

Zingdish!

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

Zingerman's
DELICATESSEN

422 Detroit Street, Ann Arbor MI 48104

Deli: 734.663.3354 (DELI),

Next Door: 734.663.5282 (JAVA)

deli tastings Upstairs at the Next Door

British Cheese from Neal's Yard

Wednesday, March 10th • 7-9pm
\$20 in advance and \$25 at the door

Zingerman's and Neal's Yard Dairy teamed up long ago to bring America the best cheeses Great Britain had to offer (many not tasted on these shores before) and they're still bringing us amazing cheese. Come and join the Deli's cheesemongers for an evening of lore and terrific tastes. We can't guarantee that you won't dream of hobbits and large wheels of cheddar later that night, but you will enjoy the best that we have to offer from the British.

70% Chocolate Rendez-Vous

Thursday, March 11th • 7-8pm

\$20 in advance and \$25 at the door

There are a lot of dark chocolate bars out there hovering in the magical 70% range and they all taste different. Some are fresh and mild, and others are wild and tannic! Raspberries, olives, coffee, bananas... what will you taste? Come and find out! We'll sample several different dark chocolate bars from around the world, illustrating how, in the grand scheme of things, % is just a tiny piece of the flavor puzzle.

Deli's Birthday Tasting with Ari

Monday, March 15th • 7-9pm
\$28 in advance and \$40 at the door

We asked Ari what we'll be tasting at this special birthday event, but he's keeping it a secret. Not to worry though, Ari has been writing, tasting and traveling all over the world in search of great food, so he will have a few delicious tricks up his sleeve. Sign up early!! This tasting WILL sell out. (It does every year.)

St. Patrick's Day Corned Beef & Cabbage

Wednesday, March 17th • 11am-7pm • \$14.99

We're serving up a hearty plate of traditional Irish fare—hand-sliced Zingerman's Corned Beef (with a side of our extraordinary hot mustard), potatoes, carrots and cabbage, and a wedge of Zingerman's Bakehouse Irish Soda Bread with farm butter. No reservations needed for this family-friendly St. Patrick's Day feast!

Olive Oil

Wednesday, March 24th • 7-9pm
\$20 in advance and \$25 at the door

Homer called it "Liquid Gold," we call it super delicious. Come spend an evening with a woman that knows and LOVES her olive oil. Jaime is going to take your taste buds on a trip from France to Greece to Spain to Italy and to California. You might develop an obsession with olive oil if you come to this tasting!

2nd Annual Family Spaghetti and Meatball Night

Wednesday, April 7th • 4-7 PM
Kid portion \$5.99, Adult \$9.99

We're making our own meatballs and our own sauce from Goetz Farm tomatoes for the occasion and serving them up with great pasta, a generous sprinkling of Grana cheese, and a slice of bread. We'll have activities for kids upstairs in Zingerman's Next Door to keep the little ones occupied between bites. No reservations required.

Let Them Eat Cake!

Tuesday, April 13th • 7-9pm
\$30 in advance, \$35 at the door

Zingerman's Bakehouse managing partner and baker extraordinaire Amy Emberling will talk about the different categories of cake, lead us in a comparative tasting, and share some expert tips for baking at home. So settle in (with a glass of milk, of course) for the dessert tasting of your dreams!

World of Japanese Teas

Wednesday, April 14th • 7-9pm
\$20 in advance and \$25 at the door



In 1191, a Zen priest named Myoan Eisai brought Chinese tea seeds back to his home in southern Japan. Following that important year in tea history, Japan has become home to some of the most valued teas in the world. This tasting will highlight the diverse range of Japanese teas, brought to us by the award-winning tea importer Rishi. Come taste and learn about these enticing teas along with the history and tradition behind this fascinating beverage.

Zingerman's Gelato Tasting

Thursday, April 22nd • 7-9pm
\$20 in advance and \$25 at the door

There are a lot of reasons why our gelato is so special: the milk we use, our recipes and ingredients, and the person who makes each and every batch, our expert gelatier, Josh Miner. You'll taste no less than seven different gelati, do a comparative tasting, and learn all about ice cream's Italian cousin. It's a harbinger of spring!

How to Make a Cheese Plate

Wednesday, April 28th • 7-9pm
\$20 in advance and \$25 at the door

Ever wondered how to put together a great cheese plate? Would you want to be the envy of any dinner party? Well good, because Zach is going to show you how. He covers the basics of a balanced and diversified cheese plate along with condiments that pair with the cheese like an 80-year-old couple. We'll see you there.

Please call 734.663.3400
to save a seat

See our full schedule at
www.zingermansdeli.com

BAKE!
Zingerman's BAKEHOUSE

hands-on baking classes

3723 Plaza Drive

734.761.7255

Learn to make some of your Bakehouse favorites like chewy bagels and tender scones in our hands-on baking classes! Take home our recipes and everything you make in class.

mambo italiano: italian breads

March 20 • 9 AM-5 PM • \$250

better bagels

March 30 • 5:30-9:30 PM • \$100

coffeecake craft

April 8 • 5:30-9:30 PM • \$125

Scrumptious Scones

April 16 • 1-4 PM • \$75

american cookies

April 27 • 5:30-9:30 PM • \$100

Check out the full schedule
and register for classes at

www.bakewithzing.com

Zingerman's
creamery

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

Learn to Make Fresh Mozzarella

Every Saturday through May
Noon to 2pm • \$45
Reservations required

You'll get the know-how to do it in
your own kitchen and take home a
lot of cheese!

Cheese Tastings

american cheesemaking
Sunday, March 21 • 4-6pm • \$25

We'll talk about the origins of
American cheesemaking and cover
the decline in artisanal and farm-
stead cheese in the US, as well as
the incredible renaissance of the
past 30 years (hint: the Creamery is
part of it!).

all about the Goat
Sunday, April 18 • 4-6pm • \$25

It's about time for the new kids to
be born, so we're celebrating by
tasting lots of goat cheese, from
very fresh to hard-aged, and talking
about raising and caring for goats,
how their milk is different, our rela-
tionship with our goat farmer, and
what we look for in a great goat
cheese.

Creamery Tours

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



Zingerman's
roadhouse

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

Beefsteak Dinner c. 1888
Tuesday, March 16th • 7pm • \$45/dinner

To celebrate a long and almost lost East Coast tradition, the Roadhouse welcomes food historian Jan Longone who will talk about the history of the beefsteak dinner. Chef Alex will craft a menu, using pasture-raised local meat, including some from his own Cornman Farms.



Algerian Jewish Dinner
Tuesday, April 13th • 7-10pm • \$45/dinner

Modern Algerian Jewish cooking has a history that stretches all the way back to the 4th century CE when the first Jews arrived there and also incorporates the foodways of Sephardic Jews who began emigrating to Algeria in 1492. The immigrants brought their food traditions, including dietary laws, and melded them with the ingredients and preparations available to them in their new homes. Rebecca Wall will join us as a special guest to talk about the unique cuisine of Algerian Jews and how their foodways reflect their experiences.

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

www.zingermansroadhouse.com

Zingerman's
COFFEE
COMPANY

"Second Saturday"
Tasting!

March 13 & April 10
11 am-noon

Join us monthly for an open-to-the-public, no-reservation-required cupping. Zingerman's Coffee Company managing partners Allen and Steve give a tour of the operation, sample new arrivals with guests, and explore the world of coffee from seed to cup.

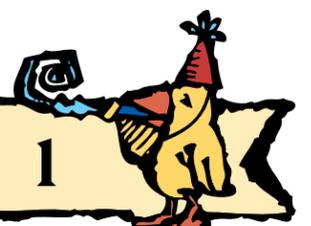


Future tastings will
happen the second
Saturday of each month,
11am-noon

3723 Plaza Drive • 734.929.6060
www.zingermanscoffee.com



HAPPY 28TH BIRTHDAY! mar-apr 2010 issue #219



Zingerman's Coffee Company Opens Coffee Bar in Ann Arbor Industrial Park That Nobody Can Find

"The location makes perfect sense," notes managing partner Steve Mangigian.



Zingerman's Coffee Company was founded in 2003, the 7th business in the Zingerman's community, and is dedicated to sourcing great, hard-to-find coffees from the world's coffee-growing regions, bringing them to Ann Arbor, and roasting them to showcase all the complexity in each varietal.

In November 2009 Allen and Steve packed up their roaster, their bags of green coffee beans, along with Doug (demo and delivery man), Asa (roaster extraordinaire), and Laura (super accountant!) and moved from their warehouse space on Phoenix Drive (inside Zingerman's Mail Order) to a new space on Plaza Drive just down the walk from Zingerman's Bakehouse and Creamery where Anya, Gauri Nate and Pete (baristas) were waiting for them in the NEW Zingerman's Coffee Bar. Here, they're brewing the beans that they are roasting on site and selling enough hard-to-find coffee equipment to be certified as a "coffee geek central."

We sat down with Steve Mangigian, managing partner of the Coffee Company to find out what it's like to open a coffee bar and if he has a favorite brewing method (they have at least 8 different styles in the shop).

Q: How has it been going with the new retail space?

Steve: Fine. My hat goes off to Allen because he had a really strong vision of offering the different methods of preparation. It's really neat to see folks' eyes light up when we explain to them those different methods and their effects on the taste of the coffee.

You opened up a coffee bar in an industrial park. What were you thinking?

Great question! First off, the Bakehouse has been here 17 years so it's not like the location doesn't have a loyal following (even if it is hard to find). Yes, locating our shop here does fly in the face of the traditional retail business model of "location, location, location" but since when have we (Zingerman's) ever done anything that was traditional (in the business sense, that is)? In all seriousness, it was an easy decision. In addition to the Bakehouse, we have the Creamery producing and selling cheese and gelato and, most recently, the Candy Manufactory has set up as the 8th

Zingerman's business [editor's note: Candy hasn't opened a retail spot yet but is making their Zzang! bars in the same building that the Bakehouse occupies.]. In addition, ZingTrain, Zingerman's training and consulting company, holds many of their seminars in the building behind ours so truthfully, NOT moving here would have been somewhat illogical. Now we have the opportunity to deliver a better experience to our guests because



when they come here they can go to the Bakehouse for their bread and pastry, the Creamery for their cheese and gelato and the Coffee Company for expertly prepared brewed drinks, coffee beans and equipment. Zingerman's Southside (as we've taken to calling it) is basically a row of producers where you can get your food right where it's made.

We're hoping to add to that. Also, being down here in a business district has had the unanticipated benefit of introducing a lot of businesses (aka, our neighbors) to our office coffee service. Office coffee is sort of stereotyped as terrible but, well, it doesn't have to be.

Office coffee? So, you have more going on than the industrial park coffee bar?

