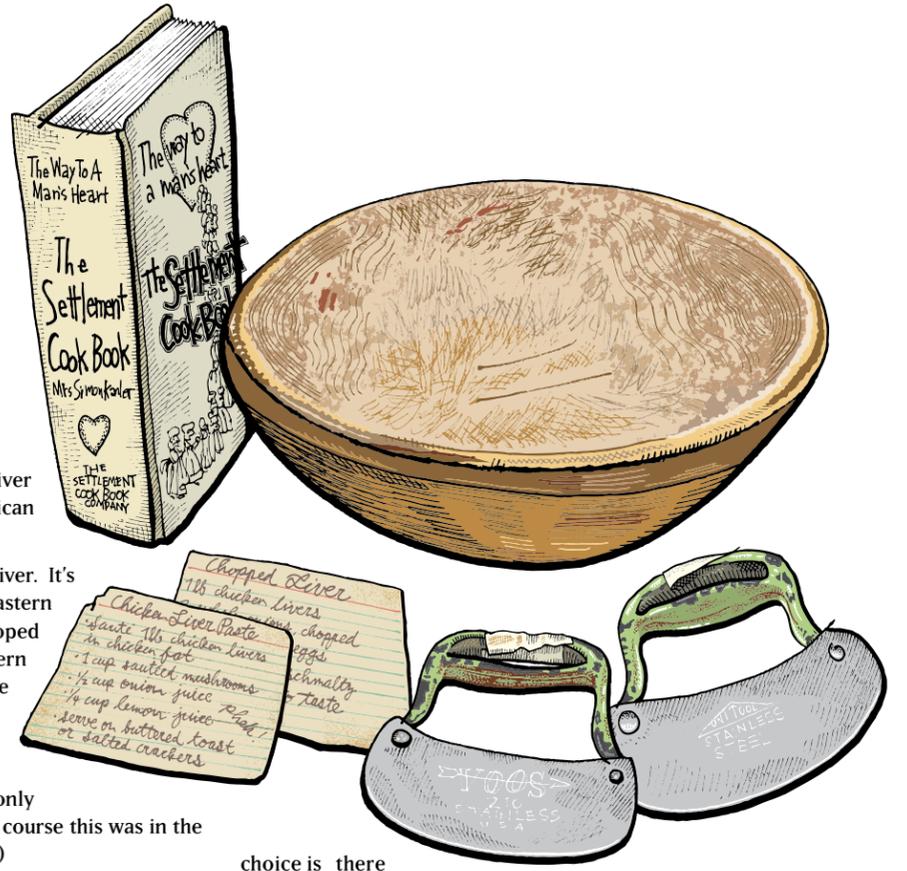


a brief note on the Deli Build-out

In 1902, the building at 422 Detroit St. was erected. 80 years later, it became the permanent home of Zingerman's Delicatessen. And now, 110 years later, the Deli is expanded on that same corner. Come enjoy the elbow room in the new atrium where sandwich ordering happens, every unique dining option in the new east extension, and the ease to sample and shop for foods in the old Deli building. Stay tuned because by summer, we'll be ready to stage a fantastic celebration! Check out images of the addition at zingermansdeli.com.



Stories



you shouldn't know what it really is. So you can call it what you want; you can make it look like pineapple; you can make it look like strawberries, red yet, but you can't fool me. I still say it's *gehakte leber*.

"One morning just before the Passover seder (meal) Mama said to me, 'Make radish roses, they should go around the *gehakte leber*.' For so much progress, I'm not. Would you put picture postcards around a Rembrandt? 'Mama, for the *gehakte leber* I'm not making radish roses.'

"'Oi, such a stubborn child,' said Mama. 'Just like the Papa,' and for three years she's not talking to me."

Make of it what you will.

And when my cousins took my grandmother's china, I went back for the cookbooks.

I cherish my grandmother's copy of *The Settlement Cookbook*. It was one of century's early "assimilated" American "Jewish" cookbooks, written for Jews, but not for keeping kosher. Like the bowl, it looks its age. It was used. A lot. The cover, faded and brown, torn completely off, is held in place by a stiff, faded blue rubber band. The pages are yellowed, thumbed through, rubbed and stained with years of cooking. Clipped recipes, folded and faded notes, are stuffed into the front and back covers. My grandmother's handwritten recipes are scrawled inside the book. Some seem to have been almost washed away by an errant wet dishtowel, or a damp hand set down in the wrong place at the wrong time.

Just out of curiosity, I checked my grandmother's copy of the book for chopped liver recipes. The closest it gets is a recipe for "Chicken Liver Paste" on page 316. ("pheh!" says Sara Kasdan's ghost). It calls for sautéing chicken livers in chicken fat (OK, so far), then mixing them with sautéed mushrooms, onion juice, lemon juice, chopping the whole thing fine and serving it on "buttered toast or salted crackers." This is not

never will. I do know that chopped liver was not invented in 20th-century American kitchens, Jewish or otherwise.

Jews haven't always eaten chopped liver. It's part of the "chicken culture" of the Eastern European Jewish community, developed during hundreds of years of the Eastern European Diaspora. No part of the chicken went to waste. Chickens did for Eastern European Jews practically everything that olive trees did for the Mediterranean. They provided not only meat, but feathers and cooking fat. (Of course this was in the days before cholesterol consciousness.)

But somewhere between Biblical times and our postmodern culinary kingdoms, Eastern European Jews started making and eating chopped liver. Checking the books, it seems clear that it has long been a part of Jewish eating routines. I discovered that the Friday night meal my grandmother routinely prepared week after week was the same one described by 19th century Polish and Russian Jews: chopped liver, chicken soup, roast chicken, potato kugel. Green Jell-O with pears must have been the modern-day addition for dessert instead of the more traditional fruit compote.

3. Making Chopped Liver Today

It never enters into my mind that chopped liver should be made from anything other than chicken livers. I guess it's because that's all my grandmother ever used. Beef liver... I don't know. I guess I've never really given it an honest chance, never really considered it as anything other than an inexpensive, but unacceptable, shortcut. I just humor the beef liver lovers with a cynical, raised eyebrow. Chopped liver is supposed to be made from chicken livers.

My grandmother always broiled the livers. That's what you have to do to make them kosher, because the liver has blood in it, and the rules of Kashrut are strict here—no blood. Since Zingerman's doesn't keep kosher, we just brown them in the oven. But we still use only chicken livers. In a little irony of culinary inter-marriage, the livers come from Amish-raised chickens, which are much more flavorful than those from mass-produced chickens.

