

# 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)

### Salumi Tasting, A Cure for Your Serious Meat Craving

Wednesday May 13, 7-8 PM

UPND • \$20 advance/\$25 door

Let Marshall take you on a world tour of cured pork taste sensations. Many of our salumis are from age-old family recipes, slow cured in natural molded casing. Learn how to take them beyond the sandwich. We'll have several different prosciuttos of many different varieties—from hogs fed with peanuts to hogs fed with acorns— and taste the delicious difference.

### Soft Cheeses, Young, Fresh & Ripe

Wednesday May 20, 7-8 pm

UPND • \$20 adv/\$25 door

Our very own Zach Berg (aka, the "Butter Baron") will take you on a journey unlike any other. You will learn what different milks can do, and you will taste the amazing results of various cheese makers. Soft cheeses are a unique and treasured item at the Deli.

### Olive Oils of the Mediterranean: the Birthplace of Olive Oil

Wednesday June 17, 7-9 pm

UPND • \$20 adv/\$25 door

We've all heard about the Mediterranean diet and the importance of olive oil in it. So what's the big fuss? Does it matter what color it is? What about flavor? Don't they all taste the same? How much should I consume? Can I cook with extra virgin oil? Sign up and find out about this and much more.

### Staff Favorites Tasting

Wednesday June 24, 7-9 pm • UPND

\$20 adv/\$25 door

Our dynamic duo Paul and Jaime have gathered a list of staff favorites from the past and present. Be prepared to be amazed by an eclectic tour de goodies. I mean, we're surrounded by incredible food every day, and this one will highlight the best of the best.

### Steep: A Tea

Tasting Tradition

Every other Tuesday • 7pm

May 12 & 26

June 9 & 23

\$10 advance/\$15 door

Maximum of 8 people per tasting



## A Special Event to Welcome



Majid and  
Onsa Mahjoub

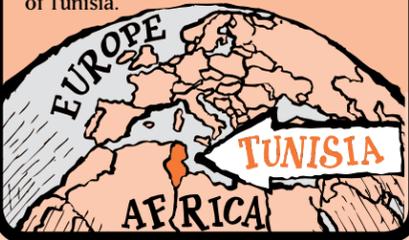
from Moulins de Mahjoub of Tunisia

### ZingFeast: Flavors of Tunisia with Moulins de Mahjoub

Tuesday June 2, 7-9 PM • UPND

\$35 adv/\$40 door

Join us for an evening of terrific Tunisian dishes from very passionate food producers visiting from North Africa. Majid and Onsa Mahjoub will share stories of their family's hand-rolled couscous, organic sundried tomatoes, wild mulberry jam and history of the traditional foods of Tunisia.



All at the Upstairs Next Door (UPND)

### Milk Chocolate Rendez-Vous

Thursday, May 7th, 7-8 PM • \$20 advance/\$25 door

At this tasting, you will sample blended, single-origin and single-estate milk chocolates that will surprise you with their depth and complexity. Even staunch dark-chocolate lovers will learn something new!

### Name that Chocolate!

A Blind Chocolate Taste Test  
with Prizes Galore

Thursday, May 28th, 7-8 PM • \$20 advance/\$25 door

We are going to put your taste buds to the test with a blind tasting of 6 different chocolates. Points will be awarded to individuals (or teams!) for accuracy and there will be plenty of prizes. For those of you who have been tasting and learning about chocolate for years, this will be the ultimate test. For those of you who are just starting out, this is a fun way to challenge your choco-assumptions!

### Claudio Corallo Tasting:

Bean-to-bar Chocolates from  
a Remote African Island

Thursday, June 11th, 7-9 PM • \$30 advance/\$35 door

Andrew Daday of Claudio Corallo Chocolate will lead a tasting and discussion of this famously eccentric man, his methods, and his farmstead chocolates. Claudio Corallo makes chocolate tree-to-bar on the tiny African island of Principe. You will taste things that you have never tasted in a chocolate before—Parmesan, single-malt scotch, hay, tobacco. This chocolate is astounding and delicate at the same time.

### Amedei Rendez-Vous:

Straight from Tuscany, an Elusive  
Italian confection

Thursday, June 25th, 7-8 PM • \$20 advance/\$25 door

Family owned and located near Pisa in Tuscany, Amedei is one of those brands that you hear chocolate connoisseurs whispering about. We are very proud to carry this great Italian bean-to-bar chocolate at the Deli. The chocolate is understated but overwhelmingly good.



hands-on baking classes

3723 Plaza Drive

734.761.7255

## upcoming classes

### American Cookies

Featuring our Whoopie  
Pie recipe as seen in  
the *New York Times!*

June 13 • 1-5pm • \$100

We'll be whipping up these tasty treats with real, natural ingredients so you'll never have to buy them at the store again! And we'll make and taste some other American classics, like pecan sandies, no bake cookies and snickerdoodles.

### Think Summer!

#### Fresh Fruit Tarts

May 26 • 5:30-9:30pm • \$100

June 24 • 5:30-9:30pm • \$100

We'll show you how to make the pate sucee tart shells and vanilla pastry cream.

Then we'll compose our tarts together, teaching you how to arrange the fruit in an artful way.



Check out the full schedule  
and register for classes at

[www.bakewithzing.com](http://www.bakewithzing.com)



734.929.0500

3723 Plaza Drive

## gelato

every wednesday,  
buy 2, get one  
free gelato!

## Gelato Kickoff!

Saturday June 13,

All Day

New Flavors!  
Free cones for  
the kids!

Details page 10



### 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)



### madeira Party

With special guest Mannie Berk  
from the Rare Wine Company

Monday, May 11 • 7pm • \$45

Come celebrate the world's longest lived wines with the one of the world's foremost experts. Mannie Berk will share his passion for this historically rich beverage. James Beard-nominated Chef Alex Young will craft a menu using Madeira throughout the meal.



### annual bbq dinner

Wednesday, July 1 • 7pm • \$45

This annual barbecue buffet is easily one of the hits of the summer. Count on barbecue in many regional styles from around the country fresh from our outdoor, patio-side barbecue pit. Of course, we'll use local produce to serve up the fixin's (which make every outdoor barbecue complete!)



### zingerman's Guide to better bacon book release Party!

Fundraiser for the  
Southern Foodways Alliance

Tuesday, July 28 • 7pm

Join Ari for guided tour of the country's tastiest bacons, celebrate the release of Ari's latest book and help out one of our favorite food-lovin' non-profit organizations!



### mother's day brunch

Sunday, May 10 • 10am-2pm

Make Mom's day special with  
our all-American brunch!

you really can taste the difference!

ISSUE # 214 • MAY-JUNE 2009

## Inner views through interviews

I'm not sure what got me going on this approach. In honesty, I think someone had Steve Wonder's "Inner Visions" on an oldies station. Regardless of where it came from, this issue of *Zingerman's News* is now filled with a whole range of what I think are pretty interesting interviews with folks around here that you might not normally hear from—a sort of insider's view of what's going on with a few of the movers, shakers, thinkers and creators at Zingerman's. These are the folks who help lead some of the great work and deliver the great food that we hope to bring you in the coming months. You might well have met some of them, but I hope that what follows brings you a bit of an "inside" view of ideas, insights and experiences that you might not have been aware of. As always, a thousand thanks to each of them for all the work they do—Zingerman's wouldn't be Zingerman's without it. And, while I'm at it, thanks go out to all 500 or so other great folks who work here on any given day. Nor would we exist without the amazing support, patience and caring that we get from our amazing customers and the incredible community we get operate in.

Ari

*Zingerman's*

## zingerman's brings home the bacon

New Zingerman's Guide to Better Bacon from Ari Weinzweig Due Out This Summer!

Pete from the Zingerman's Graphics and Marketing department (the folks who bring you the Zingerman's News!) sat down with Ari to discuss his forthcoming book due out from Zingerman's Press in July.

**Pete: Okay, so I'll start off with an easy one that you actually answer in the book but, Why Bacon?**

Ari: Well, mostly because it's a really interesting subject. I'm interested in pretty much all traditional foods and bacon's right up there. Also because, although everyone's heard of bacon, very few people really know that much about its background and what makes one different from another. It's definitely NOT because bacon's so 'hot' right now. Although I'm happy to have them out there, I'm not very big on following trends. Bacon is just good food, and it's a very interesting story.

**Pete: Bacon is an iconic American food so maybe you'd expect a high bacon literacy quotient in this country, but what are some things you discovered while writing this book that most folks don't know about bacon?**

Ari: I think that although loads of people LOVE bacon, not that many have had a chance to really learn about what makes one bacon different from another, how bacon is made, etc. Hardly anyone knows what real Canadian bacon is about, or the difference between wet and dry cured bacons. We all have a lot to learn. Speaking personally, I know way, way more now about bacon than I did when I started working on the book. But, in truth, that's a lot of what drives me. Doing the writing pushes me to learn a lot more, which enhances my appreciation for the food and the people who work so hard to make it.

**Pete: You grew up in a kosher household so bacon wasn't exactly a staple. What got you going on bacon in the first place?**

Ari: I definitely didn't grow up with it. But the more I studied the bacon the more I got into it. It's really the story of it and the story of the people behind it that got me going. I ended up meeting amazing people from the past and the present—bacon makers, songwriters, authors, cooks—and learning all sorts of things.

**Pete: Like?**

Ari: Well, let's see. Mao Tse-Tung's favorite bacon dish, how Sigmund Freud's nephew probably changed the face of American breakfast eating to make it bacon-based, how Hungarians totally love bacon and make about fifty kinds, what Lance Corporal Bacon is, how to make a proper Staffordshire breakfast, the history of the drovers, why Canadian bacon is called peameal even though it's actually coated with cornmeal. . . . oh yeah, don't want to forget about the bacon tree.

**Pete: Can you give us a quick tour of the kinds of bacons in the book? Different cures, different seasonings, different uses?**

Ari: There's probably about twenty that are talked about in the book. Dry cured and wet cured. Bacons from Virginia, Tennessee, Kentucky, Wisconsin, Arkansas, England, Ireland. There's a lot of bacon. One of the key things I want to get across through the book is how one really can use different bacons for different dishes. Some of the old style, dry cured bacons like Benton's or Broadbent's have

really big, intensely smoky flavors that are great for big bold dishes but would overwhelm a plate of fresh delicate lettuces. On the other hand, the long pepper bacon from Arkansas would be great on those nice local salad greens. It's really like wine or olive oil—I try to pair up the right bacon with the right dish to bring out the best in each.

**Pete: Do you have a favorite bacon?**

Ari: Not really. I'm not really that big on favorites. I like different ones on different days and for different uses. Hopefully the book will help people to get a line on which bacons might be right for them and for whatever it is they're cooking.