We were founded as a wholesale coffee roaster selling to cafés, specialty grocery stores, offices and restaurants all over the country (including Zingerman's Deli, Bakehouse and Roadhouse right here in Ann Arbor). One of the interesting things I've learned from talking to folks all over the country is that most don't realize that Zingerman's is a community of eight separate businesses, all dedicated to producing full-flavored, traditionally made foods. But, it has been a big help to the Coffee Company that a lot of folks know about Zingerman's and our reputation for great food and service, and it's fun to let them in on the "secret" that Zingerman's Coffee Company is actually a small craft roaster with 9 employees.

What do you offer here in the shop that someone can't get elsewhere?

There are not many places in the area that allow a guest to see a coffee roasting operation in progress. We have expertly prepared espresso drinks. Our Espresso Blend #1 got a rating of 91 from coffeereview.com, and it really makes an amazing espresso. In addition, the retail shop allows a guest to order a cup of coffee prepared in just about any fashion they want: brewed, single cup pour-over, Vietnamese, siphon method, aero-press, French press, clever drip, chemex, as well as a few others. It's pretty amazing when you consider that each of these methods produces a slight (and sometimes vast) difference in the taste of the coffee. When you combine that with the fact that we have anywhere between 12-16 different coffee offerings, the world of coffee takes on a whole new meaning!!

Do you sell stuff for different methods of brewing at home?

We actually have some pretty exclusive offerings in the shop that one cannot get elsewhere in the area. For the home espresso enthusiast, we offer the Rancilio Ms. Silvia (which is in high demand and hard—if not impossible—to find locally). If you are a die hard "traditional drip" coffee fan, we just recently received our first shipment of

the Technivorm Moccamaster home brewers. They are made in Holland and unlike most of the home brewing machines in the market, this machine actually heats the water to the correct temperature for proper brewing. We are really excited to have these as they are one, if not the only, machine to be approved by the specialty coffee associations of America and Europe.

When do you roast?

We produce orders for our wholesale customers twice per week and roast more coffee as needed. Generally speaking, a majority of our roasting occurs on Mondays and Thursdays between 11am-5pm. Since we roast to order, we don't really have coffee "sitting around," waiting to fill orders. There is a large picture window in the retail space that allows our guests to witness the roasting process firsthand. It's quite an experience especially for those who have not seen it before.

What else can I learn about coffee if I come down there?

We entertain tour groups regularly and love to spend time with folks just stopping in for the first time to see our operation. We hold an open house the second Saturday of every month from 11am to noon where we sample new arrivals and discuss the world of coffee. We are also in the process of developing materials so that we can offer "Coffee 101" classes to the general public. The focus of the class will likely be coffee cupping (the method for evaluating a coffee). Our interest and goal is to build coffee knowledge and expose people to the subtle nuances coffees can bring to us beyond our normal experiences and expectations. Stay tuned to future newsletters for more information.

Come down to 3723 Plaza Drive for a fresh cup!

For Wholesale inquiries, call 734.929.6060 or go to www.zingermanscoffee.com

Roaster's Pick

March: Rwandan

From East Africa, sweet and smooth with orange/peachy notes and a long deep finish.

April: Daterra Estate Brazilian Peaberry

Refined sweetness with flavors of hazelnut and light caramel.

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



New Candy Bar from Candymaker Charlie Frank



WOWZA

Creamy raspberry-chocolate ganache, raspberry preserves, raspberry jellies & fresh raspberry nougat in a crisp dark chocolate shell

"The staff tasted last night and went WOWZA!!! The raspberry-chocolate combination is great full flavored explosion."
- Ken Monteleone - Fromagination, Madison, WI



HAPPY 28TH BIRTHDAY! mar - apr 2010 issue #219 2



Zingerman's[®] DELICATESSEN is 28!

Celebrating 28 years of independent food selling in Ann Arbor, Michigan!



Since Paul and I opened our doors in Ann Arbor on March 15, 1982, we've worked to create a living, breathing, active culinary laboratory where one can experience everything from corned beef and noodle kugel, to hand-picked Kalamata olives, to hand made croissants and pretty much everything in between. And in the process we've gained a reputation for sourcing unique, full flavored, traditionally made foodstuffs from all over the world. We've made so many friends—folks in town who supported us and have helped us grow, new partners who have joined us to create our community of businesses, a great staff (many of whom have graduated to amazing food careers all over the world), food friends from far-flung places like Mahjid and Onsa Mahjoub at Moulins des Mahjoub in Tunisia, and many, many more. When we first started, we didn't give a whole lot of thought to how we would grow. We were just trying to get our little deli established (in a neighborhood that was considered "bad" at the time and that friends told us to stay away from!). As the Delicatessen grew more successful, the standard model would dictate opening dozens, or even hundreds, of additional Delis all over the country. Instead we decided to pursue a more unusual plan, one which we felt would allow us to build on what we'd successfully started while establishing positive growth opportunities for people within our organization. We chose to create what we call the Zingerman's Community of Businesses—a collection of Zingerman's businesses, each with its own food specialty, all located in the Ann Arbor area, each working to help make the shopping and eating more flavorful and more enjoyable than ever. As we finish up our 28th year and head into our 29th, we want to say 'thank you!' to the community for the almost three decades full of joy and generosity. We're looking forward to many more!"

Ari

Deli Birthday Specials March 15th ONLY!

- Special tastings • Exclusive discounts
 - Giveaways • And more!
- Full details at www.zingermansdeli.com

\$28 dollars for 28 years!

We'll be cutting the price of select products to \$28 dollars in celebration of 28 years of independent food selling in Ann Arbor, Michigan.

28% Sale!

In honor of our 28th year, we'll be discounting some of our favorite foods by 28% for ONE DAY ONLY!

28% off #28 sandwich - Randy's Routine

Zingerman's smoked whitefish salad, scallion cream cheese & tomato on pumpernickel bread.

These offers are **ONLY** available at Zingerman's Delicatessen at 422 Detroit St.

Special Deals Running Throughout March Only At Zingerman's Delicatessen

Olive Oil Specials

Zingerman's Peranzana Olive Oil
\$10 off a bottle (while supplies last)

Montalbo Olive Oil
\$5 off a bottle

Masia El Altet Olive Oil
\$5 off a bottle



Cheese Specials from Neal's Yard Dairy

Montgomery's Cheddar
\$5 off a pound or more

Wensleydale
\$3 off a pound or more

**Stichelton
(Raw Milk Stilton)**
\$5 off a pound or more

Coolea
\$5 off a pound or more

deli sandwich of the month!

March

the melissa-wich

Named for our Purchasing Supervisor, Melissa Wiseman, who loves this veggie breakfast sandwich! Toasted Brewhouse bread spread with rich, double-cream Zingerman's Creamery Manchester cheese then topped with sautéed onions, sliced tomatoes, fresh baby spinach and an over-easy egg. Guaranteed to get your morning off to a great start! Available 7-11 AM, One size, \$9.99



April

blu-b-9

The Zingerman's Deli version of a Buffalo wing salad! Chopped, crisp romaine lettuce dressed with our really tasty housemade ranch dressing, topped with ¼ lb of our perfectly sweet and saucy pulled BBQ chicken, and sprinkled with blue cheese crumbles. Add bacon for \$2.50! One size, \$10.99



spring oil change



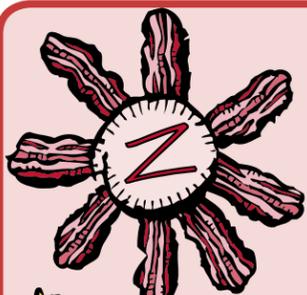
This is your chance to stock up on olive oil, from your old favorites to some new flavors that will expand your notion of what a great oil is.

Buy 1 bottle, get 10% off

Buy 2 bottles, get 20% off

Buy 3 bottles, get 30% off

Look for the Spring Oil 1-2-3 sticker and save on great tasting olive oils.



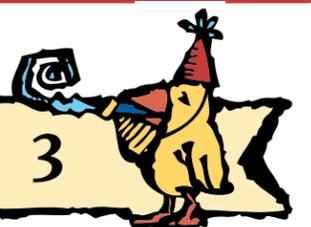
Zingerman's[®] Intrigued? Write to baconbits@zingermans.com for more info!

CAMP BACON

is coming!



HAPPY 28TH BIRTHDAY! mar - apr 2010 issue #219 3



The Historical Twists and T

Past, Present and Primo Grano

Everything you see, I owe to spaghetti.

—Sophia Loren

And art is always about relationship—to the material, to the self, and to the world in all its chaos and intrusion, its terror and its glory.

—Jeanette Winterson

Weird things happen when I least expect them. I was lying in bed, lamenting having had my third surgery in two months and working my way through the Sunday *New York Times*, when I came across a piece by Jeanette Winterson buried in the back of the Book Review. “Art,” she wrote, “is always about relationship.” Which I liked. And which made me think anew about this little piece I’ve been writing about pasta for the last three or four months. Made me realize that what I’ve been writing is—as she says—mostly about relationships. In fact, it’s about a lot more relationships than I’d even realized. The obvious one here is Zingerman’s relationship with a little company from Italy’s east coast called Rustichella, whose pasta we’ve been buying and selling (and I’ve been eating) for nearly twenty years now. But . . . this story is also about the relationship of a boy—Gianluigi Peduzzi, who runs Rustichella—with his grandfather, who started the company in 1924. And it’s also about Italy’s relationship with pasta, mostly the less glamorous parts—you know, the stuff that might look pretty and positive on the surface but, you find out when you dig a bit deeper into the past, wasn’t always so rosy. Lastly, I suppose, it’s about my own relationship with pasta, and with history and families.

Beginning, then, with the end in mind, let me tell you flat out that I really love pasta. Applying Sophia’s Loren’s line to what we do here at Zingerman’s would be an overstatement. Clearly, corned beef came first, and a whole lot of other foods would stand to have a meaningful share of credit before we get to macaroni. But that said, pasta is pretty representative of everything we do with food and all that I’ve learned about it over the last thirty years.

I guess my attraction to pasta dates back to my childhood affection for Kraft Macaroni and Cheese. It’s hardly the high end of the macaroni world, but I did love the stuff. Plus, once every few weeks, my mother made a pretty good Americanized version of an authentic Italian ragu that we had with spaghetti. I’m sure the noodles she used were the same sort of supermarket-brand stuff that most everyone in America has eaten a million times. It was fine when I was fifteen. But much as I love my mother, I wouldn’t go back to eating that mass-market

pasta any sooner than I would go back to Wonder Bread, sliced American singles or Tang.

Pasta has long been pretty prominent on my list of regular foods as an adult and a cook. When I’m having a rough day, I almost always steer back to pasta. For me—and I know I’m not alone—it’s at the top of my comfort food list. I love the stuff, for whatever reasons. When I flip through food books, it’s almost always pasta recipes that catch my eye. Over the years I’ve studied it, written about it, sold a lot of it and taught classes on it. I’ve also traveled around Italy and visited some of the country’s best artisan pasta makers.