One secret of great chopped liver I learned from my grandmother is that you have to cook the hell out of the onions. Cook 'em 'til they're the color of dark wood, as dark as my grandmother's chopping bowl, streaked black, brown, and just a touch of gold left in the pan. It takes a long time to do this right, so most people don't do it anymore. Make sure to cook 'em in a heavy pan or the onions will burn.

And I don't want to forget about eggs. You know how many hard-boiled eggs you have to peel to make a batch of chopped liver? For my grandmother it was just a couple at a time. But when you do liver en masse, as we do at the Deli, you're talking a whole heckuva lot of egg shell cracking and peeling. But, what

choice is there really? We could use those pre-cooked, pre-peeled eggs that come packed in white plastic pails, but they just don't taste like fresh eggs. My grandmother would never have allowed them into her kitchen.

How finely do you chop chopped liver? Now there's a question that's been debated in Jewish kitchens for a couple hundred years.

As with all her cooking methods, my grandmother probably wouldn't have given you a concrete answer. But she certainly would have shown you. She was from the school of coarse chopping. Not too coarse, not too smooth. The liver was supposed to have some texture, some life to it. Too smooth, and it became liver paste. (Sara Kasdan again says, "pheh" to too smooth.) Too coarse and the flavors of onions, eggs, schmaltz and livers won't come together as they should. So how coarse? "Coarse enough," my grandmother probably would have replied. Of course.

At Zingerman's, we use a grinder to keep some of the texture my grandmother insisted should be part of a well-made chopped liver. And so the whole thing—livers, well-done onions, hard-boiled eggs—is pushed through the grinder, a handful at a time. A little chicken schmaltz, a good bit of mixing, some salt, some ground black pepper. Now that's chopped liver.

Every now and then, I treat myself to a chopped liver sandwich. It's such seemingly simple fare that it gets less attention than our more glamorous sandwich combinations. And yet, spread on thick slices of hand-cut rye or challah, with a bit of yellow mustard, a chopped liver sandwich is the one that comes to mind when I need a little culinary comfort.

Although I try to taste as many items at the Deli on a regular basis, I know I can't taste them all. But without fail, I make sure to taste the chopped liver whenever I can. Partly to check the flavor, to make sure the salt and pepper are right, that the onions were cooked long enough. Partly because I love to eat it. Taking that taste, my daily chopped liver sacrament, is my way of staying connected to where my family food memories began.

In my grandmother's chopped liver bowl.

Ari

#1 who's Greenberg anyway?



Get a taste of great chopped liver in one of Grace Singleton's (Deli co-managing partner) favorite sandwiches. Zingerman's corned beef with chopped liver, leaf lettuce & our own Russian dressing on double-baked, hand-sliced Jewish rye bread from Zingerman's Bakehouse.

chopped liver. This is some Americanized version. Fortunately, my grandmother didn't need *The Settlement Cookbook* to learn how to make chopped liver. It was in her blood, in her heritage, in her head. She learned, I'm sure, from her mother, who undoubtedly learned in the town of Kupesc in Lithuania, who in turn learned it from her mother whose last name was Shapiro and whose first name I don't know and probably

Zingerman's
Catering and Events
Graduation 2013!



Leave Ann Arbor In Good Taste!

Zingerman's Catering makes it easy to have Zingerman's famous deli sandwiches or deli trays for your graduation celebration. Simply give us a call and we will put together a feast sure to please everyone.

We deliver your order right to your door or you can pick up at the Deli. No need to leave your car, we will run your order right to you!

Give us a call at 734-663-3400
Check out the Graduation Menu at
www.zingermanscatering.com



Roaster's Pick!



Available by the cup or by the pound at Zingerman's Coffee Co., Delicatessen, and Roadhouse

march Malawi Mzuzu



Notes of chocolate, orange, citrus rind, and a hint of spice. Malawi is a relatively small producer coffee but is highly sought after as a close relative to the more famous Kenyan.

april

Colombia Excelso Jose Ninco Finca Monte Frio

Great body, tangy acidity, flavors of ginger beer.

The producer of this fine coffee is Jose Herminzul Ninco Lara of Finca Monte Frio located in the Hobo Municipality, Huila region. Microlots from Jose Ninco's estate placed 5th in the Colombia 2012 Cup of Excellence.



Creamery cheese of the month!

Available at the Creamery cheese shop at 3723 Plaza Drive and at the Deli on Detroit Street

March

The Aged Chelsea

\$29.99/lb. (reg. \$35.99/lb.)

Inspired by the much beloved cheeses from the Loire River Valley in France, the Aged Chelsea is a mold ripened goat log coated in edible vegetable ash. The ash helps draw moisture to the cheese's surface, developing a well-balanced flavor while providing an appealing grey exterior.

At room temperature, the Chelsea oozes richness and its creamy, spreadable texture releases the naturally gentle flavor of the goat milk. It's simply perfect with a Loire Valley white wine.



April

Fresh Goat Cheese

\$14.99/lb. (reg. \$17.99/lb.)

From farm to cheese in less than 24 hours, our Fresh Goat Cheese is spreadable, with a startlingly fresh taste and a sensually creamy texture. Using long set and drain times allows for a very bright, citrusy flavor to develop in the cheese.



GELATO SPECIALS FOR SPRING!

Available March-May at Zingerman's Creamery and Delicatessen

Honey – Pure Michigan honey creates a rich yet delicate flavor.

Ginger – Slightly spicy, studded with candied ginger root. Mario Batali calls it "Exhilarating. Like a dive into a cool lake."

Burnt Sugar – Like the best part of a crème brûlée, our burnt sugar has a pleasant bitterness that creates a wonderful balance when frozen in the gelato.

Chocolate Balsamic Strawberry – We take fresh strawberries and macerate them in balsamic vinegar. Even more decadent than a chocolate covered strawberry.

Coconut Macaroon – Rich coconut gelato with liberal amounts of Bakehouse macaroons folded throughout.

Special St. Patrick's day flavors MARCH ONLY!

Guinness Gelato – Oh my goodness, it's Guinness! A sweet, malty reduction of the famed Irish Stout is folded into gelato for a rare, delicious treat.

Irish Soda Bread Gelato – Candied nuggets of Zingerman's Bakehouse Irish Soda Bread are the star in this gelato, striking an awesome balance between sweet and bitter.



Guided travel with zingerman's TO THE SOURCE OF GREAT FOOD

Zingerman's Food Tours is about connecting with people and places through the food. We take a small group, settle in, and explore a cuisine and culture. We eat, we talk with the locals, and we learn directly from the artisanal food and wine producers about what they do. On our tours, you'll go behind the scenes and learn from the locals about what makes the food so special. Come find out for yourself!

