

Zingdish!

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

Zingerman's
DELICATESSEN

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

deli tastings

Upstairs at the Next Door Coffee Shop
7-9pm (unless otherwise noted)

Special Tasting: The Teas of India

Tue., January 12 • 7-9pm
\$20 in advance/\$25 at the door •
20 person limit

Come learn about the plethora of teas coming to us from the Asian subcontinent. We've taken the popular Steep! tea tasting series and upped the ante with food and tea pairings to stimulate your palate and satiate your stomach. Whether you are curious about the different flushes of Darjeeling or looking for a way to spice up a chilly, January night, this will be a tasting to remember.



Pasta and Sauce

Tue., January 19 • 7-9pm
\$20 in advance/\$25 at the door •
30 person limit

Think you know everything there is to know about pasta and sauce? Curious to see if you can learn something new? Should you add oil to the pasta water? Does it matter when you add the salt to the boiling water? What does alcohol/wine do to the tomato sauce on a molecular level? Did we get your attention?

California Foods

Wed., February 10 • 7-9pm
\$20 in advance/\$25 at the door • limit 30 people

Our very own Paul K. will blow your mind with tastes from all over California. The Governor would be proud of this unique showing of olive oils, vinegars, artisanal cheeses and much more. Mark your calendar and get your tickets soon; Paul has a following and his tastings tend to sell out fast.

Swiss Cheese Fondue

Wed., February 17 • 7-9pm
\$25 per person • 30 person limit

If you've eaten fondue in a Swiss chalet during a winter snowstorm, you will probably agree that it is one of the most beautiful and romantic foods on the planet. It evokes warmth and you should have our flawless recipe for this classic winter experience.



3rd Annual Askinosie Chocolate Tasting!

Tue., February 9 • 7-9pm

Details
page 3!

Please call 734.663.3400 to save a seat.
See our full schedule at www.zingermansdeli.com

Zingerman's Zingfeast Italiano

Thu., February 11 • 7-9pm • UPND
\$40/person, \$70/pair

This is a one-night-only chance to take your taste buds on a gustatory tour of Italy and enjoy the regional Italian cuisine of your dreams. Chef Rodger and his team design an indulgent five-course menu, sourcing the best fresh ingredients and selecting favorites from Zingerman's extensive pantry of Italian foodstuffs. The meal will be sumptuous and the atmosphere will be cozy. Take advantage of our Valentine's Day pair pricing and invite a friend or bring a date to share the experience. Reserve your spot early and come hungry!

Sandwich of the month

January: Evan's Even Keel

We borrowed this idea from the Deli's own Evan Swedish, who enjoyed a version of this sandwich when he was a boy growing up in Virginia. Perfectly spiced pastrami and oven-melted Grafton cheddar cheese on pumpernickel bread, served with a side of our homemade applesauce for dipping or spreading on thick. **\$12.50/one size**

February: Gaye's High-Bid Fare-Well

Designed by the Hope Clinic auction winner, this sandwich is a sure cure for the mid-winter blues. Roasted turkey and oven-melted Swiss cheese, sandwiched between two of our famous fried latkes. Served with a side of applesauce and/or sour cream. Grab a fork and knife and dig in—this is the ultimate comfort food sandwich. **\$12.50/one size**

BAKE!
Zingerman's BAKEHOUSE

hands-on baking classes
3723 Plaza Drive
734.761.7255

Noodling about Strudelling

Fri., Jan. 29 • 1-4pm • \$75

We take a grapefruit size piece of strudel dough and stretch it out to cover a 24 sq. ft. table. Oh, but before you learn how to pull the dough, you'll learn how to mix it and we'll make sweet and savory fillings to finish it off.

Bakin' with Bacon

Tue., Feb. 9 • 5:30-9:30pm • \$125

We'll be using the power of bacon to flavor three amazing baked goods, all in honor of Ari's latest book, *Zingerman's Guide to Better Bacon* book (on sale now at all Zingerman's locations). You'll make a version of our wildly popular peppered bacon farm bread, bacon cheddar scones (found in the book) and bacon pecan sandy cookies.

Check out the full schedule
and register for classes at

www.bakewithzing.com

Zingerman's
roadhouse

Roadhouse Special Dinners are 5-course family-style affairs with a little history and a LOT of food featuring writers, chefs, authors and more from our own community and all around the country.



special
#84
dinner

5th Annual African American Dinner
Selling Their Soul: The History of African American Street Vendors
Tue., January 26 • 7pm • \$45/dinner

We welcome back Adrian Miller as our special guest for the second year. Adrian's research for a book on the history of soul food in America brings us a flavorful exploration of African American street vendors around the country.

A former Special Assistant to President Clinton and current Senior Policy Advisor to Colorado Governor Bill Ritter, Jr., Adrian has a passion for food that 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.

James Beard-nominated Chef Alex Young will work with Adrian to craft a menu reflecting the culinary contributions of African American street vendors.

Mardi Gras Celebration!

Tue., February 16 @ 7pm •
\$45/dinner

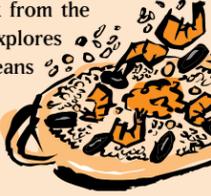
In a mid-winter break from the cold, the Roadhouse explores the foods of New Orleans in this Mardi Gras festival. Chef Alex Young will craft a menu traveling back to the pre-Acadian culinary influences in that region.

Beefsteak Dinner c. 1888

Tue., March 16 @ 7pm • \$45/dinner

To celebrate an American tradition reaching back over a century to New York City, the Roadhouse welcomes food historian Jan Longone who will talk about the lost tradition of the beefsteak dinner. Chef Alex will craft a menu, using the pasture-raised local meat raised by local farmers, including some from his own Cornman Farms.

special
#85
dinner



special
#86
dinner

For reservations to all events stop by
2501 Jackson Ave. or call 734.663.3663 (FOOD)

www.zingermansroadhouse.com

Zingerman's
COFFEE
COMPANY

"First Tuesday" Tasting!

Jan 5 & Feb 2 • 5-6pm

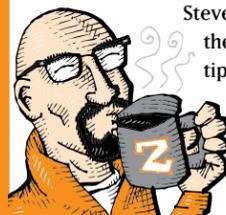
Join us monthly for an open-to-the-public, no-reservation-required cupping. Sit down with Zingerman's Coffee Company managing partners Allen and Steve and sample some new offerings, some old favorites, and some experimental batches and learn how to discern the subtle distinctions among the world's finest coffees.

Future tastings will happen the first
Tuesday of each month, 5-6pm

Free Open House

Every Saturday in January • 10-11am
• Meet the Coffees!

Visit Zingerman's Coffee Company at their new location and join managing partners Allen and Steve as they guide you through the world of coffee, giving tips on bean buying, espresso making, and home brewing, and sample coffees from the major growing regions.



3723 Plaza Drive • 734.929.6060
www.zingermanscoffee.com

Zingerman's
creamery

Learn to Make Fresh Mozzarella

Every Saturday in January & February
Noon to 2pm • \$45 advance/\$50 door
Learn how to make fresh, handmade mozzarella. You'll get the know-how to do it in your own kitchen and take home a lot of cheese!

Cheese Tastings

January

From Ann Arbor, With Love
Sun., January 17 • 4-6pm • \$25

Our cheesemakers guide you through the history and science of cheesemaking and give you a guided tour of the wide-variety of our cheeses from fresh to mold-ripened to aged.

February

Some Like It Hot!

Sun., February 21 • 4-6pm • \$25

Cheese is a great way to spice up a party! We'll ease you in with a really creamy Detroit Street Brick with just a small kick of green peppercorns and work up to harissa cream cheese! We'll have gelato to cool you down (but it's gonna be chocolate heat, of course!).

Creamery Tours

Every Sunday • 2pm • \$5/person
Reservations are encouraged.

Stop by the Creamery Cheese Shop
734.929.0500 • 3723 Plaza Drive
www.zingermanscreamery.com

you really can taste the difference!

ISSUE # 218 • JANUARY-FEBRUARY 2010

1

welcome to

kimmerle's ten classic rules of the candy world



The fact that everyone loves candy wouldn't seem like a problem, but I have to say, it's led to some interesting learning for me over the last few months. I guess . . . it's been a bit like playing the game Candy Land. It was one of my favorite games when I was five. In case you can't remember, it's all about finding the lost king of Candy Land. You keep drawing cards and moving forward (with a few exceptions) 'til you get to the end; the king is found, you feel fulfilled. It's not really all that difficult or anything—if you just keep sliding cards off the top of the stack, sooner or later you get there. Which is, actually, where I'm at when it comes to making my way through our modern-day, real-life version of Candy Land. I've spent the last six months moving my marker around the board game that is the candy world. Thanks to a lot of help from my friends and some good learning I didn't anticipate, I've finally figured out the rules, and, I'm happy to say, I think I've found the king (at least the local one); his name is Charlie Frank, and he's the managing partner of the newly formally formed Zingerman's Candy Manufactory.

What got me to finally pick up the colored pieces was a totally unexpected influx of people telling me, politely but extremely enthusiastically, what kind of candy we really ought to be making. While I'm used to lots of customer interaction, this is the first time I've been deluged by this sort of madness. See, I'm not saying that I've heard from two or three people over the last few months. I mean more like two or three a week, and that's on a slow week. Mind you, this is in NO way a complaint. I'm thrilled that people are asking. It's just that the frequency and passion behind their requests caught me completely off guard. But hey, it's a great thing. People are asking because they love candy and because we now have our little Zingerman's candy company and . . . well, there are a host of other reasons too, but I'll get to those in a minute. Love for candy can really spell good stuff, and the issue at hand can only be considered a really, really good problem to have, but—and I'm smiling when I write this—it's still a challenge. The truth is . . . it's too late now—the Candy Manufactory is formally open, and pretty much everyone around town already knows about it. And they're—appropriately—very excited about it.

There's probably some other line of work one could go into that would attract even more attention and higher initial enthusiasm, but honestly I'm not sure right now what that would be. Like I said, everyone seems to love candy. The truth is, it's totally my own fault that I failed to see this problem coming. In hindsight (everything is always so clear in hindsight, right?), I can see where I went astray: although candy causes huge levels of excitement in almost everyone, I'm part of the small, strange minority of humans who have a higher affinity for savorys than for sweets. I mean, I certainly have nice little mellow memories of Candy Corn, Junior Mints, Pez (though I was actually more into the dispensers than the candy inside) and other assorted sugar concoctions. But I've never been driven to any sorts of strange, compulsive behavior by candy, nor for that matter by chocolate, ice cream, cake or cookies.