Which is where, from a slightly less personal perspective, this story starts. Sometimes you have to get out of your routines and pay close attention to what you’re doing to be reminded of how special something really is. I mean, it’s amazing how easy it is to take for granted the things we’re around all the time. You don’t need to be an emotional rocket scientist to know that if you take a relationship for granted, then at best, you’re going to miss out on some of its most interesting elements. At worst, you’ll lose it altogether. Much as I love it, I know that at times I’ve tuned out the textural depth of pasta’s past and present—I really only eat good pasta, and I forget that this stuff is exponentially more flavorful than what 99.8 percent of the rest of the world is working their way through, never knowing how much flavor they’re missing out on.

But it’s easy to forget how far pasta has come over the last few hundred years, and how much work it is to make pasta that’s as special in flavor and texture as the kinds we carry. We all eat spaghetti, but it’s easy to forget that it’s not just something to put sauce on; it’s an entry into the making of great traditional food, of family foodways, of Italy itself.

Last July I had the pleasure—culinary, cultural and educational—of visiting the Peduzzi family, makers of the excellent Rustichella pasta. What was an already excellent relationship is now far richer, more interesting. I now see—and appreciate—pasta, and the pastificio Rustichella d’Abruzzo, more than ever. Pasta for me will never be the same.

While most of us see spaghetti as pretty stable in an often undependable world, the reality is that pasta—the way it’s produced, cooked, consumed and perceived—has actually been changing all along. What’s different for me now is that, after my visit and six months of reflection, I’ll never forget that fact again.

Seriously . . . even if we don’t take the things we love for granted, it’s easy to get the images wrong, or maybe I should say that it’s easy to assume that the way things are today is about the way they’ve always been. Speaking for myself at least . . . when I imagine Italy I start with . . . style. From there I go, for sure, to good food. When I think about Italy, I think about gelato and espresso (with lots of sugar). I envision people who express themselves with passion, moving their hands all over the place in the process. And all of it—old, new and otherwise—done in an artistic, romantic way.

Italy, in my mind, is very immediately a good place to be. Ask the average American what country he or she might want to spend a fair bit of time traveling in, and I’ll bet you “the boot” would come in at the top of the list. And the cooking would probably be one of the main attractions. And while there are all sorts of amazing dishes dealt out to diners who visit the peninsula, there’s not much question that the centerpiece of Italian cooking is pasta.

Which is why I never really imagined that going into business making high-quality pasta would have been anything but an obviously good decision at any point in Italian history. I mean, pasta is the quintessential Italian food, and Italians eat it in enormous quantities. Add in the fact that you’re making exceptionally good, notably-more-flavorful-than-the-stuff-in-the-supermarket, artisan pasta, like the much-loved-at-Zingerman’s Rustichella brand (“the one in the brown bag”) . . . and it seems like as straightforward a recipe for success as one could possibly script.

But 1924—the year that Gianluigi Peduzzi’s grandfather, Gaetano Sergiaco, got going in the pasta business—might have been one of the worst times in Italian history to start making pasta—maybe akin to opening a bank in 2008. Of course, history gives us 20-20 hindsight. But take a look back at some of the stuff that Gianluigi’s grandfather would likely have been talking over with his friends and relatives when he got home from work, all covered with flour, sweaty from making spaghetti in the hot Abruzzese heat, and—if his start-up experience was anything like all the ones I’ve been through—emotionally exhausted.

For openers, the economy in Italy in 1924, while not the worst the world has ever seen, still, quite simply, pretty much sucked. There’s a reason why over four million Italians emigrated to the U.S. between 1880 and 1920. To quote Frank J. Cavaoli, writing in the *Catholic Social Science Review*, “These immigrants were poor *contadini* or peasants, traditional, and lacking sophistication. Agriculture in Italy was no longer profitable, methods of production were primitive, and taxes were oppressive.” Even at the start of WWII, fifteen years later, there were only 248 home refrigerators in the entire country!

More specific to Gaetano’s work, the wheat crop in 1924 was not good, and prices were going up and up, making commercially produced pasta difficult for the average Abruzzese to afford. Most people weren’t even used to going out to buy pasta back then. “When my grandfather started,” Gianluigi said when I visited last summer, “in each city was a pasta factory. But 95 percent of the pasta was still made at home.” While the pasta in places like Naples and Genoa—the capitals of commercial pasta making in Italy for many centuries—was much more commonly made by artisans and sold in shops or delivered to wealthier homes, in much of the country (like the Abruzzo), what most people were eating was still primarily homemade. Back in 1924, Gianluigi explained, “this pasta like my grandfather made was a luxury product and was mainly purchased and consumed on Sundays or during the holy days.” It was called *pasta comprata* (purchased pasta) to distinguish it from the pasta that people made every day at home.



Join Zingerman's in Italy this May! Puglia Tour, May 16-25, 2010

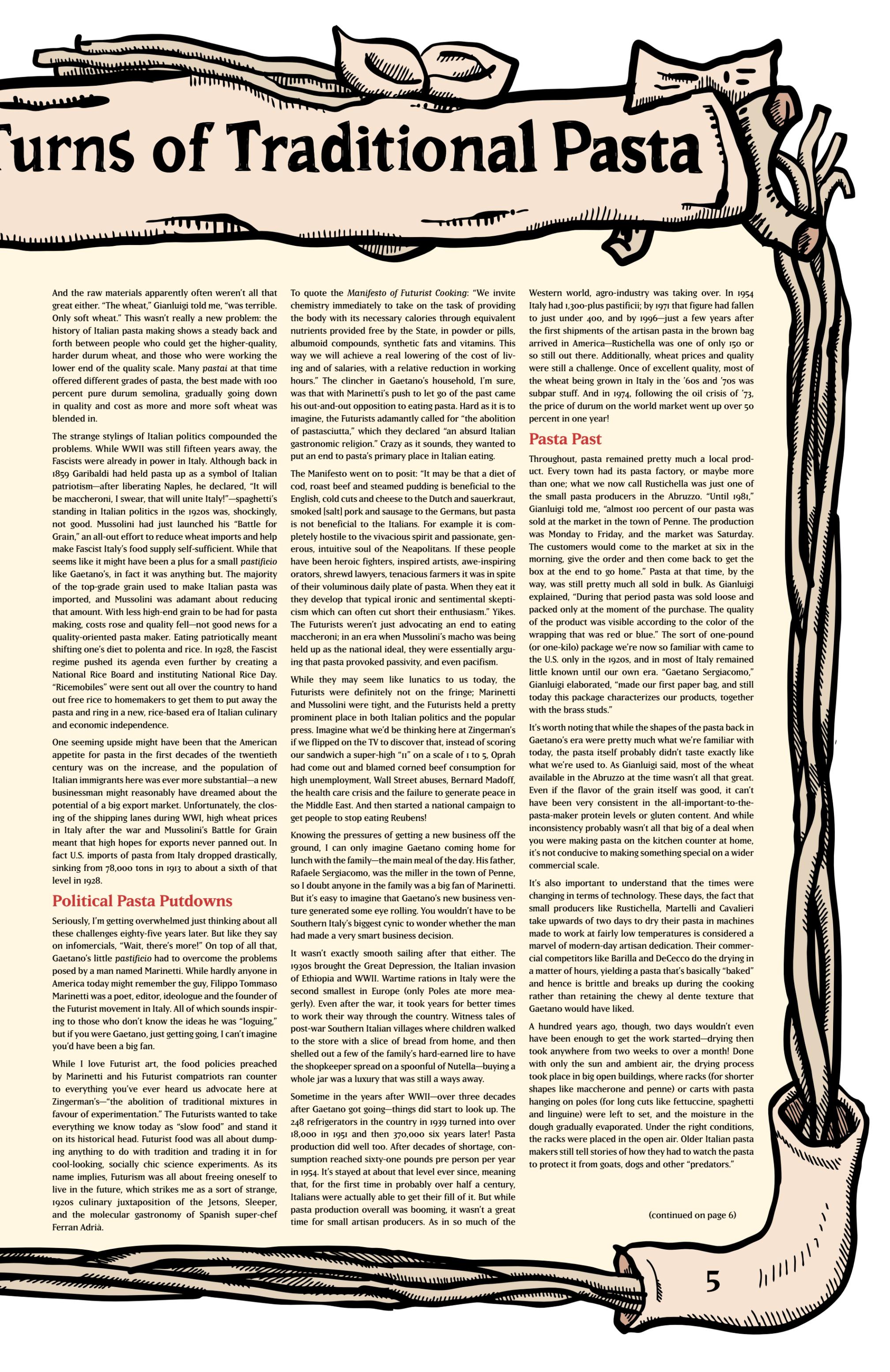
Puglia is said to have 60 million olive trees, 5 million of which are at least 100 years old. In ancient times Puglia was known as “the wine cellar” of the Roman Empire, and Puglia is the largest producer of grapes in Italy. The olive oil, wine, fresh fish, locally grown vegetables and fruits, locally made cheeses, breads, and pastas have been central to the cuisine for hundreds (and in some cases many thousands) of years.

The trip is designed for experienced travelers with a passion for traditionally made foods. We keep the group small. Only 18 guests traveling with two experienced leaders from Zingerman’s, plus our English-speaking Italian guide. We’ll be staying in 4 and 5 star hotels in the towns of San Gregorio, Lecce, and Polignano a Mare—several nights in each with day trips taken around each area. We’ll visit artisanal makers of orecchiette pasta, wine, taralli (savory round biscuits that go with

wine), burrata, olive oil, and a family farm since the area is so famous for its vegetables. We will take a one-day cooking class together with a professional chef who will lead us in preparing a traditional Puglia meal that begins in the morning with a trip to the local market.

All breakfasts are included; the hotels provide a wonderful selection for breakfast. Most of the dinners will be as a group, with some lunches and an occasional dinner on your own. At our meals together you will be enjoying a set menu of fabulous local specialties made from local, fresh, in-season ingredients and a local wine pairing.

For more info and to reserve your spot go to
www.zingermansfoodtours.com



Turns of Traditional Pasta

And the raw materials apparently often weren't all that great either. "The wheat," Gianluigi told me, "was terrible. Only soft wheat." This wasn't really a new problem: the history of Italian pasta making shows a steady back and forth between people who could get the higher-quality, harder durum wheat, and those who were working the lower end of the quality scale. Many *pastai* at that time offered different grades of pasta, the best made with 100 percent pure durum semolina, gradually going down in quality and cost as more and more soft wheat was blended in.