2013 featured tours

Traverse City/ Leelanau Peninsula, MI Our first domestic tour! May 17-19

A very special 3-day tour, packed full of tasting, eating, drinking, and learning about great food and beverages directly from the artisans who make them! These producers will open their workshops to us and share their passion for what they do. The local food scene up there is thriving – from farmers and cheesemakers to chefs and winemakers, everyone we talk to in that area is really excited about what's happening and how vibrant, and delicious, their local food web has become.



Hungary October 15-25

We've been blown away by the amazing artisanal food of Hungary and by the warm welcome of its people, and we want to share them with you! Hungary has an incredibly rich and varied food tradition reaching back at least 1500 years, including an Eastern European Jewish influence. From the regional cheeses, wines, cured meats, and bountiful produce, to the incredible breads, pastries, and elegant multi-layered tortas, Hungary has it all.



Just a few spots left!

Log on for more information about all of our tours, and to sign up for our e-news. Call or email any time, or find us on Facebook. We'd love to hear from you! zingermansfoodtours.com • 888-316-2736 • foodtours@zingermans.com



starting in April:

SPRING OIL CHANGE SALE AT THE DELI!



Buy 1, get 10% off

Buy 2, get 20% off

Buy 3 or more, get 30% off

Our annual olive oil sale gives you a chance to stock up on your favorite olive oils and get great deals on some that you may not have discovered yet. All of the 2011 harvest oils from Italy, Spain, France and California are on sale.

Look for the 1-2-3 sticker and stock up!



through March 31

Our most popular balsamics come from Vecchia Dispensa's Roberta Pelloni and her husband Marino Tintori. Working just off the historic square in the center of the old town of Castelvetro, southwest of Modena, Italy, they make a range of great vinegars. Although Americans tend to gravitate toward sweet, caramel-flavored balsamics, Marino is quick to emphasize "the key to great Balsamico is balance." Exaggerating sweetness is an easy way to enhance appeal and reduce the need for proper blending and aging. You might not notice it at first, but after many uses overly sweet balsamics get kind of dull. Not so with those from the Tintoris. We've been selling them for over a decade, and they have a legion of followers who return to them again and again.

We're holding our annual sale on these great vinegars. These prices are not forever, but the vinegar is the same as it ever was. Stock up, give a friend a gift, whatever you do don't miss out on these amazing deals.

6 year • \$14.99 (reg. \$18.99)

8 year • \$19.99 (reg. \$24.99)

10 year • \$24.99 (reg. \$34.99)

16 year • \$29.99 (reg. \$44.99)

30th anniversary • \$29.99 (reg. \$39.99)

Balsamic Sampler • \$19.99 (reg. \$29.99)

Deli ONLY Specials

20 year • \$49.99 (reg. \$59.99)

Organic Balsamic • \$19.99 (reg. \$24.99)

Aged Organic Balsamic • \$34.99 (reg. \$39.99)

This sale is also happening at www.zingermans.com through March. Don't miss your chance to meet the Vecchia vinegar makers on our Fall tour of Tuscany. For details on Zingerman's Food Tours go to www.zingermansfoodtours.com or see above.

easter treats

easter is
sunday
march 31st



hot cross buns

A traditional treat on Good Friday, a soft yeasted bun made with a bit of potato to keep the dough moist, raisins, currants, candied orange peel and topped with an icing cross. Available March 28th-31st.



easter cookie

Egg shaped butter cookies with a hint of fresh citrus zest, delightfully decorated with our own colorful marbled fondant. Great in an Easter basket or at each place setting on the dinner table. Available March 1st-31st.

somodi kálacs

(sho-mo-dee-ko-loch) A traditional Hungarian Easter bread we learned to bake in a village in Transylvania on our trip there last year. This soft golden pan loaf, made with fresh eggs and a sweet butter and cinnamon sugar swirl. The smell is amazing. The taste is even better. Enjoy it while you can! Available Fridays, Saturdays and Sundays in March only!



masha's paska

The resurrection of this Eastern European Easter cake came about with the help of long time Roadhouse employee Masha. With her help we translated traditional recipes from Russian and used her sense memory to try them out. We are making a traditional Russian white cheese called *tvorog* as the base for these cheese cakes.

Available March 22-31
\$19.99 ea.

Traditional: tvorog, demerera sugar, butter, vanilla, almonds and red flame raisins

Cherry: tvorog, demerera sugar, butter, sour cherries, thyme, dried sweet cherries

Michigan: tvorog, demerera sugar, butter, cinnamon, dried peaches, dried apricots, dried apples, dried pears, and raisins



zzang!® candy bars for easter

Our Zzang!® Bar Four-Pack features each flavor (Original, Ca\$heW Cow™, What the Fudge?® and the Wowza™!) in a neat little Easter package that comes complete with a greeting card drawn by Zingerman's artist Ian Nagy. As if the chocolate wasn't enough of a reason to put this on your gift list, the card is the one in a series of four celebrating Easter, Halloween, Christmas and Valentine's Day. Collect them all and put them together for a surprise bit of Zingerman's memorabilia!

milk chocolate peanut butter and jelly fudge eggs

Candy maker Charlie Frank has a surprise new treat coming out of his kitchen this year. Made with browned Kerrygold butter and whole Guernsey milk and available at limited locations.



easter super zzang!®

A big, bold, family-size version of our Zzang!® Original is sure to be the centerpiece of any Easter basket.

marshmaLLow bunny tails!

Handmade marshmallows in two delicious flavors: raspberry and coconut. No off tastes from chemicals or flavorings, just clean pure flavor from raspberry preserves or Italian coconut paste and toasted coconut. You could say they're from Italian bunnies! Each half-pound package contains both flavors.

passover specials

erev Passover is march 25



coconut macaroons

Super star hostess gift

Toasty outside, creamy inside. Made with shredded coconut, coconut milk, inverted sugar, fresh eggs, and real vanilla bean or dark chocolate. Get them by the big luscious piece or a dozen petite ones in a deluxe gift box.



chocolate orange torte

A Zingerman's classic

We take a layer of chocolate cake made with matzo and ground almonds, flavor it with real orange oil, cover it in dark chocolate ganache and sprinkle it with toasted almonds. This 6" cake serves 6-10.



Lemon sponge cake

A light & lovely end to any feast

We've baked up a modern twist on the Passover tradition, sponge cake! We've dressed up this always tasty but plain dessert with fresh lemon zest and our own lemon curd inside and caramelized meringue outside. This 6" cake serves 6-8.

matzo mandelbread

The perfect partner for coffee or tea

Our popular citrus almond mandelbrot made with matzo meal for Passover.



