

# Zingdish!

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

**Zingerman's**  
DELICATESSEN

422 Detroit Street, Ann Arbor MI 48104  
Deli: 734.663.DELI, Next Door Café: 734.663.JAVA



## deli tastings

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

### British Cheeses: Neal's Yard Dairy

Wednesday, March 17, \$20 advance / \$25 door  
Zingerman's and Neal's Yard Dairy teamed up over a decade ago to bring America the best farmhouse cheeses Great Britain had to offer. Jess Piskor one of our cheese enthusiasts will take you on a tasting tour of the English Countryside exploring the distinct flavors of great traditional hand-crafted cheeses.



### Everything You Need for a Zingerman's Soirée!

Wednesday, March 25, \$20 advance / \$25 door  
Bar Food: Dips, Spiced Nuts, and Virgin Cocktails!

Now that green beer and stale nuts have settled, we'll taste how good bar snacks can be using the best ingredients for dips, making spiced nuts with our line of spices, and introducing the virgin cocktails that many Zingerman's staff regularly drink on the job.

### Vinaigrettes

Wednesday, April 15, \$20 advance / \$25 door  
Using stellar oil, vinegar, and perhaps magic, Jaime, our vinaigrettes maven, creates medleys of aroma and flavor that thrill us every week. She's opening her recipe book and showing us how to make them.

### Jewish Foods with Ari

Wednesday, April 1  
\$30.00 advance / \$35.00 door  
An exploration of Jewish food traditions from around the world; what makes a dish Jewish? Why are certain dishes tied to certain holidays? How come everybody likes hamantaschen? Plus a special look at upcoming foods for this season's Passover table. Co-founding partner Ari Weinzwieg will attempt to answer these and other culinary questions, while providing tastes of a dozen different Jewish foods with roots in Russia, the US, Greece, Turkey and more.



### Steep: A Tea Tasting Tradition

Every other Tuesday • 7pm  
March 3, 17, 31  
April 14, April 28  
\$10 advance/\$15 door Maximum of 8 people per tasting



### Zingerman's Coffee Tasting

Sunday, April 26 • 1pm  
Tour the world of coffees with us. At this tasting, we'll brew and taste coffees from the coffee producing regions of the world. Zingerman's Coffee Company roastmaster, Allen Leibowitz will be our tour guide as we travel from Brazil to Sumatra and places in between. And he'll teach you how to brew a perfect cup of coffee. Let the jitters begin!



\*This is a daytime tasting and will be held across the street from the Deli.

## zingerman's deli 27th anniversary tasting with Ari and Paul!

Monday, March 15

\$30 in advance / \$35 at the door  
Join Zingerman's co-founders Paul Saginaw and Ari Weinzwieg for a look back at 27 years of great eating in a great community. We'll bring up some old favorites, some new finds and lots of history about our little Deli on the corner of Kingsley and Detroit.



## anniversary specials!

★★ Monday, March 15 ★★

Come down to the Deli and help us celebrate our 27th anniversary with super, secret specials all day long. They're so under wraps even we don't know what they are yet but rest assured, they'll be worth the trip.

## chocolate tastings

All at the Upstairs  
Next Door (UPND)

### Pralus Rendez-Vous

Wednesday, March 11 • 7-8 PM  
\$15/adv., \$20/door  
A small bean-to-bar chocolate company in France, Pralus is one of those brands you should be able to recognize with your eyes closed—and after this tasting, you'll be able to! We'll taste a range of bars from the lightest, a 45% milk chocolate, to the darkest, a 100% bar, and a variety of the 75% bars in between. This tasting will be a great opportunity to learn about this wonderful French chocolate company.

### Truffle Tasting

Tuesday, March 31 • 7-9 PM  
\$30/adv., \$35/door\*  
At Zingerman's we work with chocolatiers and confectioners from around the world to stock an excellent selection of fresh chocolates at the Deli. In this tasting, we'll learn about the different types of bonbons—from classic truffles to nutty pralinés, we'll sample pieces from several chocolatiers, and we'll show you how to make a batch of velvety rolled truffles at home. \*Limit 12 people

### Caramel Rendez-Vous

Tuesday, April 7, 7-8 PM UPND  
\$15/adv., \$20/door  
Caramels—arguably America's favorite confection—have been making a real comeback lately. From soft, buttery caramels to firm, salty caramels... even caramels made with honey! In this tasting, we'll sample and compare caramels from five American brands. Don't tell your dentist!



### Let them eat cake!

Thursday, April 23, 7-9 PM  
\$20/adv., \$25/door  
You've certainly oogled them, but have you tried them? Zingerman's Bakehouse cakes are beautiful and delicious inside and out — from frosting to crumb. At this tasting, we'll talk about what makes them so great and sample them all — the not-too-sweet 24-Carrot Cake, the ultra dense and creamy Cheesecake... and more! So settle in (with a glass of milk, of course) for the dessert tasting of your dreams!



3723 Plaza Drive  
734.761.7255

## Learn to make great bread at home!

### Mini Mambo Italiano: Italian Breads

Wed., April 8 • 5:30-9:30pm • \$100  
If Mambo Italiano is the grand tour, this is more like a trip to Little Italy. All the fun and all the flavor in half the time. We'll make ciabatta from Puglia, and focaccia from Genoa. Leave class with 5 loaves of bread you made in class!

### Amber Waves of Grain: American Breads

Thurs., April 23 • 5:30-9:30pm • \$100  
Learn how we make our succulent Bakehouse White and you'll discover a 100% whole wheat bread so sweet, Bakehouse founder Frank Carollo named it after his daughter Margaret. Our cornbread recipe comes certified by a true southern baker. Take home 4 loaves of bread you made in class!

Check out the full schedule and register for classes at  
[www.bakewithzing.com](http://www.bakewithzing.com)



734.929.0500  
3723 Plaza Drive

## Learn to make fresh mozzarella!

Classes noon-2pm every Saturday!

March 7, 14, 21, 28

April 4, 11, 18, 25

Noon-2 pm, \$45

Call 734.929.0500 to reserve your spot!

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



**Zingerman's**  
roadhouse

For reservations to all events stop by or call 734.663.FOOD  
2501 Jackson Rd • [www.zingermansroadhouse.com](http://www.zingermansroadhouse.com)

### Flavors of Ireland

Tuesday, March 17 • 7pm • \$45

The influence of the Irish has been huge in pretty much every area of American life from politics to pubs, potatoes to poetry. James Beard Award-nominated Chef Alex Young has selected many of the dishes featured on the menu for this full-flavored event to shed light on the current rediscovery in southern Ireland of traditional and local culinary roots. As we go to press this event is ALMOST SOLD OUT. Call 734.663.FOOD to get your spot!



### Beer & Cheese Tasting

With Goose Island Owner and Brewmaster Greg Hall

Wednesday, March 25  
5:30-7pm • \$20

Join us for a flavorful exploration of Goose Island Brewery's artisanal beers and some of our country's best cheeses, including a selection from Zingerman's Creamery. Greg Hall, Goose Island's brewmaster will lead the beer tasting, and one of Zingerman's very own cheese experts will talk cheese!

### Greek-Jewish Food in America!

Tuesday, April 7 • 7-9pm • \$45

Join us for a flavorful exploration of Goose Island Brewery's artisanal beers and some of our country's best cheeses, including a selection from Zingerman's Creamery. Greg Hall, Goose Island's brewmaster will lead the beer tasting, and one of Zingerman's very own cheese experts will talk cheese!

## Zingerman's guide to better bacon brunch

Stories of Pork Bellies,  
Hush Puppies, Rock 'N Roll Music  
And Bacon Fat Mayonnaise

Fundraiser for the Ann Arbor Book Festival  
Saturday March 25 • 10am • \$22 person  
(excludes tax + gratuity)

The Ann Arbor Book Festival celebrates literacy and bacon in this special fundraiser hosted by special guest & author Ari Weinzwieg. Ari will guide guests through a bacon tasting, and talk about the research he's done for his forthcoming book about bacon.

you really can taste the difference!

ISSUE # 213 • MARCH-APRIL 2009



# STUFF AROUND THE ZCOB

New and very noteworthy. 8 New arrivals to share with you and why I'm as excited as ever about working with good food! Ari



## GREAT LAKES CHESHIRE FROM THE CREAMERY

Making GLC with TLC

While I've stuck this one into the "new" column, full disclosure dictates I tell you that this isn't actually one of those innovations everyone in the business world seems to be looking for this year. John Loomis, cheesemaker and managing partner at the Creamery, has been waiting patiently for years to start making this cheese again. In the last few months the first wheels of Great Lakes Cheshire (GLC for short) have started to come out of Creamery world headquarters (that's the 3000-foot space we've got out by the Bakehouse—come by for a tour any Sunday at 2:00) and are already generating positive energy.

While it generally takes years and years to "perfect" any artisan product like this, this cheese, even in its first four months, has a really good flavor balance and complexity that are getting better and better. And I know too that it's very, very likely (there are no 100 percent certainties when it comes to artisan foods) to get better still as John and the Creamery crew have time to work on all the little details that go into making a great cheese.

The original recipe for Cheshire dates back thousands of years to the time of the Romans, and it's been made straight through ever since. 16th century historian John Speed called it, "... the best cheese in all Europe ..." Up until the middle of the 20th century, Cheshire—not cheddar—was the most popular of British cheeses which is hard to believe looking at today's cheddar-centric cheese counters. (While the two names are similar, the cheeses really are pretty different. Cheddar is much more closely textured, aged much longer, and creamier on the tongue; Cheshires are younger, tarter, more crumbly. Technically, while the curd for both is cut into blocks, Cheshire curd is not stacked as cheddar is, but rather broken in half many times. Cheshire curd is also milled through a peg mill, which shreds down to a finer texture than one would with cheddar.)

But while we're using the name Cheshire, our cheese is actually a cousin (twice removed) of the British original. Leon Downey, one time viola player in the Halle Orchestra in London, decided to learn cheesemaking when he wanted to leave behind the intensity of city living. (The alternate version of why he moved on, John says, is, "I asked Leon why he left the symphony and his reply was 'Mahler, I don't like Mahler.'") Leon and his wife bought a farm in Wales and he set out to make his own Welsh version of Cheshire, which he called Llangloffan. It was smaller in size, a bit tangier in flavor and somewhat—like Leon himself—a bit wilder in its personality than the more proper English original. He never made much and it was always hard for us to get at the Deli, but for the time that he made it was often one of my favorite British cheeses.

I can't really remember what the economic climate was actually like in the late 80s when John Loomis, his brother Bill and sister Janet set out to make their cheese, but I don't think it was all that great then, either. The truth is that it's very hard to make a business go under any circumstances. In a bit of mostly lost-in-the-shadows Ann Arbor history, they built a small creamery half a mile or so from the Deli over on Felch Street west of North Main. Having grown up with family members working in what John calls "the Farmer Jack Dairies" in Detroit the three of them had long hoped to make cheese here. John went to work with Leon Downey in Wales for a period of months back in 1989. What he brought back to Ann Arbor was his American adaptation of Cheshire. It retains the slightly crumbly, tenderly tangy, lively on the tongue, easy to eat accessibility of its English and Welsh countrymen, but with maybe a bit rootsier, more workmanlike attitude and flavor that reflects the American Midwest. We used to sell a lot of it here at the Deli. To some degree they were ahead of their time I think, and, sadly the Loomises weren't able to make a financial success out of the business. They shut their little dairy down back in 1993.

