

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.DELI, Next Door Café: 734.663.JAVA



deli tastings

Upstairs at the Next Door Coffee Shop
\$20 in advance, \$25 at the door
7-9pm unless otherwise noted

A Guided Tour of Great Pastas and Sauces

Wednesday, January 7
The ultimate comfort food, pasta and sauce. We carry dozens of pastas and scores of sauces from all over the world at the Deli—the combinations could last you all winter! Let us introduce you to a few and expand your winter cooking repertoire.

Magnificent Mountain Cheeses

Wednesday, January 21
From the Alps to the Pyrenees to Wisconsin (Really, Wisconsin! We'll fill you in when you get here), mountains have given birth to some of the most magnificent, complex, and longest aged cheeses at the Deli. And some of the largest! Let us show you their staggering range of flavors and uses.

Foods from the Other Americas

Wednesday, February 11
Though we long featured an incredible collection of 'old world' foods, we also have a panoply of Mexican moles, Chilean oils and honeys, spices, and more. Let us introduce you to the secret ingredients of the "other" Americas and help you expand your repertoire in the kitchen.

Exploring Rice and Beans

Wednesday, February 18
A sacred food, rice and beans is the daily bread of many cultures. We carry a wide range of both. Join us for an exploration of grains and legumes and how to use these basic ingredients in your everyday cooking.

Some Like it Hot!

Wednesday, February 25
We've got fiery chili peppers from New Mexico to the Piedmont. Join us to explore the culture and history of chilies and the science and culinary uses of dried peppers and to learn what makes a chili pepper hot. You'll leave warmed up inside from the fiery food and interesting discussions!

A New Tea Tasting Tradition

January 6 & 20 • 7pm
\$10 advance/\$15 door Maximum of 8 people per tasting



A Sunday Tea Party

Sunday, January 25, 10-11:30am, across the street from the Deli • Cost: \$40 per child, must sign up in advance. Limit 10 participants. Recommended for young people ages 5 to 9.

Come to our tea party—a lovely, fun filled Sunday morning of tea, snacks, games and books. Bring out your fancy hats and gloves. Invite your doll. Bring along your favorite book to read. And do bring an adult! They're welcome to stay at the party to dote on you or read the Sunday papers in our café Next Door—either way, we'll be having fun, sipping tea at the kind of party that Alice would want to go to.

January Sandwich of the Month Travis' Five Cowboys Reuben \$11.50

The Reuben gets wrangled in this Tex-Mex/Italian Mashup—the traditional Corned Beef is bucked out of the saddle in favor of our sweet and spicy BBQ Brisket (just ask Oprah, she rated it an eleven on a scale of one to five), Slaw replaces kraut, Provolone (the Italian part) steps over the Alps in place of Swiss and a crispy, grilled Paesano Roll lends incomparable crunch. Your maw will say "Yee-Ha!"

February Sandwich of the Month Luis' Poodles & Chickens \$10.50

The name derives from a mush-mouthed delivery of a constant refrain among the Deli sandwich makers, 'Food and Tickets' when there are orders ready to run from the backline. Zingerman's guarantees no poodles were harmed in the making of this sandwich. It is a deceptively simple combo of Chicken Salad, Muenster, sliced cucumbers and mayo...if it didn't all rest on a golden brown onion roll it would be a nearly entirely white entree but... Ooh! that creamy-crunchy, hearty-happy thang it has.

chocolate tastings

All at the Upstairs
Next Door (UPND)

Valrhona Rendez-Vous

Tuesday, January 13th, 7-8 PM
\$15/advance, \$20/door
Valrhona is a juggernaut in the chocolate world producing thousands of tons of chocolate every year in France, yet maintaining the highest quality. We will taste our way through a selection of blended, single-origin and single-estate offerings from Valrhona. If you've never been to a chocolate tasting before, this is a great place to start!

Chocolate Gelato Tasting

Wednesday, January 28th, 7-9 PM
\$20/advance, \$25/door
A chocolate-lovers paradise! Join Zingerman's gelatier Josh Miner and Deli Gelato Maiden Emily Hiber for a sneak-taste of our exclusive chocolate gelato flavors, debuting for the rest of the world February 1st! Chocolate Balsamic Strawberry, Turtle, Rocky Ride, Baracky Road. These are flavors that the Creamery makes but once a year! This tasting sold out last year, so sign up early!

Chocolate Tasting w/ Shawn Askinosie

Thursday, February 5th, 7-9 PM
\$30 adv/\$35 door
Askinosie Chocolate is a small, bean-to-bar chocolate maker, specializing in single-origin, sustainably sourced cacao. When Shawn visited the Deli last year, he got a standing ovation at the end of his tasting. You'll laugh. You'll cry. You'll love the chocolate! In addition to tasting his dark chocolate and white chocolate bars, we'll bake up some treats using his bulk chocolate and cocoa powder for you to try. Sign up by January 29th and get entered to win one of Askinosie's Chalk-Late boxes, just in time for Valentine's Day!

Drinking Chocolate through the Ages

Thursday, February 26th, 7-9 PM
\$30 adv/ \$35door
We will revisit chocolate's illustrious, liquid past, from the Americas to Spain to the rest of Europe, and back to the US. You will enjoy samples of hot chocolate prepared according to ancient recipes, as well as delicious brews from France, Spain, and beyond. I promise that this will be the best, most delicious history lesson you've ever had.



3723 Plaza Drive
734.761.7255

Valentine's day classes!

Saturday, February 14th

Make fresh, tasty treats for that special someone or bring 'em along and make it a date!

Cin-ful Cinnamon Rolls

8am-12pm • \$125/person
Sweet rolls for your sweetheart! Once you learn how to make rolls as good as these, you'll always have a way to brighten someone's day.

Mini Mambo Italian:

Italian Breads

1pm-5pm • \$100/person
We'll make ciabatta from Puglia, and focaccia from Genoa. From the tender chewiness of ciabatta to the olive oil infused decadence of focaccia, soon you too will be saying Viva Italia! Mix up chemistry together and take home hot loaves for a romantic dinner.

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



734.929.0500
3723 Plaza Drive

Learn to make fresh mozzarella!

Classes noon-2pm
every Saturday!

January 3, 10, 17, 24, 31
February 7, 14, 21, 28
Noon-2 pm, \$45

Call 734.929.0500
to reserve
your spot!

Creamery tour
Every Sunday • 2pm

Reservations are encouraged.
\$5/person



Zingerman's
roadhouse

For reservations to all events stop by or call 734.663.FOOD
2501 Jackson Rd • www.zingermansroadhouse.com



4th Annual African-American Foodways dinner

African Americans in the White House

The Hidden History of Black Cooks and Presidents from the Campaign Trail to 1600 Pennsylvania Avenue

Wednesday, January 21 @ 7pm • \$45/dinner

Our special guest, food writer and historian Adrian Miller, will chronicle the role that African Americans have played in the White House household, planning menus, cooking and organizing events. Miller is former Special Assistant to President Clinton, is currently Senior Policy Analyst to Colorado Governor Bill Ritter, Jr. is writing a history of soul food in America. James Beard-nominated Chef Alex Young is working with Adrian to craft a menu reflecting African Americans' culinary contributions in the White House including Gumbo in the style of George Washington's enslaved chef Hercules and Jefferson's favorite 'macaroni pudding.' Reserve early. This one is going to sell out!



Mardi Gras Dinner

Wednesday, February 18 @ 7pm
\$45/dinner

Bring your hunger for history and flavorful festival foods as we dig into the traditions (and tastes!) associated with Mardi Gras. Roadhouse Chef Julio Vanderpool, a NOLA ex-pat, is crafting a special menu celebrating the dishes of the Big Easy.



Saturday & Sunday brunch 10am to 2pm

From Vermont to Monterey and everywhere in between, our all-American brunch covers a lot of culinary territory. Try the biscuits and chocolate gravy (made with really good bacon) and some heirloom grits from Anson Mills in South Carolina (recently named Food Artisan of the Year for 2008 by *Bon Appetit* magazine!)

you really can taste the difference!

ISSUE # 212 • JANUARY-FEBRUARY 2009

Say "I'm Sweet on You" with Chocolate



When I was in elementary school, Valentine's Day was one of my favorite days of the year. It was a magical day—sanctioned by Mr. Valentine, I figured—when anything was possible. I loved decorating my Valentine's Day box and going to the drugstore with my mom to select my cards to give away. I favored the Rainbow Brite and Little Mermaid collections for a couple years, carefully selecting the right cards for the right people and embellishing them with stickers, crayon designs and sometimes even a personal message. I don't think much has changed since we were all little. I think many of us see Valentine's Day as a "safe" day to show and tell people how much we care about them. Even the relationships on the periphery of our lives can be honored on Valentine's Day with a note or... a piece of chocolate.

While I can't help you with the former, I can help you with the latter. I've selected some of my very favorite chocolates and confections at the Deli to help you start thinking about Valentine gifting. Want to visit in person and taste some things together? Email me anytime (eanderson@zingermans.com) or call me (734-663-JAVA) and we'll pick a time to meet in the chocolate corner and chat. The crew and I can even wrap your selections for you! Sit down and have a hot chocolate—you're treats will be ribboned and ready in no time.

duffy (a.k.a. the Zingerman's Next Door Chocolate Lady)

custom bonbon boxes

The one thing I really put my heart into in preparation for Valentine's Day this year is our truffle selection. Our truffle case is bountiful, filled with the best bonbons from the best chocolatiers in the country.

You'll find a selection of truffles, pralinés, caramels, marzipans and pâte de fruit, from seven of our favorite chocolatiers from across the U.S.: Sweet Gem Confections (MI); Charles Chocolates (CA); Grocer's Daughter (MI); Chocolat Moderne (NY); Cluizel (France); Fran's (WA); and Chocolate in Chelsea (NY). There are more than thirty-five different bonbons to choose from!

We've got fudgy Cardamom-Orange Truffles from Grocer's Daughter, Aztec Hearts with chilies, cinnamon, cumin, and coriander from Sweet Gem Confections, lush pâte de fruit from Charles Chocolates, The Lover—a fabulous, creamy passion fruit caramel—from Chocolat Moderne, Grey Salt Caramels from Fran's and more and more and more. So whether you're looking for two-pieces or forty-eight pieces, we're ready to build you the *ballotin* of your dreams.

askinosie chalk-Late box

It's a wooden box filled with one each of Shawn Askinosie's chocolate bars—Soconusco, Soconusco Nibble, San Jose del Tambo and San Jose del Tambo Nibble. The box has a sliding lid and the surface on the outer part of the lid is black chalkboard! The box comes with a piece of chalk for you to write a message, like, "Now you know how much I like you."