Passover Specials are available March 1 through April 2 at Zingerman's Bakehouse, Roadshow, or Delicatessen.

Passover baking class at



Saturday, March 23, 2013 • 8am-12pm

Together we'll make really great chocolate coconut macaroons, chocolate orange almond torte, and matzoh! The class will be packed with passover treats and so will your holiday.

Reserve your spot today and see our full line-up of hands-on baking classes at www.bakewithzing.com or call 734.761.7255



PASSOVER FOODS AT ZINGERMAN'S DELI

full menu online at www.zingermansdeli.com

First pick-up is Monday March 25 at 11am.

We've been preparing and serving full-flavored Passover dishes since we opened in 1982. We make everything from scratch in our kitchen and use the best ingredients we can find. Over the years, our annual Passover menu has built up a loyal local following thanks to traditional dishes like our homemade gefilte fish (try it if you think you don't like gefilte fish!), mahogany eggs, and beef brisket. Call 734.663.3400 to order!*

A few favorites on this year's Passover menu:

Seder Plate

Charoset, Mahogany Eggs, Fresh Horseradish, Roasted Lamb Shank, Passover Greens, Parsley, & Matzo Crackers.



other menu highlights

Charoset, Fresh Horseradish, Chopped Liver, Jewish Chicken Broth, Matzo, Chocolate Orange Passover Tortes, Bakehouse Macaroons and more.

complete Seder meal for 4

Choose from roast beef brisket OR whole-roasted free-range chicken with housemade golden mashed potatoes and gravy, four handmade gefilte fish, potato kugel & passover greens, Jewish chicken broth with Matzo balls, and a 6" chocolate orange Passover torte made at Zingerman's Bakehouse.

100% of the profits from our complete Seder meal for 4 goes to foodgatherers!

*None of our Passover foods are kosher.

To see the full menu, stop by the Deli or go online at www.zingermansdeli.com | Order ahead at 734.663.3400

THE ROLE OF BELIEF

In Building a Sustainable Business

This is an excerpt from Zingerman's Guide to Good Leading, Volume 3: A Lapsed Anarchist's Approach to Managing Yourself by Ari Weinzweig due out in the Fall of 2013.

Don't misconstrue my choice of titles—for better or for worse, this is NOT an essay on religion in the workplace. Neither is it about beliefs, as in “values” or “guiding principles,” though those certainly underlie all of what I'm addressing here. Nor is it about politics. It's about what we—each of us as individuals—believe about the work, people, products and problems we're engaged with every day. It's about what we believe to be true—as in “I believe that training is critical to the success of our organization” or, alternatively, “I believe that training is a total waste of time that we tolerate only because corporate says so.” It's also about approach and framing: “I believe that having employees is the hardest thing about being in business;” Or the inverse, “I believe our people really are a huge asset—the more we involve everyone here in running the better we're going to do!”

This piece is about how belief plays a really big role in our success—or failure—as individuals. On a bigger scale, how it impacts the health of any organization, how it plays into the quality of the lives of the people who work there, and, (believe it or not) into the quality of the product and service we deliver every day.

My belief in the importance of belief is a fairly recent event in my intellectual development. The concept came into—and stayed in—my mind during a series of long talks, emails and essays with my friend, Anese Cavanaugh. Belief, she insists, is big, and its import is mostly ignored.

As a caveat, let me be clear that none of this stuff about belief is a substitute for sound business practices, great food, good finance, or skilled service work. This is NOT about some supernatural act where you just “believe” and all of a sudden your baguettes get a lot better and everyone who works for you is immediately inspired to perform at championship levels. Instead, I see belief as a modifier, a multiplier. It's not a substitute for the actual work, but it will amplify whatever else is going on; what you already do well will get better if you believe in it, yourself and your organization.

What You Believe is (Very Often) What You Get

This one's a bit tricky. I'm not saying it to be all Pollyannaish or anything. Good business planning is obviously based, to a great degree on a real sense of what's going on. But . . . without losing touch with reality, I have found—through frequent errors on my part—that when I, or others, believe that something is going to be bad . . . it usually will end up being so. I'm not saying that just switching beliefs is enough to turn a terrible economy into a boom, or a bad dishwasher into your next dining room manager. But I really do believe—based on a fair bit of reading, and a lot of years of experience—that it really does make a big difference.

“When people are believing or not believing in something,” Anese went on “they'll find evidence to support ‘the fact.’ The impact can be huge. Each time what we believed would be bad, turns out to be bad, the culture of negativity grows ever stronger. To quote Rosabeth Moss Kanter, in her excellent book, *Confidence*: “Instead of believing in positive futures, everyone expects the worst of everyone else—and then acts to make those expectations come true. Self-confidence confidence in one another, and confidence in the system disappear.”

“The way to get past this,” Anese explained, “is to help people be aware of, and responsible for, their beliefs. The belief doesn't have to be ‘wrong.’ It's just the art of teaching people to take responsibility for it, challenge it, and get a sense of where their belief is coming from.” That level of awareness—realizing how much one's often unconscious beliefs are driving decision making and direction—can often be enough to turn things 180 degrees

Energy and Belief

Without question the strength of people's belief is very closely correlated with the energy we experience when we engage (as customer, coworker, owner or manager) with the organization. First off, the level of energy always follows the level of belief, both up and down. As Anese said, “Belief leads directly to energy—when people believe in what they're doing, energy amps up, people feel good, value is added to the lives and work of the organization. In negative scenarios, when people just go through the motions and belief is low, the individual and organizational energy both sink quickly.” Secondly, just saying the “right things”

about believing in people or “high quality,” etc. never work well if the energy beneath them, the internal feelings of the person doing the talking and acting, are not authentic. Saying what you're “supposed to say” without really believing what you're saying comes across, inevitably, as hollow—energy falls fairly quickly, and belief falters soon thereafter.

Experience Builds Belief

The (unfair perhaps) reality of the world is that the organizations with the long-term track records of success are more likely to attract successful people, folks who believe in themselves, in the organization, and in the value of the work. Which, of course, increases the odds of those organization being even more successful in the future, which in turn attracts better people who believe ever more strongly in the work.

By contrast, getting people to believe in themselves and in the organization when things aren't going all that well is a hard task. When the people who work in an organization believe that their individual efforts aren't important and that their input doesn't make a difference . . . they stop giving it. Productivity slides, good ideas go by the wayside, creativity and quality suffer.

There's no question that belief builds success which builds belief which builds a culture of success and a positive sense of security, trust and stability. “Continuity,” Rosabeth Moss Kanter write, “breeds faith.” We can increase the odds of this happening by helping people focus on, remember, and learn from their past successes.