Really, though, that's not a very good excuse. I mean, the first thing they teach you about . . . anything, really—leadership, business/marketing, relationships of any sort—is not to look at life only from your own perspective, but to always, always, always remember to see things through other

people's eyes. Doesn't mean they're always right, or that I have to do what they want. But really, it's never wise, and it's certainly not very sensitive, to do stuff without tuning in to the way others might feel first.

Not only that, but I should have paid more attention to what I learned while reading Beth Kimmerle's classic book *Candy: A Sweet History*. The woman knows her sugar. She's probably written and taught more about candy in the last ten years than anyone else in America (that's my feeling, at least—I have no real data to back it up, but she does have three books out on the subject, and she seems to know about every candy ever concocted). Anyway, from reading her books and talking to her a few times, and then putting all that together with what I've been learning of late about candy and with what I've long known about business in general, I've come up with what I'm thinking I'll call "Kimmerle's Classic Rules of Candy Land." They may not help you play the board game, but in the real business world of candy—which we're now in—I'm pretty convinced that these are the rules by which the candy game is played.

I'll start, of course, with Rule #1, which I'm confident is going to be incredibly obvious to most of the world. It's actually a direct quote from Beth's book, so it's all the more embarrassing that I was so oblivious. But, hey, it's better to own one's failures, apologize and move on, right? So let me just wince slightly, accept the fact that I'm not a bad person for liking cheese more than I like Chuckles and then state the obvious:

1. "everyone Loves Candy"

OK, I know, it's hard to believe I could be part owner of a candy company and not have this rule really clearly embedded in my head. But I'll admit it: I got caught up in way too much internal stuff like . . . the fact that Charlie Frank—the man behind the candy—now gets to be a managing partner in a business he envisioned years ago. For us as an organization, that's a great thing. I mean, here's a guy who grew up in Romeo (that's the town in Michigan with the "o" on the end, not the capital of Italy), who has been completely fascinated by candy and sugar and stuff like that for his entire life, and now, thirty years later, he gets to make candy for a living. *Inc.* magazine might have called us "The Coolest Small Company in America" a few years ago, but I think we're a lot cooler now for having Charlie here living his dreams.

But like I said, it was my mistake for not seeing the obvious strategic problem that was almost inevitably going to play out. See, if pretty much everyone loves candy, the thing that you could have easily predicted was that everyone was going to want us to make the kind of candy that they remembered loving as a kid! And sure enough, almost every day now, someone—a staff member, a customer, my cousin, my camp counselor, the cashier at the grocery store, you name it—tells us what kind of candy they're totally sure we should make!

But now that I think about it . . . how could people NOT be extremely excited? It's as if a permanent Christmas has arrived in Ann Arbor—we have our own %#!\$ candy company! People are acting like, with the holiday season at an end, we've made this big front office move and signed Santa up to play for our side, and his sleigh has been sighted down at Zingerman's Southside (over by the Bakehouse, Creamery and Coffee).

I suppose it's probably going to be far harder for Charlie Frank, the man who makes the candy. He's the one who's going to have to ultimately field all these sweet requests. But of course, since Paul and I are the founding partners, majority owners and big title holders with our initials on the bios, everyone thinks they can just tell me what they want and I'm going to give Santa his marching orders and out will come their candy of choice by next Christmas at the latest. (If only it were that easy—that's not a cut on Santa . . . I mean

Charlie . . . it's just that life doesn't really work like that in any organization and definitely not around here. But in the moment, it's not all that easy to explain—I mean . . . what do I say? Who wants to be the one to tell a kid that Santa doesn't really exist? NOT ME BABY!)

2. candy is about memories

You can tell that people's attachment to candy isn't just a passing fad. It's totally anchored in their childhood. Honestly, it's amazing just how strong people's reactions are to candy. "You're making candy now?!!!" has become a regular response when I ask people how they're doing. Mind you, I expect this sort of enthusiasm about sweets from kids. And I expect it from Charlie too—he is the candy man, after all. But geez . . . everybody else—as in adults—acts just as excited. And everybody seems to have at least some candy fascination: Dots, Snickers, Mounds, Nut Clusters, Squirrel Nut Zippers, Whips, Necco Wafers, Nut Goodies, Turkish Delight, rock candy, maple sugar, malted milk balls. Look on the web, and you'll see what I mean—people are totally cuckoo for candy. And they're cuckoo in a way that's far beyond how they relate to other foods they love. While we sell loads of other items, I realize now that most people in the American Midwest just aren't going to be anywhere near as emotionally attached to stuff like olive oil, goat cheese, crusty loaves of French country farm bread or really good coffee.

But candy...geez Louise, this stuff is bigger than baseball. All genders, races, ages, ethnicities, sexual preferences, educational levels . . . other than me and a handful of other oddballs and, understandably, diabetics (who in truth might well love candy but can't eat most of what's on the market . . . hmm . . . one more request to put in to the candy company!). Anyway, they all love candy, and almost all of them have some seriously significant attachment to a particular candy, usually the one they grew up eating.

Charlie, not surprisingly, has more than his fair share of emotional attachments. Talk about memories, I think most every one of Charlie's memories is in some (good, mind you!) way connected to candy. "I've always loved candy," he says unembarrassedly. "When I was a kid, I used to have to take piano lessons. They cost \$3.50, but my mom would always give me \$4.00. I had to walk from the house to the library for the lessons, and on the way back I'd always spend my fifty cents on candy. It was a great candy store, Fetig's, in Romeo, which is where I grew up. They had all this



**BUY 2 Zzang Bars
Get 1 FREE!**

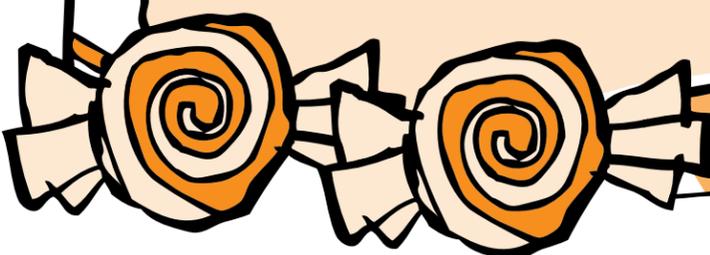
Throughout January

At Zingerman's Delicatessen,
Bakehouse and Roadhouse
and online at www.zingermans.com

**Zzang! Original
Ca\$heW Cow
What the Fudge?**

Try all three for the price of two
and experience "the ultimate
handmade candy bar."*

*Chocolatier magazine



CANDYLAND

penny candy. It was exactly what you think of as a great candy store. I guess I was learning finance as a kid. It wasn't 'til later that I realized that my mom never asked me for the extra money back." Unlike most people who love candy but don't give any thought to doing anything with it for a living, Charlie seems to have hardly thought of anything else. "In my first job interview with Amy [Emberling, one of the managing partners at the Bakehouse], I talked about doing my own candy business. Candy bars were what got everyone excited, and that's where we started to head."

It's no shock that people are connecting with candy here; they want us, Charlie in particular, to know who they are. I mean, it's almost like Charlie is Santa, and like years after they let go of their childhood belief in the big guy in the red suit, they have this chance to believe again as adults, to take back that warm feeling that if you believe . . . well, it may not work in the stock market just yet. . . but hey, all of the sudden a really customer-focused local company is making candy and . . . if you believe . . . maybe this angelic-looking Charlie/Santa guy might come through and make you the candy of your dreams . . .

3. really good candy starts with really good ingredients

While the passion level that surrounds candy is seemingly as high powered as the rings of Saturn, candy is no different from any other food: if you start with so-so stuff, you'll end up with so-so stuff. You can stick it in a fancy package and make up a sweet slogan, but it's still not going to taste all that great. The natural laws of the food universe very clearly say that really good candy has to start with really good raw materials. Fortunately and not surprisingly, the Candy Manufactory's list of ingredients backs up that notion. Start with the 65% dark chocolate from Ecuador. It's made from old Nacional (aka Arriba) varietal beans, still hand-harvested in the rain forest—ecologically sound and more interesting from a flavor standpoint. Then there's real vanilla. Organic muscovado brown sugar from Mauritius. Michigan honey. Virginia runner peanuts. Cashews from southern Honduras. Local butter. The Manufactory makes the fudge nougat and cashew brittle on site. Granted, we don't make the actual boxes, but the labels were done by our design crew, who sit about five hundred yards up the road—close enough to be making their own candy memories.

(OK, it's uncannily ridiculous, but I swear, right when I'm in the middle of trying to get my final rewrites done on this essay, my good friend calls, and I tell her I'm working on an essay about our new candy company. About five minutes later, suddenly she interjects: "Do you know what you should make? Idaho Spuds! Yeah, Idaho Spud bars! They're the best!" I kid you not. This candy thing is totally out of control!)

4. People totally Love really good candy even more when it's made by really good people!

Seriously, when I think about it . . . Charlie's whole story is like a sweet fairy tale of success. It's sort of the American dream come true. Kid loves candy. Slowly makes his way toward his dream. Does a lot of learning, a lot of hard work. Pays his dues by baking over a gazillion Magic Brownies, Sour Cream Coffeecakes, Ginger Jump-Ups, Big Os and all that other good stuff as manager of the Bakehouse pastry department for eight years. Throughout, he slowly but surely emerges from his shell of shyness and starts making his candy bars in really small quantities at the Bakehouse. Gradually, he gets a great local response, sticks with his long-standing plan to make candy for a living and becomes managing partner of Zingerman's Candy Manufactory. If life were Candy Land, this guy would be one of the

all-time winners!

And not only are the bars and the story good, but people also really like Charlie. And for darned good reasons. The man is incredibly sweet, but without being cloying or syrupy. He's sincere about his candy making (and candy eating) without being solemn; the guy takes his candy seriously, but he ain't a killjoy. When you get to know him, he's really about as all-American as you can get. And he's not just sweet. He's actually a very interesting, thoughtful guy—complex but accessible, pleasant to be around, with a really high focus on the little things. A little nutty, it's true, but I say that in the most affectionate sort of way. He's pretty high-end, but not at all full of himself or in the least high-falutin'. Slightly salty—he likes to make a good joke now and then—but very nicely balanced.

Hmm . . . the more I describe the man, the more he's starting to sound like a description of the candy bars he makes. I guess it's reasonable that if people resemble their dogs and organizations start to look like their leaders, an artisan candy bar would kind of be like the man who crafted it. Heck, if I wasn't so worried about this Candy Claus thing getting out of control, I'd say that when he smiles Charlie's actually . . . well, it's true, really, he's sort of cherubic looking. At the least I can say with total confidence that after you've gotten a chance to experience both Charlie and a Zzang bar, you're likely to go back for more. They're both that good!