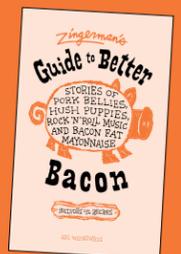
**Pete: Getting away from bacon for a second to talk about writing: You're a pretty busy guy—at work every morning by 6:45, working tables at the Roadhouse late into the evening. How do you work such a solitary activity like writing into what is a pretty chaotic daily schedule?**

Ari: Well . . . fortunately I like to work so . . . I just make time I guess. A few hours here, a few hours there. Unfortunately, despite my best efforts to alter it, there are still only twenty four hours in a day and seven days in the week. On the latter front I was thinking of advocating that we look into the French Revolutionary calendar—it was all metrics and so there were ten days in the week. How about that for obscure information? The good news is that my mother made me take typing in high school so I can type pretty quickly. I'm actually on the computer so much that a lot of the letters are worn off the keys. Good thing I can touch type!

**Pete: Just because it was one of my favorite parts of the book, can you fill News readers in on Andre Williams?**

Ari: He's an amazing guy. I just found out about him by accident one day when I was online looking something

Look for the Limited edition, home-made early release version. We'll be hand-binding custom and extremely-limited-edition signed copies that are available at the Ann Arbor Book Festival Street Fair, Saturday May 16 where you can also meet Ari and get a guided tour of great bacon, Festival Stage 1, 1:00pm



in 1956 called "Bacon Fat." The thing that got my attention right off was when I read that (the late) Lux Interior (from the Cramps) was quoted as saying something like "Andre Williams makes Little Richard look like Pat Boone." It was hard not to be intrigued by that. So I tracked down his music which is great. I think "Bacon Fat" is an amazing song—way ahead of it's time, in a way he was recording rap songs before anyone heard of rap. It's on the Zingerman's Roadhouse music loop, and it still gets me going every time it comes on.

**Pete: Does the book have recipes?**

Ari: It has a whole bunch of them, I think 42 depending on how you count. To state the nearly obvious, they all have bacon in 'em. My favorites . . . cornmeal mush with bacon, rice pilau with oysters and bacon . . . chocolate (and bacon) gravy over biscuits.

**SAVE the DATE!**  
bacon dinner at the roadhouse, July 28

Fundraiser for the Southern Foodways Alliance. Reserve your seats at 734.663.FOOD

LIVE FROM ZINGERMAN'S ROADHOUSE

## RADIO FREE BACON

This popular live music/variety series is back at Zingerman's Roadhouse on Sunday afternoons!

The spring series runs May 18-June 28, 3-4pm and returns for fall September 6-October 11.

Join us on the patio for some fun!

For updates, performance schedule and more, check out [www.radiofreebacon.com](http://www.radiofreebacon.com)



## ROCKIN' AT THE roadhouse

REALLY GOOD AMERICAN FOOD MEETS AMAZING LOCAL TALENT

May 13 David Berkeley

May 20 Jon Milan

June 3 Dave Boutette

June 10 Royal Garden Trio

June 17 Flying Latini Brothers

June 24 Kitty Donohoe

July 1 Jamie Sue Seal

6-9PM OUTSIDE ON THE ROADHOUSE PATIO!

the interview issue

**Ari: We're celebrating the Coffee Company's 5th Anniversary this spring. That's a big accomplishment. Congratulations! Allen, how did you get into coffee?**



Allen: The short answer is when I worked for a computer company back in 1988, and I was in Palo Alto at one of the research labs, they had a small home espresso machine in their break room. They brought Peet's coffee in to brew.

That was in 1985. I came back from that trip, and I bought a home espresso machine from Tom Isaia at Coffee Express. That really got me going. I started reading everything I could about espresso. At that time there wasn't an Internet so it was harder, but I bought everything I could find to read about. I went to old bookstores. My wife and I planned vacations to Seattle to taste coffee. That was before Starbucks had really exploded nationally. I tasted espresso everywhere. I remember one day I drank so much espresso that my heart was racing. Then I got a machine and started roasting coffee at home. At that time, I had my own computer company, and we put a full-sized espresso machine in the break room. It was a lot of fun. Now it would be even more off the hook. There's a hundred times more shops, but back then there were just a few great ones.

**Ari: What are some of the big things you've learned about coffee over the years since we opened?**

Allen: The Roadhouse started buying in late '03, then the Deli the year after that. The most profound thing I've learned is how the coffee world is both big and small at the same time. Terry Davis from Ambex Roasters likes to say "The deeper I go the deeper it looks." He's an ex-Navy diver. Basically he's right. The more you learn there more you realize that there's an infinite amount to learn. Steve and I were talking to Sterling Gordon, who's in his early 70s and a second generation coffee guy (we buy from his daughter Karen, in NYC), and he goes, "You know what I love about this business? Every day you learn something new!" And I think he's right on.

**Ari: You get pretty excited when you get around good coffee. What gets you going?**

Allen: For me it's mostly what's new and good each year. I love finding something that just shines. It's like picking a wine. Some years some regions are great. Other years they're different. Finding that spectacular coffee is definitely what gets me going. It's finding that sample that you just know is going to be great. Sometimes it's finding the 'right' roast for a coffee after many sample roasts. I love bringing out the best in the coffee.

Steve: What excites me is when we've selected a really great coffee and we see the people who are drinking it really love it. That validates my work.

**Ari: Steve, how did you get into all this?**

Steve: I came to coffee out of the appliance business. But when I worked in the field I'd formed close relationships with other dealers here in town. Our company was close with the guys at Big George's and Ramsey, one of the principles there. I was between jobs, and I ran into Ramsey and he says "Hey Steve, you gotta talk to Paul Saginaw at Zingerman's." I had watched Zingerman's from a distance, but I never thought there would be opportunity for someone like me who didn't really have a food background. He called Paul, and Paul told him something polite, like "we don't really have any jobs for guys like that..." But Ramsey insisted. I ended up getting together with Paul, and he suggested I come to one of the bi-weekly Zingerman's partner meetings and sit in and see what that was all about. And he hooked me up with Allen because the Coffee Company was starting to sell more wholesale coffee and Allen wanted someone who knew how to do that. We talked for probably three or four months about how I could get into the organization at a partner level. Allen came over to my house one day and said, "Why don't you come on board?" and I did. I worked as an employee at the Coffee Company for about a year and then last summer I became a partner.

**Ari: If you could only communicate a couple key things about buying coffee to brew at home, what would they be?**

Allen: Undoubtedly the first is to buy fresh coffee as close to the roast date as you can get. Fresh coffee is definitely better—it's a whole 'nother product compared to what's been sitting on the shelf for weeks.

**Ari: What are some of the factors that go into brewing great coffee?**

Allen: Be sure to use enough coffee. A lot of coffee is just brewed way too weak. A little under 2 ounces of ground coffee by weight for 32 ounces of water. Every coffee professional I know actually weighs the coffee before they brew, and we always suggest to people to do that at home too. It makes a big difference!

**Ari: How about the grinding?**

Allen: In general, my advice is to try to get a grind that's gonna give you a four minute drip through a filter. If it goes through in less time, then you should grind the coffee more finely. If you are going up to 2 ounces of ground coffee per 32 ounces of water for the first time, it might be more than you're used to, so you might want to grind the coffee a little coarser to compensate. Coarser grind will mean you get a less intense extraction.

**Ari: What do you look for when you're gonna buy a cup of brewed coffee at a shop?**

Allen: I almost always look for an independent shop that's using a local roaster or roasting their own coffee. You can find great coffee in unusual places. One of the best cups I ever had was at a dog show (my wife and I breed dogs) in Peoria. We went by this little drive-through place . . . it looked like a Dairy Queen, but the coffee was fantastic!

**Ari: What are your thoughts about espresso?**

Allen: It's really hard to brew good espresso. With espresso, the grind is as important as the machine. The only way to do it is to have a grinder that can grind fine enough so that the espresso is extracted in 30 seconds. Espresso is really very finicky. Very small changes—in the grind, in the humidity—all of these things really effect it.

Steve: We both have machines at home, and we're always brewing shots. It's the first thing we do each morning. I check my email, and by the time I've done that, the espresso machine is warmed up. I make my shot, I make my wife her Americano and then it's down to the exercise room to work-out.

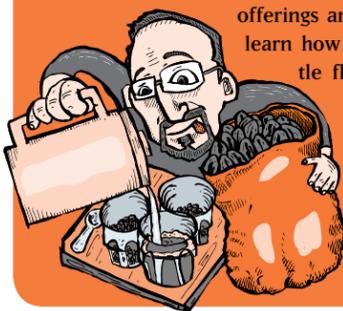
**Ari: What about buying an espresso in a café?**

Allen: I think the first thing would be to watch and see if the shot is extracting in about 30 seconds. Each coffee varies but in general about 30 seconds is what you want. It should have a really luxurious, nice, viscous mouthfeel. That comes from the crema and that's an emulsion of the oils in the coffee with the liquid. That's what coats your palate and that's what makes an espresso an espresso. A double should be no more than two ounces with the crema. If it's not that luxurious, if it's watery, it's not a good espresso.

## Free Coffee Tasting with Coffee Company Partners Allen and Steve

May 5 & June 2 • 4 to 5pm  
610 Phoenix Drive, Ann Arbor

Starting in May, we are launching a monthly, open-to-the-public, no-reservation-required, free cupping (coffee talk for a tasting session). Sit down with Allen and Steve from the Coffee Company and sample new offerings and old favorites and learn how to discern the subtle flavor distinctions in beans from around the world.



Future tastings will happen the first Tuesday of month, 4-5pm

**Ari: Given that there are hundreds of coffee roasters out there, what makes what you're doing different?**

Allen: It's kind of a philosophy . . . the first thing we want to do is buy first on flavor. We don't start with cost or other labels of certification—we start with what the coffee tastes like. That shocks a lot of our importers. We say we want the best flavor. That's where we start. Another thing that I think we do different is serve single origin espresso that contains four or five varieties, so it's pretty complex. But because espresso is my first love, that's what we get.

Another thing that's fun is because we're relatively small, importers will offer us some things that are very limited and unusual, so we can get stuff that's only available in small quantities. They know that our staff is interested in learning about them, and we can pass that learning on to our customers.

**Ari: Most every coffee roaster probably talks about the same sorts of things. How can a casual coffee drinker really tell the difference?**

Allen: The easiest thing to do, like for wine or really any other product, is to taste things side by side. Brew the coffees identically so you have two with the same ratios of coffee to water, the same brewer, the same water, . . . and then taste side by side.