The Boss' Belief Sets the Bar

If we, as leaders, don't truly believe in the business, ourselves, our products, the staff. . . well, we're the one's setting the organizational bar. If our passions aren't particularly high, if our doubts are significant, and our commitments uncertain . . . there's just no way around the reality that disbelief (or lukewarm belief at best) is going to take down most everyone and everything else in the business.

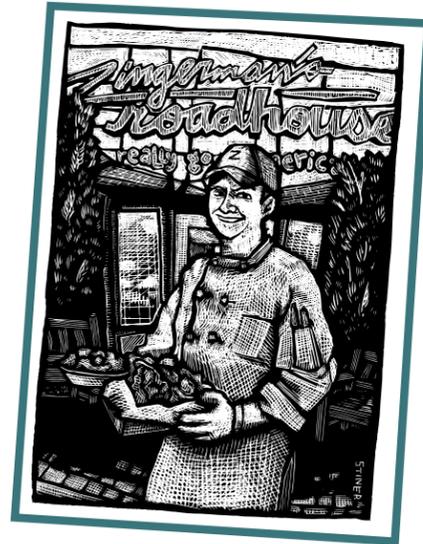
Building Belief When You're Not the Big Boss

If you're thinking that you're “only a manager” and “can't control” (it's actually all out of control, but that's another article) what your whole organization is doing—or not doing—I'll counter by arguing that you can create a vision of success that applies only to your own area. Even if the rest of the organization is basically oblivious, you can just start going after it on your own, working constructively within limits that come down from corporate. I haven't had to do this myself, so I know you can roll your eyes with cynicism on this subject if you want—Paul and I started the company and thankfully I haven't had to go into a so-so setting and start something special. But I've watched people who've come to ZingTrain seminars pick up positive pieces of what we do and successfully take them back to their own businesses; many work in places where the organization overall isn't really going for greatness, but these folks seem to find a way to make big things happen in their own department anyways. Before long, the people who work for and with them become believers. Energy, commitment, caring and quality all go up. Having worked at, and around, this approach for nearly a year now I've begun to break the belief stuff down into a series of different layers. All are important. Any are helpful.

1. belief in self

I don't think it takes a PhD psychologist to predict that we're going to do better in every aspect of our lives when we have a calm, grounded, humble respect for, and belief in, ourselves. Our internal dialogue, our self image, our belief in our abilities, has a huge impact on our ability to inspire others around us and on our own odds of attaining our dreams.

While I grew up inspired by Isaac Asimov's science fiction stories set on other planets, he had some very insightful things to say about life here on Earth. In the context of this bit on belief in self, he said: “And above all things, never think that you're not good enough yourself. A man should never think that. My belief is that in life people will take you at your own reckoning.” It's pretty much true. Go into any difficult interaction, personal or professional, from a place of self-doubt and internal dissonance and almost inevitably the other person will pick up on it.



By contrast, go in with a calm, centered sense of self and interact with the same person and you'll almost always end up with a far more positive outcome.

Ian Mays, a poet by profession, who now sells pastrami and potato salad at the Deli, said, “I enjoy my time here. The space is comfortable, and I'm allowed to be who I am. There's a lot of opportunity to be nice and have fun and eat good food. We always came here to the Deli as kids. We looked forward to the food, but that was almost secondary—it was more looking forward to having a good time. We believed we were going to have a good time. I still believe that I'm going to come here and have a good time during most of my day. I feel like I can give a part of myself to others when I'm at work, but I believe I can do it in a way that's consistent with who I really am.”

Part of our work as leaders, then, is to actively help each staff member to see that they have a solid shot at being successful, to know that they're good enough and smart enough, strong enough and talented enough to do well in our world. While this issue rarely comes up in business literature, the more I think about it, the more obvious it is—we can't build the kind of positive organization people will believe in, if the people who are part of it don't also believe in themselves, and conversely, if we don't believe in them. Author, and Emma Goldman's great niece, Dawna Markova, said in her excellent and insightful work, *I Will Not Die an Unlived Life*, “If your purpose is only about you, it has no branches. If it is only about the rest of the world, it has no roots.” Together—a healthy grounded individual working in a healthy organization, with shared vision and values, where each believes in the ability of the other—we can get to great things!

2. belief in the business

Let me state my supposition up front: pretty much everything in an organization is going to be better when the people working in it believe in what the business is doing. When we believe, we work harder, we give more, and we put a level of energy and passion into play that's clearly essential to creating anything really great. With very few exceptions, people want—I'm tempted to say “need”—to believe that they're part of a great organization, that their work makes a difference, that what they're selling is a good product, that the organization they're part of is generally doing good in the world. Our job as leaders is to make that scenario into a reality. I believe we can, and that when we do everything—from feelings to finance to food quality—is going to work more effectively.

Emily Hiber, a supervisor in our Next Door café, used to be a teacher, but has opted to work here instead. “I was just talking to a friend of mine whose husband is just super unhappy with his work,” she told me. “He's not earning very much and they were feeling totally unfulfilled. I was saying that, while I'm not in the ‘lap of luxury,’ my work pays me a livable wage and because I believe in it so much, and in the people that are involved with it, that I'm really fulfilled in what I do. My commitment is really high because I believe in the people that I work for and with. I think the people who work here are willing to buy in because they really believe in the service we provide and the products that we're introducing people

to. And also to our way of thinking about food and work and relationships.”

Bill Rosemurgy, trained as a naval architect, now crafting cappuccinos here, added, “Belief is very important. You get a sense of purpose. It’s very easy to believe in what I’m doing here. That was one of the first things that I picked up on a few weeks after I started. It’s probably one of the biggest reasons I can still work here after all these years. I couldn’t go to work every day doing something I didn’t believe in, something that didn’t have any purpose in it.”

3. belief in what we’re working on

Even when people believe in what the organization at large is going after, there’s still a whole separate issue to address about whether they actually believe in the work in which they themselves, in the moment at least, are engaged in. When the people who are doing the work don’t really believe that it’s worth doing, or has a reasonable shot at success . . . guess what? The project is pretty much doomed to failure. At best it stalls, at worst it makes things worse. In any case, it’s really wasted effort, and none of us can really afford much of that.

I don’t know why I never quite fully grasped this before. But in hindsight, with Anese’s intellectual assistance, it’s pretty glaringly obvious. Now that I’m aware of it, I see it over and over again, even in our own organization. Well meaning, caring people will, when they think they “should,” or when they succumb to organizational pressures, agree to do something that they don’t believe in. I don’t mean the project runs radically counter to their entire value system—it’s just work they don’t really believe is going to work. So they sign on, but steadily, still tune out over time.