5. the best candy is made by people for whom candy-making is a calling

Beth didn't exactly deliver this rule to me on a silver candy platter, so to speak. But when I reread her book and blended its insights with all my own years of business knowledge, one of the things that struck me was that pretty much every great candy—even the brands that are now super big, like Snickers and Mars bars and whatever—was created by people who loved candy and loved making it. Some of them tried making candy as a way to earn a bit of money on the side; some gambled their family's future to go after their dreams. I'm sure I'm missing something, but it seems like every great candy started with a caring, passionate person for whom candy was a calling, not just a quick way to make some money. Charlie, in all smiling seriousness, is no exception. You don't need to do a case study or run any computer personality profile to test this. You can see it if you spend more than about six minutes with the guy.

Although it's ever clearer to me that candy comes in only slightly below sex and probably something else on the scale of life's passions, the truth is that most people's love for candy is about consuming it, not about all the work that goes into making it. And mind you, this definitely is work, and it's not very glamorous. Charlie cuts individual candy bars from racks of seventy-two or seventy-eight (depending on the candy) and lays them out—I think five at a time—onto the enrober's little rotating rack. He watches them very carefully so they get a good grip on the similarly rotating rack from the little cooling tunnel. His companion in candy making, Sara (his assistant—more on her in minute), takes the bars off, puts them on sheet trays, checks each for quality, then sets aside any that are slightly subpar. Once in a while, she runs back to the beginning of the line and pulls a new rack of seventy-some bars off the cart to keep Charlie in, shall we say, chocolate. These racks come out of the cooler about an hour or so ahead of time to warm up enough so that the candy will come off them. Sara aids this process by firing up a little blow torch and heating the edges of the racks. When he's ready, Charlie flips a rack over, leaving the sheets of soon-to-be-enrobed bars on the worktable, ready to be cut down to bar size. Now . . . I'm not saying this in the least to put down what they're doing, merely to illustrate the reality, which is that even being Candy Claus—I mean a candy maker—is mostly . . . repetitive,

Candy Claus' Sweet Sidekick

Speaking of callings . . . Candy Claus does have an assistant. I can't say for sure, but Sara does seem to love candy right now almost as much as Charlie does. She's supersmart—a women's studies major who graduated from U of M and came to work at the Bakehouse on the bread side of things about two years ago (we liberal arts majors do seem to love the food business). Charlie hired her as the very first Candy Manufactory employee ever. "People are excited to meet me now," she says shyly. "I'm like a celebrity or something."

I don't want to take this Claus comparison too far, but I was thinking that, in a good way, she is sort of . . . elfin. Mind you, I was worried about some negative connotations of the word "elfin," but I looked it up, and Dictionary.com says that would make Sara "charmingly spritely, merry, or mischievous." She does pull some very mischievous expressions. Also, she seems to be pretty darned upbeat, which is just a more modern way of saying "merry." Just to be sure I was on the right track, I clicked my way over to Webster's, which defines "elfin" as "having an otherworldly or magical quality or charm." OK—that's like a home run! Don't want to make the woman blush, but Sara is sort of otherworldly, and I seriously do think she's got some magical charm. I mean, maybe it's being around Charlie and him having a calling and all that stuff about candy, but I kind of think she's getting the calling, too. The main thing in the moment is that, working in tandem, Charlie and his exceptionally smart, hard-working and, yes, elfin first-ever employee are passionately producing some kick-ass candy over on the south side of town. Ari

challenging, not really all that exciting work.

So what's different about Charlie? While on the outside, the work here may look much like any other work that men and women do in any production setting, on the inside, it's a whole different ball game! Just look at the guy's eyes. He gets that same sort of intense smile you see on the faces of model train fanatics when they're gluing those little trees onto the plastic station platform. Or imagine the face of a four-year-old opening presents on their first old-enough-to-remember Christmas (the one where Santa really did come down the chimney). While we as slightly cynical adults might smile and give a hopefully not noticed eye roll, for the train fanatic and the four-year-old there's a joy, a purity of purpose, an all-out sheer delight, a feeling like, "Man, I hope this goes on forever." And I'm telling you—when you see Charlie in action, he's got that feeling all the way down to his soul. Makes me a believer. . . heck, maybe Santa really did land that sleigh on the roof a few weeks ago!

6. "candy has positive connotations"

Now this one I really hadn't given much consideration to. But yo, I'm taking this right out of Beth's book. I mean, there's no question about the good memories and all that . . . makes perfect sense. But here's a direct quote: "Candy has positive connotations." Beth's right (as she always seems to be about this sweet stuff): back in the day, candy was regularly marketed as being nutritious. Yep, forget what you might think about lecturing kids to stay away from the stuff. To the contrary, candy was good, and candy was particularly good for healthy grown-ups!

No joking . . . there were big-time ads in big-time nationally published magazines. Forget coffee breaks—mid-century modern America was all over the candy break! Need a bit of balance in your diet? Don't forget some candy! Having a bad day? Yep, you guessed it—grab a candy bar! (Did those guys on Mad Men have a candy bar account?)

Continued on page 4



Zzang!
candy bars

"[Zzang! bars] remind me of the 1930s bars that were hand-made, slab style with candy love."
—beth kimmerle, author of "the history of candy"

the bars



And here's the most important part of this piece: here the winner at Candy Land gets . . . candy! So while you're considering what candy you want to ask Charlie to make for you (maybe in the far distant future?), here are three bars that I'd highly suggest asking for in the moment! If you pick any of this trio (or all three of them), we will sweetly and sincerely guarantee your satisfaction. And while you didn't grow up eating any of them, I can say with a pretty high degree of certainty that some very sweet memories will be made while you munch.

Zzang! Original

The original Zzang bar (still my personal favorite of the three) is built around homemade peanut butter and honey nougat, laced with butter-toasted Virginia runner peanuts (a variety with particularly great flavor, a touch of sea salt, and muscovado caramel, all dipped into dark chocolate made from old, low-yielding, high-flavor, rain forest-friendly varieties from Ecuador.

What I love about these bars is that with each bite, the flavor gets a bit more interesting, just like when you turn the knob on a kaleidoscope, you happen on a whole new view of things. If you doubt the difference, try a taste test for yourself. Pick up a Snickers bar, take a bite, wait half an hour and see what stays in your mouth. Then come by for a free taste of a Zzang bar. My experience is that the difference is pretty darned extreme. Certainly there's plenty of room in the candy world for both, but I'm putting my cash and calories into the latter, one small but seriously good bite at a time. Of course it is a bit risky—one could develop a dependence on these things. The other day a customer from Southern California (an independent filmmaker) was in the Deli packing (gently, I hope) about two dozen bars into her suitcase to take back to LA!

Ca\$hew Cows

As the name implies, this bar is based on lots of cashews, one of my favorite nuts of all time. Triple threat—milk chocolate-based cashew butter, sustainably grown and super tasty toasted cashews from Honduras and hand-made cashew brittle, blended with just a bit of puffed rice, and dipped into that same dark Ecuadorian chocolate. You get a really nice texture, a touch of crunch from the rice and a modest, wide, mouth-filling flavor that never strikes me as overly sweet. The cashews, by the way, are a good example of our belief that over time we can make everything better! These very special cashews are coming from a new source: sustainable farms in Honduras. They taste better, they're sustainably grown, and the project has good social support. Hurray for Honduras. Kudos to cashews.

What the Fudge?

Anyone who's hooked on brown sugar will likely love this bar, and milk chocolate lovers tend to lean this way as well. It's basically what I would imagine really good fudge would be in the form of a candy bar. Three layers—brown sugar, homemade caramel, homemade fudge and malted milk cream fondant—all made at the Candy Manufactory from milk and cream we get from Guernsey Dairy, muscovado brown sugar from Mauritius, real vanilla from Madagascar, a bunch of butter and milk chocolate from those same exotically excellent Ecuadorian beans. When you bite into one of these bars, you can feel the texture as you go through each layer. The brown sugar is the bit that lingers longest for me flavorwise, and as someone whose sugar preference goes that way (think pecan pie, muscovado brown sugar on top of the Irish oatmeal at the Deli and Roadhouse, burnt sugar gelato from the Creamery, etc.), I like that!

Continued from page 3

But wait . . . there's more. This "candy is good for you" business was seriously . . . serious. No joke, candy was sold to people who were short of funds during the Depression as a low-cost way to eat well. I quote directly from the Divine Ms. Kimmerle: "Candy products helped feed the masses during the Depression. Candy was often peddled as a satisfying and healthy meal substitute and bars called Chicken Dinner, Tummy Full, and Denver Sandwich lined shelves and had a square meal ring to them." Not only that, but candy bars became a big part of the American soldier's healthy diet during the two world wars, until it actually came to be considered downright all-American to eat the stuff. And after World War II—in the spirit of supporting our troops (I'm serious here)—candy's popularity really boomed.

7. "no special event, Occasion or celebration is complete without candy"

When I think of occasions, I envision cakes, Champagne, foie gras, truffles . . . but there it is, right in Beth's book. Every occasion you can imagine seems to somehow be spelled C-A-N-D-Y! Even if I doubted Ms. Kimmerle (and there's clearly no reason I should), Charlie has pointed out the same thing, telling me the other day that he loves how people will cut up a Zzang bar and put it out on a plate for an after-dinner treat. In hindsight, I feel bad—Frank, Paul, Amy and I (the four senior and non-managing partners in the Candy Manufactory) took Charlie out to dinner to celebrate the inception of his partnership, and it never dawned on me that I was doing him (and us) a dishonor by not bringing candy! It's a good thing the guy doesn't seem to hold grudges!

I like this thing about candy as the ultimate end to a big evening. It's less of a big dessert that way . . . more of what I like to call the "dessert after the dessert" course (which a lot more people should be serving and enjoying). Funny thing is, flipping through Beth's book, I found ads from decades ago that show plates of candy bars all cut up and looking as cute as a Zzang does today when you cut it into five or six or eight slices and slide the plate onto the table among your coffee- (or tea-) drinking friends. Formal or informal, full-out party or just a few friends, close family or visitors just arrived from far away . . . the fact that everyone loves candy and that this is our local offering makes for a really high likelihood that you or I as a host can score serious points with our guests here.