**Ari: Zingerman's coffee is now being sold all over the country, which is great. Who are some of the wholesale accounts you're working with?**

Steve: They come from 3 primary markets: cafés and restaurants, specialty grocery retailers and offices who seek a higher end product than normally provided by coffee service vendors. Locally, we work very closely with Zingerman's Deli, Zingerman's Roadhouse/Roadshow trailer, and Zingerman's Bakeshop, and we're very proud of our sustained partnerships with customers like the French Laundry in Fenton, Moonwinks Café in Ann Arbor, Plum Market in Ann Arbor and Bloomfield (and, by the time people read this, in West Bloomfield), as well as Busch's (just to name a few). We have solid coverage throughout Michigan, Ohio, and Western Pennsylvania and are building distribution relationships in Illinois, Wisconsin, Indiana, and Minnesota. We recently exhibited at Coffee Fest in Chicago and were received really well. The coffee tasted great and that was evidenced by the enormous amount of positive feedback we received from attendees. So, we are really excited about our prospects for the future.

**Ari: What are your top coffee picks this spring?**

Allen: We're really excited about the new Guatemalan. One of our brokers has been working for years to get the growers to produce this coffee. Because the quality is so high the growers get more money, the coffee tastes better and everyone wins.

There's also a new crop very fine specialty Indian robusta. The grower realized that, where he was in India, he could grow run-of-the-mill Arabica beans which are usually the better beans, or he could switch to a really great Robusta which is better suited to his land. This stuff rivals Arabicas. It's very unique very exciting. Robustas generally are not thought of as 'high quality' but this one definitely is!

## may roaster's pick Sumatra Lake toba

This comes from an importer friend of ours who specializes in Indonesian and Indian coffees and it's exceptional! It has more pronounced fruit this year backed up by the nice bold, earthy flavor and body we expect from Sumatra. To illustrate how unique this flavor is for its region, one of our thought it was an African coffee during our blind-tasting.



Allen

# ragin' at the roadhouse

An interview with Alex Young, James Beard-nominated chef and managing partner at Zingerman's Roadhouse and the creator of the ever more famous Alex's Red Rage Barbecue Sauce

**Ari:** Hey Alex, I know I've heard it before from you, but I can't quite remember all the details—what's the story of the Red Rage barbecue sauce that we make so much of at the Roadhouse?

Alex: Well, from a very young age, like when I was maybe 11, I started to throw myself a birthday party every year. We were living in Bolinas, CA and every year I'd invite my sister's friends, my classmates, everyone. I had one of those 55-gallon drum barbecues. I really enjoyed it. Cooking was a big part of it. I would always take ingredients I liked and mix them together. In the beginning I would usually buy sauce and doctor it up. And then I started hearing different tidbits from different people. One friend said he'd heard about using coffee so I decided to try that. We used to have Taster's Choice at home so I tried that. I just dissolved it right into the sauce. Then I tried brewed coffee. I made that sauce really from the time I was thirteen until I moved to NYC when I was 16 or 17.

**Ari:** Then what happened?

Alex: Well, I didn't really do a lot with barbeque again until we started working on the Roadhouse menu, which would be about six years ago right now. I started combining what I did back in Bolinas with my experience with Reed Hearon [chef of Rose Pistola and other well known spots in San Francisco] to use different chiles in the same dish to get the complexity of flavor that brings. I used the Urfa pepper that we get from Turkey because it has this great earthiness to it that I think reinforces the flavor of the coffee. And then I used chile pequin to get that long back heat in the finish. Being a huge fan of black pepper, I think you have to have a really healthy dose of black pepper so there's a bunch of that in there too.

**Ari:** What else goes into it?

Alex: Well . . . It's got that organic cider vinegar that we get from Quebec, which gives it a lot more body than usual commercial vinegar would give. I'd been using brown sugar and molasses. Now we use the natural Muscovado brown sugar. When Ed Mitchell came up from North Carolina to help us build the pit before we opened the Roadhouse he suggested adding some honey. That was really the first change to anything I'd been doing for many years. And there's our recipe. Oh, and it's got beer in it, too. Adding the beer came because you drink a lot of beer while you're barbecuing [note that Alex smiled broadly when he said that]. You know, you pour beer on the fire if it gets out of control. So it seemed like a natural to put in the sauce. Now we use the Bell's Pilsener.

**Ari:** Speaking for me, I really love this sauce. It's one of those foods that I never get tired of tasting, and that I'm impressed with anew every time I taste it. What do you like about?

Alex: I'm a big fan of putting sweet and hot together. It's fairly sweet, but it's more spicy than anything. We call it "Memphis" here but it's sort of like Kansas City, too, because it's a little more spicy than many Memphis sauces.

**Ari:** What's your favorite way to eat it?

Alex: My favorite is on ribs. It's been that way since we opened (in the fall of 2003).

**Ari:** What about the South Carolina yellow mustard barbecue sauce? Hardly anyone outside of South Carolina knows about it, but it's one of my new favorite things.

Alex: It is really good. The way I developed it was to read through some books looking for recipes and then used those to get started. I wanted fresh ground coriander seed in it and mustard seed. It starts with our yellow mustard, some of that cider vinegar from Quebec, a little bit of white sugar, the fresh ground coriander and mustard seeds, and some pequin chile.

(Enter Joanie Mallory, long-time Roadhouse manager and special events coordinator.)

**Ari:** So where did the name Red Rage come from?

Joanie: The story comes from the ZingTrain Merchandising seminar. Each attendee brings a product from their business to develop a merchandising plan for during the seminar and the sauce was mine. I wanted to get ideas on how to market it. That was like three years ago? Back then we used to just call it "tomato bbq sauce." The group at the seminar picked one product to brainstorm a name for and my product—the barbecue sauce—got chosen. It was funny because it was a total inside joke about Alex's temper. He's come a long way since then but . . . [large smile]. Anyways, the story came up about how Alex had worked on the recipe since he was thirteen, how he'd finished the recipe here, after we opened the Roadhouse, and it was too good a name not to use. And the group came with the tagline, "28 years of rage all bottled up." It's on the Red Rage t-shirt. Now each year now when we reprint the shirt we change the number of years. And knowing the year on the sauce always helps me remember how old Alex is. So this year we have "30 Years" on there so I know he's 43.

## Try Red Rage on these Roadhouse dishes

pit smoked beef brisket    bbq chicken sandwich  
pit smoked SPARE ribs

## Shhhh! secret roadhouse special Memphis Mac

It's not on the menu but you can get it any time at the Roadhouse. Martelli pasta, Alex's Red Rage, pork or brisket, Stravecchio parmesan from Wisconsin. Ask for it today!



# building a better candy bar

Interview with Charlie Frank, creator of the Zzang! bar and long time pastry manager at Zingerman's Bakehouse

**Ari:** When did you first think of making candy bars?

Charlie: I guess it was around 2001. My original ideas were just about candy in general—I love working with sugar and chocolate. In my first job interview with Amy (Emberling, one of the managing partners at the Bakehouse) I talked about doing my own candy business. Candy bars got everyone excited, and that's where we started to head.

**Ari:** What got you going on that idea?

Charlie: I've always loved candy. When I was a kid I used to have to take piano lessons and they cost \$3.50, but my mom would always give me \$4.00. I had to walk from the house to the library for the lessons and on the way back I'd always spend my fifty cents on candy. It was a great candy store, Fetig's, in Romeo, MI which is where I grew up. They had all this penny candy. It was exactly what you think of as great candy store. I guess I was learning finance as a kid. It wasn't 'til later that I realized that my mom never asked me for the extra money back.

**Ari:** Well, she might after she reads this interview! Speaking of remembering, when did we officially start making and selling Zzang! bars at the Bakehouse?

Charlie: October, 2004.

**Ari:** I know it's a lot of work to make them. Can you go over all the steps that go into making a Zzang! bar?

Charlie: It's all different ways of cooking sugar and then layering them. The original Zzang! bar has homemade caramel and nougat in it. We make all that from scratch. We start 'em at night. You cook the sugar 'til it colors nicely and then add cream and butter to make it rich. It's a lot of cream and a lot of butter. That's why caramel is so good. You have to cook it carefully to get it just the right consistency.

The nougat is what's called an aeration. You add sugar to the egg whites, kind of like making marshmallows. (Meringue is another aeration that people might know.) You're adding sugar in this case in the form of cooked honey. And then we add peanut butter. You layer the caramel and the nougat with the Virginia Runner peanuts, which we roast with more butter and a bit of sea salt. We let all that cool overnight. And then we come in the morning and cut it to size and send the bars through the enrobing machine. It's a curtain of tempered chocolate on a little conveyor belt. And then it goes through a cooling tunnel to set the chocolate.

**Ari:** What are the three types of bars that we're making right now?

Charlie: The Original Zzang! is homemade caramel, peanut butter-honey nougat, with butter toasted peanuts. You can taste the honey. It has that little bit of sea salt in it that helps make the flavor so special. And then we enrobe it with the dark chocolate from Ecuador.

There's the Ca\$heW Cow. That one's got milk chocolate inside with cashew butter, homemade cashew brittle, cashews roasted in butter. People who love cashews instantly love that. It's finished in dark chocolate.

The third one is the What the Fudge? It's a milk chocolate fudge, and on the inside it's a Muscovado caramel with a malted milk cream fondant. I like that one because I think the flavor of the malted milk goes really well with the milk chocolate.

**Ari:** Sort of by popular demand, the bars are starting to be sold all over the country. What are some of the spots you can get 'em at?

Charlie: They're all listed on our website (www.zinger-

mansbakehouse.com). But off the top of my head we're now at specialty shops in Philadelphia, Chicago, New York City, Seattle, Portland, LA, Montana, Texas . . . .

**Ari:** Do you still like eating them even after making them for all these years?

Charlie: I eat 'em every day. The best time is when they're out fresh out of the cooling tunnel . . . I mean they're great after that for weeks but . . . they're particularly great right after we finish them.

**Ari:** Hmm . . . What time is that? Can people ask about getting them that way from the Bakeshop? What time would they come in?

Charlie: You always call the Bakeshop (734.761.2095) to ask. It'd be about noon.

**Ari:** Well, even though you eat them every day you look like you're in good shape. Do you eat anything else?

Charlie: I eat a lot. But I work really hard, and I burn a lot of calories.

**Ari:** Any new bars on the horizon?

Charlie: Yes. We're still testing so it will probably change, but we've got my favorite in the works. It's made with Red Flame raisins, a butter ganache and chocolate cake crumbs. I call it Raisin' the Bar.



