

# 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

### Steep! Tea Tasting Series: Wonderful World of Tisanes

Tuesday, May 11th • 7-9pm  
\$20 in advance and \$25 at the door



With spring in the air and Michiganders just beginning to thaw, it is time to usher a different category of teas into our lives. Behold the humble tisane! Made without the Camellia sinensis (tea bush) plant, tisane is the technical term for any tea made with herbs or fruit. Tisanes boast the ability to refresh your palate without jacking up your caffeine intake. So come and sip with us! There will be a vast array of teas to taste with accompanying foods to satiate your stomach.

### American Spoon Tasting

Monday, May 17th • 7-9pm  
\$20 in advance and \$25 at the door

We have been carrying these delicious spoon fruits and preserves for a long time because they are that good. Come and spend an evening with one of American Spoon's very own. We are going to taste perfection in a jar and discover some fun ways to use preserves besides your morning toast. It's been a long time since we have had this very special visit so sign up early.

### Charlie and the Candy Manufactory!

Thursday, May 20th • 7-9pm  
\$30 in advance and \$35 at the door



Join us for a tasting with a real-life Willy Wonka... Charlie Frank of Zingerman's Candy Manufactory! Charlie's candy bars are an homage to the American "combination" bars of the 1930's—super fresh and super simple, with outstanding ingredients like honey nougat, brittle, fudge, peanuts, caramel and chocolate. We will taste the entire line of Zang! Bars—the Zang! Original, Ca\$heW Cow, What the Fudge? and brand new Wowza! Charlie will also lead a comparative tasting and walk us through a "day in the life" of a candy maker!

### Zingerman's Creamery Cheese Tasting

Wednesday, May 26th • 7-9pm  
\$20 in advance and \$25 at the door

Sometimes we get lost with all the silky Frenchies and sexy Italians in the cheese case, but honestly, some of the best cheese is being made right here in Ann Arbor. Our very own cheesemonger Paul, and cheesemaker Aubrey from the Creamery will be hosting this very special event. Come learn all about how Zingerman's Creamery cheese is made and taste a great (and local) cheese.

### Balsamic Vinegar

Thursday, June 3rd • 7-9pm  
\$30 in advance and \$35 at the door

Come meet an extraordinary balsamic vinegar maker from Modena, Italy. It's been two full years since Erika Barbieri last visited us. Have you tasted the balsamic vinegars we keep under lock and key at the Deli? Her family has been crafting these exquisite elixirs for many generations now. Come listen to this special guest tell you all about balsamic vinegar. Getting the insider scoop on this highly prized vinegar is a very, very rare event; this will sell out fast.

### Steep! Tea Tasting Series: Incredible Iced Teas

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



We'll teach you how to cold-brew, make the best Arnold Palmers, and elevate sweet tea to its rightful pedestal. Come and enjoy a semi-traditional night of iced teas and finger sandwiches. You'll leave with a full stomach and enough iced tea recipes to get you through the summer. Hope to see you there!



### Al Dente Pasta Tasting

Wednesday, June 16th • 7-9pm  
\$20 in advance and \$25 at the door

Local foods are on the tip of everybody's tongue these days, and we're proud to have local food producer Monique Deschaine of Al Dente Pasta here for an evening of all things pasta. Come learn about how they got started, and taste the fruits of all the hard work they put in over the last quarter of a century.



### Tunisian Pantry

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

In the past year we have had a Tunisian food revival at the Deli. Come join Ari, Sarah, and Amos for an evening of education and eating. These three Zingernauts have spent more time in the past year over in Tunisia eating, cooking and learning than many of us have spent on vacation. You're going to taste the full-flavored Tunisian products we have and leave with some very fun and delicious ways of using them.

### Farmhouse Cheeses

Wednesday, June 30th • 7-9pm  
\$20 in advance and \$25 at the door

Many of the cheeses that you have seen year after year on our counter are considered farmhouse cheeses. Send an evening of learning what makes a cheese "farmhouse" and why they are so special and sought after. With our cheesemongers as your guides, you'll taste some of the best you're ever going to find during this special evening. If you love cheese you'll want to be at this tasting.