The strange stylings of Italian politics compounded the problems. While WWII was still fifteen years away, the Fascists were already in power in Italy. Although back in 1859 Garibaldi had held pasta up as a symbol of Italian patriotism—after liberating Naples, he declared, "It will be maccheroni, I swear, that will unite Italy!"—spaghetti's standing in Italian politics in the 1920s was, shockingly, not good. Mussolini had just launched his "Battle for Grain," an all-out effort to reduce wheat imports and help make Fascist Italy's food supply self-sufficient. While that seems like it might have been a plus for a small *pastificio* like Gaetano's, in fact it was anything but. The majority of the top-grade grain used to make Italian pasta was imported, and Mussolini was adamant about reducing that amount. With less high-end grain to be had for pasta making, costs rose and quality fell—not good news for a quality-oriented pasta maker. Eating patriotically meant shifting one's diet to polenta and rice. In 1928, the Fascist regime pushed its agenda even further by creating a National Rice Board and instituting National Rice Day. "Ricemobiles" were sent out all over the country to hand out free rice to homemakers to get them to put away the pasta and ring in a new, rice-based era of Italian culinary and economic independence.

One seeming upside might have been that the American appetite for pasta in the first decades of the twentieth century was on the increase, and the population of Italian immigrants here was ever more substantial—a new businessman might reasonably have dreamed about the potential of a big export market. Unfortunately, the closing of the shipping lanes during WWI, high wheat prices in Italy after the war and Mussolini's Battle for Grain meant that high hopes for exports never panned out. In fact U.S. imports of pasta from Italy dropped drastically, sinking from 78,000 tons in 1913 to about a sixth of that level in 1928.

Political Pasta Putdowns

Seriously, I'm getting overwhelmed just thinking about all these challenges eighty-five years later. But like they say on infomercials, "Wait, there's more!" On top of all that, Gaetano's little *pastificio* had to overcome the problems posed by a man named Marinetti. While hardly anyone in America today might remember the guy, Filippo Tommaso Marinetti was a poet, editor, ideologue and the founder of the Futurist movement in Italy. All of which sounds inspiring to those who don't know the ideas he was "loguing," but if you were Gaetano, just getting going, I can't imagine you'd have been a big fan.

While I love Futurist art, the food policies preached by Marinetti and his Futurist compatriots ran counter to everything you've ever heard us advocate here at Zingerman's—"the abolition of traditional mixtures in favour of experimentation." The Futurists wanted to take everything we know today as "slow food" and stand it on its historical head. Futurist food was all about dumping anything to do with tradition and trading it in for cool-looking, socially chic science experiments. As its name implies, Futurism was all about freeing oneself to live in the future, which strikes me as a sort of strange, 1920s culinary juxtaposition of the Jetsons, Sleeper, and the molecular gastronomy of Spanish super-chef Ferran Adria.

To quote the *Manifesto of Futurist Cooking*: "We invite chemistry immediately to take on the task of providing the body with its necessary calories through equivalent nutrients provided free by the State, in powder or pills, albumoid compounds, synthetic fats and vitamins. This way we will achieve a real lowering of the cost of living and of salaries, with a relative reduction in working hours." The clincher in Gaetano's household, I'm sure, was that with Marinetti's push to let go of the past came his out-and-out opposition to eating pasta. Hard as it is to imagine, the Futurists adamantly called for "the abolition of pastasciutta," which they declared "an absurd Italian gastronomic religion." Crazy as it sounds, they wanted to put an end to pasta's primary place in Italian eating.

The Manifesto went on to posit: "It may be that a diet of cod, roast beef and steamed pudding is beneficial to the English, cold cuts and cheese to the Dutch and sauerkraut, smoked [salt] pork and sausage to the Germans, but pasta is not beneficial to the Italians. For example it is completely hostile to the vivacious spirit and passionate, generous, intuitive soul of the Neapolitans. If these people have been heroic fighters, inspired artists, awe-inspiring orators, shrewd lawyers, tenacious farmers it was in spite of their voluminous daily plate of pasta. When they eat it they develop that typical ironic and sentimental skepticism which can often cut short their enthusiasm." Yikes. The Futurists weren't just advocating an end to eating maccheroni; in an era when Mussolini's macho was being held up as the national ideal, they were essentially arguing that pasta provoked passivity, and even pacifism.

While they may seem like lunatics to us today, the Futurists were definitely not on the fringe; Marinetti and Mussolini were tight, and the Futurists held a pretty prominent place in both Italian politics and the popular press. Imagine what we'd be thinking here at Zingerman's if we flipped on the TV to discover that, instead of scoring our sandwich a super-high "11" on a scale of 1 to 5, Oprah had come out and blamed corned beef consumption for high unemployment, Wall Street abuses, Bernard Madoff, the health care crisis and the failure to generate peace in the Middle East. And then started a national campaign to get people to stop eating Reubens!

Knowing the pressures of getting a new business off the ground, I can only imagine Gaetano coming home for lunch with the family—the main meal of the day. His father, Raffaele Sergiacomo, was the miller in the town of Penne, so I doubt anyone in the family was a big fan of Marinetti. But it's easy to imagine that Gaetano's new business venture generated some eye rolling. You wouldn't have to be Southern Italy's biggest cynic to wonder whether the man had made a very smart business decision.

It wasn't exactly smooth sailing after that either. The 1930s brought the Great Depression, the Italian invasion of Ethiopia and WWII. Wartime rations in Italy were the second smallest in Europe (only Poles ate more meagerly). Even after the war, it took years for better times to work their way through the country. Witness tales of post-war Southern Italian villages where children walked to the store with a slice of bread from home, and then shelled out a few of the family's hard-earned lire to have the shopkeeper spread on a spoonful of Nutella—buying a whole jar was a luxury that was still a ways away.

Sometime in the years after WWII—over three decades after Gaetano got going—things did start to look up. The 248 refrigerators in the country in 1939 turned into over 18,000 in 1951 and then 370,000 six years later! Pasta production did well too. After decades of shortage, consumption reached sixty-one pounds per person per year in 1954. It's stayed at about that level ever since, meaning that, for the first time in probably over half a century, Italians were actually able to get their fill of it. But while pasta production overall was booming, it wasn't a great time for small artisan producers. As in so much of the

Western world, agro-industry was taking over. In 1954 Italy had 1,300-plus *pastificii*; by 1971 that figure had fallen to just under 400, and by 1996—just a few years after the first shipments of the artisan pasta in the brown bag arrived in America—Rustichella was one of only 150 or so still out there. Additionally, wheat prices and quality were still a challenge. Once of excellent quality, most of the wheat being grown in Italy in the '60s and '70s was subpar stuff. And in 1974, following the oil crisis of '73, the price of durum on the world market went up over 50 percent in one year!

Pasta Past

Throughout, pasta remained pretty much a local product. Every town had its pasta factory, or maybe more than one; what we now call Rustichella was just one of the small pasta producers in the Abruzzo. "Until 1981," Gianluigi told me, "almost 100 percent of our pasta was sold at the market in the town of Penne. The production was Monday to Friday, and the market was Saturday. The customers would come to the market at six in the morning, give the order and then come back to get the box at the end to go home." Pasta at that time, by the way, was still pretty much all sold in bulk. As Gianluigi explained, "During that period pasta was sold loose and packed only at the moment of the purchase. The quality of the product was visible according to the color of the wrapping that was red or blue." The sort of one-pound (or one-kilo) package we're now so familiar with came to the U.S. only in the 1920s, and in most of Italy remained little known until our own era. "Gaetano Sergiacomo," Gianluigi elaborated, "made our first paper bag, and still today this package characterizes our products, together with the brass studs."

It's worth noting that while the shapes of the pasta back in Gaetano's era were pretty much what we're familiar with today, the pasta itself probably didn't taste exactly like what we're used to. As Gianluigi said, most of the wheat available in the Abruzzo at the time wasn't all that great. Even if the flavor of the grain itself was good, it can't have been very consistent in the all-important-to-the-pasta-maker protein levels or gluten content. And while inconsistency probably wasn't all that big of a deal when you were making pasta on the kitchen counter at home, it's not conducive to making something special on a wider commercial scale.

It's also important to understand that the times were changing in terms of technology. These days, the fact that small producers like Rustichella, Martelli and Cavaliere take upwards of two days to dry their pasta in machines made to work at fairly low temperatures is considered a marvel of modern-day artisan dedication. Their commercial competitors like Barilla and DeCecco do the drying in a matter of hours, yielding a pasta that's basically "baked" and hence is brittle and breaks up during the cooking rather than retaining the chewy *al dente* texture that Gaetano would have liked.

A hundred years ago, though, two days wouldn't even have been enough to get the work started—drying then took anywhere from two weeks to over a month! Done with only the sun and ambient air, the drying process took place in big open buildings, where racks (for shorter shapes like maccherone and penne) or carts with pasta hanging on poles (for long cuts like fettuccine, spaghetti and linguine) were left to set, and the moisture in the dough gradually evaporated. Under the right conditions, the racks were placed in the open air. Older Italian pasta makers still tell stories of how they had to watch the pasta to protect it from goats, dogs and other "predators."

(continued on page 6)

(continued from page 5)

Three Steps to Good Drying

Back in that era, before computers or commercial machines had mechanized the process, drying was a difficult craft to master, akin to the skillful sensory work done by prosciutto makers, who adjust airflow as the temperature, wind and humidity change in order to achieve the ultimate in flavor through traditional curing. The same was true of drying pasta. The three stages of the pasta drying were:

- 1. Incartamento:** This is when the drying created a natural crust on the outside of the still-soft pasta. Traditionally, this was done by putting racks of fresh pasta out into direct sunlight.
- 2. Rinvenimento:** This second stage allowed the pasta to “recover” from its initial experience in the sun. The drying racks were put into a room that was about forty degrees cooler than during the incartamento. Pasta at this stage was stored as close to the floor as possible, or, alternatively, in cool cellars, where the lower temperature and higher humidity slightly softened its crust.
- 3. Essiccazione definitiva.** This “final drying” stage was usually done in shaded areas, often courtyards or attics, where the pasta was gradually dried most of the rest of the way through. For long pastas like linguine, this was particularly challenging—the pasta had to be shifted between warmer and cooler temperatures to get the drying just right. As with ham curing, the process could be managed by moving the pasta from one room to the next, or by opening or closing windows to catch the proper breezes.

You can see pretty quickly why dried pasta was a luxury item. At best, in settings where the climate was close to ideal, the necessary temperature swings could be obtained by simply sticking with the natural atmospheric changes over a period of a week or more. By contrast, pasta makers in more northerly climates (especially those away from the sea) had a hard time getting the drying to work at all, which I’m sure is why pasta traditions in the North are nearly all about fresh pasta (or polenta or rice). Drying in the winter, even in the South, took two to three times as long as it did in the summer, or in many areas couldn’t be done at all. Pasta that was to be shipped abroad was dried longer than that which was sold for local consumption in the reasonable belief that it needed to hold up longer. Interestingly, then and still now, the trick was to never totally dry out the pasta, but rather to trap a tiny bit of moisture inside. The Neapolitans—generally considered the masters of pasta making for many centuries—call this *lasciare il sangue*, or “leaving the blood.” To this day, this trick is one of the things that makes artisan pasta so superior to industrial offerings.