Meet Shawn Askinosie!
(see next page for details)



Vosges Sweet & Savory Caramel Collection



We selected our favorite ingredients from our Zing pantry... Parmigiano-Reggiano, Turkish Urfa Pepper, Sicilian sun-dried tomatoes, Balinese Long-Pepper Bacon, Koeze Cream-Nut Peanut Butter... shipped them off to Katrina's kitchen at Vosges and let her work her magic. Try the Nightshade—with juicy, gently dried pacchino baby tomatoes, smoked paprika and dark chocolate. And then bite into the Oink—with salty, smokey bacon, sea salt and milk chocolate. What's next? Maybe the Parmigiano? Or the Peanut Butter? However you navigate the caramels, may I make one suggestion: Take your time to enjoy the delicious madness we—Mo (from Zingerman's Mail Order), Katrina (founder of Vosges) and Yours Truly — have created for you. Each 18-piece box includes 3 of each of the six sweet and savory caramels.



d. barbero torrone tin

Nothing says "I like you" like a treat from Italy. The Barbero family has been making torrone—a style of nougat—since 1883 in Asti, in the Piedmont region of Italy. Their torrone is crisp and crumbly in texture and loaded with lush, toasted hazelnuts (51% of the recipe!). As a bonus, this batch was poured very thin, so it's easy to snap off a delicate piece and enjoy. The torrone comes tucked inside tissue paper and packed in a classic, covetable metal tin.

fran's sweet sixteen salt caramel box

Fran Bigelow was making salt caramels long before it was the cool thing to do—her Grey Salt Caramels won the NASFT award for outstanding confection back in 2003, and her Smoked Salt Caramels won in 2005. Incidentally, the Grey Salt Caramel was one of the first things I tasted when I started working at the Deli—I thought it was great then and I still do. There is something about the firmness of the caramel, the flavor of the chocolate and the bite of the salt that is irresistible. In this beautiful box, tied with a wide satin ribbon, there are eight Grey and eight Smoked Salt Caramel to enjoy!

charles chocolate triple chocolate hazelnuts and almonds

"Whoopie," you say... "what is so special about chocolate covered nuts?" Two things. First, these nuts (Oregonian hazelnuts, California almonds) are perfectly roasted so they are neither chewy nor burnt—just right in the middle. Second, they are dipped and re-dipped in a blend of dark and milk chocolate until the chocolate coating is nearly as thick as the nut itself. That's why they are so big! The quality of the nuts, coupled with chocolate you can sink your teeth into, make these tins great.

rabitos Spanish figs

So simple, and so good. A tender, seedy Spanish fig, filled with a velvety (and heady) brandy ganache and dipped in dark chocolate. The ganache will warm your tummy and the fig will please your palate. Each chocolate-dipped fig is individually wrapped in gold foil and nestled inside the box. We sell out every year.

zingerman's bakehouse zhang! original candy bar

Zingerman's hand-made miracle is changing the way people think about the American candy bar (in part because it's made the way candy bars were made 100 years ago). A generous scoop of Spanish peanuts, fluffy peanut butter, honey nougat and rich caramel dipped in dark chocolate. Charlie Frank at the Bakehouse developed this bar (and two other really good ones, Ca\$heW Cow and What the Fudge?). Joe Schneider, the man who makes the very special Stichelton cheese said that the Zzang! Original was "the best candy bar I've ever had in my life."



Zingerman's DELICATESSEN

Chocolate Tastings at The Deli Next Door!

Valrhona rendez-Vous

Tuesday, January 13th, 7-8 PM
\$15/advance, \$20/door

Valrhona is a juggernaut in the chocolate world. They produce thousands of tons of chocolate every year at their factory in France, yet despite their size they continue to maintain the highest level of quality. We will taste our way through a selection of blended, single-origin and single-estate offerings from Valrhona. If you've never been to a chocolate tasting before, this is a great place to start!



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chocolate tasting with Shawn askinosie

Thursday, February 5th, 7-9 PM
\$30 adv/\$35 door

Shawn Askinosie of Askinosie Chocolate is a small, bean-to-bar chocolate maker, specializing in single-origin, sustainably sourced cacao. When Shawn visited the Deli last year, he got a standing ovation at the end of his tasting. In addition to tasting his dark chocolate and white chocolate bars, we'll bake up some treats using his bulk chocolate and cocoa powder for you to try. And you just might be on hand for the debut of a very special new chocolate...

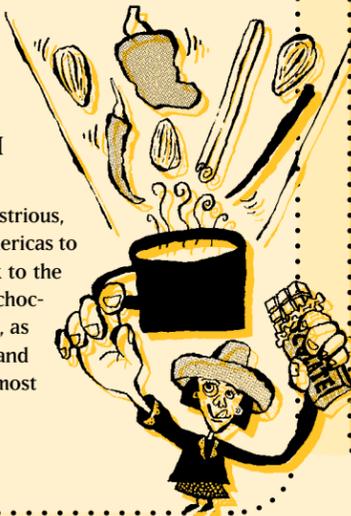
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drinking chocolate through the ages

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In this tasting, we will revisit chocolate's illustrious, liquid past, following chocolate from the Americas to Spain to the rest of Europe and finally back to the United States. You will enjoy samples of hot chocolate prepared according to ancient recipes, as well as delicious brews from France, Spain, and beyond. I promise that this will be the best, most delicious history lesson you've ever had.



Zingerman's creamery

February is Chocolate Gelato month!



The gelato case will be loaded up with chocolate—some flavors ONLY available in February. Stop by the Creamery or Deli Next Door!

chocolate balsamic Strawberry

Scharffen Berger chocolate with fresh strawberries soaked in subtly sweet balsamic vinegar (which, by itself, is a traditional gelato topping in Italy).

rocky ride

Gelato made with Scharffen Berger chocolate, vanilla AND chocolate marshmallows from Zingerman's Bakehouse and full-flavor Virginia peanuts.

turtle

Scharffen Berger chocolate with dulce de leche from Argentina and the best Georgia pecans we've tasted in a long while.

baracky road

To welcome our new President we've mixed vanilla gelato, chocolate chips, butter-roasted Virginia peanuts, Bakehouse marshmallows and dulce de leche from Argentina. Yes We Can!

chocolate heat

Inspired by the fantastic chocolate of Mexico. Heat is our dark chocolate gelato with cinnamon, ancho chile pepper and just enough cayenne pepper to make it dangerous.

Gianduja

A rich blend of dark chocolate and hazelnut. This is an Italian classic!

Very limited quantities of these special gelato flavors available for shipping in February at www.zingermans.com or 888.636.8162



Zingerman's mail order

Order from
www.zingermans.com
or call 888.636.8162

chocolate Suspension Gift box

Lots of the stuff on these pages are available at zingermans.com (look for the little 'mailorderable' icon) but this one is a MAIL ORDER EXCLUSIVE. A nosher-sized Hot Cocoa Coffeecake is accompanied by four brownies: a couple of our famous walnut Magic Brownies and two of our Buenos Aires Caramel Dulce de Leche Brownies all wrapped up in our fun, colorful printed gift box. Send one to the chocolate lovers on your list!



Zingerman's BAKEHOUSE

over the moon Pies

Soft little chocolate cakes sandwiched with vanilla butter cream all enrobed in dark crisp chocolate. Our latest addition to the addictive pastry line up.



Attention bread lovers!! chocolate cherry bread

A chocolate lover's fantasy come true. We use the best Belgian and French chocolates and dozens of Michigan dried cherries. A few minutes in your oven at home and the chocolate chunks begin melting and the aroma of cocoa fills the air. Spread it with just a hint of sweet butter, or set a scoop of vanilla gelato on top of a warm slice. You'll be sitting in front of the most decadent dessert you've had in years. It also makes unbelievable French toast.

Now Available EVERY DAY in February!



on page 6... chocolate for breakfast!

- Hot Cocoa Coffeecake
- Chocolate Croissant
- Chocolate (+ Bacon) Gravy



The Hidden History of African American Cooking at The Nation's Most Famous Address



An interview with food writer and historian Adrian Miller on the contribution of black chefs to the political life of the United States

I met Adrian through the Southern Foodways Alliance (an organization dedicated to preserving and promoting the diverse food cultures of the American South), and over the years he has been invaluable to me in my efforts to learn more about the influence of African Americans in this country's culinary history and he's also a really great guy. He former Special Assistant to President Clinton and is currently Senior Policy Analyst to Colorado Governor Bill Ritter, Jr. More importantly (maybe) for this piece, his passion for food leads him to spend his free time as a certified barbecue judge for the Kansas City Barbecue Society and as a board member for the Southern Foodways Alliance. He's currently writing a history of soul food in America. We're thrilled to have him as our special guest at our January 21 dinner at the Roadhouse so we sat down to talk about food, politics, and White House cheeseburgers.

Ari: You've been studying African American cooking and eating for quite a while now. What are some of the big themes that have struck you?

Adrian: The first theme is creativity. It's been amazing to learn how Africans used familiar and foreign ingredients to forge several fusion cuisines in the Americas. The second is artistry. Throughout our nation's history, African American cooks have been lauded for their culinary skill in a variety of contexts: restaurateurs, chefs, caterers, private family cooks, hired out cooks and street vendors to name a few. By the late 1800s, many American gourmants boasted that the culinary talent of African American cooks rivaled, if not excelled, those of French chefs. I haven't been able to determine whether or not these gourmants argued with their mouths full of food.

What are the biggest surprises?

My research has turned up several surprises, a couple of which I'll mention. First, I've learned that enslaved West Africans did far more to recreate home through the foods they ate. Sure they often had different ingredients, but those enslaved cooks figured out ways to substitute New World ingredients into familiar dishes. That's why so many plantation dishes are remarkably similar to meals prepared in West Africa.

Another surprise is the extent to which African American cooking has evolved in ways very similar to other immigrants. When immigrants settle in the U.S., they typically eat more meat, dairy, fats and sweets here than they did in their home country. This makes sense because immigrants tend to be more prosperous in their adopted country. For African Americans, that prosperity, and corresponding dietary changes, came after Emancipation when African Americans migrated from the home "country," the rural South, to their adopted "country," urban centers in the North and the South.

What are three or four things you wish all Americans knew about African American cooking?