Please call 734.663.3400  
to save a seat.

See our full schedule at  
[www.zingermansdeli.com](http://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.

### Savory Pies

May 19 • 5:30-9:30PM • \$125  
June 16 • 5:30-9:30PM • \$125

Check out the full schedule  
and register for classes at

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

**Zingerman's**  
creamery

Stop by the Creamery Cheese Shop  
734.929.0500 • 3723 Plaza Drive  
[www.zingermanscreamery.com](http://www.zingermanscreamery.com)

### Learn to Make Fresh Mozzarella

Saturday, May 1st, 8th, 15th, 22nd, 29th  
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!

### Creamery Tours

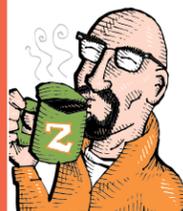
Every Sunday • 2pm • \$5/person  
Reservations are encouraged.

**Zingerman's**  
**COFFEE**  
COMPANY

### "Second Saturday" Tasting!

May 8th and June 12th  
11 am-noon • Free!

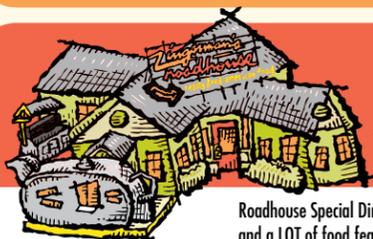
Join us monthly for an open-to-the-public, no-reservation-required cupping. Zingerman's Coffee Company managing partners Allen and Steve give a tour of the operation, sample new arrivals with guests, and explore the world of coffee from seed to cup.



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

3723 Plaza Drive • 734.929.6060  
[www.zingermanscoffee.com](http://www.zingermanscoffee.com)

There's a lot more happening  
at Zingerman's Bakehouse,  
Creamery & Coffee. Check out  
all the classes, tastings, pro-  
motions and more going on at  
Zingerman's Southside on page 9.



**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.

### Doce de Mayo: Mexican Dinner

Wednesday, May 12th • 7pm • \$45/dinner

Drawing on his family's background, Roadhouse Restaurant Manager, Fabian Salinas, looks back to some of the foods he grew up with. Using his mother's own recipes to create a very special menu for this event, he'll explore foods from Northern Mexico, including frijoles a la charra, tamales, and gorditas. Our beverage pairings will add south-of-the-border fun with a selection of flavorful tequilas.



### Foley's Fresh Fish Feast

Wednesday, June 16th • 7pm • \$45/dinner

### The Story Behind the Amazing Fish at Zingerman's Roadhouse

For this special event, we're joined by Bill Gerencer, long-time fish buyer from one of our favorite sources for fresh seafood, M.F. Foley, a family owned company with decades-old ties to Zingerman's and the Ann Arbor area. Join us for a dinner highlighting our favorite Foley's fare and a discussion with Bill, who has worked with Chef Alex Young for more than 15 years, as he talks about his passion and commitment to providing fresh, flavorful fish.



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

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

### Deli sandwich of the Month

#### MAY: "the ol' bap"

This sandwich was created for us by a group of students (Olof, Lynus, Brianna, Alexis and Pierce) from the Mack Open School. Their recipe starts with provolone, Genoa salami and Zingerman's pastrami piled high on a sliced baguette. Then, after adding a little lettuce and a couple slices of our dill pickles, they ask us to "squirt some honey mustard in there." Steps #9 and #10 call for us to "Eat" and "Enjoy!" We think you will!  
\$9.99/one size

#### JUNE:

#### Green 'asp' and ham

Named in honor of Dr. Seuss, and because our Zingerman's code for asparagus is "ASP," this breakfast plate is a layering of warm Arkansas peppered ham and fresh-from-the-field asparagus, topped with two fresh-cracked, over-easy eggs. Served with two slices of buttered Bakehouse White toast.  
\$9.99/avail. 'til 11am

#### aspara-shazham

Hand-picked, lightly grilled asparagus, Arkansas peppered ham, and incredibly fresh smoked mozzarella from Zingerman's Creamery grilled on Zingerman's Bakehouse Sourdough bread.  
\$11.50/one size

you really can taste the difference!