With all that old-time drying in mind, imagine the pressure on production systems when—in the second half of the nineteenth and early part of the twentieth centuries—machinery was introduced that significantly speeded up the mixing and then the extrusion of the pasta through metal dies. While pasta could be made much more quickly, there was no way to dry it any faster, which made for huge backlogs in the system. Not surprisingly, then, the development of modern drying machinery soon followed. When Gianluigi’s grandfather got going, drying was still done completely by feel; today the Peduzzis work with a carefully calibrated pasta moisture analyzer to target a residual “humidity” level of 12 percent. If the moisture is left higher, the spaghetti will spoil; if it’s over-dried, the pasta won’t properly ferment, and its flavor will be off.

The Advent of Al Dente

Switching from changes in technology to changes at the table, the idea of eating pasta al dente isn’t exactly as old school or as universally accepted in Italy, even today, as I’d have thought. I’ve long known about the seeming strangeness of Jefferson-era American recipes for macaroni that call for cooking times of upwards of two hours.

Turns out, though, that colonial American cooks weren’t all that far off the path that the era’s Italian pasta eaters were following. A few hundred years ago, most Italians were eating pasta that had been cooked ten

to twenty times longer than I would ever dream of today. The trend to al dente, by the way, originates in the South (as in Naples, not North Carolina). The tradition there positioned pasta as a street food—people bought just-cooked, steaming-hot spaghetti pulled from pots of boiling water by vendors, sprinkled it with grated cheese, then wound it around their fingers and put it straight into their *bocca* (mouth). In that context, al dente makes sense—you’d need spaghetti strands that didn’t turn to mush. Northerners, by contrast, generally ate their pasta only after much longer cooking—often to the point of making it into what Neapolitans would consider a veritable mush.

While far less extreme than in, say, 1800, that regional difference is still strong. On my visit this past summer, Rolando Beremendi, the long-time American importer of Rustichella, lamented one night at dinner how hard it is, even in restaurants in Italy, to find properly cooked—very al dente—pasta. “Really?” I asked, surprised. “It’s terrible,” he said, shaking his head. “I like it cooked for just seven minutes, with a little ‘crack’ in the middle still. But in Florence [where he lives], they kill dry pasta. And in Bologna! God forbid you should order dry pasta! They are only used to fresh pasta, so they don’t know how to cook *pasta secche* properly!”

Rustichella Take One

This summer’s trip was actually my second to the Abruzzo to visit the Pastificio Rustichella. The first was . . . a long while ago. It was one of my earliest trips to Italy, so long ago now that it’s hard to remember exactly when I went. After going to visit again this summer, I spent much of August and September casually trying to recall that first trip. It’s funny, because I usually have a good memory for these things, but I was really kind of clueless as to what year I’d met Gianluigi on his home turf. When I hit November and sat down to write this piece, I knew I needed to get a bit clearer on chronology. Fortunately, I save all the handwritten journals I’ve been keeping on yellow legal pads for the last twenty years or so. Which got me to thinking that if I could find the right ones, I’d certainly have notes from that visit—and hence more exact dates. The challenge is that I have six or seven sixteen-inch stacks of these pads piled up, going all the way back to something like the late ‘80s.

Since Word Search doesn’t work with handwritten legal pads, I was at the mercy of my memory. I thought at first that it might have been the mid-’80s, but then started wondering if it hadn’t been later than that. To figure it out, I actually went all the way back to the bottom of the stacks, and started flipping through them one at a time to see if I might stumble on something about the Abruzzo. I failed to find the Rustichella visit right off, but I did get caught a bit off-guard by all the other stuff in there. The journals juxtapose my own history with all the food trips I’ve taken. In searching for this particular trip, I unintentionally wandered back into notes about the challenges I faced back then. Stuff about myself, my family, life in general . . . all woven in with the work world. Notes on relatives once lost and, at that time, recently re-found—uncles, aunts and cousins who were living all over the country. Notes too from the business, trying to figure out where we wanted to take the organization; 1992 and ‘93 were the years when Paul and I had just started the dialogue that ended up with the outline of today’s Zingerman’s Community of Businesses. There were also all kinds of quotes from people whose books I was reading, like Robert Bly (“John Wayne was just Woody Allen turned inside out.”).

Finally, flipping through all this interesting stuff, but still not finding anything about the Abruzzo or Gianluigi, the key suddenly came to me. That entire trip to Italy, everywhere I went, people kept asking me in their Italian-accented English, “Clenton or Boosh?” I had to count back to figure it out, but . . . Obama in ‘08, and the second President Bush in ‘04 and ‘00, which meant that Clinton first came on in . . . ‘92. (In case you’re wondering, the election of 1924—the one Gaetano would have been writing about if he were interested in that sort of thing, had put Calvin Coolidge into office.)

From there it was easy to find what I wanted: November of ‘92. On the cover sheet I’d written in modestly large letters, “Clinton Wins!” About halfway through, I found what I was looking for. I’d arrived for my first visit to the Abruzzo on November 8. Not only had Clinton been elect-

ed the previous week, but back in Ann Arbor we’d just opened the Bakehouse a few months earlier. Google tells me that the 8th was a Sunday; my math and my memory tell me that I’d have just turned thirty-six five days earlier, which in fact was the day Clinton was elected.

Moving from politics to pasta, I’d written right off how Gianluigi had shown me around with great pride, first taking me to an olive oil mill he was working with; it was harvest time, and everywhere I went, people were pressing. That alone was worth the trip. It was my first visit to a mill during the actual pressing—a life-altering experience, at least in a culinary sense. To this day, full-flavored, green, peppery new harvest oil poured onto really good pasta with a bit of grated Parmigiano or Pecorino is one of my favorite meals.

Anyway, what I recorded in ‘92 is pretty much in sync with the history outlined above (though without all of the contextual cultural stuff). Gianluigi, my notes said, came on only in 1981. He was eighteen, which means he was . . . twenty-nine when I was there, seven years younger than I am. He was working with his father, Piero, on the pasta in the afternoons, and spending the mornings studying at the university. Knowing what I know about him now, it’s clear that he was pretty driven. And his drive has paid off. Under his leadership, the pasta is probably even better now than it was then. Back in ‘92, Rustichella was a lot smaller than it is now but was already one of the few great artisan pasta producers left in Italy. One of the others was Martelli, in Tuscany, which I visited later on the same trip. On this latest trip to Rustichella, talking about traditionally made pasta, Gianluigi said, “Our only real competition for quality is Martelli. Their pasta is very good.”

As I still do today when I take these trips, I asked Gianluigi in ‘92 what made his pasta so particularly good. Interestingly, happily and not really at all surprisingly—it’s not accident or apathy that explains why we’re still selling Rustichella pasta seventeen years later—the answers he gave me then were nearly identical to what I wrote down on my visit this past summer. Two Clintons, two Bushes and a quarter of an Obama later, the reasons that Rustichella pasta is so good really aren’t any different today than they were in ‘92!



my four favorite rustichella Pastas



They’re all good, of course, but the truth is that each shape is slightly different in flavor even though the dough and the basic process are pretty much the same. So in addition to the Primo Grano, I regularly get:

- 1. Fettuccine:** Thick wide strips of long pasta. Great for . . . just about anything. Tomato sauce, meat sauce, etc. I like to make them with sautéed fennel, fresh swordfish or tinned sardines and a couple of spoonfuls of black olive paste.
- 2. Linguine:** These are just head and shoulders tastier than any other linguine I’ve laid my hands on. Very good for the traditional Tunisian pasta dish of assorted fish and seafood, tossed with a harissa-spiked tomato sauce and chopped preserved lemons.
- 3. Orecchiette:** The traditional “little ears” of Puglia. There’s a recipe for orecchiette with anchovies and greens in Zingerman’s Guide to Good Eating. And I remember Andy Balducci (of the NYC food family) telling me how he remembered having orecchiette for dessert with fresh ricotta and a bit of sugar.
- 4. Paccheri:** Can’t really say why I like these for any brilliant reason other than I do. Their shape is typical of the Naples area. Excellent for tomato-based meat sauces because their wide openings and curvy bodies do a nice job of catching the sauce.

Old-style spaghetti

From all my readings about the old ways of pasta, two very simple cooking techniques that date to medieval times caught my attention. Because they're both historically rooted, are so easy to make and taste so good, I've rolled them into my regular eating routines.

One is to put a piece of pork rind or pancetta into your pasta-cooking water. It really does give the pasta a nice bit of added flavor, and—five hundred years ago and still today—it doesn't cost much. It's a great way to use up ham bones or prosciutto rinds.

The other is to cook the spaghetti in a stock of capon. Given that I don't have easy access to capons, I've been using chicken broth. In either case, when the pasta is done, take it out of the boiling broth with a slotted spoon. Place it in warm bowls, and grate on a mess of cheese—either Parmigiano or Pecorino will work well—and eat it all while it's very hot! Basically, it's akin to an inverted chicken noodle soup—in this case you have mostly noodles and not much broth, a quick and wonderful meal.

Keys to Pasta Quality

For openers, there's the extrusion. While the basic process of mechanically pushing the dough through thick bronze dies dates to the late nineteenth century, most big producers today have long since left the bronze behind and bought the easier to use, longer-lasting Teflon. Not so for Rustichella (or Martelli for that matter). "The bronze dies," I put down on my legal pad in November of '92, "are one of the keys." By contrast, I continued, "big producers use Teflon. Bronze dies not only cost more, they must be replaced a lot more often. They're softer and hence break down more quickly—bronze dies for the big selling cuts have to be replaced annually. For the other cuts, it's every two to five years. They cost about \$1000 each, and you have to have a different die for each cut."

Gianluigi is equally dedicated to bronze extrusion today. The dies really do make a huge difference in quality—the surface of the pasta is much rougher, which means that it cooks better and, as it's meant to do, absorbs a bit of the sauce, instead of having the slick, Teflonic surface of industrial pasta, leaving the sauce to run off quickly to pool at the bottom of your bowl. Given today's much higher volume for Rustichella, and the price of pretty much everything going up as it does, the replacement cost and frequency must both be far higher than they were in the week following Clinton's election. One thing that has changed is that the Peduzzis have put much more technology into play. Happily, it's all been in service of product quality, not the usual effort companies make to cut corners and production costs as they grow. The dies, I learned this time, can expand slightly from the heat as the dough is pushed through them—these days a machine reads the microscopic changes and adjusts accordingly.