The good news is that things worked out well in the end. John came to work with us behind the counter at the Deli. And, having stuck with the dream through those hard personal times in

the early 90s, he was engaged and inspired by the Zingerman's 2009 vision. In many ways John and his commitment to making great cheese were just what we envisioned when we wrote it. Find someone like Mr. Loomis who had a passion for crafting cheese and create the opportunity to own part of a business where he could make a living making the product he was so passionate about. That's pretty much how we came to open Zingerman's Creamery a little less than a decade ago. We started with fresh cheeses—hand made artisan cream cheese, fresh goat cheese, etc.—and John has waited patiently to make Cheshire again.

I should say that John is particularly jazzed about the Cheshire because it's a raw milk cheese; I'd guess that when the Loomises began making it back in '89 it was the first raw milk cheese in Washtenaw County for probably a good fifty or sixty years. We've long been focused on the fuller flavors that tend to go with raw milk cheeses. Unlike all our other cheeses which are "fresh" (that is, aged only from one or two days to, at most, a month and a half), the GLC is aged for over 60 days which is the magic mark set by the government for making cheese from milk the way it comes from the cow without having to heat treat it first.

On the table, the GLC is really a pretty classic eating cheese. It's got a texture and flavor that are clearly related to classic English farmhouse Cheshire, but with a bit of an Ann Arbor twist to it. Cheshire farmers have long taken its English cousin out into the fields with them wrapped in little more than a bit of white cloth; Welsh miners would have done the same to have something to eat underground. Ploughman's Lunch would be the proper British name I think, but since we're here not there we can call it a Diag Dinner or a Plaza Drive (where the Creamery is located) Ploughman's. If you're packing one up, I think the Roadhouse bread (my favorite) would be a good pick, but the Brewhouse bread would be good too (well, really any bread from the Bakehouse would be good but ...) along with some cured ham (Nancy Newsom's or Sam Edwards' country hams are high on my list right now) ... maybe some Cornman Farms pickles and/or a bit of good chutney.

The GLC is also excellent on a toasted cheese sandwich, which in Britain would be a what's called Welsh Rabbit or Rarebit. Basically it's a thickish, creamy cheese sauce made with mustard, beer, and a bit of cayenne or Worcestershire blended with some grated Cheshire, that's then served bubbly, hot and a bit lightly browned under the broiler over toast. There are a million and a half variations on that main theme—I like the old style "buck rarebit" where you pop a poached egg or two on top of the whole thing (don't miss John Harnois' chickens' delicious eggs at the Creamery—you really can taste the difference). If you want to be on the cutting edge of the rarebit world, take Rachael Ray's lead—she spoons it over burgers then tops it all with a couple slices of bacon. (If you're curious about the name, the theory is that the Welsh were so poor that they referred to cheese as "their rabbit" since they couldn't afford to have actual meat very often. The original name seems likely to have been rabbit, later somehow having morphed into 'rarebit'.)

The GLC is also very good in a little known but very delicious regional British dish, a classic that's called "Staffordshire breakfast." I've written a whole lot about in the soon to be published Zingerman's Guide to Better Bacon. It's basically a big, griddle-cooked, soft oatcake—the oatcake here is like a thicker oaten crepe (not the crisp, cracker-like kind we're used to getting)—rolled 'round slices (aka, 'rashers') of British (or Irish) back bacon and a freshly fried egg or two. I guess you could say that it's the British version of a breakfast burrito. It's eaten out of hand and is a great way to get your day going in a substantial way.

Or of course, you can just grab a hunk of the Great Lakes Cheshire and eat it like it is and forget all this other fancy stuff. No matter which end of the serving spectrum you opt for it's a pretty darned good cheese and it's a pretty cool piece of history to bring back 'round—raw milk and really good to eat.

## THE DEXTER REUBEN



At The Roadhouse

It's pretty safe to say that in one form or another, sandwiches make up a good part of my day ... and given that I don't give out sandwich compliments very lightly, I will tell you that it's really a darned excellent new addition to the regular menu at the Roadhouse.

The flavors here are very, very nicely balanced. It starts with free-range turkey, rubbed down with the Zingerman's Spicy Coffee Spice Rub (clove/Roadhouse Joe coffee/Urfa red pepper—we sell it in jars if you're interested—I use it all the time on potatoes, fish, poultry, etc.) then put on the pit to slow cook for hours. While the smoky spicy, meatiness of the finished turkey is certainly the main player in the sandwich, its supporting cast joins in to make the flavor so special. When you take a bite through the grilled Roadhouse bread, you get the toasty, slightly sweet molasses taste in the otherwise savory bread. The sauerkraut sort of comes up, in texture first and then in flavor, the more you chew. The quality of the cabbage (from our own Cornman Farm) and Mark's curing (he works the farm and this kraut is from his old family recipe) add crunch and a nice light sourness to the otherwise rich sandwich. We're using a two-year old-baby Baby Swiss from Chalet Cheese in Monroe, Wisconsin (the oldest cheese co-op in the state, and probably the oldest Baby Swiss as well). And it's all spread generously with that homemade Russian dressing that has gone on all the Reubens at the Deli for all these years now.

If you haven't tried it yet—and probably hardly anyone has since it's still so new—it's worth working your way to the west side of town to order one. Right now the Roadhouse Reuben is really only on the lunch menu but if you say you read it here I really think the crew will make it for you at dinner too. With fries of course (and fry refills are free).

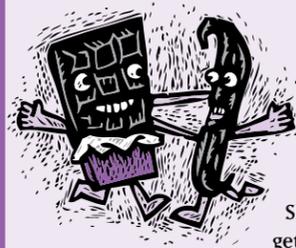
## EL RUSTICO Radically Good Chocolate Bar From Shawn Askinosie



Askinosie chocolate™

I wrote in the newsletter last November, and will, happily and from the heart restate again now, that this is the most exciting new chocolate bar we've brought to town in a long time. It's all the more rewarding since it's been a nearly year long joint effort by everyone here at Zingerman's and one of our favorite American (non-Zingerman's) chocolate makers Shawn Askinosie. I think we've come up with a really special, totally unique set of flavors and textures.

The idea for the bar dates back to an experience I had when I was down in Papantla, on the Gulf Coast of Mexico, near Veracruz and home of the original vanilla. While I was there, I was intrigued to learn that people frequently chop vanilla pods and use them in their cooking (as opposed to just scraping out the seeds as we usually do here). Made sense then to mix snippets of the really good organic vanilla bean we use so much of anyways, and get it into a bar of the amazingly good, Missouri-made chocolate we've been getting from Shawn, down in the unlikely spot of Springfield.



The cacao comes from the Soconusco region of Mexico, an area known for excellence in chocolate since the time of the Aztecs. Although it'd fallen out of favor for many centuries, Shawn has led the way back to getting great cacao from small

farmers there. Because we love down-to-earth, easy-to-eat, complex and traditional flavors, we've dialed this bar back from the more refined, super smooth textures of high-end European chocolate—El Rustico means the rustic one. This and a couple of Zzang! Bars from the Bakehouse (Shawn is actually a big fan of them), would make most any chocolate lover very happy.

# 5 REASONS CUBEBS ARE REALLY COOL



## A) It's A Cool Thing To Be Searching So Long And Then To Find Something

The first I'd ever heard of cubebs was in Ed Behr's excellent (then and now) newsletter, "The Art of Eating." He did one of his in depth issues on the subject of black pepper. I learn a lot in reading his work, but, given that we'd already been open at the Deli for a while and I'd been working with food for over a decade, black pepper itself wasn't really news, nor were green and white peppercorns he also put into the piece. But the essay did get my attention with two other related spices—long pepper and cubebs.

As you know, I love the obscure, and I'm particularly fascinated with foods that were once very popular but then seem to disappear. Cubebs certainly fit the bill. During the Middle Ages, cubebs and long pepper sold for a pretty penny in Europe. They were used in sweets, sauces and savories. Sauce Sarcenese (meaning "Arab") was made with almond milk and cubebs and some other spices as well. Candied cubeb—a nougat-like confection—was quite popular too. But by the time I got active in cooking in the last quarter of the 20th century, it's safe to say that cubebs were next to nowhere to be found.

## B) They're Cool Because Of Their Story

No one really knows why black pepper hit the tipping point and stayed so prominent for so many centuries, while its once popular cousins—cubebs and long pepper—were relegated to total obscurity. Best I've read was that black pepper kept better which is logical. Both cubebs and peppercorns are in the Piperaceae family and both are berries that are dried in the sun. Cubebs are a bit bigger, not really as wrinkled, and have little tails attached to them which makes the fun to play with, very distinctive looking, and earned them an alternate name of "comet's tails." In 1640 the King of Portugal banned cubebs in order to promote black pepper, which the Portuguese, with their bases in Macao and Goa, had a better line on. Java, by contrast, was Dutch ruled, and there cubebs, cloves and long pepper were the prominent spices.

Cubeb turns out to be an important ingredient in perfumes, particularly patchouli. They were, and still are, used in various cures but since I'm not a doctor and this isn't a journal on holistic medicine, I'm going to leave that alone. Cubeb was also used to spice up chewing gum. To this day it's used a lot in spirits too, most notably Bombay Sapphire Gin. Drop a couple cubebs in the bottom of your next Bombay martini.

## C) It's A Cool Thing To Support Sustainability

I haven't yet been to Bali to visit Big Tree Farms in person but sooner or later I'm going to get there. I already like pretty much everything about it—the people, the product they send us, the entire approach to food, the environment, the packaging and tradition. Ben and Blair Ripple got Big Tree going in the spring of 2000. The idea then, and now, was to create a positive, sustainable setting in a part of the world that's long been known for its beauty but not so much so for its economic health.

Like pretty much every meaningful piece of work I've been around, this one was no flash in the pan. "Having a vegetable farm was and is our first dream, the constant challenges of watching the sky and praying for no rain or pleading with the clouds to unleash their downpour, coaxing carrots to grow big and strong with compost, love and weeding, growing produce that is vibrant, delicious and organic will always be at our core," Ben told me. "But, we soon realized that supporting ourselves through planting carrots here in Bali was never going to work. Out of that realization came some bold new ideas."

The bold new ideas were to find the traditional products of Bali that could be grown sustainably and then brought to the rest of the world. It started with the sea salt—something everyone who cooked on the island crowded about but which was still about as secret as could be to the rest of world. After that came long pepper (we've got these as well and I'm a big fan), then honeys, palm sugars and now, of course, cubebs.

## D) It's Cool Because They're So Darned Old

Cubebs have a very long history. They came to China during the Tang (unrelated to the name of the 1970s drink powder) Dynasty (7th-10th centuries) but were used there almost exclusively for medicine. From there they went to India where they got the name Chinese cubebs. They've been well known in Europe since at least Greek times. They were extensively used across North Africa—the Latin *cubeb* comes from the Arabic *quibbes*—for medicine as well as for making meals more interesting. It's written up in *1001 Nights* as a remedy, either to fight infertility or as an aphrodisiac. In Europe people thought cubebs would fight demons of all sorts. Oh yeah, cubebs are high on the list of hoodoo cures and potions. Hoodoo is a traditional African American folk magic. It's way out of my expertise, but I know do know it's also called 'conjure,' that Zora Neale Hurston writes about it, and that it uses lots of potions and herbs, including cubebs, which the hoodoo call "love berries" because . . . well, you can figure it out on your own.