ISSUE # 220 • MAY-JUNE 2010



You did read that right. And I actually wrote it right too. Sounds strange but it really is what's been on my mind.

It's a new thing for me, this interest in imperfection. It just sort of happened. It's strange how stuff can come together like that sometimes; fate finds funny ways of furnishing the material I need to make mental moves forward: things that unexpectedly open intellectual and emotional doors, stuff that helps me stay away from the stagnation of sitting with the status quo for too long. In this case it was a funny bit of nonfiction; burgers inserted themselves, unexpectedly, into the writing of a business book. One of the best things for me about writing as I get to do it here is that I move very freely from food to business and back again. Usually I have at least one essay on each in the works at the same time. I like that a lot—I live the food and the business work every day. And not that many people get to go from mission statements to wild mushrooms the way I do.

Burgers first came to mind last month, not because we were working on new menu items, but as part of the writing work I was doing. One of the eighteen or so essays in the forthcoming *Zingerman's Guide to Good Leading, Part One: A Lapsed Anarchist's Approach to Building a Great Business* is on our "12 Natural Laws of Business" (an essay from which is on page four of this newsletter). Although we've been using these "laws" for many years now, I wanted to reground myself in business basics, so I took a few hours out and reread one of my favorite books: Paul Hawken's *Growing a Business*. It's a great resource—down to earth, easy to read, right on, and, not shockingly (I already told you how much I like it), very much aligned with what we do here at Zingerman's.

Anyways, I was reading it with our 12 Natural Laws (many of which he hits on in his own Hawken-esque way) when I come

across his ode to the hamburger. While I remembered the book, and how I felt reading it, very vividly, I'd completely forgotten about this little bit he'd put in on burgers. It's only a paragraph, but there it is: burgers getting big billing in a business book. "Take a prosaic, everyday, kick-around sort of product," Hawken wrote, "and make it real again. Hamburgers, for example. There are so many bad hamburgers in this world I venture to say that anyone with a hot grill who makes an honest one with generous portions and fresh fried onions will never lack for customers. In other words, take a product and reduce it to its essence." I'm sure someone somewhere will argue with Hawken's hypothesis, but not me. What he described in the book is a huge piece of what we've been doing here for nearly thirty years: burgers, bagels, rye bread or brownies, it's all about taking stuff people know well in mediocre, mass market form and making it into something really special by using ingredients eight steps up from the ordinary.

And that Hawken anecdote is a good lead in to the second of my hamburger happenstances. While I was working on the *Natural Laws* essay I got a call from Alex Young, chef and managing partner at the Roadhouse. He wanted to share his excitement about all the work he was doing at our farm to take the restaurant's food quality up a notch. Mind you this wasn't about developing some new sauce for a special (though that's good to hear about too), but rather about going back to the basics—actually raising beef: live animals, real feed, and all that fun farming stuff. Alex had bought some steers and was hard at work doing the same sort of stuff with them that he's done so amazingly well with vegetables over the last four or five years. All that homework to learn about feed, care and animal husbandry . . . it's work that most of us who cook for a living have heard of but are anything but experts in. We know a wee bit about what to do with good beef once it's been brought into the kitchen, but raising the animals isn't something they teach in very many restaurant kitchens. To Alex's great credit, he's taken the idea of going back to the roots far deeper than most any other chef around.

Of course everyone reading this—food professional or caring consumer (they do actually overlap of course)—will know, as I do, that the better the beef you use, the better the burger you make with it is going to be. And what Alex is doing is essentially the older style of ranching. He's headed back to 100 percent grass feeding and the meat is truly tasting fantastic. Interestingly though, it's not like the beef we've been using all along is bad. Fresh Niman chuck we've been getting for nearly seven years now is certainly no slouch. It comes from old breeds of English beef cattle, raised mostly on grass and without the now-standard-in-the-commercial-world use of added growth hormone and/or antibiotics, finished on corn, and handled humanely (certified by the Animal Welfare Society out of NYC according to codes crafted by the appropriately well-respected Temple Grandin, who's been all over HBO of late).