8. "candy is best factory fresh"

I got so carried away with all this other stuff, I almost forgot this one. And THAT would have been a really BIG mistake, because I've come to realize that freshness is almost as important in deciding what kind of candy you want to eat as ingredients are. Sure enough, though, this rule is right there in Beth's book. And not surprisingly, Charlie says the same blasted thing (seems to be a pattern here): "The candy bars are particularly great when they're really super fresh," he told me while I was watching him and Sara at work. To prove his point, he cut me a piece of one that had barely been on the cooling rack for more than a few minutes. And sure enough, he was right on. The bars are always good, but damn if they're not just a notch and a half better when they're really fresh.

"What happens when they're not so fresh?" I asked him. "Well," he said seriously, "we've tested them a lot, and we put a 60-day recommended shelf life on them. They're still really good then too." He's right about that. But the truth is that they really are exceptionally good when you get them the same day they're made. That's sort of a secret, or it was until I just blew it here. How can you know when they were just made? Well . . . the easiest way is to call the Bakeshop (734-761-2095). Maybe we'll get Charlie to Twitter about it?

9. everybody really Likes really Good candy

This rule isn't explicitly taken from Beth's book, but it is sort of implicit in everything she's saying and in everything I've learned about food and people in the last thirty years. If everyone likes candy, and everyone (OK, most everyone) has really strong memories of candy . . . well, for us this issue has been compounded by what I have to call the "quality problem." See, the better the candy is, the more people want it, and the more they want to entrust you with making the candy they're most emotionally connected to. To be clear, I love having this problem—if the Zzang bars weren't so darned good, we wouldn't be worrying about this at all.

Again, I should have just listened to Beth from the beginning. She basically told me as much when we were emailing a while back:

It seems like more people, while craving comfort foods, are not going to spend anything on, well, just any crappy old candy. They want a full-on experience with ingredients and products from a "local" market and they want to blog about it. People want products that tell a story and that have a (real) story behind them. And better yet, a (real) person (in this case—Charlie) for true authenticity. NECCO Wafers claiming "all natural" just won't cut it anymore. Coffee was fine as Eight O'Clock and Folgers until Starbucks got going. And candy was all OK as Snickers and Payday until the Zzang!

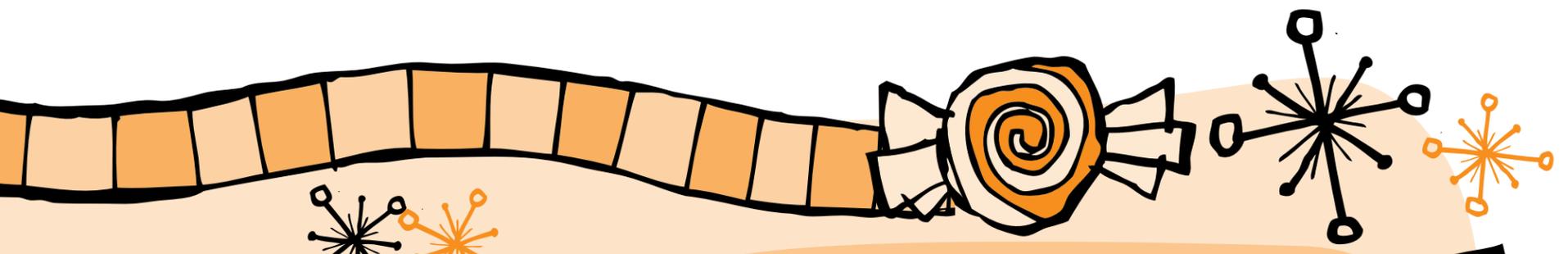
Mind you, Ms. Kimmerle is not the kind of woman who would just say something like this to be nice. I mean, she's not mean-spirited, so she'd certainly stay on the mellow side of things, no matter what. But when she says something is really good, the woman means it. Which is why I take her words as a serious compliment. What she likes ultimately—and I'm in full agreement—is the flavor. Charlie's great, his story is excellent, etc., but the key is how the candy bar tastes. Which is very good. One of the things I love about these bars is that they have the kind of complexity I'm so drawn to—layers of flavors that unfold in your mouth as you eat: chocolate, butter, brown sugar, sea salt, nuts. They all show up as individual entities, but then they also come together to make for a holistic flavor that's far greater than the sum of the individual ingredients. And they've got a really nice, long-lasting finish. All of which means that you can eat a lot less of one of these bars and still feel satiated; one or two bites goes a really long way! A fact that's probably not great for short-term sales, but is a really compelling reason to feel as positive as I do about our future in Candy Land.

10. when you follow the first nine rules, you get a really Good (Sugar) buzz!

No doubt, there's a big and positive buzz around all this candy stuff. Sure, it's funny how many people are asking me to have Charlie make their dream candy for them. But even with the impending reality of disappointing most of them (even if we did one new bar a year for the next twenty years, that'd leave about eight hundred people hanging!), there really is a ton of good energy in all this. It feels good to be in close proximity to the candy making. I was going to make some pun about energy bars and about how great Charlie's energy is while he's making the candy, but I couldn't quite figure out how, so . . . my point is really just that, man, this guy is lit up! And as long as he keeps making it, his candy is going to light up a whole lot of happy people in the process!

Pondering all this good energy makes me think back to Laura Esquivel's book (and the film that followed) *Like Water for Chocolate*. If you've read or seen it,

Ari



you'll remember that a big piece of the plot is the belief that food carries the emotion of the person who prepares it. If Ms. Esquivel's theory is even half right, then I can say with certainty that eating a Zzang bar is going to bring you more than enough good energy to get you through any difficult part of a day or to take an already good afternoon to even greater heights.

Wrapping Up

OK . . . just as each Zzang bar must at some point leave the cooling table and be taken into the next room to be wrapped up, this long piece about tradition, people, passion, dreams and delicious candy need to be wrapped up as well. I hope I haven't put you totally to sleep. The truth is that I'm actually more keyed up about the candy business having researched and written this piece than I was before I started it a few months ago.

In all seriousness, I'm excited for Charlie and his chance to make his dream come true. I'm excited for all the people who, as I now know, totally love candy. I'm excited for all the people who have gotten to eat candy at a higher level of flavor complexity than they ever have before. I'm excited to have a chance to be able to be a small part of it all. And I'm excited for all the kids who will get to grow up eating Zzang bars.

Coming back to Rule #2, "Candy is about memories," I'm realizing, even as I write, that candy memories aren't just from candy that people grew up with a long time ago. While those memories are real, there are also candy memories in the making right now, right here in Ann Arbor and around the country.

To quote Beth again, "There is nothing quite like unwrapping a remembered sweet and experiencing a delicious taste from the past." Being part of the present-day work to support Charlie's creativity and careful crafting, I hope that twenty or thirty years from now, adults in Ann Arbor and around the country will unwrap a Zzang bar, smile and remember how much fun it was to eat one fresh from their local candy company. Some might remember getting a couple Zzangs every year in their Christmas stocking. Others might have memories of eating one with their parents on an autumn afternoon: hot chocolate for the kids, coffee for the adults, candy bars cut up and shared by everyone. Still others might recall school tours where they got to watch Charlie and Sara making candy by hand. I'd guess quite a few of them will say that they were spoiled by this stuff growing up. That eating fresh candy made with really good ingredients by people who were really passionate about what they were doing made it really hard to handle the mass-market stuff that most of their friends were eating. And hey, there might even be one or two people who can tell their grandchildren, "Oh yeah, I'm the one that told Charlie he should make the (FILL IN THE BLANK) bar. And, you know, it wasn't long before it became Zingerman's biggest seller ever!"



Favorite Confectionery Picks from Duff, the Deli's Chocolate Lady!

Sign Up For Duff's Chocolate eNews at www.zingermansdeli.com

Emily "Duff" Duffelmeyer is the reigning chocolate expert at Zingerman's Delicatessen. She conducts monthly tastings and sends out a terrific monthly eNews on what's new and noteworthy in the candy world. Join her legion of followers!

Sicilian Pistachio Squares: In the shadow of Mt. Etna, in the northeast corner of Sicily, there is a company called Falanga. Owned and operated by Luigi Falanga (the grandson of the founder), the company specializes in making traditional Sicilian sweets. Most of their delicacies are based around almonds and pistachios (they make their own pistachio and almond pastes) and their specialty is a little treat called the pistachio croccante. Croccante means crunchy in Italian and is also the name of a category of confectionery made of nuts and caramelized sugar. These croccante are buttery and cracker-thin with roasted almonds and pistachios sprinkled on top. A taste of Sicily!

D. Barbero Torrone Tins: This classic northern Italian confection makes me swoon every time I taste it—and so I try to taste it often! Made by the same Piedmontais family since 1883, this torrone (Italian nougat) recipe is absolutely packed with lush, toasted hazelnuts. The honey flavor is delicate and light, the torrone is perfectly crisp, and it all comes in a covetable metal tin.

Pâte de Fruit from Charles Chocolate: It is amazing how much flavor can live in something so small! With at least 45% fruit purée in each piece and absolutely no funny artificial stuff, these treats are a far, far cry from jellies and gummies. Utterly refreshing and delicate, they are a perfect finish to a meal or a box of chocolates.

Duff

The WOWZA Bar coming in February!



We had a chat with candy maker and Candy Manufactory managing partner Charlie Frank about his latest creation: the Wowza bar.

Zingerman's News: So, the Wowza has a longer history than most "new" candy bars.

Charlie: I'm so happy to bring this candy bar back. We first made the Wowza right after we created the Original Zzang! bar back in 2004. It went on vacation when we were facing our first holiday making the candy bars and thought it would be difficult to meet demand since they were completely individually made. We settled on making the Original solely and that became the flagship in the Zzang! bar line up.

ZN: What's in it?

Charlie: The Wowza features raspberry jam candies in raspberry nougat on top of raspberry ganache all dipped in the same Ecuadorian dark chocolate we use in all our bars. In case it's not obvious, I love the raspberry/chocolate combination.

ZN: How does a chocolate maker start developing a new candy bar. Do you start with one component and build around that or does a big idea pop into your head?

Charlie: I guess I can't speak for everyone but each candy bar idea I have starts with a different sugar cooking technique. It all starts with sugar, but the flavors are not far behind. In the case of the Wowza

I knew we needed a bar without nuts and I love the raspberry/chocolate combination (did I already mention that?). The sugar technique here is an aeration: egg whites are whipped (i.e., air is put into them) and cooked sugar is drizzled in. Then a lot of tweaking happens, including shelf life tests. We don't use any preservatives so we need to make a bar that will stay fresh for a little while.