"The second key point," I wrote in '92, "is the quality of the flour." I should have actually said "grain." While most folks think of pasta as being made from flour, every producer I've met over the years quickly corrects me if I forget and says, usually with great gravity, "grano." Law #580, passed in 1967, required that all Italian producers use only durum semolina, and Rustichella has used 100 percent durum semolina for most of the last century. But there are big differences between great grain and the so-so stuff that mass-market makers rely on. Gianluigi told me back in '92 that Rustichella was using wheat from the Abruzzo and the neighboring Molise whenever possible. "He says it has much more flavor," I wrote at the time. Interesting, thinking back to Mussolini's Battle for Grain, and a good preface to this year's introduction of PrimoGrano pasta, but more on that in a minute.

"Drying," I wrote next, "is the third big factor." I followed with details: "Rustichella takes two days for the long cuts, one and a half days for short cuts at 30°C. Commercial producers dry long cuts in seven hours, short cuts in three to four." The times and temperatures seem to be much the same seventeen years later. Today Rustichella uses computers to check the residual moisture inside the pasta, but the basic process is still those centuries-old three steps to good drying—with the same results.

One really important point that I understood much better this summer than I did seventeen years ago is that slow drying allows for the proper fermentation of the

pasta. While most people assume that pasta is just flour—whoops, grain—and water mixed, shaped and dried, one of the keys to flavor is that well-made pasta is actually a fermented product. Longer, gentle drying allows for more effective, slower fermentation, which, just as with cheese making, bread baking or converting wine to vinegar, means fuller flavor. You can't see it on the box, but you can definitely taste the difference.

On this trip I also learned the importance of what Gianluigi calls "equalization"—for great flavor and texture the newly dried pasta must be allowed to cool slowly. Rustichella lets the temperature come down gradually—from the low drying temperature of about 90°F to room temperature over a period of twelve hours or so. "In industry," Gianluigi explained, "it comes out at 95°C [over 200°F]. And then they must chill it quickly in a cooler before packaging. It won't work otherwise." The result is, again, a brittle and not very flavorful pasta. A 1987 Italian study found that high-temperature drying also destroys most of the grain's natural nutritional value. Sample some al dente Rustichella fettuccine, and you'll never go back to the supermarket stuff, no matter how well known and less costly the mass-market brands might be.

The difference between artisan pasta like Rustichella (or Martelli) and the mass-market stuff comes out big time when you cook it. The slightly chewy texture, wheaty aroma and full flavor of well-made artisan pasta reminds me of what classic Italian cooks have always known—the point of a pasta dish is the pasta itself, not the sauce. Interestingly, good pasta's flavor actually improves with time! "If you taste now after ten minutes," Gianluigi said, pointing to two bowls of pasta that we'd tried hot a bit earlier, "the taste of our product tastes like good bread. The DeCecco," he added, "will taste like flour."

I've tried this at home a few times and been amazed by how accurate he was. While I'd never thought of enjoying cold leftover pasta, Gianluigi is right on—a day or two after being cooked and cooled, Rustichella, brought back to room temperature, actually tastes terrific. I would guess that Gaetano got that one right from the get go.



PRIMOGRANO®

PrimoGrano! Great Pasta Comes Full Circle

All of which brings me to PrimoGrano, the new, limited-edition pasta that Gianluigi is making. The name means "First Grain," and fittingly, the initial shipment just arrived in Ann Arbor around Christmas. I'm honored that we get to be one of the only places in the U.S. to get some. A timely gift from the Peduzzi family for long-time pasta lovers (like me), the PrimoGrano has a flavor that's very special, sort of luxurious, but in an understated, modest sort of way. It's now a regular on my list of favorite pastas.

Having eaten it regularly for the last few months (it's true—I got the sample bags before you could buy it), I will say that I really like this stuff, both for the pasta itself (pretty terrifically tasty) and for the project overall. The latter is really representative of most of the things I think go into making a special business ever more special. It's really no small thing. You have someone who's achieved a great degree of success, whose product is sold all over the world, is known for being among the best around. But instead of standing pat, Gianluigi has invested enormous amounts of energy, time and I'm sure money to make something special happen.

Just like Zzang! bars from the Candy Manufactory, cream cheese from the Creamery and dozens of other special things we make here, or buy from some of our favorite suppliers, the drive to make this new and better product came from within. The PrimoGrano is new to us, but not to Gianluigi. "We start to make the pasta in 2004 for the eightieth anniversary of the company," he told me this summer. "We worked with the University of Foggia in Puglia [a few hours south of his hometown of Pianella], and we started to study the new variety of grain. We finished this variety—what we call 'San Carlo'—in 2002. The yield is lower, but the flavor is very good. We did the first experiment for 2003 to grow three hectares. Just to make a small

amount to taste for the eightieth anniversary." And now, the PrimoGrano is ready for you and me to eat regularly.

"I wanted to make a product the way it was in 1924," he told me, sitting in the sun on a Sunday afternoon. His kids were running around the square, but his mind must have been more on generations past than present. As he talked, I realized that while he wanted to re-create the pasta of his grandfather's era, in fact, he was driven—respectfully—to make something even better. "In 1928," he told me, "there was this pasta made by my grandfather, with 100 percent Abruzzo wheat. But back then it was made without very good technology. When you cooked it, the taste was good, but the texture wasn't as good as what we have today." While we don't have the muscle of Mussolini to fight off, and the Futurists are long forgotten, modern technology has actually helped make the pasta better than it was back when Gaetano got going. "With San Carlo," Gianluigi explained, "we can make the pasta again with 100 percent Abruzzo wheat. San Carlo is 80 percent, but we also blend the Varano, Quadrato and Mongibello varieties. And now we have the techniques of today so that the taste is like it was then but the texture is much better."

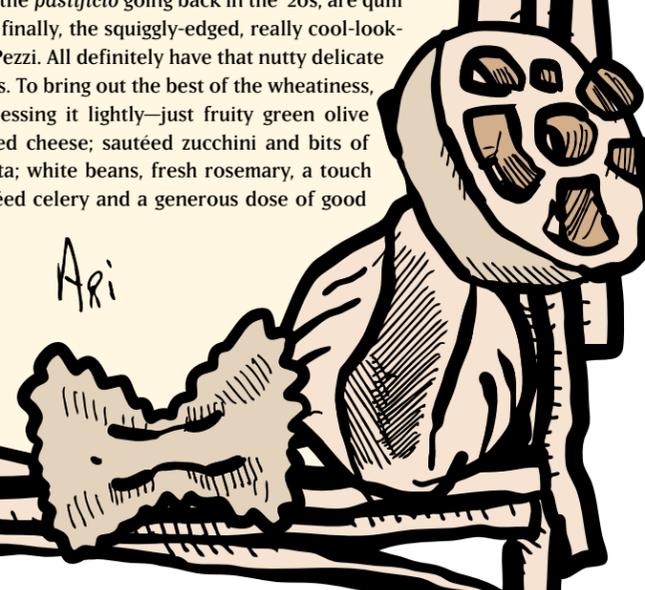
While the PrimoGrano project was triggered by Rustichella's eightieth anniversary, this isn't about doing a one-off pasta for PR purposes. To the contrary, it's all very holistic and long term—the idea is to get the San Carlo grounded in local agriculture, then build enough demand for the pasta to keep it going. And in the process provide consumers with a great-tasting product and farmers with something special to grow. "I wanted to work with the farmer," Gianluigi said. "It was the same area of the province that my grandfather bought the grain in the past. Many farmers would deliver the grain to his factory. And instead of the money he gave them the pasta." I'm sure the farmers today get plenty of pasta as well, but Rustichella is actually paying more per kilo to keep them growing this special wheat: "We pay to the farmers 10 to 15 percent more for the San Carlo than for the normal market of the grain. Plus, we pay one Euro for the farmer to cultivate only this variety. And two Euros for every percentage protein over 16 percent. So about 20 percent more."

All the other good stuff then goes into play. The milling is done at Rustichella's usual spot, one of the smallest mills in Italy now, which specializes in custom work like this. The dough is extruded through the bronze dies, and then dried very slowly (by modern standards—they still haven't gone back to sun drying!). The pasta actually cooks up fairly quickly—Gianluigi says this is because the Abruzzo wheat is a bit lower in protein than the imported wheats that are blended into their other pastas. The flavor is wheaty, delicate and really pretty delicious.

Elizabeth Minchilli, a food writer who grew up in St Louis and has lived in Rome for over twenty-five years now, loves it. (FYI, she's featured as Guanciale Girl in *Zingerman's Guide to Better Bacon*.) Given where she lives (in the middle of Rome) and what she does (food writing—the woman can get pretty much any pasta she wants and has probably tried most everything at some point or another), that's no small compliment. "I really liked the taste of the pasta. It didn't seem so neutral like most pasta, but had a distinctive, sort of nutty/wheaty taste to it. Also it was chewier, and more resistant, and had a better texture." I'd agree.

We've got the PrimoGrano in three shapes. Chitarra are the traditional square-shaped long pasta of the Abruzzo. Penne, bearing the same name as the village where Gaetano got the *pastificio* going back in the '20s, are quill shaped. And finally, the squiggly-edged, really cool-looking Sagne a Pezzi. All definitely have that nutty delicate deliciousness. To bring out the best of the wheatiness, I've been dressing it lightly—just fruity green olive oil and grated cheese; sautéed zucchini and bits of fried pancetta; white beans, fresh rosemary, a touch of well-sautéed celery and a generous dose of good olive oil.

Ari



Zingerman's Catering and Events

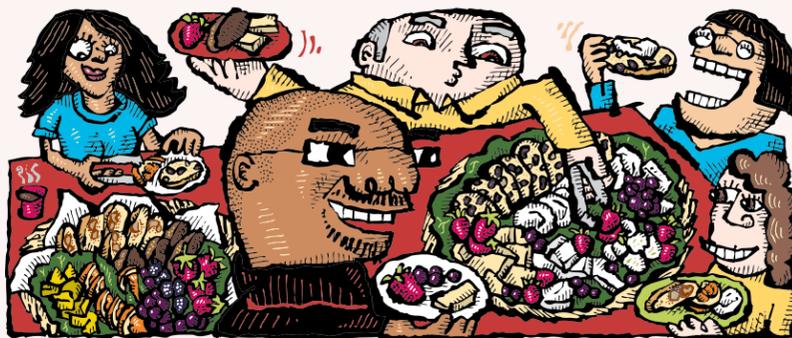
Get Zingy This Spring with Catering's 10% Tuesdays!*

I'm not a fan of Tuesdays. Tuesday always feels like the end of the so-called honeymoon that was last weekend, yet it's still so far from next weekend. And why is it that all my meetings stack up on that particular day? The coming spring season won't make those endless Tuesdays any easier. How am I supposed to think about agendas and action steps when all I want to do is frolic in the fresh green foliage?