First, "Soul food" is not the total sum of "African American cooking." African American cooks, sometimes by choice but mainly by force, prepared a variety of foods for themselves and others. For example, wealthy families often had their enslaved cooks apprentice under French chefs in order to prepare the best French dishes. French, Italian, Kosher foods—you name it and African American cooks have made it.

Second, and related to the first, African American cooking has shaped at least four regional cuisines in the U.S.: the Chesapeake Bay area; the Lowcountry region stretching from southern North Carolina along the Atlantic Coast to northern Florida; the lower Mississippi Delta region which includes Cajun country and New Orleans creoles; and a broad swath of the interior, rural areas of Georgia, Alabama and Mississippi, commonly nicknamed "The Black Belt" or "The Cotton Belt." I believe that what we call "soul food" strongly represents the inherited cooking practices of the rural interior areas of the American South, not the coastlines.

Third, African American cooking can be healthy. This is shocking to those who think of African American cooking as boiling some food for hours and then deep frying it before serving. For centuries, African American cuisines were mainly based on a wide variety of vegetables and seafood—as they have been in West Africa. It is only in the last one hundred years, as African Americans moved to the cities that soul food has "gone bad." As I mentioned earlier, African Americans became more prosperous and could afford more meat, fatty foods and sweets. Thus, foods that were for special occasions in the rural South became more commonplace in the city. However, city life brought a more sedentary lifestyle and over time the health problems associated with diet

emerged. It's interesting to see African American cooking now re-invent itself as cooks try to carry on culinary traditions while cutting back on the fat and sugar intake.

This year's African American dinner at the Roadhouse is going to be about African Americans in the White House. What are some of the foods and the ideas you're planning to cover?

I first want to describe the two lines of cooking in the White House. Haute cuisine would define one line which was done for entertaining diplomats and wealthy members of the public. The President would often retain a European chef or an African American caterer to do such meals.

"Comfort food" best describes the second line of cooking. This was the way Presidents ate in private. Because we've had so many southerners as Presidents, there have been a lot of African Americans in the White House kitchen. Some were free, but most were enslaved cooks brought from their master's plantation—the slave master being the President of the United States. There are many historical references where presidents said they preferred the comfort food to the fancy meals.

On the campaign trail, we are going to talk about barbecue. Many scholars argue that 1840 matchup of William Henry Harrison against Martin Van Buren was probably the first modern presidential campaign. It was "modern" in that the issues didn't really seem to matter and the electorate was dazzled by campaign songs, political spin and massive barbecues where thousands attended and politicians spoke...for hours without a microphone!

Who were some of the key figures in the history of African Americans in the White House?

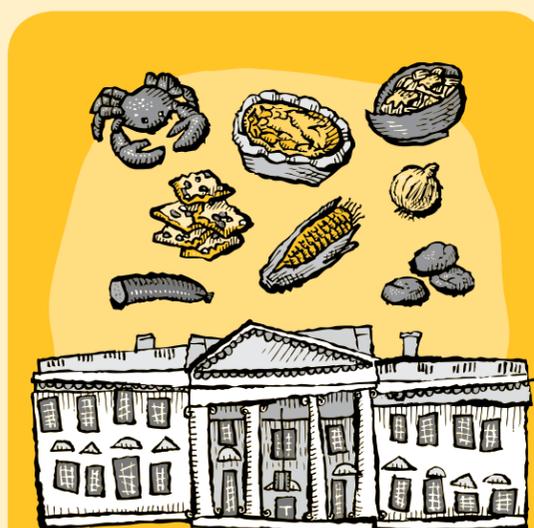
We'll learn about Samuel Fraunces, a free, West Indian immigrant of color, who was George Washington's steward and literally nourished the American Revolution and Washington's fledgling presidency. We'll also hear about Hercules, the enslaved cook who Washington cherished. Then there's James Hemings, the brother of the more notable Sally Hemings. Thomas Jefferson brought Hemings with him to France and had him trained in French cooking. We'll learn more about his story and his recipes. We'll also hear about Dolly Johnson, a famous Kentucky cook who worked for President Benjamin Harrison. President Cleveland fired her, and then tried to rehire her—she declined to come back. There's also Vietta Garr, the Truman's family cook. She too had a short stint at the White House, only to return because the President begged her to come back. We'll end with a look at Zephyr Wright, the last true family cook to grace the White House kitchen under Lyndon Baines Johnson.

I know you're writing a history of soul food. How's it going?

After eight years of research, things are going extremely well and I can actually see the Published Land, I mean the Promised Land. I'm finishing a couple of sample chapters, and then I'll start looking for literary agents or I'll go straight to a publisher. The Internet has been the biggest treasure trove for me. As more and more old resources are digitized and made available, the more I learn about what the world was like for African American cooks in the 18th and 19th centuries. I think I could spend the rest of my life happily doing research, but at some point that would be considered really pathetic.

How do you see soul food fitting into the White House world?

With so many slave-owning southerners having served as president, soul food is an indelible part of the White House's edible history. A lot of the cooking would best be described as "southern," but there are many accounts of presidents eating things like roasted opossum and sweet potatoes. Rest assured, nothing says soul like "possum n' taters!"



African Americans in the White House

— Jan. 21 at 7pm —

The day after the inauguration of our first African American President, our fourth-annual African American foodways dinner will explore the role of black cooks in the White House kitchen. Beginning with Hercules, the enslaved cook of George Washington, our special guest Adrian Miller will chronicle the role that African Americans played in running a household, planning menus, cooking and organizing events. Adrian Miller is currently Senior Policy Analyst to Governor Bill Ritter, Jr. His experience in law has taken him from Washington D.C. to Denver Colorado. His passion for food leads him to spend his free time as a certified barbecue judge for the Kansas City Barbecue Society, and as a board member for the Southern Foodways Alliance, an organization dedicated to preserving and promoting the diverse food cultures of the American South. He's currently writing a history of soul food in America.

James Beard-nominated Chef Alex Young will craft a menu reflecting the culinary contribution African Americans have played in the White House.

What are your hopes for the kitchen in the new Obama White House?

I have several hopes. First, when it comes to public dining events like state dinners I hope the Obama White House will use it as a platform to celebrate and showcase America's regional cuisines. I hope there will be more transparency such as digitizing the menus so that we can all learn more about our country's bounty.

Second, I hope the Obamas recognize the power of food to bridge the artificial divides we have in our society. In my work with the Southern Foodways Alliance, and my experience as a barbecue judge, I've connected with people in ways I never would have expected. Being post-partisan will help a great deal, but as for the Obama's private dining, I hope they will get some privacy. I mean, look at all of the attention paid to their choice of a puppy! We're a food-obsessed society, and many will want to know what the Obamas are eating, but I think we should lay off. However, I will offer some unsolicited advice to Malia and Sasha—the White House Mess makes



Announcing Zingerman's Delicatessen 2009 Pot Pie Menu

Every January and February we cook up a satisfying selection of hearty, handmade pot pies.

With each traditional recipe, we use fresh meats and vegetables from favorite local farmers, wrap them in flavorfully flaky all-butter crusts and bake them ourselves in the Deli kitchen. A satisfying, savory treat for the senses!

the red brick beef pot pie

This beef pie is our heartiest one yet. Packed with big chunks of all natural beef from Ernst Farm here in Washtenaw Co., carrots, potatoes, fresh herbs and wrapped in our handmade crust.

veggie pot pie

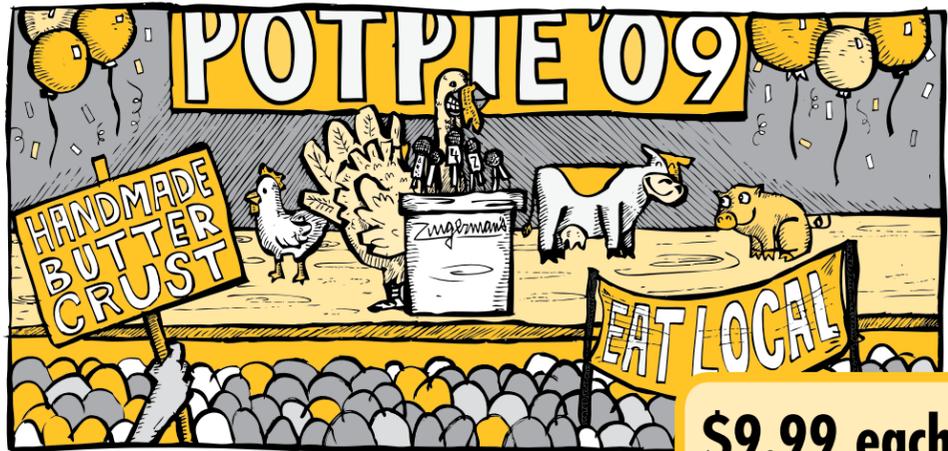
Roasted amber cup and butter cup squash, green curly kale, potatoes, roasted peppers, onion, fresh veggies from Tantre Farm and fresh herbs all mix together with our homemade masala spice mix.

cheshire pork pie

Delicious organic free range Berkshire pork shoulder braised with onions, potatoes, apple cider and spices then stuffed in a handmade pastry crust with organic Gold Rush apples from Apple Schram Orchards in Charlotte, MI. Wrapped miner style (no tin).

john h. turkey pot pie

Harnois Farm Organic turkey with big chunks of celery, carrots, onions, potatoes and spiced with Turkish Urfa pepper and fresh herbs. Then wrapped in a handmade butter crust.



zingerman's classic chicken pot pie

Free range chicken hand picked off the bone then blended with big chunks of carrots, celery, potatoes, onions and herbs. Wrapped in a handmade butter crust. It's the perfect lazy cook winter meal; it's warm, filling and easier than pie.

darina's dingle pie

A pie giving salute to the miners on the Dingle Peninsula of Ireland: Harnwald Lamb Co. leg-o-lamb spiced with cumin seed, rosemary, onions and generous amounts of potatoes. Wrapped in a butter crust miner style (no tin).

\$9.99 each

Get your freezer ready:

Buy 10, take 10% off!

Buy 20 get 20% off!!

Buy 30, get 30% off!!!

Stock Up! Comfort Food Season ends February 28!



january
roaster's Pick

Mexican-Pluma Hidalgo

Grown at high altitude in the volcanic soil of the Sierra Madre region. This is a lighter bodied, clean, lively coffee. It has fruity fragrance and taste with a bright finish. An excellent cup for breakfast!

Available all January long at the Next Door and Roadshow by the cup or by the pound.



the sandwich stories #1 — sy's and whispers

An interview with and profile of Sy Ginsberg of United Meat and Deli, maker of Zingerman's award-winning corned beef

"Paul and Ari are just two of the greatest people I've met. I've never met anyone associated with Zingerman's who hasn't been someone really special."