ZN: Any particular challenges with this bar?

Charlie: The nougat was a bit of a trick. Nougat is the whipped egg whites with a lot of cooked sugar and honey in it. In the case of the Wowza I omitted the honey (it is in the Original's nougat, though) because I needed the raspberry to shine. Nougat is soft, or lightly chewy sweet but heavier than marshmallow. The challenge was to get nougat to work without the honey and still have loads of raspberry flavor.

ZN: What's gets you excited about this candy bar?

Charlie: My favorite thing about this bar is the texture and flavor. I also love the fact that there isn't really anything like it on the market right now.

Well, there you have it folks! Look for the Wowza in February at Zingerman's Bakehouse, Roadhouse and Deli and online at www.zingermans.com.



Béquet Caramels: I spent three years searching for a great caramel before finally finding these immensely good, luxuriously creamy, two-bite butter caramels from Robin Béquet and her team in Montana. They have real depth of flavor thanks to great ingredients like heavy cream, brown sugar and butter. And the texture is perfect—silky and smooth without being sticky. The Celtic Salt Caramel is my personal favorite. These might be the best two bites you ever take!

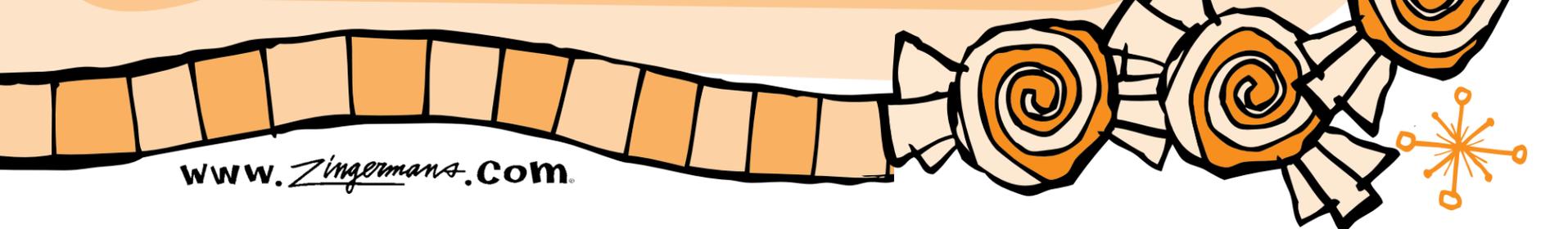
Nougat de Montelimar: Imported from a small town in the south of France famed for its nougat, this confection is made *à l'ancienne* in small batches by the company Suprem' Nougat. Lavender honey, almonds and pistachios account for over 60% of the recipe, with lavender honey second on the list (before sugar!). Feather-light and soft, this is a dreamy treat for anyone with a sweet tooth.

Chocolat Moderne Bistro Bars: I think of these bars as bonbons in disguise! That is because the bars have nine deep squares, each one filled to bursting with either caramel or nuts. Try the Caramel Caresse, a caramel with pear purée and Poire William Eau de Vie, or the Hazelnut Hysterie, a hazelnut praliné with milk chocolate and caramelized sugar. It is easy to break off a square at a time and indulge! Interesting fact: The design for the bars is taken from an antique (ca. 1910) chocolate mold that the owner—Joan Coukos-Todd—found at a flea market in Belgium!

3rd Annual Askinosie Chocolate Tasting

Tue., February 9th, 7-9pm • Deli Upstairs Next Door Café • \$30 in advance/\$35 @ the door

This is the tasting that people talk about all year! Shawn Askinosie of Askinosie Chocolate is one of the most creative, fun and hard-working people in the industry. Askinosie has won awards for his chocolate, his packaging, and his work to involve everyone from cacao farmers to Springfield high school students in the work and success of his company. He will guide us in a tasting of his single-origin chocolates, share a few of his favorite recipes for baking with Askinosie cocoa powder and cacao nibs, and treat us to something special for Valentine's Day. This is a winter tradition we can all embrace! Sign up early—this tasting always sells out. Reservations at 734.663.3400.



ZingTRAIN

Love cheese?

zingtrain's cheese mastery class with Daphne Zepos • February 8-9, 2010 • \$1200



This is our second (of, I hope, many) cheese class that we've organized with Daphne. Designed as a course for pros to hone their skills (and, for those of you who own or work in a cheese shop, I'm convinced that what you'll learn in this class will more than pay for itself in better handling and reduced waste within a year), I really think this is a great investment for the passionate amateur as well. Just like our popular BAKE-cations at the Bakehouse (which draw dozens of amateur bakers for four days of hands-on bread and pastry instruction, www.bakewithzing.com), this class will take your knowledge of and love for cheese to ever higher levels. The chance to learn with someone at Daphne's level is really a once-in-a-lifetime thing.

I am consistently amazed by how much Daphne knows about food and cooking and equally impressed how she uses that knowledge to help the rest of us eat and live better. One of the things I love about Daphne's work is that she's not just talking about cheese, she's actually working with it every day, both as a consultant to help dozens of cheese shops and restaurants set up their own successful programs, and also as the importer of the totally amazing Comte cheese we get from the Ft. St. Antoine in eastern France. (Ask for a taste next time you're at the Deli or the Creamery.) Helping Daphne present is long time Deli cheese specialist Carlos Souffront (and if you're a regular at the Deli cheese counter, you probably know him and his love for great cheese already).

Over a 48 hour period we're going to taste dozens of cheeses, review the history of cheese, and learn Daphne's approach to cheese classification. We'll go through cheese maturing, how to handle it at the cheese counter and how to pair it with wine, hams, salamis, chutneys and preserves. We'll also have the rare opportunity to make cheese with John Loomis, owner and chief cheesemaker at Zingerman's Creamery. You'll leave our Mastery Class with two full days of cheese instruction, tasting, and a hefty book of resource materials to take home with you.

Space is limited so if cheese is your business or simply your passion, sign up soon!

More details at www.zingtrain.com or call 734.930.1919.

2010 pot pie season at

Zingerman's DELICATESSEN



We're making handmade pot pies to cheer up your winter blues.

\$9.99 /each (serves one)

Classic Chicken Pot Pie

Free-range chicken handpicked off the bone 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.

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. Wrapped in a handmade butter crust.

fungi Pot Pie

(Vegetarian selection!)

A fun pie for fungiphiles! Rare, wild Michigan maitake mushrooms, Tantré Farm organic Blue Oyster mushrooms and a little Balinese long pepper, tucked in an all-butter crust.

darina's dingle Pie

A tribute to Ireland's Dingle Peninsula, this pie is made with organic lamb from The Lamb Farm in Manchester, MI, loads of potatoes, onions and a dash of cumin and rosemary. Wrapped miner-style (no tin) in a butter crust.

the red brick beef Pot Pie

Long overdue on the pie menu, this beef pie is our heartiest one yet. Packed with big chunks of all natural beef from Ernst Farm here in Washtenaw County, carrots, potatoes, and fresh herbs and wrapped in our handmade crust.

cheshire Pork Pie

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

Stock up and save! Pot pies are only available in January & February.

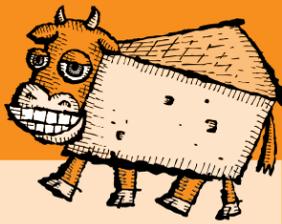
Buy 10, take **10% OFF!** Buy 20, get **20% OFF!!** Buy 30, get **30% OFF!!!**

Also available frozen, ready to heat and serve

422 Detroit Street • Ann Arbor, MI 48104 • www.zingermansdeli.com
734.663.DELI (3354) • We're open daily 7am-10pm

Creamery Specials!

Available ONLY at the Creamery cheese shop at 3723 Plaza Drive.



January bridgewater



A rich and dense mold-ripened cheese, studded with freshly ground Tellicherry black pepper. The Bridgewater combines a slight citrus flavor with the bold spice of fresh pepper, finishing with gentle hints of mushroom.

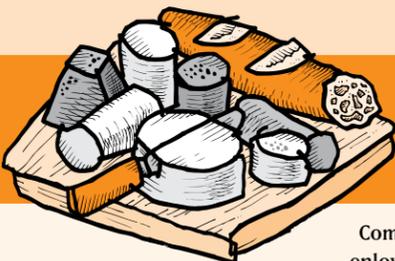
\$9.99/ea. **\$7.99/ea.**

February manchester



The Manchester, when soft, is best on a French baguette with chutney and tomato. Because of the added cream, the aged version is firm and dense but slices very well and can be served with oatcakes or crackers and chutney (particularly Bushe Browne's Banana Chutney).

\$11.99/ea. **\$9.99/ea.**



Creamery Tastings

Come down to the Creamery Cheese Shop on Plaza Drive and enjoy a special monthly tasting with the folks who make our American Cheese Society Award-winning cheese. It's a great way to take the chill off winter, share fresh cheese with fellow cheese lovers and learn about the cheesemaking process.

January from ann arbor, with Love

Sun., January 17 • 4-6pm • \$25

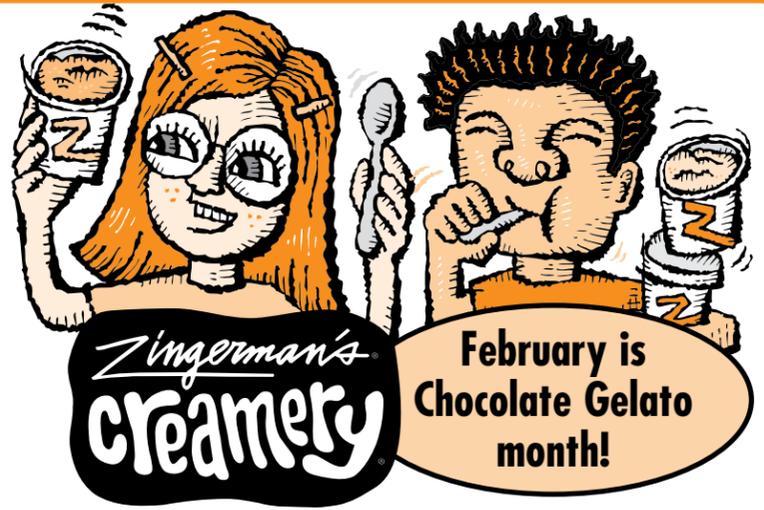
We'll guide you through the history and science of cheesemaking and give you a tour of the wide-variety of cheeses (from fresh to mold-ripened to hard) we make here at Zingerman's Creamery.