## E) It's A Cool Thing Because The Flavor Is So Unique

As with so many marvelous spices, it's kind of hard to describe what a cubeb tastes like. Having learned now it's in that Bombay Sapphire gin I can almost imagine it in there without even tasting. Imagine a cross between black pepper, allspice and juniper berries. Their flavor is inversely proportionately to the smallness of their size because they have a lot of oil—8 to 10 percent per 'beb.

Cubebs go very well with the sweetness of dried fruit. I like dipping pieces of dried dates into ground cubeb. Pretty much any meat would probably be marvelous rubbed with ground cubeb, or with them crushed in a meat based soup, sauce or marinade. Lamb for sure would be great, maybe long cooked in a stew with peppers, olive oil some honey. You could see where cubebs could be this really interesting little bridge to make peace (the George Mitchell of the kitchen?) between the sweet and the savory. In sweets, I can imagine them making a positive difference in panforte, lebkuchen, pfeffernusse and other spiced sweets of medieval origin.

Cubebs are used a lot in Indonesian curries. It's most definitely one of those things that you throw into a complex culinary setting that adds character and that no one can ever pick out. Paula Wolfert, who's studied the food and cooking of the Mediterranean for decades, told me about a Moroccan tagine of beef, garlic, dried apricots, dates, preserved lemons, all slowly cooked with a bunch of cubebs for at least a couple of hours.

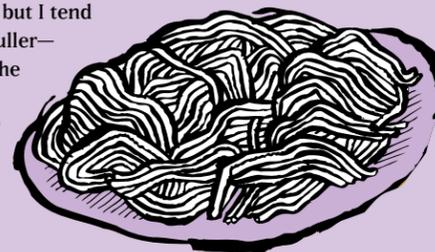
OK, I'll stop there. A couple of cubebs in your cooking aren't going to change the world, but they can certainly add a bit of culinary interest and a whole lot of cool stuff to your cooking for what probably costs not much more than a couple cents.

## OLD STYLE PASTA With Germ From The Morelli Family

Speaking of good pasta, this is a new and noteworthy arrival from a small artisan producer near Pisa in the western part of Tuscany. The Antico Pastificio Morelli is in the very small town of San Romano (pop. of about 1500), which is half way between Livorno on the coast and Florence in the center of the region. It's also about twenty minutes northeast of where the Martelli family make their amazing maccheroni and spaghetti which is in the really big town of Lari (8000 people). In fact, Morelli is actually older than Martelli; it dates back to 1860 and the current couple who run it are the 5th generation. By contrast, the Martellis have been at it "only" 8 since 1926. Both families make fantastic pasta, sticking to all the important little details that the big makers have long since abandoned in the belief that "no one can tell the difference," or "people won't pay for that old style stuff." I've never bought either of those theories but I do buy a lot of Morelli and Martelli pasta. They do all the things we like in a pasta—low temperature mixing, bronze die extrusion, very long, low-temperature drying of the pasta.

Last winter I met the Morellis at the Alimentaria show in Barcelona. We bypassed the flavored pastas that are their big-sellers but that I'm not all that high one and they walked me over to the side of their booth where they had these bags of pasta that was a bit darker in color. This is their true passion. In Italian it's simply called pasta germe di grano—pasta made with wheat that has its natural germ still intact. Sr. Morelli explained to me that this is much the way pasta was made a century or so ago before milling techniques were "perfected" enough to whiten the grain as we've come to expect it today. Many of you have experienced the fuller flavor that the germ brings to the food—in the germ-restored wheat flour we use in the French Mountain Bread, or the germ-still-in Irish oatmeal, Carolina Gold Rice, Anson Mills grits and cornmeal, or Marino family polenta from the Piedmont. To me this is what whole wheat pasta should taste like. I should say, in honesty, that I've never been a big fan of whole wheat pasta, but I do love

this stuff. You can serve it with most anything but I tend to stick with saucing options that allow the fuller—though certainly not at all strong—flavor of the pasta to be the star. Dressed with just good oil and good cheese it's great. I did it the other night with just a bit of sautéed squash, a good bit of good olive oil, a lot of black pepper and some sea salt.



There are three varieties of this germe di grano pasta on hand right now. My favorite are the paccheri—wide, flattened tubes that are about two inches long and an inch and a half across. The shape hails originally from near Naples. They tend to "collapse" down when you cook them, kind of capturing some of the sauce. Arthur Schwartz, who's written a lot about the cooking of the region, recommends them with ricotta and tomato sauce. His book, *Naples at Table*, has a number of other good recipes for them as well. The straccetti are a flat wide noodle that I like with a simple butter and grated Tuscan sheep cheese (pecorino Toscano), or with a meat ragu. The Morellis also make a "double dose" of germ, which is, of course, darker and more intensely flavored. The ---- (NAME) are nice for hearty cooler weather dishes. I do it with bits of potato or with sautéed Swiss chard and some soft cheese (Italian Taleggio or American Teleme would be good). Try 'em all! Great gift for a food lover who's "had everything."

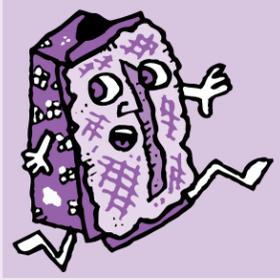


# STUFF AROUND THE ZCOB



## BAKEHOUSE BABKA Lots of Dark Chocolate and A Splash of Cinnamon in a Traditional Jewish Sweet Bread

There's so much to like about Bakehouse babka. It's rich, it's got lots of butter, it's laced with dark chocolate, it's got an interesting history and it tastes really good! Babka has actually been on sort of a leave of absence for a while (we have so many great things at the Bakehouse it's hard to make all of them all the time). I'm particularly excited to be bringing this one back, mostly just because it's really good and because babka is absolutely one of the tastiest traditional ways that Jewish bakers have found to put chocolate into old time Eastern European preparations.



When you think about it, there aren't a whole lot of Jewish foods that start with chocolate unless you look to the Mediterranean. Most Eastern European Jews were pretty poor and chocolate was a rather costly ingredient. Remember that even where people had it in that era, chocolate for anything other than drinking was rarity. It's only at the end of the 19th century that wealthier folks started to eat it as a confection. Chocolate babka is a mid-20th-century American Jewish invention. A very good one mind you, but I doubt my great-grandparents would have ever conceived of it.

One theory says babka is indigenous to the Ukraine, a part of an ancient fertility rite used in the matriarchal system once in place in the region. Historian and food writer Lesley Chamberlain believes that babka came up from Italy, brought by Queen Bona in the 16th century, and developed into a Russified version of the Italian panettone. In either case, the old forms of the babka were likely much larger, somewhere from the size of a modern day panettone on up to a few feet high. The original name was likely "baba" meaning grandmother. With the smaller sizes of the "modern era" the name shifted to the diminutive, "babka," meaning "little grandmother." Some others say the tall shape they were made in resembles a grandmother's pleated skirt.

Babka is a sweet loaf akin to a light textured coffee cake. It starts with a rich, slow-rise dough made with lots of butter, real vanilla, fresh egg yolks, sugar, sea salt and mashed potato (helps keep the dough moist). The dough is rolled around dark chocolate and cinnamon sugar. More traditional old time versions were probably focused on sweetening with honey or sugar, and then a variety of the sorts of dried or candied fruits that go into Kulich or any other sweet bread. Chocolate, as I've been saying, likely came much later.

If you're eating alone, try warming a single slice in the oven for a few minutes, then enjoy it with a cup of strong coffee. I know that inexpensive babka abounds in the food shops of New York but I've tried about twenty different brands, and, although it's just my opinion, none of them came close to the flavor of the one the Bakehouse has put together. And if you don't believe me, you can take it from Susana Trilling, author of the excellent cookbook, *Seasons of the Heart*, and creator and cooking teacher extraordinaire of the Oaxacan cooking school of the same name. She grew up on the East Coast and used to run restaurants in NYC and wrote me to say that, "... bar none, Zingerman's Bakehouse makes the BEST Babka I have ever eaten! It was incredible." (Maybe we should make one with the coarse, uncochched chocolate from Oaxaca in honor of the Mexican Jewish community.)

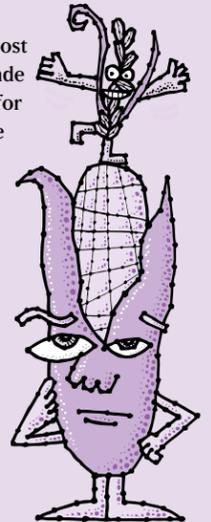
PS: try it warmed with a little scoop of vanilla gelato from the Creamery! Overkill probably, but it IS the holiday season.

## CAROLINA GOLD RICE GRITS AND (BACON) BITS WAFFLES



### For Brunch At The Roadhouse

The "basic" grits and bits waffle has long been one of the most popular items on the Roadhouse brunch menu and has been made in Low Country (that's Georgia and South Carolina) kitchens for centuries now. The story behind it is that the Dutch brought waffle irons here with them and as they moved down the coast from Manhattan they began to blend into the batter the local grits to make a new breakfast out of the previous day's leftovers. The addition of the bacon, of course, isn't all that surprising since cured smoked pork belly (that's a long way of saying "bacon") is in pretty much every traditional Southern dish. What's getting me writing about it here is Alex's recent insight to make this same waffle dish but using Carolina Gold rice flour for the batter instead of wheat.



First off I'm happy that it allows us to offer another really great, traditional wheat- and gluten-free alternative to our rather large number of guests who have dietary restrictions. That said, this is one of those I'd want to eat it whether I was going gluten-free or gluten-ful diet.

Second, I love the rice waffles because they're one more way of bringing antique tastes and textures alive in our modern era. If you're not familiar with Carolina Gold rice—in either its whole grain or floured forms—it's the old rice varietal of the most rice-fixated state in the Union, South Carolina. It was known all over the culinary world back in the 19th century but was completely out of production for most all of the 20th. What we're getting is grown and milled by Glenn Roberts (*Bon Appetit* magazine's Artisan of the Year in 2008). It's organically grown, field-ripened, cold-milled, and the natural germ is left in (for more on the flavor contribution germ makes see the piece about the Morelli family's pasta later in this article). You might well have eaten it at the Deli (the rice pudding) or the Roadhouse (it comes with the Maryland crab cakes every day but it's so good that it often appears on dinner specials). I've got a recipe for Carolina Red Rice (with tomato and bacon) in *Zingerman's Guide to Better Bacon* (coming out later this year). In contrast to the above dishes, the waffles use the rice in the form of flour. It brings a creamy, soft, deep, complex flavor that you'd probably never realize was in the rice.