This is nice to hear and especially nice to hear here, standing in the offices of United Meat and Deli, Detroit, MI where the best corned beef in the world (and the above remark) is made by Sy Ginsberg the original Friend-of-Zingermans (FOZ). Sy entered the Professional Food Service at age 15 at the Summer Camp Cafeteria, where he ascended to 3rd cook and got a taste of The Life. Next stop—a hardscrabble initiation at Lou's Deli on 6 Mile ("I scraped out the wooden barrels") from 1960-68 and an ill-fitting hiatus at a bank. Sy got back in the apron, buying his first business, the prophetically-monickered 'Mr. Delicatessen.'

Then a development at 12 mile and Evergreen went up. Sy thought this was a perfect spot for a Deli and, despite few funds and a happy obliviousness to Business Plans, went ahead and opened a perfect deli—The Pickle Barrel.

"We had 2 cent Seltzer. We had miniature barrels of pickles at every table, that's where the name came from. We were the first ones to bring in Dr. Brown's sodas and Häagen Daaz...it was great. The whole thing just felt blessed" Sy's mother Fannie was the cook. An article on the office wall quoted her: "This is a home kitchen."

"I didn't want to delegate anything, had to do everything myself...so I'm on the line, I'm out front. It was a lot of fun but it was murder." 60-70 hour weeks and a couple of winters trying to run the place off of propane—5 years later Sy had had enough. He worked with a meat wholesaler and began to form the relationships that would lead him to start up United Meat and Deli. One of those contacts was a then-hirsute, live-wire named Paul Saginaw. "Hey we want to open a Deli. Can you come down and help us?"

The following was said with great love. "Ari and Paul didn't really know how to do anything. Didn't know how to slice the brisket, didn't know how to slice the bread, didn't know how to hold a knife." He sincerely adds, "Now they know more than I could ever hope to know."

"The guy I worked for he was kind of chintzy. He would only deliver out there once a week. For the other two deliveries I would load up my VW Dasher hatchback with

100 lb kegs of Corned Beef, drive to Ann Arbor and work behind the counter for a couple of hours."

Sy made the very first sold and served Zingerman's sandwich and thousands more besides. He put his own shingle up again, buying a meat packing operation in Pontiac. "The guy didn't make corned beef but since it was a meat packing facility it wasn't too big a step to get an old pickle injector and start experimenting."

So Sy, How did you become the maker of the greatest Corned Beef in the world?

"I was curious about different flavor profiles. I'd been invited to some producers in Chicago and I knew the mechanics...I got to a product that had an 'acceptable' flavor...but I wanted something more. (Ed. NOTE — we are sort of off-the-record from this point...I can describe the scene but cannot name the substance). "I was in my (UNDISCLOSED PLACE ON SY'S PROPERTY) and took a bite of (UNDISCLOSED SOMETHING) and it was so delicious, so fresh and it struck me...that's what's missing. That's the flavor that will really set this apart." He added it to the mix and...the rest is rust and stardust. Sy's corned beef—amongst numerous other accolades—aced out all the big Delis in New York in a Slow Food sponsored Best Corned Beef competition.

For old school bad-asses and culinary bungee jumpers, Sy's menu sandwich was Sy's Legend II — Pastrami and Hot Mustard stuffed into a fried Gabilla's knish. It's retired but we can (and will) still make it with sincerity and pride. The following sandwiches feature Sy's Corned Beef.

#2 Zingerman's Corned Beef Reuben: The Citizen Kane of Grab-some-Deli, Baybee...

#67 Jon and Amy's Double Dip: CB/Pastrami/Swiss/Muenster/Hot mustard/Yellow mustard/Rye/Pumpernickel Rye

#81 — Oswald's Mile High: Declaration of Principles — Corned Beef/Mustard/Rye/You.

#13 Sherman's Sure Choice: Paul's Horse-Happy Grandpappy's Sammy, Reuben-esque but ungrilled and with Slaw instead of Kraut.

For the extended interview visit 'Sandwich Stories' at www.zingermansdeli.com

—D\$ (aka, Darin Latimer, Deli Restaurant Manager)



Great Lakes cheshire cheese has arrived!



This is the only raw milk Cheshire being made in Michigan—a John Loomis original based on a recipe he learned from a Welsh cheese-maker. Great Lakes Cheshire has a crumbly texture and a sharp bite. The wheels we're cutting to order now are aged anywhere from 60 to 120 days.

It's an incredibly versatile cheese that will please just about everyone. According to Jess Piskor at the Deli, Great Lakes Cheshire "is a great substitute for feta on an omelet and also makes fantastic grilled cheese. It's a saavy cheese and has a beautiful citrus-y taste so it complements fruits really well. You can also just eat it straight, of course."

Available by the pound at the Zingerman's Creamery, Deli and Roadhouse or send this Michigan original to out-of-town friends at www.zingermans.com!



start your day with bre

If you head out to all the Zingerman's businesses, I think there are about two hundred and twenty breakfast options you can catch. Given that space is limited, here are the ones that are on my mind. No disrespect intended towards those not mentioned. No bagel or baked good should be left behind!

Ari

bostock

This has been the big hit of the last year for breakfast pastry eaters around here. It's won more loyal fans in just a few months than hardly anything I can think of in a long time. Super buttery rich brioche dough brushed with an orange-scented simple syrup and then loaded up with almonds and almond paste. With an espresso or macchiato I think it'd be a really good sweet way to start the day. Not too sweet, with a little crunchy layer on the top

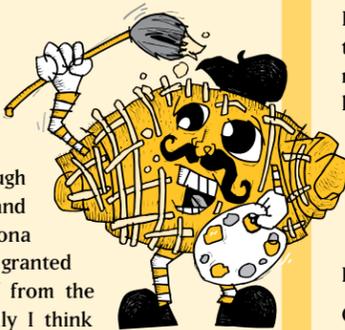


boston brown bread

One of my favorite new things to emerge from the Bakehouse ovens. An old time American "bread" that in modern lingo might be classed somewhere between a coffee cake and plum pudding. Baked in round tins as per the traditional technique, it's a mix of cornmeal with wheat and rye flours blended up with a whole lot of dark molasses and dark raisins and a bunch of butter. Not super sweet but very rich, I'd recommend it for breakfast with a strong cup of coffee and if you're into it, spread with the Creamery's really good Original Cream Cheese!

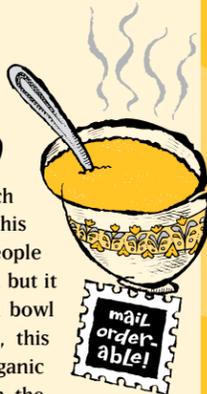
chocolate croissants

36 layers of butter and dough folded around two dark and delicious sticks of Valrhona chocolate. Easy to take for granted amidst all the other stuff from the Bakehouse, these are really I think one of the great things the pastry crew puts out every day. Never too sweet, never too bready, just lots of those flakey layers waiting to crumble like a light snowfall down the front of your coat if you eat one while you're walking. I probably shouldn't tell you that lest I inspire the fear of looking messy while eating one but...it's actually one of the signs of a well made croissant. If they're overly bready they may look fine from afar but they won't crackle and flake like a good one should.



organic italian heirloom polenta

If you thought all polenta pretty much tasted the same, ask for a taste of this next time you're at the Deli. Most people think of polenta as a dinner option, but it makes for a pretty amazingly good bowl of morning porridge. To my taste, this is a great way to start the day. Organic polenta from the Marino family in the Piedmont in Northern Italy—they start with the old Otto File low-yield/high-flavor heirloom corn, sun dry it, stone grind it and, as does Anson Mills, leave the germ in to protect the flavor of the corn. Tastes fantastically good. Magically, just like corn! Typically we top it off with deliciously bittersweet chestnut honey we get from Italy and golden raisins. Personally I like it with butter salt and pepper! Either way it's great.



breakfast blt at the deli

When I asked the Deli crew what they love to eat this was the first thing out of more mouths than any other single item (there were many other ones that came up too but this one won the day). I think it's great for its simplicity—Nueske's applewood smoked bacon, raw milk Vermont cheddar from Grafton Village, lettuce, tomato, Hellman's mayo and an over easy egg (from the free roaming chickens over at Grazing Fields).



Emily Hiber, who works at the Deli, recommends it on toasted Margaret's Sweet Wheat bread. Bill Rosemurgy, her colleague in coffee drinks at the Next Door, says to get it with the addition of some New Mexico green chiles. You, of course, can do it up any way you like!

organic stone ground grits from anson mills

It's hard to believe but grits are one of the staples of the table at the Deli in the morning and at the Roadhouse all day long. A 19th century corn varietal, organically grown, stone milled, germ retained, sifted into five different particle sizes then reblended to get the best texture for these grits...they're pretty fabulous. Topped off simply with butter, salt and pepper or some cheese, they're pretty terrific. Particularly great with fried eggs and bacon.



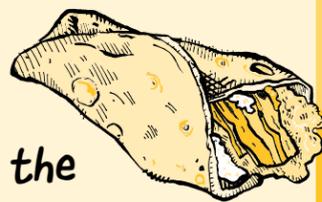
Congrats to Glenn and everyone at Anson Mills for being named "Artisan of the Year" by *Bon Appetit* magazine!

corned beef hash

A long time staple at the Deli and, for the last five years or so, on the weekend brunch board at the Roadhouse too. Corned beef, potatoes, onions, fresh sage, and spices griddled up and served with a side of spicy ketchup. Really good local eggs from cage free chickens standing in the wings to hit the plate too if you prefer!

the diez y uno breakfast burrito at the roadshow

This one has a loyal cadre of early morning fans. It's a whole nation's worth of good stuff all wrapped up in one easy to eat, really tasty morning treat. A flour tortilla wrapped around scrambled eggs (from the Amish farms in Homer), two year old raw milk cheddar from Vermont, applewood smoked bacon from the Nueske family in northern Wisconsin and fire roasted New Mexico green chiles. I like to add a little extra hot sauce myself. Drive up to the Roadshow and grab one any time!



bakehouse bagels and creamery cream cheese

I write about these all the time but it's just because I think they're so good. Finding a great bagel out in the world is really not an easy thing to do these days. I've been a lot of places and bought at most every bakery I come across, and I can count on my hands how many of 'em have really good bagels. Which is, in part, why I remain as appreciative as possible every single darned day of the year for the fantastic, hand made, really boiled, crusty, chewy and delicious bagels that the night crew at the Bakehouse makes for the rest of us to eat every day! If you haven't had one of late...give it a try. You totally really can taste the difference.