Creamery Tastings are held in the CAKE room next to Zingerman's Creamery at 3723 Plaza Drive near the Ann Arbor airport. Reserve your spot at 734.929.0500. Go to www.zingermanscreamery.com for a map and driving directions!

February Some Like it hot!

Sun., February 21 • 4-6pm • \$25

Want to be more adventurous with your foods? Cheese is a great way to slowly up the spice ante! We'll ease you in with a really creamy Detroit Street Brick with just a small kick of green peppercorns and work up to harissa cream cheese! We'll have gelato to cool you down (but it's gonna be chocolate heat, of course!). We'll give you pairing ideas with each fiery treat (Bakehouse pretzels with pimento/liptauer and smoked salmon) so you can better control the heat factor. You might find that a "spicy dish" can still please everyone at a party.



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

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 found

dark chocolate

Dark Scharffen Berger cocoa makes this an intense chocolate experience. Voted best gelato in Michigan by Detroit's *Metro Times!*

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.

cherry chocolate chip Sorbet

Josh's famous handmade chocolate chips folded in a sorbet made from sweet and tart cherries from Traverse City.

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



5 Reasons to Visit Zingerman's Coffee Company on Plaza Drive!

1. On any given day we're brewing coffee from up to 12 different origins: from South and Central America, Africa, Indian, Sumatra and more.
2. We specialize in a wide variety of brewing techniques, from French press to Chemex to pour over and even Vietnamese-style brewed coffee.
3. Barista drinks using our Espresso Blend #1, rated 91 by www.coffeereview.com
4. LOTS of hard-to-find items like Technivorm brewing equipment and Rancilio home espresso makers and grinders
5. You can buy your coffee right where it's roasted!

Visit us at 3723 Plaza Drive, Mon-Fri, 7am-6pm and Sat and Sun, 7am-4pm

"First Tuesday" Tasting Free Every Month!

Jan 5 & Feb 2 • 5-6pm
3723 Plaza Drive, Ann Arbor

Join us monthly for an open-to-the-public, no-reservation-required cupping. Sit down with Zingerman's Coffee Company managing partners Allen and Steve and sample some new offerings, some old favorites, and some experimental batches and learn how to discern the subtle distinctions among the world's finest coffees. In January, we celebrate our tenth "First Tuesday" Tasting and we're making it EXTRY SPECIAL. We'll be tasting espressos made with 3-5 different single-origin coffees and, possibly, an Americano as well.

Future tastings will happen the first Tuesday of each month, 5-6pm



January Roaster's Pick



Espresso Blend #1

Roasted to produce a rich hearty espresso (that we use in all our barista drinks at the Coffee Company, Deli and Roadhouse), this bean also makes a fine, sweet, smooth drip coffee.

We serve it as a drip coffee at the Bakeshop and, in January, you can enjoy it by the cup at the Deli, too!

Taste it at our January "First Tuesday!"

Free Open House

Every Saturday in January •
10-11am • Meet the Coffees!

Visit Zingerman's Coffee Company at their new location and join managing partners Allen and Steve as they guide you through the world of coffee with tips on bean buying, espresso making, and home brewing. You'll also sample coffees from the world's major growing regions.



Zingerman's
roadhouse

5th Annual African American Dinner

selling their soul:
**history of african
american street vendors**
Tuesday, January 26th at 7pm • \$45

Adrian Miller is our special guest for the second year in a row. His research for a book on the history of soul food in America brings us a flavorful and colorful exploration of African American street vendors around the country.

Adrian is former Special Assistant to President Clinton and is currently Senior Policy Advisor to Colorado Governor Bill Ritter, Jr. 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.

Adrian will imitate the creative, often catchy, calls used by vendors to create interest, differentiate and sell their product.

Make Reservations!
734.663.FOOD(3663)
www.zingermansroadhouse.com

An Interview with Culinary Historian Adrian Miller on the History of African American Street Vendors

Ari: In the ten years or so I've known you, you've always been pretty excited about food and history, but you seem particularly pumped up about doing this dinner with the food of African American street vendors. It's not a subject many people think about very often. What got you going on it?

Adrian: Well, it's another wonderful subject that sprang up while I was doing my soul food research. I think the street vendor stories are very compelling. Here, you have examples of entrepreneurs eking out a living in very tough circumstances. Yet they do it with such flair. Given the distinctive calls to sell their wares and the vibrant outfits they often wore, I think you had to be a real character in order to be successful.

Ari: How did the whole culture of street vendors get going?

Adrian: That's a tough one to answer. Anywhere there's a market, sellers have figured out ways to get their product noticed more than the competition. It appears that street vendors were those who were too poor to own, rent or operate a market stall, so they took their show on the road.

Ari: What were some of the biggest surprises?

There were two surprises. First, I had no idea that so many foods were either introduced or popularized by street vendors. One example is pepperpot—a soup that is made with chiles, tripe, meat, fish, dumplings and distilled cassava juice. The stew had made its way from the Caribbean to Philadelphia by the late 1700s, and African American women were the primary street vendors of the product. I have drawings of the vendors if you want to check them out. The other surprise was how African American street vendors sold foods usually associated with other ethnic groups. African American street vendors were associated with hot corn in New York, hominy in Philadelphia and hot tamales in San Francisco.

Ari: What are some of your favorite dishes?

Adrian: I have to go with the desserts only because I have yet to eat a really good pepperpot. New Orleans takes the prize with pralines and calas [rice beignets]!

Ari: What about the vendor calls?

Adrian: Many of the calls were very creative—so much so that the calls used to draw as much attention from music lovers and scholars as the blues and spirituals did. Again, the entire point was to draw attention to your product, through imagery and humor, so that you got the money and the other vendor didn't.

Ari: Are you going to teach us any of them at the dinner?

Adrian: Most definitely! I've got several vendor calls and the sheet music. I'm planning to sing the calls of the particular foods as they get served. We'll learn two things: how appetizing a rhyme can be and why I never tried out for American Idol!

Ari: When you were here last year for the African American dinner at the Roadhouse, I know you spent a little time at the Longone Center in the Clements Library doing research. Did you pick anything up on this subject?

Adrian: I had an interesting time rummaging through the archives. I didn't find anything that I would call new information, but I found quite a bit to substantiate the research I had done to date. Another highlight was meeting Jan Longone [before she retired] and the very capable staff at the library.

Ari: Other thoughts or insights?

Adrian: Another interesting part of the story is how slave owners would let their less productive slaves become vendors. These were usually the older slaves. Depending upon the master's temperament, these vendors were allowed to keep some of the proceeds and purchase goods and, sometimes, their own freedom.

Ari: Excited to be coming back to Ann Arbor?

Adrian: Absolutely! I had a great time there last year. Those who attended the dinner were a lot of fun, and they showed me much love. Who wouldn't want to come back to that?

More Roadhouse special dinners on page 1. Call 734.663.3663(FOOD) or go to www.zingermansroadhouse.com to reserve your spot!

you really can taste the difference!

ISSUE # 218 • JANUARY-FEBRUARY 2010



A RECIPE FOR MAKING

The essay that follows is one that I did for a national food business magazine not that long ago. Having shared it with friends and colleagues around the country over the last year or so, I realized that it was probably really relevant for pretty much anyone who was going after creating something special, whether that was an 8th grade science project, a for-profit business, a community service program or their personal life. So after hearing a number of folks I respect suggest that I stick this piece into Zingerman's News so that everyone might have access to it, here it is. Part of what prompted me to go ahead and run this essay about organizational life in what is really a food oriented publication is the essay on Zingerman's Candy Manufactory, Charlie Frank and the Zzang bars are a testament to a very special candy business.

In fact, this essay is actually excerpted from the forthcoming, Zingerman's Guide to Good Leading, Part One: Building a Pretty Cool Business. The book is a collection of essays that I've written on various business subjects over the years. Part One will be followed later this year by Part Two on Leadership, Part Three on our approach to Open Book Finance, and then on from there. The books will be designed and published by us, which should, we hope, fit right in with all of what follows below. Here at Zingerman's, we've always worked to create special and unique things. We've spent nearly thirty years steering clear of the same sort of stuff that everyone else is doing and have worked to create products, services, merchandising and work experiences that stand out from the crowd. More often than not, this starts out running completely counter to current trends, or to what everyone tells you is the "way you're supposed to do it." Having done a fair few special things over the years (but never as many as I'd like), I can tell you with confidence that when you start going after something that doesn't quite fit nicely into the customary boxes everyone else is operating within, you can pretty much count on catching a lot of flak. Of course, ten years later, when you're a "great success" (whoever bestows that ribbon on you), everyone will likely tell you how "brilliant" you are. So while it's probably easier in the short run to go with the mainstream flow, it's a lot less rewarding in the long term. If you're going to do something, make it memorable. Life is short—I say, go for greatness. And have fun doing it!

A Recipe for Making Something Special

I guess in a sense this is an adjunct to what I've written about so extensively before on the subject of visions of greatness. In my mind, it's an obvious footnote: why bother working to get clear on your long-term vision if you're just going to make something mediocre? Making special things happen—whether a special organization, a special product or service, or just a special experience with each staff member or customer we run into—is a BIG piece of what we do here at Zingerman's.

One could, I think, write an effective vision that's strategically sound and inspiring for those involved (even if it wouldn't be for me), but not in the least bit unique or particularly special. All of which leads me to the ever firmer belief that making something special happen deserves its own recipe.

On a personal level, I know that I have a natural attraction to the strange and different, the trendsetters, the people and places with the emotional and intellectual wherewithal to do something special. In a world of increasing sameness, I'm almost always drawn to those places that have a special energy, a sense of aliveness, of creativity. As someone who travels a fair bit, I'm pretty confident that I can track down two or three such special places in any town. In a big city, there might be a whole bunch. Wherever you find 'em, they're the total opposite of what you'll run across in a standardized setting—a mall, a chain stores or . . .

In putting together the recipes in this book, I've spent a fair bit of time thinking about what it is that makes

these places so unique and, more importantly, what drives the people who run them to do all the work needed to make them so special.

One reason this subject is on my mind is that we at Zingerman's have the honor of being included in Bo Burlingham's book *Small Giants: Companies That Choose to Be Great Instead of Big*. Although I don't really like the idea of taking credit for greatness, I place a lot of weight on Bo's views. I value his insight and experience, and it's an honor to be associated with such an amazing group of creative people—folks like Fritz Maytag from Anchor Steam Brewery; Danny Meyer and the crew at Union Square Hospitality Group in NYC (Union Square Café, Tabla, Grammercy Tavern, etc.); and Ani DiFranco, whose work and music I've respected since I first saw her at her play at the Ark in Ann Arbor in the early '90s in front of something like sixty-five people (crazy compared to her current concert audiences, which usually number well into the thousands). These are people whose long-term dedication to creativity and commitment to community and to creating positive work experiences for the people in their organizations are models for all of us. I feel fortunate to be associated with them.