The cure for my Tuesday blues is a great lunch. That special midday pick-me-up gives me something to savor in the midst of a weekly meeting. And when everyone at the meeting is enjoying a tasty meal together, it makes the list of to-dos move a little faster.

Throughout March and April, we will offer 10% off our three most popular Deli trays – the Complete Classic, Rosie's No Red Meat and the Terrific Trio – every Tuesday. Each Deli tray comes with an assortment of meats, cheeses, Zingerman's Bakehouse bread, lettuce, tomato and condiments, as well as coleslaw, potato salad, pickles and olives. If dessert will make your meal complete, you can add a Bakehouse cookie and brownie basket (and knock 10% off that, too!). We always throw in paper plates, napkins, plastic ware, and serving utensils at no extra charge, just let us know if you need them.

Need delivery? No problem! For an extra fee, our savvy delivery staff will bring the food to your door (or desk), assist you with setting it up and answer any questions you have. If you prefer pick-up, just swing by the Deli – we can even arrange to bring the food to your car.



Didn't know you needed Tuesday catering until Monday afternoon? Don't hesitate to call us! We can pull together a Complete Classic Deli Tray faster than you can say "My boss forgot to tell me about this meeting."

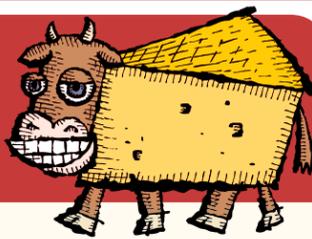
You can learn more about our delicious Deli trays at www.zingermanscatering.com or by giving us a call at 734-663-3400. Let Zingerman's Catering tickle your taste buds every Tuesday this spring. Hurry! The offer ends Tuesday, April 27th, 2010

Jane
at Zingerman's Catering

*Cannot be combined with other offers.

Creamery Specials!

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



March real cream cheese

Unlike the cream cheese we're used to, this award-winning cheese is made using old techniques, no gums, and long setting times to bring out the full flavor of the milk. It has a soft, fluffy texture and rich, creamy citrus taste.

\$10.99/ea. **\$9.99/lb.**



April Sharon hollow

Fresh, hand-ladled cheese layered with pepper or fresh herbs. Available with Telicherry black pepper and garlic or garlic and chive. Crisp, clean, milky flavor accented by the flavor of the herbs.

\$6.99/ea. **\$4.99/ea.**

Creamery Tastings

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

March american cheesemaking

Sunday, March 21 • 4-6pm • \$25

We'll talk about the origins of American cheesemaking and cover the decline in artisanal and farmstead cheese in the US, as well as the incredible renaissance of the past 30 years (hint: the Creamery is part of it!), and we'll taste some of our favorite cheeses from across the US. It'll make us all proud to be Americans. :)

April all about the goat

Sunday, April 18 • 4-6pm • \$25

It's about time for the new kids to be born, so we're celebrating by tasting lots of goat cheese, from very fresh to hard-aged, and talking about raising and caring for goats, how their milk is different, our relationship with our goat farmer, and what we look for in a great goat cheese.

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



March Gelato Specials!

We make these special gelati once a year to celebrate St. Pat's and when they're gone, they're gone until 2011.

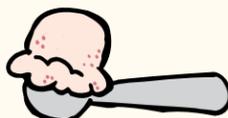
free gelato
on your birthday
at the creamery!

boston brown bread gelato

Made with caramelized bits of Bakehouse Irish brown soda bread, this annual gelato is sweet and creamy and winning over more fans every March.

Guinness gelato

Oh my goodness, my Guinness! A sweet, malty reduction of this famed Irish stout is folded into gelato for this once-a-year frozen treat. While supplies last!



ZingTRAIN

Visit www.zingtrain.com
or call 734.930.1919
for more info or to
reserve your spot

hey, Local business owners! Zingerman's Customer Service Express Workshop

Two New Sessions Announced:
May 5, 2010 & July 14, 2010
8am-Noon • \$300

"I liked the 'open-book' sharing of info, Zing samples, suggested reading for continued education, knowledgeable presenters who were sincerely helpful." —Kathy Samson, Mrs. Greenstreet Marketing, Battle Creek, MI

One of the questions I get asked most frequently is some version of "How do you get the people who work here to give such great service?" For over a decade, we've been sharing the answer to that question with the rest of the organizational world through ZingTrain's two-day Art of Giving Great Service Seminar. It covers the whole kit and caboodle of our approach to service: our vision, how we train, measure, reinforce, reward, etc. It's a solid sixteen hours of us teaching with a bit of time for eating and stretch breaks. It's been our most popular seminar over the last 15 years.

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

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

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

ZingTrain 2-Day Seminars!

Our seminars are held in a dedicated training space just a stone's throw away from both Zingerman's Creamery and Zingerman's Bakehouse—surrounded by full-flavored, traditionally made food and lots of out-of-the-box ideas on how we run our organization. Visit us at www.zingtrain.com for more information and to register!

Our current seminars are:

- Fun, Flavorful Finance
- Bottom-Line Training
- The Art of Giving Great Service
- MerchandiZing!
- The Zingerman's Experience
- Leading with Zing!
- Small Giants: Creating a Vision of Greatness
- Working with Zing!

\$975/person includes: tuition, instructional materials, plenty of product sampling, breakfast and lunch



HAPPY 28TH BIRTHDAY! mar-apr 2010 issue #219 8



where's the beef?

Chef Alex Young Talks About Building a Local Supply Chain for Roadhouse Meats

What are you most excited about this upcoming year?

Sourcing local meat. Preparing barbecue everyday means that we cook with a lot of meat at the Roadhouse and always have used really good stuff like Niman Ranch and chickens from the Amish farmers in Indiana. As time goes on, we have opportunities to develop our connections to the community, and it has become more and more important to contribute to our community in any and every way possible. We're working hard to create change in our own small piece of the food system.

Finding local meat sources means that we're looking for producers whose passion matches our own. We look for individuals who have the ability to produce really full-flavored meat. We work with them to select the breeds—old breeds—whose flavor profile satisfies our specifications. We then look to ensure that they are fed a natural diet and raised in a sustainable and healthy manner.

In addition to Cornman Farms, what local farmers and groups are you working with?

Ally Rogers of Roger's Corner in Chelsea is raising goats for us. Kris Hearth of Old Pine Farm out in Manchester is raising beef, and Marshall Johnson in Jackson is also raising beef. Pork and beef, that I hand-selected, and purchased at the Chelsea and the Washtenaw County 4-H fairs are pasture raised at Cornman Farms as well.

What breeds of pigs, cows and chickens are we using?

Our beef is Angus and Whiteface Hereford, our pork is a Duroc-Hampshire cross, as well as Yorkshire. And finally, our chickens, which come from Homer, MI, are Barred Rock.



Where can I find local meat on the menu at the Roadhouse?

Mostly on the specials at this time, but as more becomes available, we will transition to other menu items to use more of these really good meats.

Because we work with local farmers in a relatively small network, dramatically increasing a supply takes time and building long-term relationships. Starting with the work of Cornman Farms (our very own farm, supplying Roadhouse tables with fresh heirloom produce through the growing season and into the winter, and pasture raising heritage sheep, pork and beef), the Roadhouse is slowly building our local supply of heirloom produce and pasture raised meat through relationships with area farmers.

The Roadhouse menu seems like it changes a lot during the year, how do you decide what to put on it, and why?

We typically create 5-8 new specials a week and we find inspiration in many places, including historic cookbooks, in-depth looks at regional American foods, full-flavored ingredients, and the various harvest seasons across the country.

In addition, some of our changes occur in the main area of our menu. For example, on our salads, we're using our connection to local growers and our work at Cornman Farms to adjust recipes to reflect the changing seasons. During the summer, at the height of the tomato harvest, we're serving hours-old tomatoes on the Roadhouse garden salad. But, in the cold months, we use oven-roasted tomatoes preserved from the harvest at Cornman Farms. What's available and in season plays a starring role in what we're serving, because our goal is always to use full-flavored ingredients and serve really delicious, full-flavored food.

What makes the Roadhouse's work with local farmers and growers so important to the vision of the Roadhouse?

One of our guiding principles at Zingerman's states, "We are an active part of our community." Not only is giving back and donating to our community a part of this, but also building bonds within our community and supporting local growers. By finding ways to develop flavorful, heirloom breeds, we're able to meet two goals at once: impacting our community, and advancing the Roadhouse's vision of serving really good American food.

what's on the menu?

The menu at the Roadhouse changes daily and you can check out each day's offering at www.zingermansroadhouse.com. Here are some of the highlights from our work with local farmers!

All Cornman Farms beef is grass-fed Angus and Whiteface Hereford, dry-aged 7 weeks to intensify natural flavors, served with mashed local potatoes and sautéed spinach.

16-oz Bone-in Rib Eye Steak
A middle-rib steak with beautiful marbling and sweet fat cap—almost plate-sized.

16-oz Striploin Steak
Lower-rib cut with even marbling. The smaller eye of the meat allows us to cut a slightly thicker steak in keeping with the Kansas City style.

7-oz Top Round Steak
Rump cut with light marbling and intense flavor.

Grass-fed Dry-Aged Burger
Oak grilled ground beef with lettuce, tomato, onion and pickles on a Bakehouse onion roll with hand-cut, twice-cooked fries.

Salisbury Steak
Ground beef with a wild mushroom bordelaise, mashed potatoes and sautéed spinach.

Texas-Style BBQ Beef Brisket
Hand-sliced Cornman Farms dry-aged beef pit-smoked for 14 hours. Served with Alex's Red Rage Tomato BBQ Sauce, mashed potatoes (from local farmers!) and Southern-style braised greens.

Slow-Braised Short Ribs
Slow-braised short ribs in red wine demi beef stock served with local mashed potatoes and sautéed spinach.

Beef Bourguignon
A classic dish, with mirepoix and red wine, now made with Cornman Farms beef. Served with mashed local potatoes.

Chicken Fried Steak
Sirloin tenderized, lightly breaded, fried, and smothered with chicken gravy.

8-oz Tenderloin
The most tender cut with a wonderfully even marbling.

An Intimate Conversation with Author Michael Pollan: A Fundraiser for the Ann Arbor Local Food Revolution

April 11 • 5:30pm—private reception • 6pm—conversation and book signing

Join bestselling author and food visionary, Michael Pollan, at Zingerman's Roadhouse for an intimate conversation about the revolution in food and farming underway in the United States. He will present a unique personal view of the forces behind the current headlines dealing with food and health. Part of the evening's conversation will be based on questions from the audience.