Of course they're all the better with the Creamery's hand made, turn-of-the-19th-century-style cream cheese made from Calder Dairy cream and milk (see below), sans vegetable gum, mechanical extrusion, sweeteners, preservatives, or anything other natural rennet and a bit of salt.



tuesday specials!

Buy 6 Bagels get 6 free at the Bakehouse, Deli, and Roadshow.

Take \$2 off a pound of our award-winning, traditionally made Original Cream Cheese only at the Creamery.

hot cocoa cake

The sour cream coffee cake is by far our best selling baked good. We ship thousands of 'em all over the country. So I'm not even going to take time to get into that one. It's already a classic. But the hot cocoa cake is on its way to being one, too. It's a great way to get chocolate into your morning routine.



how to get your full-

Zingerman's Deli
Open every day

Zingerman's Bakehouse:
Plenty of seating in

Zingerman's Roadhouse
at the Roadshow starting at 6

breakfast at zingerman's

Organic Stone Ground Irish Oatmeal



If you've never yet tried this oatmeal, I'll make an appeal for you to ask for a taste next time you're at the Deli. Seriously, to my taste, it's sort of in a class by itself. Over the fifteen years or so we've been bringing it here from Ireland it's built up an almost irrationally loyal following. It comes from Walton's Mill in the West Cork town of Macroom it's the last stone mill in Ireland. The oats are organic, toasted for two days then stone milled. Because the germ is left in (like with the grits), it has to be stored in the cooler. It tastes terrific—topped with soft, Muscovado brown sugar and sent out with a pitcher of cold milk (that's the Irish way) on the side. Toast on the side? Serve it up with a lot of the really great, golden Kerrygold butter from Ireland.



Cinn-oh-man



Like a good foreign film, the Cinn-oh-man won't show up in the mass market, say at Cinnabon sites at malls across America. I know those spots send off that enticing cinnamony aroma and they have those mounds of gooey white frosting slathered all over top. They're like the big budget movies of the pastry world; big build up, pleasant enough in an overly showy if sort of superficial way, but not exactly intellectually challenging, nor ultimately very rewarding. By contrast, anyone who'd rather opt for complex, subtler, more nuanced and interesting flavors the Cinn-oh-man is... your man! To quote Amy Emberling, co-managing partner at the Bakehouse, "I like them because they feature cinnamon which is so often just an accenting flavor in desserts, rarely the main show." And, as she pointed out, the only sugar in them is what goes in the glaze, which means that the marquee billing goes to the Indonesian Korintje cinnamon (I told you it was like a foreign film) not to the sweetener. As Amy added, "the level of sugar really allows the cinnamon to shine." I agree. If cinnamon rolls could go to Cannes this one would be a winner!

two easy breakfasts to make at home

Tunisian Morning

This isn't on our menus anywhere (yet) but you can do it at home. It's actually, of course, very good any time of the day but I particularly like it in the morning because it looks so beautiful. It's a little sunrise right on your plate. Lightly toast a golden slice of Sicilian Sesame Semolina from the Bakehouse. Brush it with a bit of olive oil. Then spread on a nice amount of the Moulins de Mahjoub's incredibly delicious, spicy hot harissa sauce. Then put a sunnyside up fried egg on top of that. Sprinkle with a good bit of coarse sea salt and grind on a good dose of Telicherry black pepper. You get the gold of the bread, the red of the harissa, the sunny golden orange of the egg yolk...it's an amazing color scheme and an equally delicious set of flavors. Of course you have to be inclined to spicy stuff but if you are...try this out.



Orange Marmalade and Olive Oil on Toast

Speaking of Tunisia...another great take on a Mediterranean morning is to toast a slice of most any of the Bakehouse breads—I'd go with the aforementioned Semolina or the Rustic Italian—then pour on a nice olive oil and then spoon on plenty of really good orange marmalade.

For more on the harissa, couscous, sauces and other super good stuff from the Mahjoub family see zingermansdeli.com. (If you want to go a more traditional route opt out of the oil and spread on a really generous bit of the great butter we get from the Kerrygold folks in Ireland. Note its golden color, which comes from the grass-based, open pasture diet of the cows. And when you eat it note its great flavor!)

espresso blend #1

The truth is that any way you want to get a shot or two of espresso into your morning routine is probably a really good one. Lattes, cappuccino, mochas or macchiato—they're all a great way to start your day. But I'm something of a purist and I really like to taste the nuanced nuttiness of the coffee in its straight form. While everyone from McDonald's to Macy's now offers a coffee drink menu that pretty much reads the same, the flavor of what's inside is seriously different from place to place. And the first way to find out the difference is to taste the espresso on its own. The difference between a great shot and 96 percent of what's out there is pretty significant. If you're not sure, I'll be glad to personally buy you a shot to help show the difference (I'm serious!). The contrast is pretty extreme.



The beans for our espresso come—as they have since we started roasting in 2003—from Datterra Estate in Brazil. The farm is an exceptional story on its own and I've written way too many words about it to get them all in here. You can read much, much more detail about the amazing work they do at www.zingermanscoffee.com. If you come by the Deli Next Door or the Roadhouse you can taste the difference their growing, fermenting and blending skills make. Of course you also have to factor in the considerable selecting and roasting skills of Allen and Steve at the Coffee Company and the shot-pulling skills of the folks the Deli and the Roadshow in getting the grind, the tamp, and the 'pull' just right. All of that work (seriously) gets distilled down into a shot of coffee that should be complex, nutty, very slightly sweet in the finish and topped with a nice little foamy bit of crema.



The other big piece of making great coffee drinks is the milk. I'm continually surprised by how few coffee places pay much attention to the quality of the milk they use but, when you think about it, the milk in most coffee drinks is as big or bigger a proportion of the product as the coffee. Which is why, I think three or four years ago, we made the move to switch to the more costly but way tastier milk from the Calder family herd in Carleton, MI. Again, I could go on at length on all the things that go into making their milk so much better (breed, feed, handling of the animals, handling of the milk, and much more) but the bottom line for coffee drink brewing is that tastes literally, about ten times better! Creamier, milkier, sweeter, richer—across the board, from first sip to last swallow, it makes an enormous difference.

Come by the Deli or the Roadshow any day of the week and take a taste of what all this really good coffee and milk are all about!

Zingerman's roadhouse brunch favorites

Roadhouse Brunch: 10am-2pm Saturday and Sunday

Oyster hash

My favorite thing on the Roadhouse brunch menu. Potatoes, onion, oysters all enveloped in a creamy sauce then grilled up and served with eggs from our Amish friends over in Homer, Michigan. To top off an already great set of flavors, the eggs are poached in the oyster liquor (great idea Alex!).



biscuits and chocolate (and bacon!) Gravy

I wrote a lot about this in the Nov/Dec 2008 issue of Zingerman's News—you can get the long version at www.zingermansroadhouse.com. In the moment let me just say that although this dish may sound slightly strange it's really, really good and it's got a long history in the Appalachians that makes for a tasty way to start your Sunday. Seriously interesting history and seriously good flavor.

avored breakfast

delicatessen:
ay at 7am.

Open every day at 7am.
n Café Swanky.

e: Breakfast everyday
am. Inside seating at 7am.

breakfast happy hour at the deli!

EVERY DAY UNTIL 11AM

- Free Egg with an order of hash
- Free small Zingerman's Coffee Co. coffee with any breakfast plate!



you really can taste the difference!

Rye Bread, Bridges and A Vote for Really Big Loaves

Bridges break. My mother died this year.

It's a strange feeling, this death of a parent thing. Everyone who's been through it, I'm sure, has had some sense of what I'm talking about, though, of course, we each work with it in our own way, and I can only speak to my own experience. While there are many layers of grieving for me to get through (I'm only about eight months into it), and I'm sure that the process will continue for many years—most likely, I guess, for life—I think the hardest part so far really has been this sense of a bridge having broken. I know that the “land” on the other side, where I lived my life until this past May is very real. But it's equally real and all too true that I'll never be back there again.

Mind you this isn't an essay about death so I'm a bit wary to get into all this. But bread and life, and hence bread and life's absence have been linked for many thousands of years as they have been this year for me. In honesty, my grieving process hasn't been one of tragic turmoil. It's very hard and very strange but it has not really been heart-rending in the way I often imagined it to be. My mother lived a full life and made a positive difference for a LOT of people. She substitute-taught in the same Jewish day school (where I went as a kid) for probably nigh on 40 years. There were like 600 people at her funeral, many of whom were former students who loved her. She died at 78, which, I know isn't so “old” any more, but it's not like the friend of a friend who died last month in a helicopter crash—he was forty with young kids.

I can't really say the sense of the bridge breaking was so shocking. I've long been conscious of the reality that, sooner or later, this collapse of connection with the past would come. With that awareness in mind, I think my mother and I long ago made an unspoken peace with the reality that things would end and that one day one of us wouldn't be there, wouldn't return from one of the many trips we each took to interesting spots around the world. And that's what happened. She went to Israel for her annual (or sometimes twice annual) visit and this time she didn't come back. She died pretty quickly in a way that was in synch with her life—she was traveling, she didn't suffer nor did everyone around her. She was living actively, intellectually engaged and on the move right up until she died really. But die she did. And without her...there's a link that's missing for me.

The more I thought about the bridge breaking, of not having any way back to really touch or learn about or experience any more where my mother came from, I realized that I've often had a somewhat similar sense about rye bread which was such a big part of my growing up. The good news I guess is that while my mother is gone, really good Jewish rye is very much alive and well in my life (and I hope, in yours too). We continue to make it at the Bakehouse every day, and I'm guessing and hoping (for my benefit and for yours!) that we'll continue to do so for many years into the future. While it's small solace in the context of losing a loved one, good bread does add life, color and enjoyment to my days, and, I think, to those of many others as well.

Rye Bridge

In my case, the rye bread isn't just a random selection. It gives me a small but meaningful way to hold on to a

positive piece of my past, and strengthens my connection with my mother, her parents, grandparents, and though I'll never know, probably many more generations before them too. While I can't re-cross the bridge, I can still put this amazing rye bread in my toaster and on my table every day, and think about her and the world she and my grandparents came from.