# all aboard the zingtrain!

A peek behind the current at Zingerman's Training, Inc. with managing partners Maggie Bayless and Stas' Kazmierski



**Ari:** ZingTrain is having its 15th anniversary this year. Maggie, what's the story of how it got going?

Maggie: The work I was doing at a small consulting firm here in Ann Arbor got me excited about how powerful well-designed training could be, but left me frustrated by the (I know now) lack of shared vision of the two founders/owners of the company. I watched them argue with each other about where the business was headed, change our mission almost daily in order to bid on any work that seemed remotely possible for us to get, and—worst of all—use their ownership percentages to make decisions. Believe it or not, they changed from 50-50 ownership to 49%-51% in order to qualify as a “woman-owned” business for state contracts—and that was a really big deal because that gave the female owner “more power.” I'd already seen that it was perfectly possible to run a business as equals, regardless of who owned what percentage on paper, because I'd seen Ari and Paul do it for years. So when I read the vision for “Zingerman's 2009” and learned about the Community of Businesses, it seemed like a good opportunity to bring my new passion for training together with some people who had a great model of partnership.

**Ari:** Stas', how did you get hooked up?

Stas': I started coming to the Deli in 1983 when I was in a consulting internship with Ron Lippitt, one of the founders of the field of Organization Development. In 1991, I left a career at Ford Motor Company and eventually joined a consulting firm located just a block away from the Deli. I was in heaven! A great, new adventure and a world-class deli within one block of my business where I could get the best coffee in the universe. About 1991, Ari and Paul hired our firm to help them with the process work as they created the new Mission and Guiding Principles for what would become the Zingerman's Community of Businesses. Then I worked with the Bakehouse as they were starting up with similar work. My partners at the consulting firm were not interested in continuing work with Zingerman's as Ari and Paul didn't pay us in money—they paid in food! I continued to work on various projects with Zingerman's and gained lots of body weight in the process. In the late 90's I started working on a project with Zingerman's to develop an annual planning process. This was to eventually become the ZAP (Zingerman's Annual Plan) process we use today.

In the summer of 2000, I asked Ari to help me develop a marketing plan for my consulting business, and he asked if I was interested in talking with Maggie about becoming her partner in ZingTrain. Maggie and I met in July and decided that we'd each write a vision for Zingtrain, 3 years out, to see if

there was synergy and alignment in what we each sought in a partnership. We exchanged and read each other's visions and decided it seemed like a good fit. I started on the “Path to Partnership” in September of 2000.

**Ari:** What does ZingTrain do?

Maggie: Our mission is “to share the Zingerman's experience through cost-effective training and consulting.” We document our organizational wisdom in the form of organizational recipes and systems and then design training to share those within the Zingerman's Community and with other like-minded businesses around the country. Actually it's with people all over the world—we've had clients come here from Mexico, South Africa, England, Ireland, Canada and all sorts of other interesting places. We just wrapped up a seminar with guests from Germany and Japan. And of course we usually have a few ZCoBbers in the seminar as well.

We teach training seminars here in town on our approach to leadership, open book finance, service, training systems, etc. We also do a lot of that training work by going to the client's site as well. In the last few months we've presented at or worked with a variety of organizations, including Microsoft, Orthopaedic Associates of Michigan, University of Michigan Finance Staff, Vermont Travel Industry Conference, United Bank and Trust, Washtenaw, Michigan Restaurant Association, and NCGA (National Coop Grocers Association).

**Ari:** What sort of folks come to ZingTrain seminars?

Maggie: Progressive thinkers from all different types of organizations. Mostly business people, but some academics and non-profit folks as well. We've had virtually every industry represented: retail of course, but also manufacturing, libraries, dental offices, funeral homes, landscapers, lawyers, hospitality. You name it!

**Ari:** Are most of the clients for training coming from the food world?

Maggie: I'd say about 50% are in food but the rest are not. That has changed over the years. Early on, it was mostly food people.

**Ari:** Which teaching topics seem to be generating the biggest buzz of late?

Maggie: Service continues to be big because of the quality of the service work everyone here does every day, and also since the *Zingerman's Guide to Giving Great Service* book is for sale nationally. Also the Leading with Zing seminar, which goes over our approach to leadership, including Servant Leadership, and Bottom-Line Change. The latter is our organizational change process, and it's about involving as many people in the organization as possible in making the change happen as opposed to the old model of having the boss figure out everything on their own.

The other one that's getting a lot of attention is Fun,

Flavorful, Finance. It's our approach to Open Book Finance. That's a system in which all staff members are actively involved in running the finances of the organization. It's not just about reading the financial statement—it's about managing the numbers, designing the plans, reporting and forecasting results every week. It's something we learned about from Great Game of Business in Springfield, Missouri and have been using for nearly 15 years now. In the current economic setting, it's particularly relevant and important.

**Ari:** Do people usually go to only one seminar or do they come back and go more than one?

Maggie: Most go to more than one. In fact we have a fair few people that come to the same one more than once. They get a lot out of the learning by taking the same session a year or two later and hearing things in a new way. About 80% of the people who attend the seminars are from organizations that have previously sent people. Which is a pretty high rate of return!

**Ari:** What if someone could only take one seminar?

Maggie: The Zingerman's Experience is sort of the overview course—the chef's tasting menu of what we do. Paul and Ari teach a lot of this one and talk about how they started the business and created their original vision for the organization. And then we do a bit on our approach to food, service, training, merchandising, leadership, etc. So that's a really good place to start learning.

**Ari:** What's your favorite seminar to teach?

Maggie: I like them all, but Bottom-Line Training is probably my favorite. Training is my passion.

Stas': My favorite is Leading with Zing.

**Ari:** What gets you most inspired about the work ZingTrain does?

Maggie: Seeing the ideas implemented—and working successfully—throughout the ZCoB excites me more than anything else. But I also enjoy finishing a seminar—or a workshop for a single business—and hearing the participants debrief about the tools they are most excited about and what they'll do differently when they get home. And I love when we stay in contact with people over time and they keep us up to date on their progress.

Stas': I agree with what Maggie said. For me, the most inspiration comes after working with a client and hearing back from them 6 months or a year later and they report they have had great success adapting what they learned from us and successfully implemented a significant change—and they did it themselves. I clearly remember the day, 15 years ago, when I got a fax from Ari and Paul with the final version of the Zingerman's Mission Statement. I passed it around my office and my partners were astounded at the clarity and the passion found in that statement. I felt proud, really proud.

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Laura

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# Tunisia Take Two



Going With The Flow: Energy Policy, Olive Oil, Good Eating And Compelling Culture And Cuisine



Check out [www.zingermansdeli.com](http://www.zingermansdeli.com) for the first part of my ode to the terrific tastes and wonderful people behind Moulins de Mahjoub

This is the second time in six months that I've sat down to write about Tunisia, which would make it twice more than I have in my life previously to date, and twice more than I'd have forecasted I would have if you'd have asked me two years ago. Historically, Tunisia's hardly been high on my life's radar, but pretty clearly it is now. Taking time to travel to, taste and talk about Tunisia has pumped me up, improved my eating, and given me a lot of good learning. It has also enhanced the quality of my cooking at home and built connections to some great people. I hope that I'm able to return the favor in kind, to keep the positive energy building by bringing a bit of traditional Tunisian foods here to Zingerman's and spreading the word about Tunisia's very interesting history, complex culture and compelling cuisine.

Before I get to the food, it's actually the energy issue that I want to tackle here. Regardless of one's politics, I can't imagine that too many people are going to argue that we don't need to seriously explore alternative energy sources. But I want to set aside politics, prices at the gas pump, offshore drilling, and gas taxes, and have at the subject from a different angle—the energy I'm into is emotional, and the oil I'm thinking of comes out of an olive.



Many people have posited that the absence of oil fields in Tunisia has actually engendered an increase in the creativity, ingenuity and the long term sustainability of the nation's economy and the culture. Majid Mahjoub, the man whose passion for his homeland and its food triggered my travels to Tunisia earlier this year, told me that, "It is actually our good fortune that we have no

oil." Tunisians, he properly pointed out, had to work a bit differently to move ahead. "We must earn our living from our intelligence." While they have no fossil oil to fuel their finances, the country pretty clearly is on the move anyways; although you don't read much about it over here. Georgie Anne Geyer, writing in *Tunisia: A Journey Through a Country that Works* said that, "What characterizes Tunisia more than any other country in the region is its movement. Here is a people who . . . are going somewhere." I could see as much from being there for a few days last winter. The progress and the positive energy are pretty palpable. There's a good feeling to be had just from being there.

Which sends me back to the alternative energy I've been thinking about—the emotional, the intangible, I guess you could call it "karmic" energy of the world. I'm sure there's a better word than karma but I don't know what it is right now so I'll just run with that one. I'm guessing you know what I'm talking about . . . the seeming coincidences of life that, when you run with them, tend to bring good things, which then return good things to the place and people from whence they came. There are infinitely more scholarly places to look it up but to quote quickly from Wikipedia, "Karma is not fate, for humans act with free will creating their own destiny. According to the Vedas, if we sow goodness, we will reap goodness." That's the upside (the rest is basically that when we sow badness we reap that too) because for me, the time I've spent in, on and around Tunisia has all been up. The energy is good, the oil is good and the more I run with it, it all just seems to continue to get better.

Things tend come together in strange ways that one doesn't expect, nor necessarily even imagined. For planning types like me that stuff can be kind of tough. Other than gifts and unexpectedly sunny days, I generally don't love surprises. But when I've fought the things that life has let unfold, I almost always fail. Not that I have no influence; obviously I do. Stubborn, but not all out totally stupid, I've tried to learn to take the opposite approach, to leave the obstinate resistance aside, and, then, in turn, to embrace what comes up;

to struggle less, and instead, swim more with the currents and let things unfold in ways that more often than not actually end up getting me to a really good place, even though at first blush it all seemed to run counter to what I wanted.

## taking off for tunis

My entire trip to Tunisia last winter—and, actually, the fact that we even have this array of amazing Tunisian products on our shelves at all—is a story of going with that flow; of riding with the karmic coincidences that the world presents us with, of being open to good energy when it appears unexpectedly in front of us. While I've nothing against it nor any real reason I wouldn't want to go I can say that up until very recently, taking a trip to Tunis was something I'd never really even given ten seconds of thought too. Knowing what I know now would have been entirely my loss. Fortunately the fates got involved.