This (lack of) belief problem could be around a new product line they don’t love, but that someone else (like me) wants to put in place; it might be a work group they’re skeptical about, but agree to lead anyways; or a new hire that they don’t think is likely to be very good but others around them are advocating for. I know all these because I’ve contributed, inadvertently, to the problem by pushing people to do work that I believe (rightly or wrongly, is actually almost irrelevant) that they don’t believe is going to be of benefit.

I hardly think these “non believers” are malicious, lazy or evil. They’re good people in a pretty good organization. Nor do I believe that my vision for the work and its importance is necessarily incorrect. But that’s the problem—I believe in it, they don’t.

My job as a leader then is to be sure to work on building belief, not just on getting agreement, to proceed. I know that product quality won’t magically get better just because people believe. But low levels of belief will almost always bring down the effectiveness of what we’re doing, no matter how logically sound a supposition it might seem to be. A technically terrific strategy, in the hands of non-believers, is pretty much guaranteed to fail; by contrast, a B- strategy, put in place by people who are passionate about what they’re doing, I think, a far better way to go.

4. belief in the Product

Without question, this issue is also at play when it comes to sales. If people don’t believe in what they’re selling . . . you don’t need to be a PhD social scientist to suss out that sales are going to suffer. Ann Lofgren, currently at ZingTrain (but who’s worked in most every part of our organization over the last 11 years) told me that, “I can’t go out and sell a product I don’t believe in. And when I do believe in it then the experience for me isn’t ‘selling,’ it’s sharing. I get paid for it, but it’s really about sharing something I totally believe is great. I have never, ever thought of myself as a salesperson and of course, now the reason why is clear.” Emily Hiber added, “I believe that at Zingerman’s I’m selling something good. When people are upset because they think our prices are too high, I’m OK because I believe in what we’re doing.”

In many places, however, staff aren’t believers in what they’re supposed to get our customers to buy. Many times, it’s because we as leaders have failed to share with them why our products are so special, or to make clear how much impact their work has on the quality of life for their customers and coworkers, and on the organization overall. A bit of support, reinforcement, teaching the big picture and . . . voila, people can get on board in a hurry!

That said, there are other times where we’re trying to get people to sell something that, for good reasons they don’t believe in. In my experience there are two broad categories at play here. First there are times where we have a product or service that simply . . . isn’t all that great. It’s not, as it needs to be per Natural Law of Business #2, compelling. When we don’t care about it, when it’s not great, when we don’t believe it’s worth what we’re charging or that the buyer will benefit from it, the problem is pretty clearly with the us and the business. We need to improve our offering, or we’ll never get the level of belief

we’re after.

The other area of trouble is when our product or service is seriously excellent, but falls outside the comfort zone of the staff member. It could be that it’s a luxury item they can’t afford and wouldn’t buy; a design they think is doofy, or a service that they’d never pay for because they’d just do it themselves. Now, of course, I understand that we all have products and services about which we’re more, or a bit less, excited. But, if the core of what we’re doing, our signature lines or our future breadwinners, aren’t things the staff believes in, the odds us arriving at a successful, mutually rewarding future are small. Clearly, everything I’ve advocated above about free choice means that they’re well within their personal purview to suspend belief. But we need to be clear that we’re not just asking them to recite our sales pitch from rote, or grudgingly follow “orders” with so-so vibrational energy; we expect them to believe in what we (i.e., they) are making, selling and serving. And if they don’t, we respect their different beliefs, but that we, in turn, don’t believe that we’ll be able to work well together.

5. belief in our coworkers

My recent dialogue with Anese around belief reinforced something that my partner Paul Saginaw said to me many years ago. That, if we don’t believe in the people we’ve hired, quite simply, they aren’t ever going to be great at what they do. Having staff members that we don’t believe are going to succeed is a recipe for serious frustration for all involved. If, that’s the case then our commitment to serve the organization dictates that we need to, respectfully, help them head elsewhere.

On the upside we have a huge opportunity to help them excel. My belief that the staff member can and will get to greatness starts to change the way they relate to themselves, their coworkers, and the company. People regularly tell stories about the teacher or professor who believed that they would make it when others had said they’d fail. The more we become mindful of our beliefs about our coworkers, and the more constructively we then challenge ourselves to stay focused on positive outcomes for all involved, the more likely people are to do well.

Here at Zingerman’s that plays out on a broad scale—all of our work with open book finance, authorizing everyone to do whatever they believe they need to do to make something right for a customer, our extensive investment in training, all of it is based on the belief that everyone here is more than capable of doing great creative, highly effective work. Amy Emberling, managing partner at the Bakehouse, reminded me, appropriately, that one way the leader can help in this area is simply to take time to listen to others’ beliefs. That simple act can do wonders for people’s feeling of belonging, and we show in the process that we believe their insights and ideas have value.

6. belief in the boss

I almost forgot this one! But, if the team doesn’t believe in the coach, if the musicians don’t believe in the conductor, if the staff doesn’t believe in the boss, then most everything else I’ve gone over above will start to slide as well. It doesn’t mean that the business won’t run at all—just that a layer of richness, a positive piece of a big puzzle, a key ingredient is missing. And over time, the whole thing becomes less and less compelling, and eventually the business will likely collapse.

Mindful Belief

The bottom line on all this comes down to a challenge and an opportunity. The challenge is to push ourselves to take time for some introspection. What I know for sure is that if what I believe is out of whack with what I want, the odds of me getting to where I want to go are slim, maybe none. And while believing that better things are to come doesn’t get alone get rid of poverty, pestilence, or really poor performance, it sure does increase the odds of them happening. And so, I challenge myself, and invite you, to reflect for a few minutes. What do we believe about:

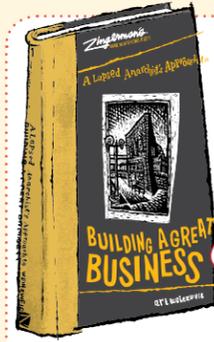
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|--------------------------|-------------|
| Ourselves? | Our staff? |
| Our lives? | Our boss? |
| What we do for a living? | Customers? |
| Our friends? | Family? |
| | Our future? |

The opportunity is that the more we can build that belief balance sheet, the better we’re going to do. When we have strong, grounded, humble, meaningful, positive belief about all of those, the more likely we are to be living that dream everyone is after. I’ll close with a rather compelling quote from early 20th century writer, William Ralph Inge. “Faith,” he said, “is the choice of the nobler hypothesis.”