I certainly grew up with it. It's clearly been a low-key connection, solidly if silently in place, between my mother and me. Unlike many things that caused conflict, rye was a culinary link that we both liked, one without hugely difficult emotional baggage, no philosophical controversy over which we needed to disagree. It's obviously much bigger than just bread. In a way, this is a culinary unveiling—the Jewish ceremony that takes place a year after the death when the tombstone is placed on the grave that had been, until then, unmarked. By putting this down on paper I guess I'm likely committing to mind and memory what I think of whenever I eat rye bread.

All that said though, I wish I had some romantically relevant story to tell you about how my mom and I got up early every Sunday morning and made rye bread together. But, we didn't. Now that I think about it I doubt my mother ever baked a loaf in her life. I'd love to tell you that my grandparents owned a bakery and that she grew up surrounded by the smells of rye and other old time Jewish breads baking but that's not true either. They owned a laundry for a long time on the Southside of Chicago. Bakers end up with lots of bread to take home; my grandparents came home with cloth sacks with someone else's now-lost cufflinks.

Really Good Rye

I do love our rye bread. I feel especially close to the caraway. It has always been, I think, one of our best breads, and in the last year or two it's been even better than ever. (Yes, even long-standing products get better—we're driven to make improvements all the time!) All family memories, food history or good stories aside, I think this is really a fantastic loaf—moist, flavorful, delicious. The aroma of fresh rye alone is a beautiful thing. It fills the air every time I slice some. Equally enticing, for me at least, is the smell of rye bread toasting. Caramelly, not really sweet, very savory, maybe almost meaty. And with the caraway loaves—which are the ones I'm particularly fond of—the perfume is even more powerful. Just thinking about the smell (let alone actually breathing it in) makes me hungry. And, as you'll certainly have sensed from all that I've already written, it also makes me think about my mother.

Strangely I think that the Bakehouse rye is still really relatively unknown to most Zingerman's customers. Folks who didn't grow up with rye rarely seek it out until they've had the chance to experience how really good it is (and understand how pallid most commercial product is by comparison). And, realistically, a lot more Americans still like to eat whiter breads. Rye sounds good but most people still seem to want wheat. Nothing

wrong with that really. I just think it's a great, great bread and I want to share that enthusiasm with bread eaters all over our area (and all over the country as well, via www.zingermans.com. I'm sure I'm not alone in my connection to it. We could have the rye club for displaced rye refugees!)

It's probably just a coincidence, but in the last few months I've heard many, many, unsolicited, ravingly good comments on our rye. One came in from one of Chicago's up and coming restaurant owners, and others from customers who grew up eating Jewish rye bread but haven't had it for ages. Another was from a friend of a regular customer at the Roadhouse. He'd come to town from New York City and couldn't stop talking about the food here, in particular how good the rye was, and he wanted me to know that he'd bought a few loaves to take back to New York with him. Another nice compliment came from David Sax, a writer from Toronto, recently moved to New York City, whose book about delis will be out next year. He's traveled pretty much the entire country (and probably Canada, too) doing research and told me that the Bakehouse rye was the best he tried anywhere. Patti Kuhl, who's been working with food for a long time now wrote a few days after I started to write this, “Zingerman's rye bread is probably the greatest single food product I have ever tasted. It has great texture, tons of caraway, and just the right amount of chewiness.” Anyway, I think it's fantastic this bread. A credit to Michael London who taught it to us over sixteen years ago and to the skills of Frank Carollo, Amy Emberling, Stuart Marley and everyone at the Bakehouse who works so hard on it, and who stay relentlessly focused on making those small improvements that add up to such a special eating experience for the rest of us.

But coming back to my mother, rye bread really takes me back before she was born, to her parents' generation. It give me a way to touch the past, to connect with the culture, to get at the Russian Jewish and then Jewish American roots I/we/she share.

Although rye is overtly Jewish in its context, it's not ceremonial stuff in the least. I like to celebrate every day (and stay away from holidays) and rye is all-out good, everyday food. There's no pomp, and really not a whole lot of circumstance to go with it. It doesn't come wrapped in fancy paper like a panettone. There's no chocolate in it. I've never seen it featured on the front cover of one of the national food magazines. My mom was much the same—not fancy, never about making a big show of things, nor of being the star or at the center of anyone else's universe. Like the bread in question, she never called attention to herself (to the contrary, if you wanted to get her mad that was one way to incite her). She was steady, always working to make a positive, working-person's down-to-earth difference in the lives of those she came into contact with.

Which, I think is what good rye bread is also all about. It's kind of a hidden jewel in a world with things like 200-year balsamic vinegar, bean-to-bar chocolates, hand made goat cheeses, newly pressed estate olive oils. Corned beef on rye rarely gets much glamour but it sure is good.

Great Bread; Better Memories

Much of the research on rye bread that follows I did many years ago. But rereading it now...the story is still the same. Early on I hit upon this quote from Lenny Bruce. I was kind of shocked when I realized that Lenny was actually born five years before my mother. I guess I'd really always thought of them as two pretty different generations. Back in those days I related to Lenny Bruce's rule-breaking much more than I did my mother's mainstream good behavior. For

him, most every sentence was loaded up with what they used to call “curse words.” By contrast, I might have heard my mother swear (maybe!) six times in my entire life. Just the thought of her handling some sort of illegal substance the way Lenny did is pretty laughable. But one thing that they clearly had in common, and in common with me, is their mutual regaling of rye bread. For my mother, rye was what it was—she bought it, we ate it, she sort of enjoyed it. It's safe to say she didn't write any poems about it, nor did it ever provoke any big



existential arguments. Lenny's litany, not surprisingly, is much more poetic, profound and its own humorous way, probably pretty controversial. Lenny made it into cultural commentary, one which still makes me chuckle and think in ways that are probably more Jewish inside jokes than I should be putting in print here but ...

"Now I neologize Jewish and goyish. Dig: I'm Jewish. Count Basie's Jewish. Ray Charles is Jewish. Eddie Cantor's goyish. B'nai Brith is goyish; Hadassah, Jewish. Marine corps—heavy goyish, dangerous. Koolaid is goyish. All Drake's Cakes are goyish. Pumpernickel is Jewish, and as you know, white bread is very goyish. Black cherry soda's very Jewish. Macaroons are very Jewish—very Jewish cake. Fruit salad is Jewish. Lime Jello is goyish. Lime soda is very goyish."

"Evaporated milk is goyish even if the Jews invented it. Chocolate is Jewish and fudge is goyish. Spam is goyish and rye bread is Jewish."

The Lenny Bruce era is, I guess, about the time I entered the world of American Jewish rye. In the middle of the 20th century it was, as he says at the end there, a given that, "rye bread is Jewish." But interestingly the more detailed origins of Jewish rye bread as we know it here in the States were far, far harder to track back than I had thought. Sometimes the most seemingly obvious foods are the ones that surprise me with how hard they are to track back. With most every other food I've studied, I find a lot of people who remember eating it, who know that it tasted a certain way even if they were small children at the time they ate it. But with rye bread it's been hard to find. There are a lot of books that tell tale of it. And I do love books. But the people, like my mom and Lenny B., they're pretty much all gone and there aren't a whole lot of great rye breads out there to talk about.

If, that is, they were ever there. I was in Washington, D.C. a while ago to speak at a conference, and made time to visit with Mark Furstenberg. A very fine baker for many years, he's also Jewish and (much to his frustration) he'd just turned 70, so he's been around this stuff a long time. We've talked about this rye bread thing before so I wasn't really expecting any huge new insights or anything. The conversation started out along those lines, both of us really just repeating what we kind of already knew and shared in past conversations. But then he sort of stumped me with a question I'd never really considered. "What," he wondered in his seriously quiz-zical and always lovingly concerned and challenging way, "What if there really wasn't ever any good Jewish rye here? Maybe it's mostly all so-so today because it's always been that way here? We really don't know."

In honesty, that was a question I'd never really even considered. So when I got back to town I asked Jack Stanzler, a fascinating guy who's probably a couple years older than my mom. To get the conversation going I gave him a big fat slice of the seeded rye from the 2 kilo loaf I'd taken to carrying around with me while I was working on this piece (more about that in a minute). Came back an hour later to see how he liked it. "It was delicious," he said straight away and with great enthusiasm. I liked that—no hesitation and a nice sparkle in his eyes told me that he wasn't just being nice by giving such a positive response. "Just curious," I inquired, "What do you remember about rye bread from the old days?" He smiled slightly, as he so often does, and said, "Well, I remember it was never tasty as that."

Comments like that, coming from smart people like Mark and Jack who both have good taste make me wonder. "What really makes a great loaf of rye bread? And what makes it Jewish? Did my great-grandparents really eat bread like this? Has it changed since their time? Why? How?"

The Rye Belt

Rye is a relative newcomer among foods; people have been eating it for only about 3000 years. Originally it was probably nothing more than a weed, intruding into the hard-to-maintain northern European wheat fields. At some point farmers must have given up fighting the stuff and switched to growing it. Today it is the third most important cereal grain in the world, after wheat

and rice. Making bread from rye flour alone is difficult (though definitely doable) because it has none of the gluten you need to make a bread rise. Because it's harder to work with and because it lacks gluten, rye flour is usually mixed with that of other grains—barley, millet, buckwheat or wheat—for bread making.

Rye certainly sustains a lot of people. It's the principal grain of northern Europe, so people in places like Scandinavia, Poland, Britain, Germany, the Baltics, and Russia all rely on it. It's also grown in rather large quantities in the U.S. and Canada.

For Russians and Scandinavians rye has long been their daily bread. In Germany it's used to make the traditional "Schwarzbrot", or the very typical, 100% rye, Vollkornbrot that we do at the Bakehouse. The French serve "pain de siegle" (rye bread) with oysters. Here in the States, rye has a solid history most of which has nothing to do with Jews. It was first planted here by the French, probably back in the 17th century. In Boston rye flour is used to make Boston Brown Bread and we now make a darned good version of that at the Bakehouse, too (see page 6). The new grain was milled and mixed with corn meal to make what was known in New England in centuries past as "rye and Injun" bread and what we call here simply Roadhouse Bread. We've been making it since we started the Roadhouse five years ago and it's become by far my favorite bread that we bake.

The Jewish role with rye in the U.S. likely dates to the late 19th and early 20th centuries, a fifty-year period when large numbers of Jews fled Eastern Europe and settled over here. Broken bridges or not, this much I do know—in the early decades of the 20th century rye was the everyday bread for most American Jews. A 1929 headline in The Saturday Evening Post proclaimed that, "If Wall Street is the Financial District then the Lower East Side is the Rye Bread District." Sounding very much like a National Geographic report on a distant, heathen, exotic land, the Post declared that rye bread "... is at once a plate, a spoon and hearty nourishing food, and it bulks very large in the East Side landscape. It seems to be on sale everywhere in loaves shaped like a millstone and of pretty nearly the same size and weight. It is cast promiscuously (my note—of course good proper American white bread would certainly have been "neatly stacked", never "cast promiscuously") in great heaps, at the base of shop windows and in cellarways, and occasionally it stands piled up on the curb while an old man or young girl keeps watch over it with a large knife."