If you didn't read the whole long ode to harissa that I put together in Zingerman's *News* last November, I'd be glad to send you a copy, either on paper or over the more ethereal route of email ([ari@zingermans.com](mailto:ari@zingermans.com)). Long story short, this whole Tunisian thing started with a taste of harissa, the hot sauce that is a hallmark of all of North Africa. It wasn't harissa in general that got me going, but much more specifically, I fell in love with the very lovingly, pretty incredibly full flavored, harissa that's hand made by the Mahjoub family from the organic ingredients that they produce on their own farm. The funny thing is that although it was last year when karma kicked in and got me hooked up the harissa from the Mahjoub's, I'm actually pretty positive that I'd tasted it years ago, but for whatever reason I hadn't been receptive to how good it was. To adapt the long-standing Zen saying about students being ready to listen to teachers, in this case, it's more like, "when the writer is ready the harissa will appear." And, appear it did.

## harissa

The harissa really is what got all this going. I re-tasted the Mahjoub's version of this traditional North African hot sauce at a food show about 18 months ago. I was seriously sort of shocked by how good it was. The complexity, balance and finish were fantastic. While everyone who's trying to make high quality food goes after those attributes, the truth is that few really hit it head on. But this stuff had all three going in profusion. With the taste lingering (as much in my mind as in my mouth), I went back to the Mahjoub's stand to try it again; when I try something that seems that good, I prefer to confirm that my enthusiasm for the flavor wasn't just me getting carried away in the moment.

In this case, the second taste supported my initial reaction. In fact, I think I was actually more impressed than I was on my initial tasting. That, I can say from many years of experience, is very a good sign. When I went back to the booth, I also sampled six or seven other products from the Mahjoub's, and they too were pretty terrific. Take note, as I said above, this wasn't coming from some lifelong fascination with Tunisia (though one of my favorite authors, Albert Memmi, who wrote *Pillar of Salt* and *The Colonizer and the Colonized* comes from there). I filed mental notes about the harissa and maybe mentioned it to a few other Zingerman's folks, and that was sort of it.

A matter of months later I met Majid Mahjoub. Well, actually I met him first over email, and in fact it was actually his olives that opened the door to the dialogue. Like the harissa, the olives caught me off guard with how impressively good they were. I mean it was hardly like we needed another olive to sell—we really already had more good ones than we have room for. It's just that the little black Sahli olives were so good. Like the harissa, their flavor was complex and well balanced. Too good to turn down—we went with the flow and ordered the olives.

Being so surprised by their excellence and always looking to learn, I tapped out a quick email to Majid to learn more. I never know what I'm going to get when I send these inquiries out of the blue to producers I really don't know. Some are knowledgeable but don't communicate well. Some

answer with short bits of accurate but not particularly helpful information. Some send me back platefuls of platitudes about "all natural" and "delicious." Either way it's a small investment and, in the context of the way I've framed things, an inexpensive effort to see if we find oil. Costs little and every once in awhile you really hit it. Which is what happened here.

Sometimes you hit a gusher. Not having worked in the petroleum industry I can only imagine, but I have to think that the rush I feel when I hit one must be something akin to the way the guys who search for oil feel when they do the same. I wrote to Majid to ask about the olives. I heard back within a matter of days. In his French accented English (you can of course hear the accent on email, too) he went into a gentle, but very strongly felt, talk about how special the Sahli olives were, how carefully his family cured them, staying true to traditional methods, how much he loved them and how important it was to share all that with others.

"I have to insist on the idea of open and general using of this product," he said. "This seems to me more modern! Open and general using is addressed to young and people who has not time to cook, which is the majority today. For young people Sahli olives may be very 'sexy' and trendy, they may go with beer or wine as an aperitif! Today, my feeling is that it is urgent to teach to young people something new about olives: the natural process for curing. From the Second World War and till today all the talk about olives and olive oil is coming from the north-coast of the Mediterranean Sea. But what about the south-coast, what about local varieties from these countries? What about their cuisine? Not many ideas at all!" The passion and energy he put into these tiny black olives caught me—happily—by surprise. "Something big," he went on, "can be made with Sahli olives to start this new process in the States with young people. This new trend," he encouraged me, "you can initiate it!"

As you would well imagine, I was excited to get back so much great energy—the man clearly cared deeply about his olives. And equally clearly, it wasn't just about building sales. He was into the tradition, history, people and culture; without a doubt, he seemed like someone I wanted to get to know. Sure enough, over the next few months we got a regular little food dialogue going, moving from olives to the harissa that I was ever more infatuated with. The more we talked, the more the energy clearly was in sync. The conversation flowed from his family's olive oil on to the subject of organizational culture. We conversed about couscous but also colonial and post-colonial politics, which in turn begat talk of bitter oranges and on to sweet stories of family food customs, and then his high appreciation for the illustrations in Zingerman's catalogs and on websites and t-shirts. He suggested that perhaps I might come to visit. I concurred, but I can't say I really gave much consideration to going any time in the foreseeable future. I have a long list of places I want to go, and Tunisia was not at the top.

Although I'm all about the emphasis on good local stuff, there are also the positive parts of globalization. A hundred years ago, my grandfather was in Russia, Majid's was in Tebourba, about twenty five miles or so west of Tunis. Back then the odds of Bzalel Perlis and Ettaieb Mahjoub connecting from their respective homelands were way smaller than winning the lottery. Even if they'd found each other and struck up a long distance conversation it probably took six months to get a letter from one to the other, and a second six months to get it back. Globalization and technology allowed Majid and I to make up a lifetime of relationship ground—in this case about traditional, locally-made, really flavorful food, business and history—in a matter of months. The good news is that the energy that powered that dialogue and the building of the relationship are ecologically and psychologically sound; a completely renewable and remarkably sustainable source of intellectual, emotional and, in this case, culinary sustenance.

About fifty-five emails later, Majid and I finally met in person for the first time about a year ago, at yet another food show, this time in New York City. He was there along with his wife Onsa and his brother in law, Soufian, a former manage-

ment consultant who came into the family business and now runs the small but super-clean, meticulously operated production/packing plant. We tasted together. I complimented the olives and harissa. He wanted me to taste some of the Mahjoub's other items. Majid suggested—a little more forcefully than before—that I really needed to get to Tunisia. Still, being polite and already knowing that I had a ton-and-a-half of travel already planned for the coming year, I politely said yes. As I thought, it seemed likely I'd get there. I just figured it'd take a few years to make it happen.

I came back from NYC, as I always do, with a long list of foods to follow up on and things to do. The dialogue with Majid continued apace over email. I wrote a short bit about the Sahli olives, and then got started on a longer piece on the harissa. As I wrote, I researched. I'd send a question or two off to Majid, and within a day or so I'd get back an engaged, well thought-out, impassioned response. The more I inquired, the more he told me, the more interested I got in the work of the family, what they were doing that made their food so good; because ultimately it was the food, not the story that kept driving me back to delve ever more deeply into this thing. I mean, everyone in our industry says (and most truly believe) that they make really great food, but not all that many are able to deliver on those good intentions. After having tasted seven or eight different products (the highlight of which was still that almost-too-intensely-good-to-be-true harissa), I was getting ever firmer in my belief that these guys were really making it happen.

Via email, Majid continued on his tender but firmly stated mission to get me to Tunisia. The best time to visit, he insisted, was January. It wasn't ideal for me, but the more Majid and I talked, the more I wrote about the food, the more the energy all seemed to flow in the direction of just making it happen. The old Nike slogan stuck in my head, and one day I just decided to "just do it!" With about fifteen emails and even more phone calls to travel agents and airlines we made it work. I really didn't know what I'd find there, but the risks seemed small, the upside big and, from a very practical level, the weather HAD to be better than it had been around here this past winter.

What I learned while there most definitely altered my entire sense of what Tunisia is about. Tunisia has thousands of years of history, art, learning, agriculture, education, wine-making, culture, etc. I left Tunisia with a new understanding, placing the country more in the historical context of ancient Greece and Rome. The three were, at various points, rivals and trading partners. So henceforth I'll think of Tunisia less as just one more piece of North Africa (not that that would be bad of course) but in a way that gets me to the silly-but-easy-to-remember and, I think, appropriate acronym, of ART—"Athens, Rome, Tunis." Tunisian food is, with that in mind, very ARTistic!

That said, the change in my take on Tunisia, wasn't just about the past. I'd left for the airport thinking of Tunisia as really just one more piece in a North African puzzle with much bigger, more politically prominent players; places like Libya, Algeria, Egypt and Morocco all probably came to my mind before I took up with Tunisia. But I came home with a sense of Tunisia being a place deserving of special attention, more akin to a Switzerland of North Africa. While it's clearly related in some ways to its neighbors, Tunisia is very much apart in ways I hadn't expected. The country is surprisingly middle class—about 80 percent of the population falls into that statistical category and about 85 percent of families own their own homes. Tunisia spends 30 percent of its GNP on education and healthcare. Its army, by contrast, is tiny—only about 20,000 people for the whole country. And contrary to what I expected, women in this Muslim country are active and open in their dress, work, etc. There's a long tradition of winemaking, and it's consumed openly in restaurants.

In terms of the Mahjoub's and their products, I had pretty high expectations going in. The harissa, the couscous, really everything we've had has been great. But even those high expectations were exceeded. While we have way more than our fair share of like-minded suppliers, there just aren't that many companies out there that share our values about food, people, relationships, AND our drive for doing things in special, out-of-the-mainstream ways, AND our commitment to acting in caring ways AND our passion for sustainable agriculture AND to nice design AND to the understanding of culture and history and the role it plays in informing the flavor and style of the food. Although I hope for all that with everyone, I know that it's not the norm. And I was very happy to have it be my experience in Tunis. The care, the drive to be true to tradition, for sticking with great ingredients in order to improve the flavor even when it makes the cost go up, came through in all of the Mahjoub products that we tasted.

Visiting their farm and the modern little "factory" they've built on it was impressive as well. While I knew that they grew many of the ingredients themselves, I hadn't realized that they actually grow even more than I thought. The wheat for the couscous for example actually comes from their farms and is a special varietal that they grow organically. They use their own extra virgin olive oil in all the sauces, and I can guarantee from experience that that adds to both the flavor and the cost. Peppers and tomatoes are all hand seeded and literally sun dried for five to seven days. They prepare all the sauces and spreads on site in immaculate conditions.