Proceeds from this fundraiser will support Ann Arbor's Homegrown Festival and the Edible Avalon Project: a community garden program supporting low income residents in Washtenaw County in growing their own organic food. The event will also support the work of the Center for Economic Security in making "Growing Health," a film illuminating the connections between healthy living soil and reduction in chronic disease.

Chef Alex Young will prepare a delicious selection of appetizers for the reception, using ingredients from his own Cornman Farms.



\$500 – includes private reception with Michael Pollan, conversation & book-signing, Package of Chris Bedford's DVDs, and Pollan's 3 books.

\$150 – includes the conversation and book-signing

eat dinner with dave eggert!

May 6 • Fundraiser for 826 Michigan
For details, email rhevents@zingermans.com



HAPPY 28TH BIRTHDAY!

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easter treats

from

Zingerman's
community of businesses



hot cross buns

BAKE! Principal and recipe developer extraordinaire Shelby Kibler explains the origins of Bakehouse Hot Cross Buns.

I know that we've sold hot cross buns before, but I sort of felt that the recipe wasn't as good as we would have liked. So, a little over a year ago we decided to try out some other recipes and see if we could create something that made our tastebuds tickle. I did some research for a day, and in the middle of the night I had a moment of inspiration and/or clarity that said to me: try cooking some oatmeal and using it in the dough for a moister mouthfeel. I did. It was nice. Very nice. So, we tasted some together at the Bakehouse, and in no short time bread manager Stuart Marley and the bread department were whipping out dozens and dozens of tasty little buns. They are special because we use awesome ingredients, our recipe is unique, and the buns are soft, just slightly sweet, and moist. Mmmmm. Thanks to the bread department for pouring such love into them!



peace, Shelby

Baked fresh everyday April 1-4.
We sold out early last year. Don't wait!



more easter treats!

Easter cookie - Egg shaped butter cookies with a hint of fresh citrus zest that are delightfully decorated with our own marbled vanilla fondant. Great in an Easter basket or at each place setting on the dinner table. **Available March 21 - April 4**

Kulich - A traditional Russian Easter cake with flaky buttery dough, luscious rum-soaked dried fruits topped with vanilla glaze and toasted almonds. A beautiful hostess gift or brunch treat. **Available March 21 - April 4**

Marshmallow Bunny Tails! - Hand-made marshmallows in two delicious flavors: raspberry and coconut. No off tastes from chemicals or flavorings, just clean pure flavor from Italian Agrimontana raspberry preserves or Italian coconut paste and toasted coconut. You could say they're from Italian bunnies! Each half-pound package contains both flavors. **Available March 21 - April 4**



Say "Somebunny Loves you" with zzang! candy bars for easter

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



Pashka

An unbaked cheesecake, Pashka is a rich and creamy traditional Russian Easter dessert often served with Kulich. We make it with our award-winning, hand-ladled cream cheese, cream, egg yolks, butter, candied orange rinds, lemon zest, raisins and vanilla. Available for a limited time!



passover specials



macaroons



Creamy texture and the great flavors of vanilla bean or chocolate. Its impossible to just eat one. Get them by the big luscious piece or a dozen petite size in a tin. **Available March 1 - April 6**

chocolate orange torte



This is a moist rich cake for chocolate lovers made with lots of dark chocolate, real orange oil, and ground almonds coated in a shiny dark chocolate ganache and more sliced toasted almonds. It's a bonus that it's good for Passover because the cake is made from matzo meal. 6" size, serves 6-8. **Available March 1 - April 6**

matzo mandelbread



"Mandel" means almonds in Yiddish, and these are loaded—not laced, but literally loaded—with toasted almonds. Made with sweet butter, fresh eggs, lots of fresh orange and lemon zest, and scented with real vanilla. Made with Matzo meal instead of flour. **Available March 26 - April 6**

Passover sponge cake

A modern twist on a Passover favorite—Sponge Cake! We've dressed up this traditionally tasty but sort of plain Passover dessert. Try our light and lemony sponge cake with lemon curd between the layers and a caramelized meringue exterior. A pretty, flavorful and light (and gluten free) ending to a Passover feast. **Available March 1 - April 6**

PASSOVER FOODS AT ZINGERMAN'S DELI

full menu online at www.zingermansdeli.com

Erev Passover is March 29th

We've been preparing and serving full-flavored Passover dishes since we opened in 1982. We make everything from scratch in our kitchen here on Detroit Street and use the best ingredients we can find. Over the years, our annual Passover menu has built up a loyal local following thanks to traditional dishes like our homemade gefilte fish (try it if you think you don't like gefilte fish!), mahogany eggs, and beef brisket. The full menu is online starting March 1. Don't miss out. Call 734.663.3400 to order!

A few favorites on this year's passover menu:

Seder Plate

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

complete seder meal

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

Other menu highlights

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

Please order at least 72 hours in advance to ensure timely delivery

First pick-up is March 29.

Please note: none of our Passover foods are strictly kosher.



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



HAPPY 28TH BIRTHDAY! mar-apr 2010 issue #219 10



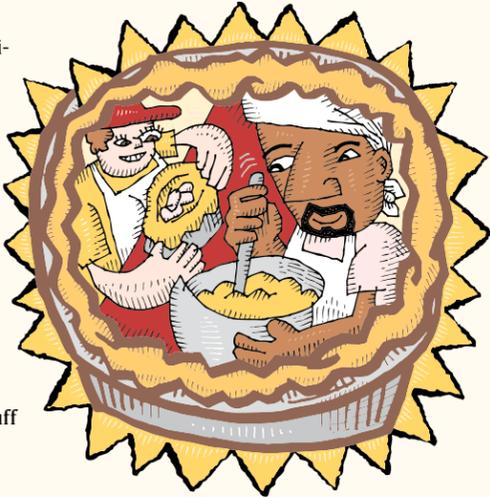
what's bakin' at



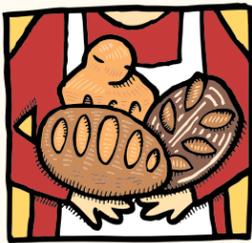
BAKE-cations

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

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



See photos, get dates and times, and read full descriptions online at www.bakewithzing.com or call 734.761.7255



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

—Lori Rackl, *Chicago Sun-Times*

Going Even More Local – Westwind All-Michigan Bread



Did you ever think about where the flour in our bread and pastry comes from? Even though we have a real commitment to using great local ingredients, it turns out that there is not that much wheat grown in Michigan.

So, we are very excited that Westwind Milling Company in Linden (about 40 miles north of Ann Arbor) grinds local, organic wheat into flour. The flour is really different, since it's ground using a traditional stone mill, and it has more wheat bran and germ left in it than the flour you might buy at the grocery store. Shelby Kibler, the principal of BAKE! (our teaching bakery), worked with the flour and created a distinctive Michigan bread that we're naming after the mill.

Westwind bread is a crusty, caramel-colored, mildly sourdough loaf with a chewy texture that's simple, rustic, and satisfying. Because the mill is quite small, we'll only have about 80 loaves of Westwind bread available per week. If you buy it all up, we'll be able to encourage Westwind to grind more grain, they will encourage our farmers to grow more, and we'll have more of these delicious loaves—that's what buying local means!

Purchasing local food sources for us at the bakery presents many opportunities and a few challenges. Some of the ingredients we use (eggs, milk, fruit...) can most definitely be grown and produced in Michigan and we enjoy using them. Since the bakery opened in 1992 we have used dried Michigan cherries from northern Michigan in our scones and chocolate cherry bread and Michigan tart cherries in our cherry pies. We have always used Michigan maple syrup from the Upper Peninsula. Guernsey Dairy, family-owned in Northville, has supplied us with milk, cream, and sour cream all made with milk from Michigan farms. The thousands of eggs we use each week are all from Michigan. In the last several years, we've enjoyed buying our Ida Red Apples from Nemeth Family Farms in Ypsilanti. Mr. Nemeth delivers the apples to us himself in his own worn and rustic wooden crates stamped with his name. The apples are fantastic but seeing Mr. Nemeth every week is the real treat. And our rhubarb comes from Makielski Berry Farms just a few miles from the bakery. The challenges? A handful of ingredients we bake with will probably never be sourced successfully in Michigan, like chocolate and vanilla beans.

All of that said some of our most important ingredients could come from Michigan and at the moment they don't: all purpose and bread flour (our pastry flour is from Ohio and is milled in Frankenmuth, I'm going to say that's pretty good), cornmeal, butter and honey to name a few key ones. Our goal is to start finding these ingredients in Michigan and when necessary to help new or small producers develop so that we can purchase from them.

Westwind bread is a small step toward achieving this goal and in our ever-evolving effort to be your even more local bakery.

Amy

Available Friday afternoons at Zingerman's Bakehouse, Deli and Roadhouse!



special bakes

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

Irish Soda Bread

March 1-17

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



Boston Brown Bread

3/27

When is a bread not really a bread at all? When it's Boston Brown Bread! Sweet and rich with deep complex flavor from an ingredient list that reads like a guide to great baking: molasses, real butter, fresh eggs, local sour cream, muscovado brown sugar, red flame raisins, wheat, rye and organic cornmeal.



Peppered Bacon Farm Bread

4/9 & 4/10

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!



Roasted Garlic Italian Bread

4/16 & 4/17

Our golden crusted Rustic Italian bread with fresh whole cloves of garlic, roasted and mashed. Makes instant garlic bread with a little spread of butter.

Porter Rye Bread

4/23 & 4/24

A moist and slightly sweet loaf made from a bit of organic muscovado brown sugar, Michigan Brewing Company's Peninsula Porter, a pinch of lard, and lots of flavor-packed rye flour.



Alsatian Rye Bread

4/30 & 5/1

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



Black Olive Farm Bread

3/5 & 3/6

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



Green Olive Paesano

3/12 & 3/13

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



Call ahead to order your special loaves from:

Bakeshop—3711 Plaza Dr. • 761.2095
Deli—422 Detroit St. • 663.DELI
Roadshow—2501 Jackson Rd. • 663.FOOD

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

bread of the month

March 2010

Farm Bread
\$4.50/1.5 lb. loaf
(regular \$6.25)

Imagine sitting around a French farmhouse table waiting for dinner to be served. This would be the bread they'd bring out. When baked to a nice dark crust, this is Frank's favorite loaf.

April 2010

Paesano Bread
\$4.50/1.5 lb. loaf
(regular \$6.25)

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



cake of the month

20% OFF

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

March 2010

Hunka Burnin' Love

Our dense buttermilk chocolate cake covered in rich Belgian chocolate buttercream. Customers have been known to fall in love with it. Bakers have been known to eat the batter even before it makes it to the oven. Available in 6" and 9" rounds and sheet cakes.



April 2010

24-Carrot Cake

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



HAPPY 28TH BIRTHDAY! mar - apr 2010 issue #219 11