In his 1917 novel *The Rise of David Levinsky*, perhaps the most famous account of turn of the century life of Jewish immigrants on the Lower East Side, Abraham Cahan gives credence to the Post's description, writing that, "For my first meal in the New World I bought a three-cent wedge of coarse rye bread, off a huge round loaf, on a stand on Essex Street."

Big News from the Past: Bigger Loaves are Better

Take note of the size of the loaves Cahan and the Post describe. Back then poor people's breads like Jewish rye were generally made into bigger loaves. Mind you this isn't something I learned from my mother. By the time I was growing up, rye bread was mostly heading home from the bakery in smallish one pound loaves. If I had my druthers, they would still be the bigger loaves because while the trends of the consumer marketplace today are to making everything smaller, the truth is that most everyone in the artisan bread world will tell you that with rustic, hard-crust, old style breads, much bigger loaves taste better! (Especially true with the 2-kilo French Mountain bread, which had nothing to do with my mother, but is also exceptionally good as well!) So I'll make my appeal to bread buyers everywhere to opt for larger—or sections of larger—loaves.

Granted, trying to get people to buy bigger breads is running totally counter to trends. Smaller loaves are

more "consumer friendly" according to national marketing firms. But the truth is that while smaller isn't bad, it's just not where the flavor's at. I understand why the market is moving in that direction. Soaring wheat and rye prices (down from where they were last spring but still, like, double a year ago) make bakers want to begin downsizing everything. Smaller loaves make the "price points" more "accessible" which there's nothing wrong with. But the problem is that, while they're not bad, slices cut from smaller loaves just don't really taste quite as good.



I know that many people I say that to are skeptical, and I don't blame them. It seems illogical that the exact same dough would eat that differently just because it was baked in a bigger size. But the truth is that most of us who've been around here for a while know that bigger loaves really do taste better. The relationship of the crust is better; the bakers can get the crusts darker which is very good. The caramelization of the natural sugars in the bread—known as the Maillard effect—makes for a much tastier loaf. They have a nicer, moister, more substantial texture. They last

a lot longer, they look really good, and, I think, they just feel better. Personally I will always take a quarter or half of a big loaf, and leave the small loaves behind. At the Bakehouse, we're now baking big, round 2-kilo (5 pound-plus) loaves every Friday (which we're calling Rye-day). I grab one every few weeks. The timing is no accident—they last easily that long.

On the issue of shelf life, let me state with as much clarity as I can muster, these really big (and very beautiful) 2 kilo breads last a long, long time—nigh on two weeks if not more. I had a slice this morning toasted (topped with the Creamery's hand made cream cheese, which, by the way is very much what David Levinsky would likely have been eating on the Lower East Side a hundred years ago, if he had a couple pennies left to spend after buying his bread) that came off a loaf that, I think, is twelve days old. Honestly, it was terrific. I know I'm biased but I could eat a quarter loaf of this stuff in a day if I let myself. Maybe that's a bit of genetic bridging back to my grandparents Russian Jewish roots to a time when people ate a lot more bread than most Americans do now.

Take note, too, that I'm not talking about bread being stored in plastic, nor in the freezer. I mean, a good two weeks just stuck in a big paper sack left sitting on the counter. This is very low technology. It ain't rocket science, it's not sous vide. It's not anything but old fashioned. It's very local and it's probably akin to organic. It just works. This is how they used to do it in the old days when people were really busy. Remember, that the flavor of good artisan bread actually develops as it matures! It actually tastes good (in some ways better) a week later than it does when it's still magically warm right out of the oven.

Bread in Russia

To most folks in America, rye bread is Jewish bread. Not of course to Russians, Poles, Ukrainians, Germans and other ethnic groups who have been making and eating rye bread for centuries. In fact it's likely that in various forms, they are the ones who taught many Eastern European Jews how to bake it in the first place. My roots are Russian, but of course, while I can study hard, I have no relatives left there, no ancestral village to visit. The shtetls my grandparents came from as kids are long gone and preserved primarily in books of old photos, Isaac Bashevis Singer stories and in reading *The Joys of Yiddish*.

Of course, that said, there's a lot to learn looking at the world of traditional Russian baking. Bread has long played a major part in the Russian diet. The Russian expression "est khleb" which means literally "to eat bread," used to mean, "to eat a meal." Russians to this day are said to eat about a pound of bread a day! That may seem like a lot, until you learn that in the 19th century they used to put away about three times that much, and at harvest time bread consumption is said to

continued on page 10

have reached up to five pounds a day! In Russia black bread was the bread of the poor. There are records of over thirty different varieties of rye flour being used in Russian baking back in the 17th century. Over the centuries that Jews lived in Russia, black bread became their bread too. The thing is, though, I can't find anything in Russian history to put me on the historical trail of the far-lighter-than-black Jewish rye that I grew up on and that we make here.

Polish Jewish Rye

Years ago when I first started trying to figure all this out, I literally called all over the country looking for leads to explain this gap between the blackness of Russian bread and the rye that I—and my mother—had grown up with. I searched the Grad Library at the University, and visited every Jewish bakery I got even moderately close to, without really making any headway at all. After what was probably a year's worth of work, I basically stumbled onto the bridge back. If it wasn't for a really great man named Jack Wayne, I would have walked right by it.

Jack is a long time Zingerman's customer who I'd seen in the store off and on for years, but we'd never officially met. He introduced himself one day during the Ann Arbor's annual Art Fair in July, to pass along his praise for what we were doing, and in particular for our breads. I ended up sitting down with Jack, his wife and their granddaughter, and stayed and talked about half way through lunch.

"I just love your bread. I love it!" he told me with this big grin. There is no greater praise to be had in my book. As we've been saying all along, bread is a big deal, and Jack knows what he's talking about. He literally grew up a baker in Poland, in the Jewish community of the town of Lodz, in the years between the wars. His father was a baker, and Jack started working at the bakery at the ripe old age of six! "We had absolutely no machines in the bakery," he told me. "Everything was done by hand." Jack worked in the family's bakery right up until the arrival of the Germans in Poland and the beginnings of WWII and the Holocaust. His memories of the bread are so vivid, so inspiring, the sort that push me to keep going that extra mile in the pursuit of authenticity and flavor. Jack Wayne made the breads of Jewish Poland come alive for me. "The bread we baked back then was fantastic. Oh," he said wistfully, "those breads were so good."

"What was the difference between Russian bread and Polish bread?" I asked. "Russian bread," he said, "was denser because their milling processes were different. The grain was less refined, they left in all the bran, the germ. Russian bread was black and it tasted awful."

"But Polish bread?" I asked. "In Poland, we had a much greater variety of breads. Rye bread, kaiser rolls, 'razovanna' bread (a whole grain bread like 'health bread'). We had black bread too, but it wasn't like the Russian bread, more like the rye but darkened with molasses or coffee."

Aha! A light goes on in my head. This sounds more like the "pumpernickel" we have all come to know in this country as Jewish pumpernickel. Mostly the breads were baked with rye; in fact, in Polish the word "chleb" (meaning "bread") is used only for loaves that have some rye flour in it. Other breads are called "bulkes."

"What about the rye?" I asked a bit cautiously, feeling on the verge of uncovering the 'proverbial missing link.' It was indeed the bridge I'd been looking for for so long. "What you're making in your bakery is the closest thing to what we had. I love it!"

It's hard to explain how excited I was to hear that. I mean seriously, the lack of a way back to the roots of what I knew as Jewish rye was so frustrating. And finally, finally, finally, Jack was laying it out there in a way that made sense; this wasn't just someone's theory three times removed from reality—the man had really lived it. It was like putting on glasses for the first time to realize that what you'd taken for reality was really a blurry version of it. Life is clearer, crystalline. But if you're looking at the wrong thing you won't find what you want. I had let politics get in the way of real-

ity (not an uncommon mistake in history) and looked to Russia because at the time my great-grandparents came over much of Poland was part of Russia. Russian Jews, Polish Jews, Ukrainian Jews,...they all were part of the Russian Empire. One empire—different breads. Russian Jewish bread and Polish Jewish bread were never the same. What we have come to know in this country as Jewish rye has a solid footing in the Polish Jewish tradition.

London Bridge

Persistence pays off. Sometimes I discover what I was looking for in a place that I should have realized was right in front of me all along. The man I needed to talk to is the one who taught us how to bake the bread. While I'm sure Michael London had shared many of these stories with me at some point in the past, somehow some of it had fled my consciousness.

I should have called Michael straight off. Frank (one of our partners at the Bakehouse) had reminded me to do it. Unlike Mark Furstenberg who wasn't sure if great Jewish rye really existed, Michael had no reason to hesitate. For him it's not a study of history; it's how he grew up. It only took him about two minutes on the phone to get back over the bridge, to remember bakeries and rye bread from his youth in

Brooklyn. Unlike me, who paid little attention and didn't have particularly big access to great food growing up, for Michael the best Jewish breads (and pastries) were part of daily life. "My grandfather always thought it was an actual sin if I didn't eat rye bread with dinner." I like that. Like I said, rye bread really hasn't got a darned thing to do with religion but it was nice to find out that in the right, food-oriented family (like the Londons) that didn't stop people from tying the two together on their own!

So, clearly, great Jewish rye bread really did exist in years past. While Michael no longer bakes the bread himself (he and his wife Wendy do have a fabulous place in Saratoga Springs, called Mrs. London's if you're up that way), he does still love good rye bread. So we sent him one of those big round 2 kilo caraway rye loaves I was glowing about above. And he loved it. When we talked on the phone a few days after the bread had arrived, he started by telling me how good it was. That's no small thing because, while he likes to laugh and is often good for a quick joke, Michael takes his bread and baked goods very seriously. He's NOT a guy who'll tell you a bread is good if it isn't. And because he'd grown up with it, his authentication, like Jack Wayne's is a huge compliment to the work everyone does at the Bakehouse. But after he shared his thoughts on the quality he started to slowly step back a bit, moving into a few childhood memories, his own bridge to go back over. "The rye bread," Michael said, "the beginning of it was that if I got sent to the bakery it never came back with the heels on it." The more he talked the more he got into it. And unlike my mother who didn't particularly love to eat, Michael was passionate about it. "I always had rye toast," he told me. "I love rye toast with scrambled eggs."