What pushes the people in Bo's book to pass up more typical growth models in order to do something different? And what is it that drives them never to settle for the way things are, but to always push for improvement no matter what they might have achieved? I'm not sure that what follows are the "right" answers, but they're the ones that I've come up with after many conversations with people I have enormous respect for, both within and outside our own organization.

1. A Vision of Uniqueness

Most everyone in Bo's book—most every business I know of that builds something special—seems to start with a unique vision for the future. Rather than just respond to problems and opportunities as they come up, these folks seem to dream of bigger things, of inspiringly unique ways to configure what they do. This uniqueness energizes those in the business to go after greatness, and it draws customers who seek out ways to make their lives a bit more interesting, more special and more substantive.

2. A Willingness to Buck the Trends

In my experience, it's very, very rare that people who do something really special start with a rousing round of support for their vision. To the contrary, a consistent theme is that when they got going, they almost always caught considerable flak from the folks around them. It actually seems that the more unique a vision is, the more it's criticized, the more you hear "that'll never work," or "we've done that before and it failed," or "what are you, crazy?" It's really only later that the public at large looks back and tells you how smart you were for going after whatever it is that you were working to build.

3. Awareness

To believe that you can create something great, you have to have a sense of what "great" is. If you've never tasted incredible cheese, then you have no sense of what's really only so-so. I've realized anew that one of the most important things I can do for our staff is to help bring them into contact with others out in the world who do great work, to let them visit other great retailers, to dine in exceptional restaurants, to read about other businesses that have gone way beyond average to create something truly special. With that context comes the ability to notice the difference in the details, to really push one's self to be aware at a degree of detail that's often painful in the moment. That means catching things that are barely noticeable to most folks who innocently pass right by. But these are the things that ultimately make all the difference in our world: is there slightly too much salt in the soup? Are we answering our phones with enough enthusiasm? Is the finish on the espresso long enough today? Is the spelling on the specials list correct?

4. A Belief in a Better Tomorrow

Most everyone I've talked to about this subject says that they started their business with a clear sense that things could be better in the future than they were at the time they began. And—most importantly—that they knew they could personally contribute to making that more desirable future a reality. Without that sense of a better tomorrow, there's really little point in pushing as hard as one has to create a unique and special business. And whether that future is better for the community at large, for a single customer or staff member we serve, or for a supplier we help to succeed, that hope makes it worth staying just a little bit longer or trying a little harder to make something special happen.

5. The Import of Giving

One consistent theme that comes up when I talk about this subject is the value that these people place on the opportunity to contribute positively to the lives of others. Margaret Wheatley, in her book *Turning to One Another*, says, "When we serve others we gain more hope. We gain energy." The most meaningful bits of feedback we get, the ones that keep me going through the ups and downs of daily life in the food world, are those that tell me we've made a positive difference in someone's life. The former staff member who's still using what they learned here ten years ago even though they've gone on to great success in another field. The customer whose French-born father moved here decades ago and was always frustrated by how bad the bread was until we opened the Bakehouse in '92. The knowledge that through our work in the community we've been able to help feed a lot of people in Ann Arbor who were very much in need.

6. A Willingness to Go the Extra Mile

My partner, Paul Saginaw, taught me early on that successful—read: "difference-making"—organizations regularly do the things that everyone else knows that they should do but don't because it's too much work. I know this is true here—allowing longer rise times for the breads, driving twenty-five miles to deliver something to a customer when we've left an item out of their bag, working with small local growers when it's easier just to order from the big guys, lading fresh goat curd by hand to protect the quality of the cheese (rather than draining it en masse). And the point applies to almost every supplier we buy great food from. They, too, take on all those little challenges that daily life puts in front of them and plow ahead, while many of their competitors simply stop at so-so. In the end, the willingness to do those little things day in and day out is what takes a great idea, an inspiring vision, and translates it into something real and something really special.

7. Relationships

The people who are creating special businesses—at least the ones I know—are usually greatly motivated by the relationships they're building in the process. Through their work, they're contributing to the lives of the people around them and in the process building win-win relationships with staff members, suppliers and even competitors. These are relationships that pay rewarding dividends for many decades and help provide the support, insight and emotional sustenance necessary to fight through the inevitable challenges that life puts in front of anyone who's trying to do something out of the ordinary.

8. Fun

The truth of the matter, as most everyone who does it knows all too well, is that building a special business is actually more work day to day. But that said, when I speak to those who are actually doing the work, nearly all of them seem to be having a whole lot more fun than those who have stayed with standard middle-of-the-road models. The old image of work as a burden, as the opposite of enjoyment, just doesn't fit with these folks. They have fun at work and, in truth, in most parts of their lives. Visiting many of them in my travels, I've realized that there's just a whole lot more laughter and joy to be heard and felt at these businesses, the sort of day-to-day enjoyment that keeps people motivated to make great things happen.

SOMETHING SPECIAL



9. Appreciation

The special businesses and organizations that I've been around almost all have a really high sense of appreciation for what they've achieved. Maybe it goes with the idea of service. Without a doubt, it helps to balance out the stress of living with the knowledge that things can be better than they are and always pushing for improvement. Those who work this way say that they've come to really appreciate the "ride," knowing that it's much more about enjoying the journey than it is about any conclusive arrival at a "final" destination. In this sense, I guess they're not at war with the world around them; they avoid slipping into the victim role, instead seeing the positive in even the most difficult situations.

10. Sticking with Things (for a LONG Time!)

The often frustrating reality of life in business is that we're very rarely on a linear path. Rather, it's usually a crooked, winding, two-steps-forward-and-one-and-a-half-steps-back kind of experience. For us, that means tasting the bread, the coffee, the cheese, the sandwiches . . . constantly trying to improve service, the quality of the workplace, the level at which we contribute to the community. Paul said to me before we opened that "professionalism means sticking with things long after the initial glamour wears off." After twenty-eight years, whatever glamour there was to this work wore off ages ago. Nevertheless, I love what I do, and I value greatly the chance to do it. Success, as we define it informally here at Zingerman's, means that "you get better problems." I'm pretty darned thankful to have the chance to deal with our everyday challenges. And I look forward to dealing with them—and with new and exciting ones—in the years to come.

Ari

Bakehouse Brings Forth Great Candy Bars



Seeing Charlie's vision coming alive in the Zingerman's Candy Manufactory gets me extra excited because it is, in essence, a second-generation Zingerman's business.

Most all of the work of creating this sweet, new organizational baby and nurturing it through its inception stage this past September was done within the Bakehouse. And truly, with all credit due to Charlie for the great work he has put in, it's pretty clear in my mind just how great a job of "parenting" the Bakehouse has done.

Everything I've written in the earlier piece about Charlie's passion, attention to detail, drive to improve, and belief in his product (which are all key to making something really special) is totally true of Frank and Amy—the managing partners of the Bakehouse—and, really, everyone at the Bakehouse (along with my partner Paul Saginaw who plays a key role in helping our new businesses get off the ground). Without Frank's drive to do something special and meaningful back in '92 when we started baking out on Plaza Drive, the Bakehouse wouldn't even exist. Amy was there as one of the original bakers and, after a stint in NYC getting her MBA, she came back to become a second managing partner. It's their leadership and relentless pursuit of greatness in every element of our work that built the business Charlie came to work at (as the pastry manager) back in 2001.

Charlie will, I'm sure, continue to develop his own vision and, over time, the Candy Manufactory will create its own distinctive, and pretty darned sweet, personality. But, it'd be pretty tough to beat the commitment to quality, service, staff, sustainable finance and having fun en route, that Frank, Amy and everyone at the Bakehouse has provided. The other day, a long-time regular customer stopped me to say, "You know, the Bakehouse is remarkably consistent. I can only think of three or four times in all these years that I got something that wasn't really good." Given that this is a very food savvy, well-traveled customer who's been buying bread and pastry here probably three or four times a week for most all of the seventeen years the Bakehouse has selling it, that's quite a compliment. So while everyone may love candy, I also have enormous appreciation for all the work it takes to bake a great baguette, serve a really amazing scone, bake all that magic into the brownies and all the other great breads and pastries I get to experience here every day.

Ari

ZingTRAIN

Quick Score with ZingTrain Service Express Workshop

Wed., Feb 3, 2010 • 8am-noon • \$300

If I were going to make a list of the top ten questions I get asked, the head of the list would most definitely have to include some version of "How do you get the people who work here to give such great service?" And the answer is,

A) We don't actually "get" them to do anything—they choose, for many good reasons, to give great service every day. It's truly a credit to the skill, creativity and caring of everyone here that so many positive service experiences happen every day.

B) While there are many reasons why they choose to do it, I think that one of the biggest is that we have actually defined what great service means to us and how we go about giving it. While we will always fall short more often than we'd like, that definition—along with the training that supports it—really does contribute a great deal to helping everyone here (me included) to give the service we do.

For the last ten or twelve years we've been sharing our approach to service with the rest of the organizational world through our ZingTrain's two-day Art of Giving Great Service Seminar. It covers the whole kit and customer service caboodle: our vision, how we train, measure, reinforce, reward, etc. It's a solid sixteen hours of us teaching, interspersed with a bit of time for eating and stretch breaks. It's good stuff—our most popular seminar over the last fifteen years.

Now, by popular demand, we've come up with with a shorter, four-hour burst of service training where we can provide an overview (or a refresher) of our customer service approach. It's called ZingTrain's Customer Service Express.

Honestly, I don't know why we didn't think of this a long time ago. But thanks to a goodly number of thoughtful ZingTrain clients who've been to the two-day seminar and loved it, wanted to send more staff but couldn't afford for them to take the full, two-day seminar, we've gotten the idea to do this shorter, more time- and money-accessible version. It's something we've been doing at client sites for years but not here in our own training space.

Let me just say that having taught this approach to service in-house for nearly twenty years and for more than a decade around the country in pretty much every industry you can imagine, I WILL TOTALLY GUARANTEE THAT IT WORKS! In fact, I don't even hesitate to say that anyone who comes to this half day of service training and makes even a lukewarm effort to put these tools into action will reap benefits that are way, way bigger—both financially and spiritually—than what it costs to come to this class.