On top of all that though, one of the best parts of the trip was meeting Majid's wife, Onsa. She spent most of two days working with her mother to prepare and help me understand probably twenty different traditional Tunisian

recipes. We learned everything from soups to stews, an array of sauces, savories, salads, sweets, flatbreads, dates and egg dishes. The cooking of Tunisia, I discovered, is very much akin to that of its "ARTistic" origins (remember, that's "Athens, Rome and Tunisia"), and you can see many culinary patterns similar to what you'd experience in Calabria, Sicily, Puglia, and southern Greece. They use lots of olive oil, lots of vegetables, olives, capers, etc. There's a heavy interest and use of freshly ground spices—lots of cumin, coriander, fenugreek, etc. They cook with lots of grains—pasta (couscous is only one), barley, chickpeas, etc. There's a bit of orange flower water—one of the Mahjoub's major export products, actually. A good bit of dried fruit—the Deglet Noor dates were amazing. There's a heavy use of two post-Columbian ingredients—peppers and tomatoes—both of which are prominent in the harissa and the tomato sauces we're getting from the Mahjoub's. Tunisians, I learned, eat LOTS of eggs, more I think than anywhere I remember traveling other than Portugal. And a lot of really great fresh fish and seafood. The fish market in Tunis was pretty terrific. Not as great maybe as the Boqueria in Barcelona, and I haven't been to Tokyo, but it's certainly one of the most impressive selections I've ever seen. Lots of fresh fish, fresh shrimp, more kinds of squid than I can remember seeing anywhere else, anchovies, sardines, etc.

I was rather taken with Tunisia. And that energy has carried forward. Nearly everyone who tries the couscous, the harissa, the sauces or any of the other great Mahjoub items contacts me to tell how good they are. And, the latest piece in the now freely flowing energy pipeline is that we've arranged an Ann Arbor visit for Majid and Onsa during the first week of June. They'll be bringing their passion for their country and its traditional foods here to town. We've set up a whole range of ways you can meet them and taste their food—Onsa will be doing a class on traditional Tunisian sweets and flatbreads at BAKE! (the hands-on teaching bakery at Zingerman's Bakehouse on Plaza Drive) on Sunday May 31. On Tuesday June 2, Majid and Onsa will team up with the Deli kitchen crew to cook a whole range of Tunisian dishes to be enjoyed as part of our monthly Zingfeast. I can pretty much guarantee that this will be one of the only chances you'll have in Ann Arbor to have a great Tunisian meal, and also that the food will be exceptionally good. What follows are just a few of the dishes that could appear at the events.

Feel free to come to both events—each will be a bit different and each will be great! And the energy, I know will be positive, and flowing very freely!

Ari

## a few of the fab foods of tunisia

### Sandwich Tunisienne

This has to be at the top of this list, since a) it's eaten and enjoyed all over Tunisia and b) we're a Deli where sandwiches are just about a way of life. It's also easy to make at home. You can vary the ingredients a bit to fit your own desires. The keys are the harissa, the tuna and the addition of other good vegetables. Start with a good sized bit of the hand-rolled French baguette, cut in half, or a Paesano roll. Brush with some of the Mahjoub's extra virgin olive oil, then a generous spread of the harissa. Lay on some tuna (the Ortiz tuna from Spain is my pick), then toss on chopped up preserved lemon, capers, chopped onion, olives, pickled vegetables, roasted red peppers . . . press it all together and eat. It's a great combination, equally good I think when it's freshly made, but also a few hours out from the kitchen when the oil's nicely soaked into the bread and the flavors have set up really well. Great for picnics, lunches, dinners, or in small mini-versions for parties. You could even turn it into a two foot sub to celebrate Big Ten football this fall!

### Lablabi

Lablabi is really THE dish of Tunisia. Chickpeas and the steaming hot broth they're cooked in, ladled over broken up bits of bread, then topped with lots of harissa, chopped pickled lemon, capers, olive oil, and cumin. There are of course a few thousand versions (a coddled egg is common addition) but the key is that it's served from stands that literally are all over Tunisia. Lablabi is street food at its finest. It's filling, it's healthy, it's delicious. In Tunisia you can spot

the lablabi stands from the stacks of brown earthenware bowls stacked up on the counters out front. Delicious and definitely something we'll be serving at the Taste of Tunisia dinner on Tuesday June 2.

### Ojja

I first heard about ojja in an email dialogue between Majid and William Marshall at the Deli about their shared passion for eating eggs with harissa. In an Italian context ojja is basically a Tunisian version of the dish "eggs in purgatory" (which I also like a lot!). The Tunisian take on it starts out with a tomato sauce. You start with a good bit of olive oil. Add the tomato puree and cook for a few minutes. Then add some of the sun-dried garlic from the Mahjoub's. (You can certainly use fresh garlic too, but if you haven't had their sun dried stuff, it's pretty remarkable). Then add a good bit of the harissa. Onsa puts in both the traditional sun dried harissa and some of more widely used, moister harissa. Then add a bit of ground caraway and some ground cumin. Simmer for ten minutes or so. While the sauce is simmering, beat some eggs together, figuring 1-2 per person. Reduce the heat to a low simmer. Slowly stir the beaten eggs into the tomato sauce. Cover the pan and let cook slowly, stirring once or twice but very gently, 'til the eggs are lightly cooked. You should end up with noticeable "rivers" of egg that wend their way visibly throughout the sauce. Turn off the heat and let stand for a few minutes. Serve the ojja warm with bread, or refrigerate and eat it cold the next day. It's great either way.

### Couscous with Octopus

I can safely say that I've eaten more octopus in the last month than in the previous two years put together. It's really not a very hard dish to do. It's basically baby fava beans, chickpeas, and sliced up octopus, in a light tomato sauce with couscous cooked in at the end. You basically start by making a light tomato broth—a liter or so of water, a half-cup of tomato puree, a few tablespoons of tomato paste, a few spoonfuls of the Mahjoub harissa, and a good bit of extra virgin olive oil. Bring to a boil, add the cooked chickpeas and the octopus, bring back to a boil, reduce the heat, cover and simmer for about an hour. Add the cooked baby fava beans and a little bit of ground caraway. Stir, bring back to a boil, and then add some of the Mahjoub's amazing couscous. The texture you're looking for in the finished dish is that of thick stew so a handful of the couscous (about a half cup) will probably be fine. Stir well, turn off the heat, cover and let rest 7 or so minutes. The couscous will cook in the broth.



(Fab Foods continued on the next page!)

## Olives with Olive Oil and Harissa and Tuna with Olive Oil and Harissa



I remember these two well for their simplicity, for their striking visual appeal and for the fact that they're a simple route to a tasty meal. Neither of these is really even a recipe—they're just a little something you make when you're putting out plates of appetizers or some

snacks for sitting in the sun some spring day. Tunisian tapas, I guess you could call them.

Make a small mound of harissa in the middle of a plate or pasta bowl. Spoon some olives or good tuna on top of the harissa and then pour a good bit of good extra virgin olive oil on and around the whole thing. You should end up with a deep red colored harissa island, topped with the black olives or tan-colored tuna sitting in a little "lake" of green-gold oil.

I'd use the really great black Sahli olives we're getting from the Mahjoub's. They're grown on the Mahjoub farm, hand-picked, then cured in a natural salt brine for an entire year! The barrels sit outdoors for the whole year, following all the old methods. The change in temperature as the seasons pass is a big part of the natural curing process. If I was going with the tuna, I'd opt for the Spanish yellowfin tuna we get from the Ortiz family. In either case, take some warm bread—the Bakehouse's Paesano or Sicilian Sesame Semolina would be my choices—and drag it through the whole thing; using a fork to spear some tuna or an olive or two and eat. If you like spicy foods, if you like a taste of the sun, this is a great way to go.

Ari

## The Products of the Moulins de Mahjoub

There are actually so many great items that we're getting from Majid and his family that I can't even come close to listing them all here. But this list will get you started—stop by and try them all.

### Mahjoub Olive Oil

While they make dozens of amazing products, it's their extra virgin olive oil that is at the core of everything the family makes, the sun around which the Mahjoub solar system revolves. Like the sun it brings brightness on its own, but also contributes its richness and deliciousness to most all of the family's other fine items—it's an ingredient in nearly all of them. (This is hugely to the Mahjoub's credit and to our benefit—most every producer uses lower grade oil for sauces and spreads and you can taste the difference.) Today the family has about 12,000 trees. All the growing is organic. The variety is a traditional one to Tunisia which is known Chetoui. Grass and wild herbs grow in abundance between the trees. "When you don't use pesticides you get a lot of wild herbs," Majid pointed out proudly. Most of the trees are over half a century old though of course new ones are planted regularly as well. The Mahjoub's never irrigate the olives—the trees tend to produce far more flavorful fruit when they have to fight the elements to excel. Pruning is severe which makes the trees less pretty but the oil more unctuous. The olives are all picked by hand, and are brought to the family mill within hours of being taken off the tree for immediate pressing.

The Mahjoub's are one of the last producers I know that still make their oil the old fashioned French way, using what's known in the trade as a "feuille." The family has been at this stuff—starting with olive oil—since 1891. Majid shared that, "In 1930, my father, Khomsi, and my grand uncle Mhamed became the owners of our mill with their father—my grandfather—Ettaieb as a principal shareholder in a French company. In 1950 they start to plant some new olive trees on our land as well as some new orchards that date to the Andalusian period at Laroussia near the town of Medjerda on the river bank."

It really is a very, very good oil. Buttery, but with a gentle yet still significant bit of that green, appealingly bitter olive note that I really like and a touch of pepperiness in the finish. It's closer in flavor to the oils of southern France or to the gentle but full flavored oils of eastern Sicily.

### Sun Dried Harissa

In our January/February newsletter, I've already gone on about this to the tune of about two thousand words, but don't just take my word for it. Paula Wolfert who's written extensively about all styles of Mediterranean food (and I have to say, one of my long-standing food heroes) loves it. And lest you think maybe the harissa appeals only to culinary highbrows who publish cookbooks on fairly esoteric subjects, here are a few words from Jake Blachowitz who works at the Bakehouse

"When I heard that the Mahjoub family uses two sweet and one hot pepper for the harissa, it was a 'Eureka' moment for me; these peppers literally 'triangulate' on my palate and provide a multi-layered taste experience. But what is so amazing about the Mahjoub harissa is that you can't chalk it up to merely stupendous raw ingredients; the process of concentrating flavors through traditional techniques is the essential step that separates this condiment from all others I have tasted. The only comparison that comes to mind is wine; while newer commercial 'concentrators' can increase wine quality, they can concentrate the bad along with the good. Compare to the traditional method of *saignee*, where a portion of 'pink' juice that has had little contact with skins is drained off at an early stage (thus increasing the skins-to-juice ratio in the vat). The sun drying process is what unlocks all the flavor potential of the chiles, tomatoes, and garlic, and the result (for me personally) was nothing less than a 'condiment paradigm shift.'"

### Sun Dried Tomatoes

By my last count there about 853 brands of sun dried tomatoes on the market today. I didn't really count 'em, but I'm probably not that far off. Not shockingly, most are, at best, so-so, at worst leathery and dry, or overly sweet and not all that exciting to my taste. By contrast,

what we're getting from the Mahjoub's are an amazing, beautiful and delicious vermilion jewel in the crown of the culinary world. The tomatoes are organic, they're carefully cleaned of each and every seed by hand, then dried in the sun for five to seven days.