Interestingly, Alex's idea of rice waffles dates back to the Colonial era. There's a long-standing tradition of waffle irons that were held over the open hearth for the batter to cook. In fact, most of the bigger plantations or well-off homes had custom designed irons into which their family crest was forged, giving the waffles a personalized touch. And rice, being the low country staple it was, was commonly used in floured form in waffles, breads, muffins and quick breads of all sorts.

The grits and bits rice waffles are really a pretty wonderful way to start your day—a couple of rice flour waffles blended with some of Anson Mills creamy, full flavored white corn organic grits (see [www.zingermansroadhouse.com](http://www.zingermansroadhouse.com) for more), all laced with bits of applewood smoked bacon and served with plenty of Michigan butter and maple syrup from Ralph Snow's sugarbush over in Mason. (Or try it with the organic sorghum syrup we get from Missouri, which is also fantastic!) (If you're interested to cook with this amazing flour at home we happily sell it by the bag.)

## 7 Things To Know About Irish Butter



### 1. It Tastes Really Great

Over the last few years the surprisingly good flavor of this butter has won over hundreds of people. Literally barely a week goes by that someone doesn't now stop me to say how much they like it, and how spoiled they now are and how they can't go back to other butter. Here's what Christine Darragh, who works at the Roadhouse, wrote about it:

"I'll admit that I have moments of doubt. I sometimes wonder, 'Is this stuff really better than the butter I buy in my local grocery store?' So I took some Kerrygold home, a bit skeptical that I'd find a big flavor difference in this butter compared with what I use regularly. I took a piece of each, warmed it to room temperature, and then took the plunge. The flavor difference was overwhelming! In contrast to the regular butter in my fridge, the Kerrygold was richer, somewhat sweeter and more complex!"

### 2. Grass Grazed

All the cream for the Kerrygold butter comes from cows that are out in the fields grazing—none of the animals is raised on silage in the barns. That means higher beta-carotene in the milk (note the great golden color of the butter), more interesting flavors in the milk and a better tasting butter.

### 3. It Softens Much More Quickly

Molly Stevens, author of the James Beard award winning book,

*Braising*, did a series of experiments, baking with Kerrygold and other butters. "It was amazing to see the difference between how low-end supermarket butter and Irish butter soften when left at room temperature. The supermarket butter transformed quickly from hard, brittle and almost shattering to oily and slumpy as it warmed." By contrast, she wrote, "The Irish butter held its shape as it softened and remained spreadable and smooth, never greasy."

### 4. Supports Small Farms

While there's only one Kerrygold brand, the truth is that the milk that's used to make Kerrygold butter comes into a series of small coops across the south of Ireland, located in the traditional butter making parts of the country. Each of those coops is getting milk from 10-100 farms, which by American standards are still shockingly small.

### 5. Two Foils, Two Flavors

The Gold Foil Kerrygold is a sweet butter with a touch of salt added. The Silver Foil Kerrygold is a cultured butter and it has no salt. The culturing is the old way of making butter—the cream is allowed to ripen over night to develop active cultures as one would in a yogurt. This is the way butter was made for centuries, and although hardly anyone makes it any more, it's really the more typical traditional style. The finished butter has a bit bigger flavor, which I like. Either, of course is very

good. Personally I go for the silver foiled cultured butter but try 'em both and make your own pick. Or don't choose and just opt for a bar of each.

(Contrary to popular belief, the culturing and the salting aren't related—this just happens to be the way that the folks at Kerrygold have opted to offer their butters. But you can certainly make a cultured butter with salt and a sweet butter without if you wanted to.)

### 6. It's A Taste Of Living History

Butter is to Ireland what olive oil is in the Mediterranean. It's woven into everything from cooking to economics, from farming to food, from religion to real politik, from road building to export and economics.

### 7. The Irish Eat Tons Of It

I'm generalizing of course, but most Irish use butter in abundance. It's delicious on Irish brown soda bread from the Bakehouse, on potatoes, or on the stone-ground organic Irish oatmeal we get from the old mill in Macroom. It's also a great way to gild a steak, or finish a freshly broiled piece of fish. And a pat to two atop just-cooked vegetables will be excellent as well. That said you could, of course, just spread it on your toast in the morning along with honey or jam. And don't forget—it really does make a difference in the flavor of baked goods.

## the Sandwich Stories #2 — muno bold as Love

An interview with and profile of Steve Muno, Zingerman's original Art Director

In 1984 22 year old freshly-minted Spartan S. Muno, his BFA in hand, the siren call of New York in his head faced down McFate. Would he become a Photographer's apprentice or follow his heart to Ann Arbor, win back his ex girlfriend (cue 'Monique's Theme'), find unexpected inspiration and professional fulfillment, and happen to become, an architect of the famed 'look and feel' of what would become an internationally renowned food business and, oh yes, create the font that bears his name (Muno Bold)? And all because he couldn't draw a goat.

S. got a job, at a new-ish Deli he'd heard good word about — Zingerman's. The Deli, barely two years old, was still a raw garage band of a business — 4 tables, a window counter and old coolers, but the inspiration that would make it a lauded and loved institution was already in gear. They were selling olive oil, prosciutto, cheeses no one had ever heard of, much less tasted. The lines were out the door. Into this scenario, welcome S., who joined the retail staff.

The lunch rush would start at 11, then a lull, then the dinner rush. In the downtime S. put his creative talents to use making signs for the wave of new and changing products. The signs mimicked the energy banging all around him. They were fresh, Bold and flavorful.

S., Was there a moment when all this coalesced into a super-moment of Total Arrival? When you knew...you know, what you were doing...really?

S (Steve) sez: "I was making a poster for a Michigan goat's milk cheese...I had never heard of such a thing. It was



local, organic, artisinal, really cool stuff. I tried to draw a goat but it ended up looking like Gumby. I started using this kind of childish handwriting and this was the first time I used 'Muno Bold'. The feeling of that poster was, somehow, just right. It caught the attitude. It was Old World but it was fresh. It felt good. It felt right.

What about the Girl?

The Girl was Monique. She joined the Deli as a 'Sandwich Engineer'. She and Helena anchored the Sandwich Line and Steve got the enviable matrimonial preview of having her make his lunch every day (cue 'Monique's Theme; Reprise'). Today they have 4 lovely children — Sola, Maks, Leonie and Felix. Steve's sandwich is #43 S. Muno's Montreal Reuben featuring Montreal Smoked Meat, the spicier, secessionist alternative to Corned Beef, Swiss Cheese, Russian Dressing, grilled on Rye.

Read the fuller story, including the Worst Work Dream Ever @ zingermansdeli.com.



I've been reading all these articles in the restaurant trade press this year that keep telling me how all the fancy places around the country are "going back to basics." The New York Times did a whole feature on how Manhattan's hottest restaurants seem to have decided that in "challenging economic times" it was a good idea to go out of your way to be "nice to customers." Reading all that stuff sort of makes me feel good because I don't think that we've ever left the basics of good food, nor have we ever forgotten that giving great service is imperative to our organizational survival.

People might not guess this, but I'm actually pretty predictable in my tastes. Although I'm always interested in to learn about new things, pretty much everyone around here knows that what I like to focus on most is the dishes that I could eat daily, or almost daily. For me, burgers qualify in that regard

Here at the Roadhouse we like to cook food that people might take for granted and get it to a level of goodness that makes folks open their eyes wide, shake their heads slowly side to side, smile a bit and then go back for another bite again and again. I think our burgers are at that level and I don't think I'm just imagining it. I hear it regularly from customers of all ages, locals and out of town guests, regulars and first time visitors. To check my own reality, as I like to do regularly, I ordered one of these the other day—Pimento Cheeseburger, rare, in this case. You would certainly have grounds to say I'm biased for our burgers, but that said, I'll tell you that I'm consistently one of our harshest critics. And... this really was a great burger. Mind you I don't personally feel any need to say it's "better" than any others—I'm not that competitive. I just want to know that when I (or you or your cousin from Kansas) eats one, it tastes excellent.

What makes the difference? Well, it's pretty much in



the quality of the ingredients and the skill of the folks working the grill. The beef is all fresh Niman Ranch chuck from old breeds of English beef cattle, raised mostly on grass and finished on corn, handled humanely (certified by the Animal Welfare Society out of NYC according to codes crafted by the well-respected Temple Grandin), and raised without the now-standard-in-the-commercial-world use of added growth hormone and/or antibiotics. The fresh chuck is ground in the Roadhouse kitchen every day, and then cooked to order over real oak logs. When the burger comes off the grill it goes on one of those really nice "New Jersey" (soft little square onion rolls) from the Bakehouse and gets served with double blanched freshly made fries (which, btw, you get free refills on. FYI they're very good with the Red Rage Barbecue sauce.)

As I inferred above, my personal favorite off the menu is the Pimento Cheeseburger, preferably with the addition of a couple slices of fairly crisply cooked Arkansas Peppercorn Bacon. Katie Janky from the Bakehouse can't really live too long without getting a 24/7 Burger (Hook's 7-year old Wisconsin cheddar and Nueske's smoked over applewood for 24 hours bacon). But I love the fresh goat cheese and New Mexico roasted green chiles. And... well, the truth is that really pretty much any way you eat it it's going to be good.



## La Quercia's Acorn Edition 1 Prosciutto is finally here

It's been a year since I started writing about Herb and Kathy Eckhouse's Acorn fed Berkshire hog subscription project in these pages. And oh! what a year it's been for some really exceptional pork-eating. We've enjoyed the whole range of superlative salumi the Acorn Edition has produced so much that it only made sense for us to re-up for Acorn Edition II, this time ordering an extra pig to meet the increasing demand from our most discerning pork-loving customers. I made the pilgrimage for the second year in a row, driving through

some seriously inclement weather, to the La Quercia plant just outside of Des Moines, Iowa. First, a bit of background: The Eckhouse's have been making Prosciutto and other traditional Italian cured pork products such as Pancetta, Lardo and Coppa for several years now and we've been carrying their products and maintaining a positive, yet critical, working relationship with

them from day one. Iowa is known both for its state tree, the oak, and for harboring many of America's few remaining family owned, free range hog farms. One of the most noted of these is Becker Lane Farms, in nearby Dyersville, Iowa, where owner Jude Becker has taken this tradition a step further by certifying his farm organic, and by entering a partnership with the Eckhouses to use local acorns as the primary feed for some of his heirloom Berkshire pigs ("La Quercia" means "the oak" in Italian).

La Quercia's choice for Berkshire has to do with that breed's genetic predisposition to meat comprised of relatively shorter protein chains, making for a softer, more pleasant eating experience. Furthermore, the acorn diet alters the composition of the animal's fat, rendering half of it mono-unsaturated (like the fat in extra virgin olive oil). Now, I'm no scientist, so for me, the proof has always needed to lie firmly in the pudding. And from tasting and comparing especially the Prosciutto (these have just started arriving at the Deli now!) from Acorn Edition I to Prosciutto di Parma and Jamon Iberico de Bellota, the pudding has confirmed that this acorn and heirloom stuff isn't just a cool idea, but, as we're all prone to saying around here "you really CAN taste the difference."