Ari



Space is limited!
For more details or to register
call 734.930.1919.



6 Tips for

Wedding Cake Success

1. Find your inspiration

Check out our online photo gallery or the cakes on display in our showroom at the Bakehouse. Gather your wedding invitation, a fabric swatch, or a ribbon sample.

2. Bring it with you

We'll sit down with you for a custom cake consultation and turn those inspirations into cake reality, sketching out some ideas for a totally custom cake that represents you and your event.

3. Don't forget flavor

A great cake is not just about the looks; your guests will appreciate a cake that tastes great, too. That's why we use the best ingredients we can find in our cakes, buttercreams and handmade fondant.

4. Variety satisfies

Pick a few of your favorite cake and buttercream combinations to satisfy all your guests' tastes. The best part is we don't charge fees for multiple flavors.

5. Space matters

If you have chosen your reception venue, picture the size and décor of the space and how your cake will look in it.

6. WWMILS?

Never hurts to ask yourself, what would mother-in-law say? Just kidding.

You can see photos of some of our favorite cakes at www.zingermansbakehouse.com. Just click on the wedding cakes tab!

Schedule a free consultation in our cake showroom to envision your dream wedding cake, look at photos and cake displays, and take home free cake samples to taste with your family. Contact us at weddingcakes@zingermans.com or 734.761.7255.

Winter Catering Ideas

We get lots of guests who ask if we cater for groups as "small" as 10 or 20. Of course we do! While we love large events with a couple hundred guests, most of what we do is for small gatherings of colleagues, friends and family. Here are some fun ways to bring your favorite people together this winter. The food is the most important part, so I have lots of ideas for how to leave them full and dreaming of the next invitation.

Super Bowl!

To feed a room full of hungry sports fans, I recommend our Complete Classic Deli Tray. You get everything you need to make a wide assortment of hearty sandwiches, plus coleslaw, potato salad, pickles and olives. I'd keep everything within arm's reach so no one misses the million dollar commercials in between plays. Other great choices include our Pimento Cheese Party, a spicy blend of cheese and pimentos served with celery and pumpernickel, or Cuban Pulled Pork, with onion rolls and Vinegar slaw.

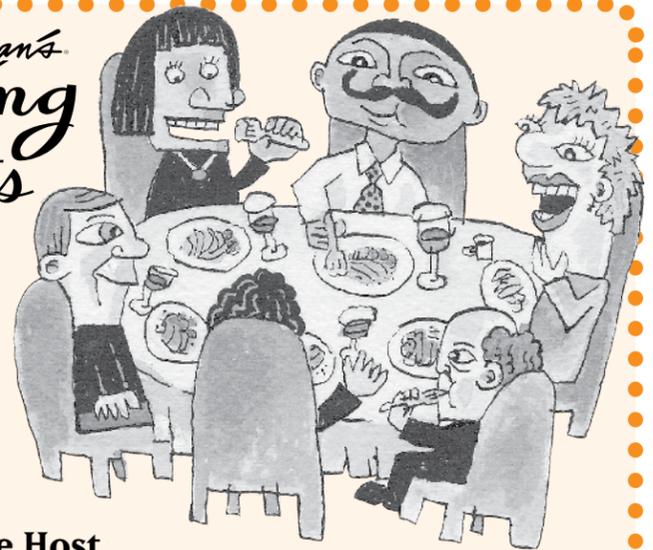
Just to Say "Thanks!"

Are you moving? Does your living room need to be painted? What about the 150 wedding invitations that have been on your desk for two weeks, waiting to be addressed (that would be me)? When I've got a job to do, I call together my closest friends and make it a party. My plan for all daunting wedding tasks involves a half dozen folks and Emma's Remarkable Party to Go. This tray is my favorite menu item because it has all of our most crowd pleasing stuff, including two kinds of salami, two varieties of handpicked artisan cheese, hummus, olives, bagel chips, baguettes, strawberries, grapes and assorted brownies. Making three hundred origami paper flowers won't seem like a chore to your friends when they're well-fed!

Showers

You don't have to be hosting a wedding to have a fun event with lots of personal details. We do lots of baby showers and bridal showers, and we love helping craft menus to reflect a theme. Friend or family member expecting a baby this spring? We could do a spring themed baby shower! I'm picturing Sophie's Sandwichettes (bite-sized versions of our famous deli sandwiches), mini mac and cheese appetizers, and cupcakes decorated with fondant flowers in spring colors. We could make custom food signs featuring the motif of the event, even using the same font as the invitations. Your event will be cohesive and memorable with deceptively little effort.

Zingerman's
Catering
and
Events



Gifts for the Host

Be the best guest ever. When someone invites you for the evening or a long weekend, nothing secures your invitation back better than a thoughtful host gift. Your hosts will be so excited to see you appear with a tray of goodies from Zingerman's Catering. Want a crowd pleaser? Try our Creamery Cheese Terrine, a cream cheese mixture with pesto and oven dried tomatoes, or Halley's Marshmallow Dreams, Bakehouse vanilla marshmallows dipped in dark chocolate and coated with crunchy graham crackers bits, coconut or almond. Even better, treat your hosts to dinner after you leave. We could deliver a hot entrée, like our Fennel Pollen Pork, a free-range pork shoulder rubbed with olive oil, sea salt, and wild fennel pollen. We include delicious sides (organic stone milled polenta!), fresh green salad, housemade dressing, fresh Bakehouse bread and Michigan farm butter. They can enjoy a delicious meal without cooking, or driving out in the snow. We'll even include a card, so you get all the credit.

It's easy. Really! From e-mail confirmations to curbside service, we do everything we can to make ordering as easy and convenient as possible. Paper plates, napkins and cutlery are always free of charge, and our delivery drivers set up with a smile.

Nothing makes winter pass faster than finding reasons to have friends and family over. So give us a call at 734.663.3400, and we'll make sure everyone gets well fed!

Jane from Zingerman's Catering

**Start planning your winter celebration today at
www.zingermanscatering.com or call 734.663.3400**

BAKE-cations

Bake!, Ann Arbor's hands-on teaching bakery offers two- and four-day courses in bread and pastry baking!

Book your spot at www.bakewithzing.com or call 734.761.7255

Our BAKE-cations are the ultimate experience for the home baker! We guide you through a comprehensive education in bread and pastry techniques in a fun, exciting, relaxed and always hands-on classroom full of good humor and expert instruction. We feature both week-long and weekend BAKE-cations that include breakfast and lunch every day, and we promise that you'll need to bring along an empty suitcase to bring home all the great stuff you've made.



"The best part is you get to make a mess doing the fun stuff: baking. Zingerman's takes care of the not-so-fun prep work and cleanup. [The classes] are designed for all skill levels, from Martha Stewarts in the making to those whose baking experience consists of popping open a tube of refrigerated cookie dough."

—Lori Rackl, *Chicago Sun-Times*

Bread Bake-cation

Learn the theory and the practice behind different styles of breads—chemically leavened, straight doughs, liquid sponges, and sourdoughs.

BAKE-cation Week

Jun 22-25 8am-5pm
Aug 10-13 8am-5pm

BAKE-cation Weekend

Mar 13-14 8am-5pm



Pastry Bake-cation

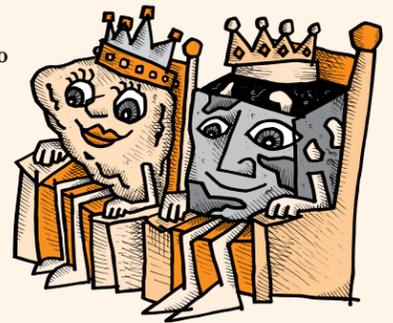
Come and learn all of our not-so-secret techniques to making tasty pastry. We cover strudel pulling, laminating croissants, perfecting a pie crust and much more.

BAKE-cation Week

Jul 13-16 8am-5pm

BAKE-cation Weekend

Apr 24-25 8am-5pm



World Tour Bake-cation

This BAKE!-cation encompasses both breads and pastries from all over the world—no passports necessary.

BAKE-cation Week

Jul 27-30 8am-5pm



special bakes

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

Rosemary Baguettes

1/8 & 1/9

Our hand-rolled crusty French baguettes with fresh chopped rosemary. A perfect pairing with your favorite olive oil or Zingerman's Creamery fresh goat cheese.

Roasted Garlic Italian Bread

1/15 & 1/16

Our oh-so popular, golden crusted Rustic Italian bread with a savory addition- fresh whole cloves of garlic, roasted and mashed. Makes instant garlic bread with a little spread of butter.

Black Olive Farm Bread

1/22 & 1/23, 3/5 & 3/6

A crusty round of our signature farm bread studded with marinated Greek olives. If there's any left after snacking, makes great bread crumbs for a twist on eggplant parmesan.

Loomis Bread

1/29 & 1/30

Tangy farm bread with chunks of Zingerman's Creamery Cheshire cheese (created by Creamery partner John Loomis) and roasted red peppers from Cornman Farms in Dexter, MI. A Zingerman's exclusive!

Pumpernickel Raisin Bread

2/5 & 2/6

Chewy, traditional pumpernickel bread with juicy red flame raisins and a sprinkle of sesame seeds. Great toasted with a schmear of Zingerman's Creamery award winning cream cheese.

Peppered Bacon Farm Bread

2/12 & 2/13

Everything is better with bacon right? We think so. Check out apple wood smoked bacon and black pepper in a crusty loaf of our signature farm bread. Our most popular special bake!

Chernushka Rye Bread

2/19 & 2/20

Chewy traditional Jewish rye with peppery chernushka seeds. This one definitely has a following.

Scallion Walnut Farm Bread

2/26 & 2/27

Our crusty, slightly sour farm bread with toasted walnuts and fresh chopped scallions. Makes great instant stuffing for a roast chicken.

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

Most of our Special Bakes are available for shipping at www.zingermans.com or 888.636.8162

bread of the month

January 2010

Rustic Italian Bread - \$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.

February 2010

Better Than San Francisco Sourdough - \$4.50
(regular \$6.25)

Good Enough to Ship Back to California. Crisp, crackly crust, moist honeycombed interior and the trademark sour tang that will tickle your tongue.

cake of the month

20% OFF

whole cakes-of-the-month and slices at the Bakehouse or Deli Next Door coffeehouse!

January 2010

White Chocolate Chiffon Cake

Layers of yellow chiffon cake sandwiched with vanilla bean pastry cream and Italian raspberry preserves. It's all covered in fresh whipped cream and white chocolate shavings.

February 2010

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.