Ari

Zingerman's®

GUIDE TO GOOD LEADING



ZINGERMAN'S
GUIDE TO GOOD LEADING, PART 1
A Lapsed Anarchist's Approach
to Building a Great Business
RATED ONE OF INC. MAGAZINE'S
BEST BOOKS FOR BUSINESS OWNERS, 2010



ZINGERMAN'S
GUIDE TO GOOD LEADING, PART 2
A Lapsed Anarchist's Approach
to Being a Better Leader

\$29.95 ea.

What we (and other like-minded folks around the country) are trying to do is create a new, more constructive, sustainable way to work. The books in the *Guide to Good Leading* series are, basically, “how-to” handbooks to help you make this new way to work a reality. Part 2 is all about learning ways to lead that bring out the best in everyone in an organization. It’s about creating a workplace that is both rewarding to be part of and also more productive. It’s about working in sync with the Natural Laws of Business (see www.zingtrain.com), and crafting an organization that’s focused on quality, care, and collaboration; a community that benefits the greater good; a place that’s more fun while still functioning effectively in the field of the free market.

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Safehouse center!

Each year, SafeHouse Center helps over 4,000 women, children and men. We provide supportive services through our Counseling program, weekly Support Groups and Legal Advocacy. Our crisis programs are on call 24-hours a day, every day of the year and include our Domestic Violence and Sexual Assault Response teams, HelpLine and Shelter, and are available to survivors who are in crisis or who are in imminent danger of being hurt or killed. Additionally, our Volunteer Groups, Speakers Bureau and Teen Voice Peer Outreach programs provide outreach and education.

Thanks to community support, we are here to help families lead safer lives. In the words of one survivor:

I was terrified all the time and was scared for myself and for my children. I came to SafeHouse Center and they helped me get to the place I am now. We have an apartment; I am doing well at my job because now I can concentrate on my work instead of hiding my injuries; and my kids are happy and doing well in school. I have come full circle.

With the support of YOU, our community, we are able to provide lifesaving services 24-hours a day, every day of the year. The staff, volunteers and especially the survivors we serve are deeply grateful. Thank you for helping us toward our goal of ending domestic violence and sexual assault in Washtenaw County.



Building communities
free of domestic violence
and sexual assault

Thanks for taking the Tour de Food. We at Zingerman's are proud to support SafeHouse Center and their services to survivors of domestic abuse. For more information, please visit their website at www.safehousecenter.org. If you or someone you know is a survivor of intimate partner abuse or sexual assault, please call SafeHouse Center's 24/7 HelpLine at (734) 995-5444.

(Tour de Food Details On The Back Cover)

Zingerman's® fourth annual CAMP BACON

all the best in bacon

the main event

Saturday, June 1, 2013 At Zingerman's Roadhouse

An all-day bacon fest celebrating everything that is bacon!

8:00 am to 4:00 pm (breakfast is served at 7:30 am) • \$150 a seat

A benefit to raise money for the Southern Foodways Alliance



List of speakers (tentative):

Jeffrey Yoskowitz

on the Israeli pork industry, past, present and future

Joshua and Jessica Applestone

from Fleisher's Grass-Fed & Organic Meats

Amy Emberling

from Zingerman's Bakehouse

Jeff Mease

from One World Enterprises

Audrey Petty

sharing bacon poetry

Keith Ewing

"All About Slaughter"

Natalie Chanin

Chef Alex Young

from Zingerman's Roadhouse

Eve Aronoff

from Frita Batidos

Ari Weinzweig

Zingerman's Co-Founder

Special guests

from Fermin in Spain

speaking about the tradition of the Iberico ham in Spain, including a tasting of fresh and cured pork from this very special pig!

MORE EVENTS!



Thursday, May 30, 2013

**Zingerman's Roadhouse Presents
The 2nd Annual Bacon Ball**

Details to follow! Sign up at www.zingermanscampbacon.com to stay up to date on the most recent Camp Bacon news.

Friday, May 31, 2013
Camp Bacon Baking
with Ar At
Zingerman's BAKE!



Sunday, June 2, 2013

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At Ann Arbor's Farmers' Market
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Donation to Washtenaw County 4-H suggested for admission

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DELICATESSEN

**Sandwich
of the month**

**march: Sy's Legend 3.1:
The Return of Sy's Legend 2**

In a world, where latkes had taken reign over the fried potato options. Where our chefs mulled over countless potato croquettes and thought, "this should taste better." Out of the Deli Kitchen, a champion returns:

The Fried Knish.

Paired, as it was on the original menu, with pastrami and really frickin' hot mustard. It's back, with a delicious vengeance.

\$11.99



april: Banh Mo

A shout out to our friend Mr. Mo Frechette, the Deli's second banh mi highlights two new products from two superb local businesses.

Featuring tasty Vietnamese Chicken sausage from Corridor Sausage Co., relative newbies to the artisanal meat scene in Detroit.

The sandwich is brimming with crunchy, spicy pickled carrots from our neighbor, The Brinery and grilled together with fresh cilantro and mayo, on a sub bun.

\$12.99



What's Bakin' at



Somodi Kalács: Hungarian Celebration Bread from Transylvania

This fall, several of us travelled to Transylvania in search of artisanal Hungarian foods. Why visit part of Romania to learn about Hungarian traditions? Well Transylvania, was a very important part of Hungary until the Treaty of Trianon after World War I, when it was given to Romania. Transylvania played a large role in the Hungarian national psyche as the keeper of the true and pure Hungarian identity and customs. It was known for being a particularly beautiful and idyllic part of the country. It was a cherished area, and losing it was extremely painful for the country.

After the treaty some Hungarians left, but many stayed and to this day there are villages, which remain Hungarian. Everyone in the village considers themselves Hungarian. Hungarian is spoken in private and in public. School is taught in Hungarian and Hungarian flags are prominent. As is often the case, isolated pockets of ethnic groups or nationalities tend to preserve an older version of the culture. It is in these villages that authentic Hungarian folk dance and music is taught and enjoyed, as well as Hungarian handcraft making. It was for this reason that we hoped we would find even more traditional Hungarian foods than are available in Hungary itself.

Foods and traditional old ways we found! We stayed in a family home in the village of Sic for two days and three nights, and participated in a pig slaughter, and then in the preparation of every bit of the pig in a wide variety of dishes. It was also here that we saw bread baking by our 80 year old hosting sisters in their wood-fired oven, were introduced to the custom of Transylvania wedding cakes, ate plum dumplings, and learned raggedy *retes*, a quick version of strudel. We visited neighbors to collect milk from the cows living in their courtyard and to see their pigpens and chicken coops. It was quite an experience, which we will share more of as we make what we learned.