### M'Hamsa Couscous

Made from organic Razzag wheat that's grown and milled right on the farm. The pasta is hand done (that's the literal meaning of the term "M'hamsa"), and dried for days in the sun. This stuff is truly amazing, so good that I keep going back to it thinking I must have overestimated its quality. It's incredibly easy to cook, and when you uncover the pot after the specified seven to ten minutes of steaming, the whole kitchen will smell like wheat. I'm increasingly convinced that this stuff is to the Maghreb what Martelli is to Italy. I'm telling you, if you have even the slightest interest, try this stuff soon!

### Sauces for Couscous (and other things too)

Soon our local tomatoes will be in season but in the meantime (and after the season ends) the Mahjoub's bottled sauces are some of the best I've ever had. All four are excellent. The ingredients list is impeccable—their own extra virgin olive oil, their own tomatoes, garlic, artichokes.

### Sahli and Meski Olives

Both are amazingly good. Organically grown, hand picked then cured in natural salt brine as per traditional methods for an entire year. The Sahlis are small, black, sweet and succulent. The Meski are crisper, tart, green and really good.

### Wild Mulberry Jam

If you have even the slightest interest in seemingly exotic flavors, traditional foods, hand-picked fruit and small batch preserves how could you not want to try wild mulberry jam from Tunisia? It's pretty amazing.

### Wild Orange Marmalade

Hand-picked organic oranges, the flowers of which the Mahjoub's use to make neroli for the Parisian perfume industry. Great on toast—I like to put some of the olive oil on first, then marmalade on top of that. Or just eat a spoonful or two as is for dessert. (When you stop by the Deli to pick it up, note that the label actually says 'orange slices').

### Sun Dried Garlic

If you're a garlic lover you'll want this all the time. If you're not . . . skip ahead. This stuff is intense. Organic garlic grown on the Mahjoub's farm, dried for days in the sun, then peeled, crushed and bottled.

### Candied Lemon And Fig Chutney

The lemon and the figs provide two of my favorite flavors and like so many of the other sauces from the Mahjoub's, it's very delicious: clean, interesting, complex flavors with a long lovely finish. Serve it up with cheese or meat of any sort. Or just spoon it over some Creamery cream cheese and bring a loaf of Bakehouse bread just out of the oven to serve with it.

### Piment H'rouss

Amazingly good chopped (h'rouss means "chopped") red peppers in the family's extra virgin olive oil. Unlike the peppers for the harissa which are first sun dried, hence very dense and intense, these are bottled straight from their fresh state and they're delicious. When I took the first taste my immediate thought was that I could eat the whole jar if I wasn't careful. Spread it on bread, or spoon it onto pasta, serve with roast lamb, scrambled eggs or just about anything else.

Ari

Take a Trip to Tunisia  
without Leaving Ann Arbor



Majid and  
Onsa Mahjoub



are coming to Ann Arbor  
for two events  
we're incredibly excited about

#### Tunisian Baking Class at BAKE!

Sunday, May 31, 4-6:30pm • \$30

3723 Plaza Drive, Ann Arbor

Onsa brings her passion for Tunisian food to the baking school at Zingerman's Bakehouse. Get your hands in the dough as you learn from the source the fine art of Tunisian pastry and flatbreads.

Reserve a spot at 734.761.7255 or bakewithzing.com

#### ZingFeast: Flavors of Tunisia with Moulins de Mahjoub

Tuesday June 2, 7-9 PM • UPND • \$35 adv/\$40 door

Join us for an evening of learning from a very passionate food producer visiting from North Africa. Majid Mahjoub will share stories of his family's hand rolled couscous, organic sundried tomatoes, wild mulberry jam and history of the traditional foods of Tunisia. Reserve a spot at 734.663.3400



# the sandwich stories #3

## An Epic 10 Years in the Making!



Delicatessen Back-of-the-House manager Dave Rice and my own self, Darin Latimer - Deli Director, arrive at our 10 year Deli anniversaries (about 6 weeks apart) more-or-less hand-in-hand. We have a combined 156 years of food service experience (Dave is older)

Look at this tangle of asterisks. Dave has, in fact, worked here longer than ten years but it was in broken up segments interrupted by various stints as truck driver, glass installer, pizza shop owner, professional bar fighter and a couple enviable turns in Italy as a faculty spouse. His anniversary marks his longest uninterrupted stretch of Zingployment. Darin (me—let's call him D.) has technically worked here less than 10 years (there was a hiatus where I was an antiques dealer/credibly represented Hollywood screenwriter—try fitting that on your schedule C) but in truth never entirely left because I kept teaching classes, picking up shifts and Hanging Around. I too trailed a Dada-esque resume that included butcher, wedding photographer, world's least committed security guard, short order cook, caterer, deer skinner and wine salesman. Forces conspired to bring these two forces of nature together to become the Vladimir and Estragon of the professional food service.

Our Sandwiches do not fall far from our respective personality trees. Dave's (#74 Dave's Open Road—Chicken Breast/Bacon/Muenster/Lettuce/Ranch grilled on Challah) is decep-

tively simple and just right—it should not be modified one jot from its perfect munchy form. Mine (#00 D\$ Cuban Conundrum—Roasted Cuban Pork/Pepper Ham/ Swiss/Hot Mustard/Mayo and Pickles smash-grilled on a paesano roll) screams for improvisation and unruly manipulation but, like a standard in the hands of John Coltrane, no matter what arbitrary flock of ingredients you assault it with the sandwich's classic form prevails.

Together we make the shift (a few thousand at this point). We sat down and over a few hundred cocktails parsed the last 10 years.

Dave—"My buddy and I had the motorcycle trip to Chicago down to about 90 minutes...one of those times I had to get off the road and I could of swore I heard on the radio at the travel plaza that Red Buttons was dead. But then he just died again recently so I must have been wrong"

D—Ingmar Bergman and Michelangelo Antonioni died on the same day...Bergman went first...and, this is a true story, Lynn Yates (who runs Zingerman's donations program) was the first to tell me about Antonioni and I thought she was kidding but while she was telling me a white moth landed on my shirt and after a second she says "I'm waiting for it to burst into flames". . .

For the full, harrowing tale, go to the Food News section at [www.zingermansdeli.com](http://www.zingermansdeli.com)

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Stimulate your taste buds without breaking your budget!

a Great Deal on Our Famous Sandwich Baskets

Feed your group for as little as \$12.50 a person! You'll impress your guests and delight your colleagues with a select menu of our classic Deli sandwiches at an incredible price. As always, all of our meals are complete and include Zingerman's redskin potato salad, house-made coleslaw and pickles. Check out all the Zing on a String menu items at [www.zingermanscatering.com](http://www.zingermanscatering.com)!



## how madeira became the wine of colonial america

An Interview with Mannie Berk, world-renowned Madeira authority and special guest at the Roadhouse Madeira Dinner on May 11

Ari: How did you get so into Madeira?

Mannie: The Portuguese island of Madeira has a long wine-making history spanning back to the Age of Exploration when it was a well-known port for ships heading to the New World or East Indies. To prevent wine from spoiling during travels, it was fortified with neutral grape spirits. On long sea voyages, the wine's exposure to excessive heat and movement resulted in a velvety, flavorful intensity.

A friend of mine turned me on to it back in 1985. Then I was working on a book on old wine in England in 1988 and I came across the old English wine merchant Hedges & Butler. They were major Madeira merchants but they were unloading all their stock because business was slow. I borrowed as much money as I could and bought all the Madeira I could. And that's how the Rare Wine Company was started. My love for Madeira got deeper and deeper. I love to drink the wine and the history is so rich.

Ari: How did a wine from a Portuguese island become THE wine of colonial-era America?

Mannie: The wine itself has been produced on the island of Madeira since the 1500s but it wasn't really notable until the 1600s. That's when the British started to go to the island and began setting up shop as producers and merchants. Then in the 1660s, the British Crown gave Madeira preferential status in trading with British colonies so it became possible to ship it to the West Indies and the North American colonies. That gave Madeira some real advantage over, let's say, Port coming in from Portugal. And also because Madeira is located on the navigational route between Europe and America, it was a very common stopping point, so it was easily accessible.

What was interesting was that in the 1700s Madeira went

from being a relatively light dry white wine to this very powerful opulent fortified wine as we know it today. It became absolutely iconic in America, between the tax advantages and the fact that Americans loved it. It became far and away the most prestigious wine in America. That lasted all the way up through the Civil War.

In its heyday, Madeira was really the only wine that the affluent Americans drank. It was very expensive and very highly prized. It became an important part of our food culture because it was served throughout the meal. It became a part of politics—in Washington in the early 1800s Madeira became a tool for winning influence and showing how important you were. It became a very big collectible and a symbol of taste and refinement. And our Historic Madeira Series wines come out of that history.

Ari: What are the wines in the Historic Madeira Series?

Mannie: There are four, one of which we have only a very small amount of but we've got some set aside for serving at the dinner on May 11. Each of the four is named after an American city, based on the stylistic preferences of Madeira drinkers in that area back in the day.

The first of the four is the Charleston Sercial. It's the driest of the four, which reflects the taste for dry Madeira in the American South. It's got a really nice, nutty, tangy dryness. It goes great with cheese or with toasted nuts.

The Boston Bual is medium sweet. Again, it's the style of the region—it's the way that the Boston Madeira drinkers loved the wine. A bit of sweetness, a bit of a tang, very elegant and well rounded.

The New York Malmsey is the sweetest of the four. Very big very rich, sweet flavor. It's really good as a dessert on its

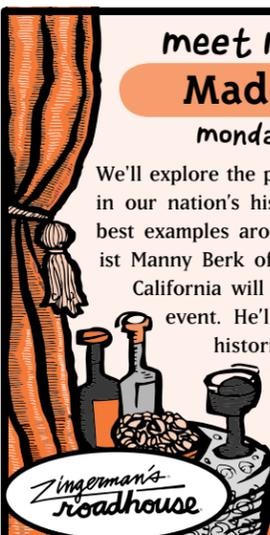
own or with dessert. It's really great after dinner.

The fourth one is New Orleans Special Reserve. It's based on a small rare varietal called Terrrantez that was really highly prized in New Orleans before the Civil War. It's also got some Tinta Negro Mole grapes in it. It's a dry style that was really important back in the late 17th and early 18th centuries. We actually made this one to support the Katrina rebuilding. We'll be making more next year but right now we only have a small bit of it. But we have enough that we can get the attendees of the dinner on May 11th a special taste. It's a wonderful wine. It was really considered the most refined Madeira, one of the most prestigious wines around. It's pretty dry, and it's really great as an aperitif, with cheese, or with the meal.