Since the Deli has been so committed to Acorn Edition I, the Eckhouses sent us the first Prosciutto to reach full maturity so they actually hadn't tasted any yet when Deli chef Rodger and I brought on our visit. The Eckhouse's were seriously impressed with the excellent taste, texture, and aroma of the Prosciutto. I think I even detected a little relief. Herb's exhale while tasting sounded a lot like a really big "Phew!" Honestly, that's how it is in this kind of artisan production, especially when you're producing something that needs so much time to undergo its transformation. They take great care to make all of the right moves, but they ultimately can't know if they've succeeded or failed, until they taste it (over a year later)! Phew indeed!

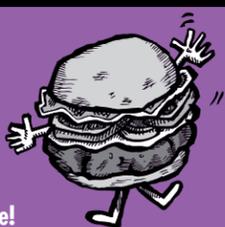
Another challenge facing any Prosciuttificio, even in Italy, is the adherence to the unique specifications of initial butchering necessary for great Prosciutto making. The hams must be butchered just right to ensure even curing. And if you were to go to your local butcher and ask him to trim a ham for making prosciutto, I guarantee that almost none of them would know how to go about it. The butchering of the hams was a very rare and special thing to witness. The transformation of an unceremoniously cut fresh ham to the smooth-surfaced and carefully intentioned pear-shaped beauty ideal for curing took a 26-page spec sheet (developed by Herb) to illustrate. Herb declined our offer to help with this particular step however Rodger and I did pitch in to sort and trim the remaining pieces of precious pork left over to be sent to subscribers as trim or to be made into Kathy's already legendary Acorn Edition fresh sausage.

Be sure to come into the Deli and get a taste of the amazing Acorn Edition I Prosciutto, and keep your senses tuned to the debut of Acorn Edition II. Like last year, we'll be receiving the cured jowls (or Guanciale) and belly (or Pancetta) around the time this article gets published, then we'll be getting the cured shoulder (a.k.a. Coppa) and the cured back fat (Lardo!) by early summer. Also like last year, Chef Rodger and the Deli's kitchen crew will be using the fresh cuts to make some seriously special recipes.

Carlos

## Great Ways To Get a Better Zingerman's roadhouse

Next time you're in start a burger punch card  
Buy 10 burgers, get one free!



monday burger and salad blue plate special

Choice of menu burgers with a side of hand-cut, twice cooked fries and green salad. \$12.95



# Spring holiday specials around the *Zingerman's* community of businesses



## easter basket stuffers that say "somebunny loves you"



### bunny tails

The surprise Easter phenomenon is back. Hand-made marshmallows flavored with Agrimontana Italian raspberry preserves or Fabbri Italian coconut paste, piped in a dollop and dipped in sugar or toasted coconut. They're so darn cute you can't help but eat 'em.

Available April 1-12

### kulich for the best part of easter dinner—dessert!

This cake has developed quite the following around here in our four years of making it. If you taste it you'll know why we look forward to Spring. Kulich is a Russian Easter cake that's light, golden and buttery with bursts of red flame raisins, Michigan dried cherries, candied lemon and orange, toasted almonds, and more. It's traditional to give it as a gift with a rose, so we finish each package with a dried red rose.

Available April 1-12

### easter egg cookies

Egg shaped butter cookies with a hint of fresh citrus zest that are delightfully decorated with our own marbled vanilla fondant. Great at each place setting on the dinner table.

Available April 1-12

### zzang! candy bars

The bunny has outdone himself with these! Hand-made bars bathed in dark chocolate. Try all three: Original, Ca\$heW Cow or What the Fudge?

Always available!



## PASSOVER specials



### macaroons

Creamy texture and the great flavors of vanilla bean or chocolate. Its impossible to just eat one. Get them by the big luscious piece or a dozen petite size in a tin.

Available all April

### chocolate orange torte

This is a moist rich cake for chocolate lovers made with lots of dark chocolate, real orange oil, and ground almonds coated in a shiny dark chocolate ganache and more sliced toasted almonds. Its a bonus that its good for Passover because the cake is made from matzo meal. 6" size, serves 6-8.

Available all April

### matzo mandelbread

"Mandel" means almonds in Yiddish, and these are loaded, not laced, but literally loaded with toasted almonds. Made with sweet butter, fresh eggs, lots of fresh orange and lemon zest, and scented with real vanilla, as well as Matzo meal instead of flour.

Available April 1-15





## hamantaschen for purim

One of the best Jewish sweets. These beautiful little triangularly shaped cookie pockets are stuffed with an array of our favorite fillings. With that all butter cookie crust and exceptional array of fillings, it's hard to go wrong with a hamantaschen at any time of the day. Available in this month vanilla bean cream cheese, apricot preserves, apple butter, prune and poppyseed.

Available all March

*Zingerman's*  
roadhouse

[Passover  
specials at  
Zingermans  
Roadhouse]



## PASSOVER FOODS AT ZINGERMAN'S DELI



available starting wednesday, april 8

### Featuring

- Handmade Gefilte Fish
- Mahogany Eggs
- Charoset
- Orange Chocolate Passover Torte
- Roasted Lamb Shank
- Macaroons
- Matzo Mandelbrot



To see the full menu, stop by the Deli or go online at  
[www.zingermansdeli.com](http://www.zingermansdeli.com) | Order ahead at 734.663.3400



# a dream of better bagels



## Bagels, Visions, the Noble's Democracy and our 27<sup>th</sup> Anniversary

### PART I—DREAMS

About seven or eight times a week someone comes up to me at the Deli in the morning asks me why I'm writing on a yellow legal pad when I have my Apple laptop sitting on the table next to me. The answer is that the former is for my journaling; the computer comes into play for pretty much everything else (though I do still like to send a real postcard now and again, my handwriting so fucking illegible that hardly anyone can write what I've written).

I do journal almost every day, so it's pretty standard for me to be sitting down at that back table at the Deli (or the Bakehouse, Roadhouse or wherever my day gets going) to write. I start by writing the date (always just numbers), although I often have to fumble for my phone to find it. The act of writing the date down is rarely anything all that emotionally noteworthy. Birthdays, anniversaries, deaths, ... I have a pretty good sense of them in my head so I'm hardly ever caught off guard when I put pen to fine-lined yellow legal paper to start my day.

But the other day as I got going with the morning's journaling, I was caught completely off guard. I actually did a total mental double take; I wasn't really awake when I pulled out my journal but about 2 seconds after I jotted down the date my eyes were both wide open and on high alert. When I put the date down on the yellow paper something hit me square in my emotional face. It was 1/1/2009. While I'd written the numerals "2009" about ten million times over the last decade and a half, what struck me so strangely that Thursday morning, was that that for the very first time (obviously) I was writing about the year in the present tense, not as some distant dream of the future. And that, seriously, sort of an emotional shock.

### bench Press

The story of Zingerman's 2009 begins way back in 1993 which is when my partner and co-founder Paul Saginaw sat me down on that wooden bench in front of the Deli and asked me a question that's grown to be almost apocryphal in our organization. The question was... uh... well... before I get to the actual question I should back up further to the early '80s. 1982 to be more specific.

1/1/2009 also happens to be the 27<sup>th</sup> anniversary of the last time I woke up in the morning without a job. I'd given my two months notice at Maude's (a restaurant on 4<sup>th</sup> Ave that some of you will still remember) at the beginning of November, and NY's Eve was my last night. Less than a week after I'd let them know I'd be leaving, Paul—who I'd met at Maude's where he was the general manager—had come by to see if I wanted to go look at a building at the corner of Detroit and Kingsley. It was coming open and it seemed like a good spot to do the sort of deli we'd been discussing for a couple of years. Long story short, it was a good spot; I stopped work on New Year's Day of 1982 and formally started up again 74 days later when we opened the Deli on March 15<sup>th</sup>. And... here we are 27 years later; I'm writing, you're reading, and there's been a whole lot of good learning and good eating en route.

Back then we actually had a pretty clear idea of what we wanted to do. We knew from the beginning that we only wanted one deli; that we wanted something unique to us and to Ann Arbor; that we weren't going to open other similar spots around town; that we wanted to provide a lot of opportunity for the people who worked there and that we wanted to be able to get really amazing food and give really great service to customers of all classes, consciences and creeds in a fairly casual but very culinarily rewarding setting.

While that vision sounds like an "obviously" good one today, it's worth knowing that most people we talked to back then weren't all that high on it. Ann Arbor had had any number of delis fail, and the general wisdom around town was that the community wouldn't or couldn't support one. On top of that, what's now called Kerrytown wasn't exactly considered

*"A good bagel is worth driving a long distance to get. There are so many bad bagels in the world these days...and they are just a total waste of time and dough (both kinds)."*—Brooke Keesling



the greatest neighborhood to be doing business in—"too dangerous," was what people who knew these sorts of things used to say. And while we knew a good bit about running restaurants in general, neither Paul nor I had much of a clue about how to actually cook the quality level of corned beef we were so committed to serving. (Many thanks to Sy Ginsberg, who still sells us corned beef today, for patiently taking time to teach us how back in those first few weeks.)

Thanks, too, to the many folks who came in those early days, months and years for patiently putting up with our 27-year-long learning curve and for supporting us all the way through. Thanks to everyone who worked with us back then too, and to everyone who's sold to us, bought from us and worked with us over all those years. If we were to have some way to add it all up, I really have no idea how many staff members and customers and suppliers we'd want to thank but it's a lot. Many thousands for sure—if you're reading this, it's pretty safe to say that unless you pulled a copy of the newsletter off a pile at someone's house or off an empty seat at the airport, you're one of those folks. So from the bottom of my heart (and Paul's and everyone else's around here I'm sure!), a thousand thanks for helping make Zingerman's what it is today.

Anyways, I've taken time to share that initial, early 80s vision here because it's important background info for the next part of this piece... the story I started to tell you about Paul sitting me down, on that bench out front of the Deli. I can't really remember exactly the words Paul used, but I know it was something along the lines of, "So... in ten years what are we doing?" Challenging our original vision (as he's so creatively wont to do) he said something like, "Is this nuts that we're not opening other Delis? We're turning down these offers from other cities, other people are opening up on campus and we're going to lose our market share..." I, of course, really had no interest in having that conversation right then, nor for that matter any clue what I wanted to be doing in ten years. I just knew that I had at most about ten minutes before I "needed" to get back to work, not sitting around discussing stuff that

seemed as relevant then as the existential meaning of the hole in a bagel. I tried, but failed, to escape back to setting up the cheese display; Paul countered my resistance with insistence; being the persistent person he is, he just kept asking. We talked. We argued. Queried. Listened. Discussed. Lamented. Let up. Relistened. Learned. As we'd agreed early on in our work together, we kept coming back to the table until we could agree on where we wanted to go. Eventually a good year or so later, we had agreed upon a long-term vision for our future. Set fifteen years out into the future; it was called Zingerman's 2009.

### zingerman's 2009; 15 years from start to finish

The vision answered Paul's questions to me on the bench and outlined where we were going to be when we arrived in '09. It outlined a "Community of Businesses" in which we'd

have a series of Zingerman's businesses, each with its own unique specialty, each led by a managing partner or partners who had a passion for what that business did and were ready to be in that business for the long term, leading it to greatness on every level. We would operate, the vision outlined, as one organization but with these semi-autonomous pieces within it, providing ever better service and food for our guests, while offering equally interesting opportunity for those who worked here to grow. Once again, there was lots of naysaying, and few

hundred good reasons to have given up or alter the vision en route. I come back to what business writer Rosabeth Moss Kanter (whose book *Confidence* I highly recommend) has eponymously titled Kanter's Law, which says, basically, "Everything looks like a failure part way through."