After Sic, we travelled to Torockó which is the home of the *Somodi Kalács* (sho-mo-dee-ko-loch) a sweet yeasted bread laced with cinnamon sugar. This village was originally very prosperous. About 400 years ago, it had been a mining town known for its iron mines and wrought iron pieces which were exported to Italy. Some village families also owned gold mines. The lucrative trade allowed many of the villagers the means to afford sugar and cinnamon, which they used to make this "cake". It was served for Christmas, Easter, and Pentecost (still is) and until the 20th century it was the customary wedding cake. Originally it was baked in a clay pot, greased with lard, in a wood fired oven. Nowadays, it is more frequently made in a loaf pan, still greased with lard in a gas oven. It resembles cinnamon raisin bread, and I think it's interesting to reflect on how rich our world has become that *Somodi Kalács* is like something we'd eat daily.



To learn to make it we visited the B&B of Melinda Kiraly. It was a hands on, physical process. Most interesting to us was the special folding technique Melinda used to give the unique distribution of the cinnamon sugar inside the bread. We are replicating that with our own version. Although not all traditions are kept in their pure form, Melinda still greases her pans with lard. The result is a sticky, sweet, cinnamony and porky exterior. Quite delicious!!

We enjoyed it so much that we've decided to make it for Easter here in Ann Arbor. It will be available Fridays, Saturdays, and Sundays in March so if you want to enjoy it every week go ahead, but if you want to keep it for a special occasion, order one for Easter Sunday and dream of Transylvania.

Amy Amy Emberling,
Bakehouse Managing Partner



bakehouse meets backhaus And German Breads Come to Ann Arbor

Last October brought my first Zingerman's staff scholarship, which is a really great benefit available to us, and my first trip to Germany to study bread making. I spent a week working and learning at the Dresdener Backhaus in Dresden. Let me back it up and give you all a little context of how the Bakehouse got connected to the Backhaus.

The fifth-generation owner of the Dresdener Backhaus, Eli Kreutzkamm-Amueller, found out about Zingerman's after reading Bo Burlingham's book *Small Giants* which is about companies that aim to be great rather than big. She visited us on an American tour of small giant companies, came back for a Zingtrain seminar, and spent time with Amy Emberling, Bakehouse partner, discussing business practices and baking. Amy and Eli made plans to learn from each other. Eli came back with her production manager in January 2012 and they made their world famous stollen with us. Next I went to Dresden to learn about their bread baking tradition.

At the Dresdener Backhaus I got lots of hands-on experience with their stollen and a large variety of different rye breads. Nearly every kind of bread they make has some quantity of rye flour in it, even the French baguettes. The breads are marketed by what percentage of rye flour is in the recipe. One of the most interesting differences was their rye starter. It's so strong that the scent of it knocked me back and made my eyes water. Rye starter is a sacred ingredient to German bakers. They even send samples from each batch to a lab to make sure that the bacteria are correctly balanced. Why are they so dedicated to rye?

The combination of the rye flour and the rye sour lends a stong rye taste to the loaf and as the percentage of rye flour increases, the longer the bread retains moisture and stays fresh. Also culturally and historically this is the most common grain. Rye is to the Germans as wheat is to us and corn is to Native Americans

It was an exciting learning experience to see how a similarly sized bakery with a like-minded business sense operated. One very key similarity is that bakers around the world find drawing shapes and patterns on a floury bench is a great way to communicate!

During our visit, Amy and I picked out some really great breads and pastries to teach in two BAKE! classes taught by Eli and Tino the production manager last January. The classes were a complete success and lots of fun, too. From this experience, we have decided to put a few of the recipes that I learned to the test by offering you a couple of different varieties of German-style breads this March. We are planning to make a 100% spelt loaf called *Dinkelbrot*. It is dense, moist, delicious, and different from most of the breads that we are all used to. We will also make a roll called *Vinschgauer* which is rye based and has a very German blend of spices in it to give it a unique flavor. This one quickly became one of my favorites and it makes a mean salami sandwich. Stop in so that you don't miss your chance to try some really special German breads baked at our very own Bakehouse!

Shawna Shawna Sloan, Bakehouse Bread Dept. co-Manager

new! cardinal Slice

Known in Hungary as *kardinalis szelet*, this dessert is sure to please the most discriminating pastry and coffee lover, and makes an impressive showing at dinner parties. This pastry is built of three layers of crisp meringue and sponge cake, separated by whipped cream and Creme Fraiche that is intensely infused with espresso couleour, a syrupy extract of deeply caramelized sugar and freshly made espresso.



Available Thursday thru Sunday only.

special bakes

We have made some great specialty breads over the years that developed their own small following, so we bring them back for a weekend here and there just for fun. If you're looking for a little adventure check out this calendar.

| | | |
|---|--|---|
| Irish Brown Soda Bread 3/1-3/17 | Loomis Bread 3/15 & 3/16 | Black Olive Farm 4/12 & 4/13 |
| Potato Dill Bread 3/1 & 3/2 | Chernushka Rye Bread 3/22 & 3/23 | Pumpnickel Raisin Bread 4/19 & 4/20 |
| Green Olive Paesano Bread 3/8 & 3/9 | Hot Cross Buns 3/28-3/31 | Pepper Bacon Farm 4/26 & 4/27 |
| | Barches 4/5 & 4/6 | |

Call ahead to order your special loaves:

Bakeshop—3711 Plaza Dr. • 761.2095

Roadshow—2501 Jackson Rd. • 663.FOOD (3663)

Deli—422 Detroit St. • 663.DELI (3354)

Some Special Bakes are available for shipping at www.zingermans.com or 888.636.8162



bread of the month

March



Farm Bread
\$4.50/ea. (reg. \$6.25)
Imagine sitting around a French farmhouse table waiting for dinner to be served--this would be the bread they'd bring out.

April



Paesano Bread
\$4.50/ea. (reg. \$6.25)
Pass this bread it around the table for ripping and dipping in great olive oil, soup, or pasta.

Cake of the month

20% off whole cakes & slices

March Hunka Burnin' Love Chocolate Cake

A Bakehouse classic that our customers have been in love with for years. Who can resist layers of rich buttermilk chocolate cake covered in Belgian chocolate buttercream?

April Boston Cream Pie

In spite of its name, Boston Cream pie is in fact a cake and happens to be the official dessert of Massachusetts. It was created in the 1800s at the Parker House hotel in Boston, also famous for their Parker House rolls. Our Boston Cream pie is two layers of moist vanilla chiffon cake, filled with fresh vanilla bean pastry cream, covered in a little vanilla buttercream and dark chocolate ganache. Take one bite and you'll know why it has a whole state so devoted to it.