### meet mannie berk! Madeira Party

monday, may 11, 7pm

We'll explore the place that Madeira has played in our nation's history and taste some of the best examples around. James Beard semi-finalist Manny Berk of the Rare Wine Company in California will be the special guest for this event. He'll share his passion for this historically rich beverage. James Beard-nominated Chef Alex Young will craft a menu using Madeira throughout the meal.



Need reservations for this event?  
Call the Roadhouse at 734.663.3663



# Zingerman's declares the opening of gelato season!



**Ari:** Gelato wasn't a big thing back in our (mutual) hometown of Chicago so neither of us has a lifetime of experience with it. What got you going on it?

**Josh:** Well, I could make up a story about being in Turin or Sicily or Rome and experiencing love and

heartbreak over cups of gelato. Or being taught the tricks of the trade from an ancient master of the frozen culinary arts on Lake Cuomo. But the truth is that I've gleaned most of my gelato making expertise from the next best thing: John Loomis, the managing partner here at the Creamery.

**Ari:** Every time I talk to you about it, you get excited. It's clearly something for which you've developed a great passion. What about it makes you so happy?

**Josh:** It might sound corny, or maybe an overly simple answer, but it is very satisfying to watch people enjoy something that you've created by hand. And the way that we make gelato at the Creamery, from scratch every week, makes it even more satisfying. We don't use pre-made mixes, and we don't buy typical commercial gelato flavorings. We use the same Calder Dairy milk in the gelato that we use in our cream cheese (and in our other cow's milk cheeses), Guernsey cream, and Demerara natural brown sugar from Mauritius. It's pretty much all done by hand. I still burn the sugar that we use in the Burnt Sugar. I make the chocolate chips by tempering Callebaut and Valrhona chocolates. The peanut butter we use comes from Jeff Koeze in Grand Rapids. The fruit and berries we use come from the Ann Arbor Farmer's Market or from other farms in the state. With the help of Rodger Bowser, long time chef at the Deli, we've developed relationships with local producers that have provided us some unique opportunities, like the ability to make Paw Paw gelato. Where else have you seen that? And it's not just unique, it's delicious.

**Ari:** In Italy for sure, and even now in the US, there are tons of places selling gelato. While I have a few that I really like here in the US and in Italy, most look and sound better than they taste. And what you're doing at the Creamery is really, really good. What makes it so special?

**Josh:** I think that there are two reasons our gelato really stands out, and neither is more important than the other.

Ingredients and methods. We use the best ingredients that we can source to make both the base mix as well as the flavoring. And we use the traditional methods we learned in Sicily. While it is more common (and more affordable) to buy pre-made mixes and flavorings and to use lots of coloring and toppings to doll up the gelato, it rarely translates to great flavor. The other part of the gelato eating experience that often suffers and that is almost as important as the flavor is the texture. By using less air and less fat and more sugar, good gelato has a very creamy texture. To me, this is as important to the gelato eating experience as the flavor.

**Ari:** What about the sorbets?

**Josh:** What I love about the sorbet we make is that we straddle the line between sorbet and granita. Growing up, I was a big fan of what we used to call Italian Ice. It was more watery and not as smooth as sorbet and always had chunks of fruit. What we make is traditional sorbet, but by including the fruit in the sorbet, it's reminiscent of Italian Ice in Chicago. Not to be repetitive, but I always like to focus on the fact that we use fresh, local fruit. Soon, I also hope to be offering some non-fruit flavors of sorbet. I've been in contact with Shawn Askinosie [maker of incredible bean-to-bar chocolates in Springfield, MO] and will be making some sorbet with his single-origin cocoa.

**Ari:** The Creamery hosts its Gelato Kickoff each spring. What's the special this year? Any big events?

**Josh:** We will be doing the kick-off again this year on June 13. It's been a great way to get people excited about gelato and sorbet, and to get people out to the Creamery on Plaza Drive. It is the one day of the year that the Creamery really feels like a gelateria. We have lines out the door for hours and I get to refill the gelato case with fresh product repeatedly throughout the day. I'll also be able to bring people to the back as I make the gelato and allow them to taste it directly out of the machine.

**Ari:** Do you get a lot of families coming out to the Creamery to get gelato?

**Josh:** We do get a lot of families out to the Creamery. We've got a very loyal following that show up every Wednesday to take advantage of our "buy two get one" special. I love "Gelato Wednesday." We also get a lot showing up each weekend. We do tours on Sundays during which I do a gelato making demonstration.

**Ari:** What are some of your favorite flavors?

**Josh:** Burnt Sugar is my all-time favorite. And the Dark Chocolate is always a great one. I also love the Chocolate Heat. But I need to tell you that I have discovered a whole

new appreciation for vanilla since beginning this job. I no longer consider it to be simply white and sweet. And I think our Madagascar bourbon vanilla is second to none.



## gelato kick off!

June 13, 2009

at Zingerman's Creamery!

3723 Plaza Drive

(just a scone's throw from the Bakehouse!)

Celebrate summer with top secret NEW gelatos, gelato making demonstrations and a

free mini-cone for everyone who comes by!



### 2009 Farmer's Market Schedule fresh cheese Straight from the Cheesemaker!

Ann Arbor Farmer's Market

Kerrytown • Saturdays through October and Wednesdays, May-September • 7am-3pm.

Ypsilanti Downtown Farmer's Market

Corner of Michigan Ave. and Hamilton Tuesdays 2-6pm.

And, of course, we'd love you to stop by the Creamery Cheese Shop, 3723 Plaza Dr. or check us out at [www.zingermanscreamery.com](http://www.zingermanscreamery.com)

the interview issue

## help those in need!

### Grillin' for Food Gatherers 2009

Sunday, June 14th from 3-7pm  
Washtenaw Farm Council Grounds,  
5055 Ann Arbor-Saline Road.

Food Gatherers is stoking up the coals for Grillin', their biggest annual fundraising extravaganza. This much-anticipated community picnic raises funds to help fight hunger where we live. It's Food Gatherers' main fundraising event.

Zingerman's Roadhouse, Deli and Bakeshop are selling tickets. Information and reservations online at [www.foodgatherers.org](http://www.foodgatherers.org).

\$50 for adults,  
\$10 for kids



### What is Food Gatherers?

Founded by Zingerman's in 1986 to rescue food from local businesses and distribute it to hungry folks in the area, Food Gatherers grew rapidly and became an independent not-for-profit in 1997. It is now governed by a board of directors and operated by 12 staff people and over three hundred dedicated volunteers. It is now the primary distributor of food in Washtenaw county. They work to alleviate hunger and eliminate its causes in our community by: reducing food waste through the rescue and distribution of perishable and non-perishable food, coordinating with other hunger relief providers, educating the public about hunger, and developing new food resources.

Grillin' is Food Gatherers biggest fund raiser and, well, it's also a really good time. There's a LOT of really flavorful food along with beer and wine, as well as games for the kids hosted by Ann Arbor's Hands-on museum. You can't turn around without running into someone you know and there is live music all day long. Best of all, the money goes to feed people in our community. Food Gatherers was recently ranked #2 in the nation by Charity Navigator! For the third year in a row, Food Gatherers has received the coveted 4-star rating from this independent charity evaluator. This "exceptional" rating means they exceed industry standards and outperform most charities in achieving our mission, with 95% of their budget going towards their programs.

# what's bakin' at



new Lunch specials  
come to Plaza drive!

## New Soups!

Mon: Chicken Noodle & Roasted Red Pepper w/ Coconut Milk  
Tue: Creamy Broccoli & Chicken Sausage Gumbo  
Wed: Creamy Tomato & Sweet Potato Corn Bisque  
Thu: Turkey Chili & Cheddar Ale  
Fri: New England Clam Chowder w/ bacon & Semolina Dumpling w/bacon

## NEW Savory Pastries!

**Savory Strudel**—hand-pulled strudel dough filled with potatoes, peas, carrots and Indian spices

**Mushroom Turnovers**—Buttery puff pastry with fresh thyme and porcini mushroom powder in the dough, filled with fresh mushrooms, garlic and parmesan cheese

*Served hot after 11 AM Thursday, Friday & Saturday only*

Lots of outdoor seating  
(indoor seating too!)

free wi fi

free and plentiful parking

3711 Plaza Dr., off Airport Blvd. near the corner of State and Ellsworth  
Call 737.761.2095 for directions or go to [www.zingermansbakehouse.com](http://www.zingermansbakehouse.com)



## bread specials

*Just Right For Everyday Eating!*

### Bread of the Month

may

**Paesano \$4.50**  
(regular retail \$6.25)

The traditional bread of the Puglia region of Italy. Pass it around the table for ripping and dipping in great olive oil, soup or pasta.

june

**Rustic Italian Round \$4.50**  
(regular retail \$6.25)

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



### Cheshire Cheese bread

5/8 & 5/9

A Deli, Roadhouse and Bakehouse exclusive! Tangy farm bread with chunks of Zingerman's Creamery Cheshire cheese and roasted red peppers from Cornman Farms. It's a ZCoB trifecta.

### Pepper Bacon Farm Loaf

5/15 & 16 and 6/19 & 20

father's day fave!

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

### Black Olive Farm Round

5/22 & 23

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.

### Chios Mastiha: Traditional Bread of the Greek Isles

EVERY DAY IN JUNE!

Eat like the Greeks with this traditional barley and wheat bread (the main grains of Greek baking) and spiced with Mastiha from the Greek isle of Chios.

Call ahead to order your special loaves from:

Bakeshop—3711 Plaza Dr. • 761.2095

Deli—422 Detroit St. • 663.DELI

Roadshow —2501 Jackson Rd. • 663.FOOD

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



## Take a Culinary Vacation Without Leaving Town!



4-day BAKE-cations this Summer:

Bread: June 16-19

Pastry: July 14-17 (5 spots left!)

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

*"A 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

20% OFF

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

may

### Buttermilk Cake

A buttery yellow cake filled with raspberry buttercream and covered in smooth vanilla swiss buttercream.  
Available in 6" and 9" rounds or sheet cakes.

june

### Cupcakes

- Chocolate cake with vanilla butter cream
- Buttermilk cake with chocolate butter cream
- Hummingbird cake with cream cheese frosting

Special STUFFED cupcake flavors

- Caribbean Cruise: coconut cake filled with lime curd and covered in rum butter cream with a fondant lime slice on top
- Butterscotch Pudding: chocolate cake filled with butterscotch pudding and covered in chocolate butter cream topped with a sprinkle of toffee chips.



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!