### Outstanding Additions

Amazing bagels need great ingredients and we make our bagels with the best stuff we can get our hands on.

- Parmigiano Reggiano from Modena
- Zingerman's amazing Cinnamon Sugar
- Tellicherry black peppercorns
- Unhulled sesame seeds
- Dutch blue poppyseeds,
- Toasted fennel seeds



Continued on page 8

## PART II—BAGELS

Shifting ahead from the early '90s to the year 2006. That's when we had the realization that 2009 was actually now just around the corner, so we fairly quickly started the work to write the next long term vision for the organization. This time it was Zingerman's 2020. (Couldn't pass up that 2020 vision-pun thing.) Again it took over a year to come to agreement. The bench this time was figurative—there were too many folks involved to fit on the real one. What we came up with was drafted by consensus of all the 15 managing partners, finished only after having gathered insightful input from over 200 different people in the organization. In a nutshell, 2020 stays true to the '09 idea of growing locally—more Zingerman's businesses located in the Ann Arbor area, each with its own unique specialty, each led by managing partners, all continuing to operate as one organization. It commits us more specifically to working actively to leave our world better than we found it.

This idea of visioning, of starting with the end in mind, of working out first a positive picture of where we're going as opposed to just responding to problems and opportunities as they come up is one of the key contributors to our being able to achieve what we've achieved over 27 years. We teach visioning actively here and around the country through ZingTrain. In December, I was teaching our two-hour Welcome to Zingerman's class and one of the people in the group was a teenager, who introduced herself quietly as "Frankie." I didn't know her ahead of time, though I did discover during the class that she's the daughter of Jennifer Konieczki, one of our long time Mail Order service center staff. Anyways, I didn't have to be an HR expert to figure out that Frankie was the youngest person at the table. Maybe, I'm thinking, she's fifteen. I was only off by a year. Turns out she was born three days after our ten year anniversary—March 18, 1992.

As we move past the intros into the class content, I talk about what a vision is when Frankie raises her hand for the first time. She looks at me and then quietly and calmly says, "So... for there to be a vision first there has to be a dream, right?"

I think I unconsciously turned my head to look at her more closely. I wasn't looking at her strangely because she'd said something stupid. To the contrary, what she said made great sense, so much so that I was really kind of stunned. I mean her words aren't going to change the world but I don't ever remember hearing anyone say it that way. I'm not quick to change what we're teaching in midstream. I usually like to think about it for a while. But she was right. For a great inspiring, strategically sound vision to be put in writing someone first has to have had a dream. There was a big dream that we had when we started the Deli back in '82. And another in 1993 and '94. Those dreams are, in essence, the driving force, the fuel that gets the fire lit.

Although I hadn't framed it this way until Frankie said what she said, the dream is, I think, one of the key differences between what we teach about visioning here, and what the straighter business world does when it goes to work with focus groups and fifteen year studies to figure out what consumers want or what "the right answer is." That seems pretty much all "outside-in." They're about data gathering, figuring, configuring, reconfiguring, trying to sort out some 'magic' answer about what one's supposed to do to get rich or find some rapid route to success. The dream and then the vision that emerges from it are, by contrast, inside-out; they're what we believe in, what gets us excited.

So back to my journaling. What begins with a dream ends with a date. Visions in our world are time constrained, which means that they come to a conclusion when the clock runs out. If we're fortunate, they also come to fruition. When I wrote "09" on that yellow legal pad for the first time, I was completely caught off guard. 2009 had arrived. We were done. It began with a dream. That dream is actually pretty much now a reality and that's a cool thing because Frankie's question came while we were literally sitting right there in the middle of what once seemed like a silly/stupid sort of future that clearly now actually was working. Better still, Frankie was here in the early days of the work on the dream-inspired vision (Zingerman's 2020)—if we're lucky she'll stick around and continue to contribute to it over the years to come.

All of which brings me to bagels. You read it right. I know—a minute ago I was on anniversaries and all that goes with them, but... odd as it might sound, I want to come full circle (pun intended) to bagels. I could go on about them at length if only because I grew up on them; bagel eating was almost a daily routine for me. In the New York Times, Ed Levine wrote, "A bagel is a round bread, with a hole in the middle, made of simple ingredients: high-gluten flour, salt, water, yeast and malt. Its dough is boiled, then baked, and the result should be a rich caramel color; it should not be pale and blond. A bagel should weigh four ounces or less and should make a slight cracking sound when you bite into it. A bagel should be eaten warm and, ideally, should be no more than four or five hours old when consumed. All else is not a bagel." That's the straight and narrow of it, if you can describe a bagel as "straight and narrow."

Anyways more importantly, while a bagel is accurately, "a round bread with a hole in the middle" it's really so, so much more than that. I think you'll see in a second (or actually over the course of a few thousand words) bagels actually fit well here for a whole (or is it "hole"?) range of really good reasons. Bagels, it turns out, are very much a bread-thread that pulls through all of the stuff I've been talking about above—our anniversary, hard times, dreams, visions, organizational development, good luck and good food.

## it begins with a dream

Given the population turnover in Ann Arbor, I suppose it's actually fairly likely that a good number of folks in town don't realize that we didn't always make our own bagels.

To the contrary for two thirds of our organizational existence we bought bagels from others.

But as the years passed and we worked improve the quality of our food on so many other fronts, we grew ever more frustrated about the caliber of the bagels we were offering. We worked hard with the folks who were baking them to get to what we had in mind, which was a really good, true-to-tradition, hand-shaped, very chewy bagel that tasted great while working your teeth.

Bagels here at Zingerman's basically then began with a dream of doing something better, from which came a vision that outlined what it was going to look like when we were actually baking bagels successfully here on the Southside of town over at the Bakehouse. In context though, the dream thing is important here because, in truth, it's not like we were driven to do bagel baking because of the usual business reasons; we weren't really getting a lot of complaints on what we were already offering. The few folks from the East Coast who lived here had long since acclimated to the reality that they weren't going to get a chewy really boiled bagel.

In this instance, the dream didn't come from Frankie, but rather from Frank, as in Carollo, managing partner at the Bakehouse, 46 at the time, not 16, who along with Amy Emberling, the other managing partner at the Bakehouse, along with me and Paul and everyone at the Bakehouse, made the decision to actually get going and do it!

I can't remember exactly what flipped the switch but it happened one day in the winter of 2001. Everyone at the Bakehouse worked on them for ten months before we were ready to even sell them and we rolled them out in November of that year. We've been working to make them better all the time and I think they're actually one of the very best things we make. The credit for that, of course goes to Frank, Amy and all

the bagel bakers—they're the ones whose touch and technique and tenacity has made the bagels a reality.

All that said, I know there are folks here in town who still take issue with what "the perfect bagel" is, who still aren't enamored of ours; getting the world to agree on what a proper bagel is might make the Middle East peace process look easy, and I've long since stopped ever trying to convince anyone. I should mention Montreal too because it's worth going there to eat the bagels. We did before we started and have been back several times to recheck and retaste. Interestingly the Montreal bagel tradition is uses eggs and sugar—the bagels are much sweeter—and no salt. An acquired taste for anyone who's not from there, they're worth a trip to eat one warm from the oven at either of the two spots that still bake them—Fairmount or St. Viatour.

## back to bagels; a hole Lotta Good history

The bagel's known formal past goes back at least six centuries, and probably more than that. In her excellent new book, *The Bagel; the Surprising History of a Modest Bread*, Maria Balinska shares a couple theories of their origin. First up is the possibility that they came east to Poland from Germany in a migration that dates to the 14th century. At the time pretzels (the thick bread-like German variety, not the American kind that come in the plastic bags) were making their way out of their original home in the monasteries and becoming a readily available feast-day bread. German immigrants were brought to Poland to help provide people power for building the economy (immigration was then encouraged, not discouraged). In Poland, that theory goes, the German breads morphed into a round roll with a hole in the middle that came to be known in Poland as an obwarzanek.

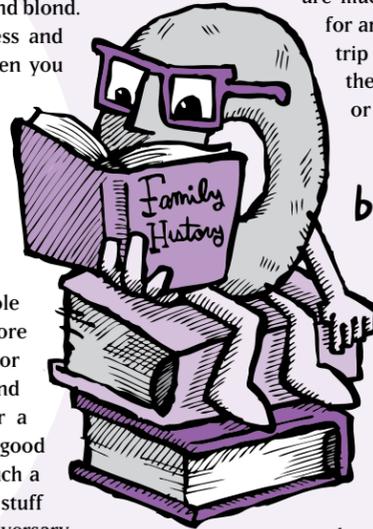
They gained ground when Queen Jadwiga, known for her charity and piety, opted to eat obwarzanek during Lent in lieu of the more richly flavored breads and pastries she enjoyed the rest of the year. While that might seem like quite a step in the context of Marie Antoinette's later "let them eat cake" comments, take note that, although Jadwiga was apparently pretty down to earth as queens go, obwarzanek was actually a rather costly, even if not especially "fancy" bread that was made from wheat, which was not cheap. Most Poles could barely afford the far less costly, coarser, breads from rye flour, so white wheat was pretty much off the table for all but the wealthy.

One other version of this dates the first bagels to the late 17th century in Austria, saying that bagels were invented in 1683 by a Viennese baker trying to pay tribute to the then King of Poland, Jan Sobieski. The King had led the Austrian Empire (and hence Poland as well) in defeating invading Turkish armies. Given that the King was a big horse guy the baker had the thought to shape his dough into a circle that looked like a stirrup (or 'beugel' in German).

## bagels and the fight against bias

At the same time that Germans were making their way to Poland, so too were a good number of Jews, which is where my ancestors would have gotten involved. In that era it was quite common in Poland that the baking of bread was prohibited for Jews because of the holy Christian connection between bread, Jesus, and the sacrament. For me, it's almost impossible in the context of today's culinary world to imagine that Jews wouldn't be allowed to bake bread.

Which brings me to an exceptionally obscure, but I think incredibly interesting time of Polish history; the era in which country was governed under what was known as "the Nobles' Democracy." Unlike everywhere else in Europe where the crown passed, as one would expect, from father to son, the Polish model dictated that the King was actually elected by the nobles. Decisions at the national level were made by consensus of all the hundreds of nobles, including the King. Essentially the King still led the country, but the nobles held a veto over all



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It's cream cheese like it was made 100 years ago from fresh local milk and once you try it, you'll never go for the supermarket stuff again!



his decisions. In turn the nobles—about 15 percent of the Polish population—were responsible for acting in the interest of the entire kingdom, not just their own districts.

Coming back to our round rolls of the moment, the connection here is that the bagel as Jewish food really came of age during the Nobles' Democracy. I don't want to oversimplify nor over-glamorize what was going on because the system certainly had its problems. But it does appear that it was actually a pretty positive era of enlightened rule, one that was quite a contrast to the situation in the rest of Europe. While intolerance and conflict reigned elsewhere, Poland at that time was probably the preeminent place to be if one advocated for tolerance, acceptance, education and understanding. Unlike almost every other country in Europe, the people of Poland identified themselves as citizens of the country, not in a divisive framework derived from their religious, ethnic or linguistic origins. Which is the mindset that created an environment where Jews were first allowed the then radical opportunity to bake, and then sell, bread, of which bagels were an integral part.