I guess the only sad thing for me in this part of the story is that while bridges have been respectively found, built, and repaired to get me back closer to the Jewish rye of earlier eras, I can't call my mom to tell her what I've learned. Somehow I think she'd have been more excited about the fact that I'd been studying and uncovered something interesting about Jewish history than with the bread itself. Either way, I think she'd have liked both the bread and the story behind it. Clearly I'll never know for sure. But maybe when I muster up the courage to go to the cemetery to pay a visit to her grave (a hard thing for me to say but I guess that's the point) maybe I'll bring some rye with me. It's traditional to leave stones on the grave, but maybe I can make do with slices. Big thick bold ones cut by hand from a big thick crusted, chewy loaf of caraway rye from the Bakehouse.



A Guide to Getting Good Rye Bread

Based on everything I've learned here's what goes into a good Jewish rye bread:

#1 A GOOD RYE SOUR STARTER—The old style, Jewish rye starter is made by taking the previous day's fully baked rye bread—what Michael and the bakers of the era in which he grew up used to straightforwardly call "old."

The general wisdom of course is that the consumer can't tell the difference. We've never agreed with that, and I certainly don't think it to be true about the rye bread. But... others don't always agree. Michael told me the story of one of running into one of the guys whose family had one of the best old time Jewish bakeries in the City. To Michael's taste though the bread wasn't as good as what he remembers. So Michael, who's rarely afraid to hold back his opinions, asked if he was still using the old style starter. "Na!" he said forcefully. "Nobody knows the difference!" And then, Michael went on, "He took out this wad of bills, waves it front of me says, 'Remember Michael, this is your best friend.'" Yikes. That's a bridge I don't ever want to cross. Keeping the rye bread and its crust and flavor intact is not a ball I want to let drop. There's so little left—the Bakehouse is the bridge that people can walk over to cross back to the way that bread was when Michael was growing up!

#2 USE RYE FLOUR—To make a traditional Jewish rye bread we had to get back up to a decent level of rye flour. Roughly that seems to settle in at about twenty percent rye, eighty percent wheat. This is roughly the ratio that George Greenstein uses in his very good book, *Secrets of a Jewish Baker*, and it's what's worked well for us here for so many years now. (By contrast most commercial Jewish rye could have really no more than four or five percent!)

#3 BAKE ON THE HEARTH—To get the right texture of the bottom crust we wanted to bake on stone. This isn't just a matter of nostalgia for stone ovens of days gone by.

#4 STEAM—Steam in the oven is an essential part of the crust that makes good rye. Steam allows the skin of the "just slid into the oven" dough to expand as it starts baking, which keeps your crust from splitting open. Together the hearth and the steam work to make for a chewy, amber colored crust, that gives your jaws a work out.

#5 TIME—More time for dough development means more flavor in the finished bread. We run what I'd guess is about twice as long for the rye at the Bakehouse as most commercial bakeries do.

#6 FLAVOR—The bottom line with Jewish rye bread is how it tastes. And it shouldn't taste like white bread; not even white bread with caraway seeds. Rye has a deep flavor, a flavor of the earth, a flavor full of character, a flat feel on the back of your tongue that gradually fills your whole mouth. And it should be chewy, both crust and crumb should work your jaws. Yeah on a perfect day the crust should crackle. If a baguette is the high note of bread, then rye bread is the bass. Steady, delicious, never wavering, it's rooted in the soil of northern Europe, it's sturdy texture and lightly sour flavor provide the perfect pairing for a thick schmear of cream cheese or sweet butter. Good rye has guts. And it's really, really good.



Ari

Ari

rye bread (and more) at

a range of jewish rye

The good news about rye is, if you live in Ann Arbor, you've got access to this early special rye bread whenever you want it. It's on the shelves at the Bakehouse bakeshop, Deli and Roadhouse every day. You can order it on sandwiches (I'd make a special request for the rye with caraway myself). And, the other good news is that, if you're up for doing Mail Order the fact that there's very little great Jewish rye being baked in the US today doesn't have to stand in your way.

Jewish rye This one is done sans caraway seed (though we do drop a small bit of ground caraway into the dough). It's the bread that serves as the base of so many zillions of sandwiches at the Deli. Double baked, sliced warm then spread with lots of Russian dressing, layered up with hot corned beef, some sauerkraut and Switzerland Swiss cheese, then grilled 'til the bread is golden brown...it's really kind of hard to beat the Reuben at the Deli. I don't eat them every day or anything but I was writing this I ordered one up and...it's a pretty darned terrifically delicious sandwich. My personal favorite though is the #1—"Who's Greenberg Anyway?". Corned beef, Russian dressing and chopped liver (one more bridge back to my family's past—it's my grandmother's recipe) on double baked, still warm slices of this really good rye!



Caraway rye You've read about it above so I'll just leave it where it is. I love it!

Onion rye Still made the old fashioned way by cutting up lots of real onion, sweating it slowly in the oven then mixing with a generous passel of poppyseeds.



Chernushka rye Same great Jewish rye but this time with lovely little, subtly spicy, black chernushka seeds, which most of the world knows better as Nigella (no relation to Ms. Lawson). We only do this one as a "special bake" a couple times a year; the next one conveniently comes towards the tail end of February, on the 21st and 22nd. Order up and stick a few loaves in the freezer! It's really great stuff!

Pumpernickel Darker and a tiny bit sweeter than the rye. Great for most everything, I love it on the Deli's #48 (Binny's Brooklyn Reuben—pastrami, Switzerland Swiss, sauerkraut and Russian dressing on pumpernickel grilled) or on the #24—the Ferber Experience—pastrami again but this time with scallion cream cheese!

double baking

Put some crackle in your crust!



If you like your rye (or any of our non-Jewish breads for that matter), with a crisp, crackling crust around a warm, chewy, deliciously rye bread center then double baking is for you. At Zingerman's we double bake all our rye and pumpernickel before we slice it for sandwiches. Just pop your rye bread in the oven at about 325°F for about 20 minutes. The crust should be crisp, the inside warm right through to its center.



bread specials

Bread of the Month

January Paesano bread

Special New Year Celebration Price!

\$3.99
(regular \$6.25)

The traditional bread of the Puglia region of Italy. Pass it around the table for ripping and dipping in great olive oil, soup or pasta. Everyone likes this bread. We'll put money on it.

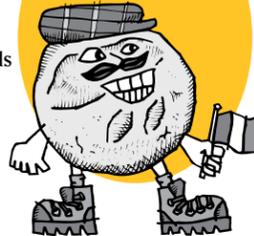


Just right for everyday eating!

February rustic italian round

\$4.50
(regular \$6.25)

One of our best selling breads for its versatility. It has a beautiful white crumb and a golden brown crust. This is that great simple, white European loaf. All it needs is some sweet butter.



friday is rye-day!

New 2 kilo sizes of Jewish Rye, Caraway Rye, Onion Rye and Pumpernickel breads

That's over 4 pounds of bread for \$16.99. Buy it by the quarter, half or whole. It's a fun way to celebrate one of our favorite loaves. Available Fridays in January and February at Zingerman's Bakehouse and Delicatessen.



Learn to Bake Zingerman's Bakehouse Rye!

Rockin' Rye Class \$100/person

Make the same bread you'll find on Zingerman's Delicatessen's famous Reuben sandwiches! Most Americans associate the flavor of caraway seeds with rye bread, but the rye berry itself packs a real flavor punch! In this class you'll make our traditional Jewish Rye bread and a bread using 100% rye flour. You won't believe the aroma, the taste and the difference.

You'll leave BAKE! with 2 tested recipes, the knowledge to recreate them at home, and the loaves you made in class.



Apr 1 5:30pm-9:30pm
Jul 9 5:30pm-9:30pm

Register at: www.bakewithzing.com
or call 734.761.7255

Gift Cards Available!



Starting in January, all of our Special Bakes are available for shipping at www.zingermans.com or 888.636.8162

Black Olive Farm Bread

1/16 & 1/17

Our signature Farm bread with marinated Greek black olives.

Pumpernickel Raisin

2/6 & 2/7

Our traditional dark and chewy pumpernickel bread with red flame raisins and sesame seeds.

Rosemary Baguettes

1/23 & 1/24

Crackly crusted French baguettes with fresh hand-picked rosemary throughout.

Pepper Bacon Farm

2/13 & 2/14
Check out apple wood smoked bacon and black pepper in a crusty loaf of our signature Farm bread. Our most popular special bake.

Porter Rye

1/30 & 1/31

Moist complex crumb inside, crunchy crust outside, made with Michigan Brewing Company's Peninsula Porter, rye and wheat flours.

Chernushka Rye

2/20 & 2/21

Traditional turn of the century Jewish rye bread with peppery chernushka seeds mixed in.

Call ahead to order your special loaves from:

Bakeshop — 3711 Plaza Dr. • 761.2095

Deli — 422 Detroit St. • 663.DELI

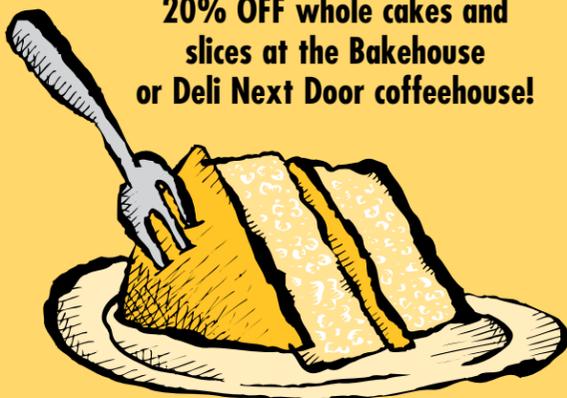
Roadshow — 2501 Jackson Rd • 663.FOOD

20% off

cake of the month

20% off

20% OFF whole cakes and slices at the Bakehouse or Deli Next Door coffeehouse!



January White Chocolate Chiffon

It looks a little like a winter snowfall. It feels light and creamy. It tastes heavenly. Layers of yellow chiffon cake sandwiched with white chocolate mousse and Italian raspberry preserves. It's all covered in fresh whipped cream and white chocolate shavings.

February Marjolaine

A traditional French torte with coffee house flavors: layers of toasted hazelnut cake with chocolate and espresso butter creams. Each slice is striking to look at and satisfying to eat.

you really can taste the difference!