The shift started to take place in the late 13<sup>th</sup> century. Balinska references the breakthrough code that came from the Polish Prince Boleslaw the Pious in 1264 that said, "Jews may freely buy and sell and touch bread like Christians." To quote Balinska, "This was a radical step, so radical that (in reaction) in 1267 a group of Polish bishops forbade Christians to buy any foodstuffs from Jews, darkly hinting that they contained poison for the unsuspecting gentile." At some point, the theory goes, Jews were allowed to work with bread that was boiled, and that they then created the bagel to comply with his ruling.

So if all things come full circle (as anything bagelesque must of course), this one has as well. Good things can start and actually happen when you get good people, good dreams and good vision and good work together. It's easy to talk about the need for innovation as most everyone's doing these days with the current economic setting we've got going. But that's hardly new. I can't imagine when one wouldn't want innovation. And generally there's always an opportunity to do it. Someone who would know this sort of thing said to me how sad it was that even Microsoft, once a hotbed of creativity, "couldn't innovate any more." I begged to differ. I really don't know enough about computer work to tell you whether they are or are not innovating. But if we presume that, as this chap had said, they may not be, they certainly have the ability and opportunity to innovate if they stick with what they want to do.

## bagels, politics and cultural change

Speaking of politics William Safire, wrote in the NY Times in 1999 that, "A sea change in American taste took place at the beginning of this decade. The bagel overtook the doughnut in popularity. Today we spend three-quarters of a billion dollars a year on bagels, only a half-billion on doughnuts." As Mr. Safire, who is Jewish, wrote, "Although these baked goods are similar in shape, they are wholly different in character. Doughnuts are sweet and crumbly, with over 10 grams of fat; bagels are chewy and low in fat. Doughnuts are fun, with sugary smiles, sales peaking at Halloween; bagels are serious, ethnic and harder to digest." I'd agree on all counts.

Mr. Safire is, as most everyone who reads his work will know, rather on the conservative end of the political spectrum. While Mr. Safire wouldn't like it, I think if bagels had political leanings, it would probably be to the left. While they started their "culinary career" as food for the well off, over the years bagels came to be every day street food associated with poverty, not wealth. Writing in 1908 in, *The Trip from Radzymin to Warsaw*, Isaac Bashevis Singer, said that, "Sidewalk peddlers sold loaves of bread, baskets of bagels and rolls, smoked herring, hot peas, brown beans, apples, pears and plums."

Bagels also lean left because bakeries back in 19<sup>th</sup> century Poland seem to have served much the same role cafés did in other countries—they became the places where young people in the Jewish community would gather to discuss radical political ideas. Bakeries were safe spots to talk; there was always good reason to be there so one didn't have to make excuses for being seen at one; people of all political stripes and all ages went to see the baker regularly, so stopping by to score six bagels or a loaf of rye was as 'normal' as could be. But dreams, visions and generally unacceptable, if not outright

illegal, ideas about socialism, communism, Zionism and anarchism (my favorite) were rising along with the bagel dough. In this past century, I would add that bagels leaned left because bagel bakers worked under very difficult conditions—in airless basements, doing fourteen hour-plus days six or seven days a week. Bagel bakers, and later bagel bakers' unions, were rather prominent in left wing politics.

But their left wing history acknowledged, bagels, like so many things over time, moved to the middle. This is the scene Mr. Safire set in his article. Success, unfortunately also brings a seemingly almost inevitable erosion of roots, a softening and lack of rigor, a sliding of substance away from one's ethnic origins. Although bagels clearly had multi ethnic origins in Poland, here in the US they came fairly quickly to be associated with Jewish culture. And over the course of the 20<sup>th</sup> century bagels followed the pattern of so many other ethnic foods. Still superficially "Jewish food," they got softer and sweeter as they successfully moved out of the Lower East Side into the middle of the country and mass market.

The mass-market bagel world, led most prominently but not exclusively by Lenders, left behind much of the real work—hand shaping shifted to machine rolling; boiling was switched to the less time consuming steaming; bakeries opted out of stone ovens in favor of standard steel. The results of all these "efficiencies" were the soft, round breads that were more akin to a sort of savory donut than the chewy, crusty, hand shaped, boiled bagels that came over with my grandparents generation. As Mr. Safire said, "The formerly chewy morsel that once had to be separated from the rest of its ring by a sharp jerk of the eater's head is now devoid of character—half-baked, seeking to be all pastry to all men."

At the end of his essay, Safire asked, "What lessons does the coming end of the bagel boom teach us about America at the fin de millenaire?" He offered up three, which I share here because I think they might provide us with some prescription for the future in far more areas than bagels.

1. When you score a breakthrough and surge far ahead, never forget the reason for your success. In the bagel's case, that reason was a certain quality of tasty toughness against a crumbling opposition of sustained sweetness.
2. When you open up a long lead against the competition, never let up and freeze the cake, lest hungry runners-up eat your lunch.
3. When greed for an ever-growing market share causes you to sacrifice your authenticity and compromise core principles, repent and take a stand—or your flavor will disappear into the mealy maw of moderation.

While I can't say that we had Safire's strategies in mind when we wrote our any of our now three visions for Zingerman's (2020 being the most recent), all three are most certainly tactical approaches that we stand by. Maybe bagels can provide the basis—intellectual at least—of an overall recovery in the months and years to come?

## bagel holes

Speaking of wisdom, economic change and bagels as models and metaphors for the bigger things in life, I don't want to leave out *The Wise Men of Chelm*. While I take the book for granted, I've realized over the years that it's only slightly better known than the Noble's Democracy. (The New York Times Book Review did once call it a "delightful little book" if that matters.) For me though, the Wise Men have been around almost as long as nursery rhymes, which I guess they actually are—intellectually engaging nursery rhymes, or, more accurately, "fables."

The stories from Chelm (that's a "ch" like "challah"), originally written in Yiddish but since translated, have high emotional attachment for me for many reasons. First they're a tongue-in-cheek but real part of my family history—folk tales from the time when my great-grandparents and whoever came before them would have been living in the shtetls, or small Jewish communities, in Eastern Europe. Secondly, the stories are usual pretty funny, and, like all good fables, wise within their

humor. And finally, and strictly personally, I think it's because my mother, who died this past May, really loved these books and sent them to me for gifts over the years.

Chelm was an actual village in eastern Poland and these "wise men" of the stories basically ran the town, bumbling their way into and somehow out of trouble in funny, often foolish, but ultimately informative, ways. I of course, am particularly drawn to the stories that revolved around food—check out the one about blintzes if you buy the book—one of which happens to be about bagels. It goes like this....

A fellow named Shloime, tells his fellow Chelmites about a new bread he's discovered, "baked rings," he says, "called bagels." To prove his point, he brings some for them to eat. "Taste it!!" he tells them, "I have been young now I am old, but I have never eaten anything as delicious as this." Driven by the deliciousness of these bagels the wise men take a trip to the city of Vilna to find out how to make them.

The baker happily sells them many bagels to eat, and then, in response to their request for training, demonstrates the work that goes into kneading, shaping and baking. While they seem to get it when it comes to the dough, the Chelmites admit that they still aren't quite clear on how the holes work, so, they wonder, how can get some of those with which to work? The baker tells them he inherited his own holes from his father. "I'm descended from generations and generations of bagels bakers, as far... maybe as far back as our father Abraham." (I realize that this is, of course, not in synch with the earlier theories of bagel origin I've shared above.) Since the Chelmites aren't in line to inherit any holes, he offers to sell them all the bagels they can carry—54 dozen—so that they can bring the bagels and their holes home. They can eat the former, and then use the latter to shape their own bagels back in Chelm.

The wise men carefully carry the bagels and the holes back towards Chelm. Unfortunately when they get near the town they have the bright idea to take the easy way forward—they decide to roll the bagels (they are round after all) down a steep hill rather than carrying them down. But when the bagels get to the bottom dogs and pigs descend on the bread and eat them, holes and all. The Chelmites are beside themselves and at a loss for what to do now that the all-important holes are gone. But after seven weeks of remorse, regret and thoughtful contemplation, our hero Shloime figures out a solution. He draws the holes on paper, cuts them out and then starts to shape bagels around them. In essence, I guess, he had a dream, and put that into practice. And thanks to Shloime's successful implementation, the people of Chelm end up getting to enjoy bagels every day!

At least that's the story of the book that my mother gave me. But of late I read another version. This one starts out much the same way. They go to another town in order to improve the bagels they've been baking in Chelm. But on the walk back, the Chelmites fall down a big hill and the bagels fall from their pockets and go bouncing every which way. But in this version there's no happy ending—the holes are lost forever and without them the Chelmites are doomed to life with the same bad bagels.

It's odd to me that there should appear these two endings—one of struggle and short-term failure, but ending in successful implementation of the idea at hand; the other of loss and long term doom. I don't know what it all means. Personally I'll opt for the optimistic outcome. I want to be in a place where we focus on the bagels and the way they taste, on making a real difference in the lives of those who allow us to work with them and to serve them, rather than fall into feeling helpless and arguing over whose fault it was that we lost the "holes." As Shloime finally figured out in the first version, there's usually a positive concrete solution to most any problem. And as Frankie said, it starts with a dream, in this case of great tasting, traditional, locally made, bagels. Hmm... sounds familiar!

## bagels and a better tomorrow

It's hard to believe, even for me, that these simple small round breads could have all this resonance, but, believe it or nor, I'm not quite done yet. Lastly, but perhaps most importantly, it's worth noting that in Jewish custom bagels have been seen as representative of long life. Which makes them a fitting symbol for us as we celebrate our 27<sup>th</sup> anniversary.

Continued on page 10

### Free Half Dozen Bagels On Your Birthday!

Seriously, head to the Deli, the Roadshow or to the Bakehouse (on Plaza Dr) on your birthday and you'll walk out with SIX FREE BAGELS!



### Not Your Birthday?

Then come in on any Tuesday and buy 6, get 6 FREE!

Continued from page 9

The first written records of the bagel date to the year 1610 (hence the name of our traditional "plain" bagel). They showed up then in the community regulations of the Polish city of Krakow, which dictated that bagels were to be given as a gift to women after childbirth. Back in medieval Poland, their round shape led to the belief that bagels had magical powers. Like the round loaves of challah we eat at Rosh Hashanah to symbolize a full and complete year to come, the round shape of the bagel was believed to bring good luck in childbirth and long life.

In our efforts to bring back the flavors and traditions of days gone by, we thought we'd revive this old Polish-Jewish custom. So we offer anyone who comes into the Deli, Bakehouse or Roadhouse on their birthday a half-dozen Bakehouse bagels for free! It's our contribution to a positive future for each of our customers, and our way of backing up the belief that for either magical, meditative or possible merely placebo-effect reasons, eating a really nice chewy, very flavorful bagel on your birthday is likely to increase the odds of living longer and of being in a better mood while you're doing it.

Letting go of my bagel fixation for a final paragraph or two and coming back to anniversaries, dreams and visions of a better tomorrow, my mind goes back to trip I took to Tunisia at the end of January. I went to visit with Majid Mahjoub, who (along with the rest of his family) leads and runs the Moulins de Mahjoub. If you don't yet know their amazingly good harissa sauce, handmade couscous, orange marmalade, sun dried garlic, traditionally cured [MISSING WORD] (12 months in natural brine) and other great items definitely check them out. I'll write more about the trip down the road but for the moment, one vignette about vision to share and I'll wrap this whole thing up.

It was the last day of my visit and he'd brought me to this amazingly beautiful little town on Tunisia's north coast, called Sidi Bou Said. Most every building in the town is whitewashed, with its windows and doors outlined in bright blue. It was both soothing and beautiful. The town is up on a hill, overlooking this gorgeous coastline that was once considered Carthage, and now of course is Tunisia. We park the car at the entrance to the old town—cars can't fit on its narrow streets, and start to walk towards. But, before we get very far, Majid suggests we stop for a Turkish coffee. Always up for a little caffeine, I quickly agree. He then turns to the right and walks me into an old café. It's formally named the Café des Nattes (or café of the rush mats, for the mats that line its floors and walls) but it's known locally as El Kahwa El Alya (which means "the café at the top," named for its location atop the hill). It's one of the oldest in the area and most famous in Tunisia; artist Paul Klee and writers Andre Gide, Colette and Simone de Beauvoir were all apparently regulars. We go inside and, while we're waiting for the waiter, get to talking about visions, the critical nature of high quality and the importance of the relationships with the people around us.

While we waited for the coffee we talked about organizations and food and how much we both enjoy them in all their aspects. It was an inspiring conversation—he and I have in common a sense of the dream, the importance of vision, the attention to detail that probably sometimes makes everyone near us crazy. He was telling me how it's all about the team which is certainly true and how lucky he feels to be work with such good people. Which is also certainly true for me too. Just as we were getting ready to leave, he paused, and then said, "You must be a very good influence for the young people. They can see that there is a different way." I don't take compliments well anyways, and in this case, it's obviously far more than just me. Of course I'm the one sitting there with him, so he's saying it to me. But we both know, as per his earlier comments, that it's the whole team, not any one individual, that makes that good work a reality. So I fought off my desire to deflect the compliment, and simply said, "thank you."

Having had time to think about it further, I realized that the visions we create and seek to achieve benefit not only young people. Being around positive visions, dreams and good people is, very truthfully, a big part of what inspires me. And I ain't that young any more. In synch with our 2020 vision I hope that we can continue to contribute positively to the lives of the folks we work with (like Frank and Frankie both just to name two at rather opposite ends of the age and org chart spectrums), to the folks we buy from, like Majid and the folks we serve and sell to, like you. Thanks for the opportunity to do that and for the patience to stick with us when we err and as we continue to try to figure out what the heck we're doing, what we're dreaming and how to do it with at least a modicum of grace and kindness in giving for the next 27 years...

Have a bagel and enjoy the day!

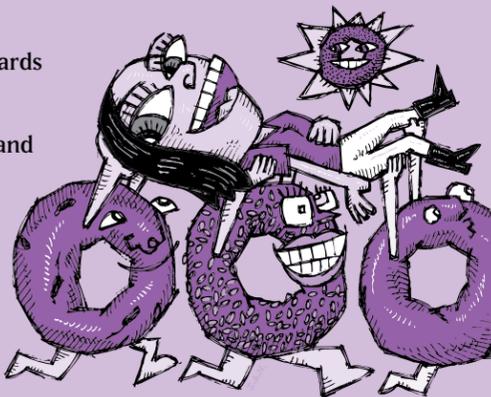
Ari



## Real Bagels from Zingerman's Bakehouse

Bigger Holes, Better Crust, Bigger Flavor

1. Real Bagels are Boiled
  2. Real Bagels are Baked on Boards
  3. Real Bagels Have Holes
  4. Real Bagels are shaped by hand
  5. Real Bagels Have Crust Not Just Color
  6. Real Bagels are Chewy
  7. Real Bagels Have Flavor
- We're confident that you really can taste the difference!



Big Thanks to all the folks that made the great bagel dream a reality and who keeping making them and bringing them every day:

Amy, Frank, Shelby, Heath, Paul, Meredith, George, Don, DJ, Sara, Wiley, Jack, Jessica, Tyler, Tim, Blake, Tiffany, Avery, Fred, Mahamadou, Bachir, Eden, Ryan, Sam, Ronnie, Bob

# raucous caucus 2

A six-team, Iron Chef-style Sandwich showdown to benefit Peace Neighborhood Center

the event

Thurs. April 16th – 6-9 PM

tickets are \$100.00

**EAT! VOTE!** This year 6 teams compete for Zing immortality with their own original sandwich recipes in an Iron Chef-style showdown. Attendees will taste all 6 entrants and vote. The delicious victor will have a guaranteed one year run on the Zingerman's Sandwich Menu (after that, it's up to Darwin).

**QUAFF!** The fruit of the vine at the Raucous Caucus wine bar.

**SWEETEN!** Your fine self at The Chocolate Bar

**THRILL!** To the Rockin' Sounds of Great Local Musicians (Lineup forming at Press time—Stay Tuned)

**DISAGREE!** With our Celebrity Judges!

**QUAFF SOME MORE!** And then win one of our Raucous Caucus Auction Treasures.

**LAUGH!** Along with emcee D\$ and Sandwich Scholar Al Newman—your hosts for the evening.



team entry fee \$1000.00  
Got the perfect recipe? Want to enter a team? Contact Zingerman's Delicatessen for all the info. Spots will go quickly.

## the drawing

March 15 – April 15

**\$1 TIX—A**  
One dollar vote for your favorite sandwich gets you into the Zingerman's 'Sandwiches for Life' drawing... One Sandwich a Month for the rest of your life!

**\$5 TIX—** The Golden Rod Ticket – There is a back door to Deli menu glory. Put your personal recipe on a \$5.00 ticket. One winner will have their recipe featured as a Sandwich of the Month. The Big Roar Burger and Peter's Peppered Pick graduated from monthly feature to menu staples. You could be next.  
Come out and Support our pals at Peace Neighborhood Center (they're getting all the proceeds for this event).

**PLEASE NOTE—** Potential teams or recipe drawing entrants – For practical production reasons Sandwiches should be composed of the abundant list of ingredients we stock on our line. Pick up a complete list at the Deli or on zingermans-deli.com

## march roaster's pick

rwandan



The Rwandan coffee industry is quite a success story. A USAID program (started by a professor at MSU) helped this country to produce great coffee that is now fetching a premium in the market. When they first came out a few years ago, Ann Ottoway (a one-time Deli employee) sent us samples and the Gkongoro mill was the standout for me. It is back this year. The coffee we're getting are a mix of beans from two mills; Gkongoro and Nyarusiza. Grown at high altitude in the volcanic soil of the Sierra Madre region. This is a lighter bodied, clean, lively coffee. It has fruity fragrance and taste with a bright finish. It's flavor is complex and unique with strong earl grey/burgamot flavors. The cup has good balance and the flavor gets even better as cools. It's An excellent cup for breakfast!

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

# what's bakin' at



## full flavor is good value!

Find all these specials at the bakeshop, 3711 Plaza Dr. (near the A2 airport)

### Bread Cards

Pick up a bread card at the bakeshop, Deli or Roadshow. After 10 loaves you get one free!

### Buy half loaves

Pick up half loaves of your favorite breads.

### Bagel Tuesday

Buy 6 get 6 free every Tuesday!

### Birthday Bagels

Get 6 free bagels on your birthday!

### Senior Discount Day

15% off every Monday for the 65 and older set

### Bring Your Own Coffee Cup

And take .50¢ off a cup of Zingerman's Coffee Co. java.

### Pastry Packages

Brownies, cookies and more are available in economical 4- and 6-packs

### Full Flavor for Under \$5:

Soup & bread for lunch

All of our single pastries (muffins, scones, croissants, brownies, cookies, slices of cakes and pies, cupcakes)

Traditional-style soft German pretzels

Bagel and Cream Cheese

Focaccia

### Sign up for our eNews for exclusive Special Offers

Go to [www.zingermansbakehouse.com](http://www.zingermansbakehouse.com) to get on the list

## bread specials

Just Right For Everyday Eating!

### Bread of the Month

march

**Farm Loaf \$4.50**  
(regular retail \$6.25)

A foot and a half across the top of its criss-crossed dome, looking a bit like a rough cut diamond, it has thick crust and soft white chewy interior with a flavor that tastes of toasted wheat.

april

**Sourdough \$4.50**  
(regular retail \$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.

## special bakes

### Irish Brown Soda Bread

3/1 through 3/17

After working on this recipe for 13 years, we think we've really created something special using Irish whole meal flour (whole wheat), white wheat flour, stone-milled Irish oats, soured milk, baking soda and sea salt. Also try it with butter or cream cheese and Irish smoked salmon.

### Green Olive Paesano

3/14 & 3/15

Savory green olives stuffed into our cornmeal crusted paesano bread. Makes an instant appetizer.

### Alsatian Rye Bread

4/17 & 4/18

Chewy rye made with hearty whole wheat and an old world sour tang.

### Black Olive Farm Bread

3/20 & 3/21

Our signature farm bread studded with marinated greek black olives. If there's any left of the loaf, turn it in to bread crumbs for a twist on eggplant parmesan.

### Rosemary Baguettes

4/24 & 4/25

Crackly crusted French baguettes with fresh hand-picked rosemary throughout. Great with fresh goat cheese or olive oil.

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

All of our Special Bakes are available for shipping at [www.zingermans.com](http://www.zingermans.com) or 888.636.8162



4-day BAKE-cations this Summer:

Bread: June 16-19

Pastry: June 2-5 & July 14-17

World Tour (Bread and Pastry) • June 30-3 & July 28-31

## Take a Culinary Vacation Without Leaving Town!

*"Cream-filled, chocolate-dipped opportunity to learn from the very best"*  
— Midwest Living

4-day, hands-on BAKE-cations are design to give home-bakers of all skill levels the opportunity to learn the full range of bread and pastry baking methods and recipes that have made Zingerman's Bakehouse one of the most-respected artisanal bakeries in the country.

learn more and register at [www.bakewithzing.com](http://www.bakewithzing.com)  
(734) 761.7255

## cake of the month

march

### Hunka Burnin' Love Chocolate Cake

Our dense buttermilk chocolate cake covered in rich Belgian chocolate buttercream. Customers have been known to fall in love with it. This is as much chocolate as we can get into a cake. Available in 6" and 9" rounds and sheet cakes.

april

### Carrot Cake

We peel and grate forty pounds of carrots to make one batch of this cake. Combine them with toasted walnuts and aromatic spices and you get a great cake that's totally delicious on its own. Cover it with a generous amount of cream cheese frosting and it becomes irresistible. Available in 6" and 9" rounds and sheet cakes.

20% OFF

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



CAKE TASTES BEST AT ROOM TEMPERATURE!

To get the full-flavor and ideal texture for these creations, let them come up to room temp before digging in.

you really can taste the difference!