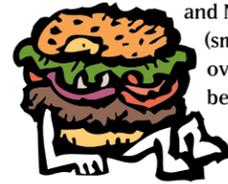
Alex and I have tasted the grass-fed beef from Cornman and the grass-raised, corn-finished stuff from Niman Ranch that we've been buying for the Roadhouse since we opened in '03. Surprisingly (in a good way), both of them were delicious. Excellent, actually. Not that I need to, but I couldn't really even say that one was my favorite. The corn-finished is more the flavor that I—and really most of us who didn't grow up in Argentina, where grass-fed is the norm—were raised on: a touch sweeter, a bit more buttery on the tongue. The grass-fed beef, by contrast, tastes a tad leaner, the finish a bit cleaner. Honestly, they're both really good. It's like farmhouse cheddar from England and a comparable one from Wisconsin. Same basic approach, both are good cheeses; some of us like it one way, others another, but either can be excellent.

In both cases we start with fresh whole pieces of chuck, which are ground daily in the Roadhouse kitchen. We like it a bit coarser than most, the better to actually chew, the better to taste the full flavor of the beef. It's then formed into patties by hand. Too much pressure packs the meat too tightly: most commercial burger meat is almost extruded into a sausage-like paste. When you come in and ask for one, we cook it to order on the grill, over heat generated by real oak logs. The finished burger goes quickly onto one of those really nice little "New Jersey" (soft, square onion rolls) from the Bakehouse and gets served with those double-blanching, freshly made every day fries (which, by the way, you get free refills on).

The third part of the mental trilogy of burger events, the one that pushed me into deciding to actually write this piece and to openly identify as an imperfectionist, was something that came to my mind while I was working on another essay for the business book. This time it was a piece on systems that got me

### Roadhouse Burger Profile #2 the 24/7 burger

This is the favorite of Bakehouse bakeshop manager Katie Frank. We take our great dry-aged beef and smother it with Hook's 7-year-aged Cheddar from Mineral Point, WI and Nueske's Applewood Smoked Bacon (smoked for a minimum of 24 hours—over real applewood logs in Wittenberg, WI). You could just say this is our tribute to great food-making friends in the Badger State.



thinking. Burger cooking, in the context of my systems work, is what we call a "craft system." One in which, no matter how closely you follow it, there's still a strong element of craft, in essence a bit of art, in the final piece of the work. Where, no matter how hard a mass-market machine-tooler might work at it, there's just no way to get every product to be 100 percent perfect. You can systematize up to a certain point but there's still the skill of the artisan, the nuances of nature in the raw material, etc. that bring a bit of variation into play. This, I have to admit, is where my new angle on imperfection comes in. The craft, the beauty of the imperfection . . . it's the poetry of the product. Burger preparation and the consummate cooking, the way we do it, is an art to appreciate. We do have a drive up window at the Roadshow for carryout, but the burgers people pick up aren't in the least industrial.

One way they get the art and imperfection out of the mix in the middle and low end of the food world is often to simply avoid asking how you want your burger cooked—you get it well done, or you don't get it. I doubt that too many people ever send anything back at a chain restaurant because the burger was "overcooked." Most of us seem to just accept it as the norm. In any case it's actually far easier to deliver accurately because restaurants purchase machine-pattied meat, (often frozen), and then cook it on an easier to manage gas-fired (not wood-burning, open flame) surface. Sadly though, you don't get that nice subtle smoky flavor we like from the oak. Add to that the reality that pre-formed burgers don't taste as good, the texture is too tight, and at the cost of flavor and transparency, no one (at our end at least) knows where the meat comes from without running something akin to global DNA testing (according to the *NY Times*, *Fast Food Nation*, etc.).

Here at the Roadhouse, we've opted for a more difficult culinary course, which is to ask the customer how they'd like their burger cooked, and then attempt to deliver it. The challenge is that there's just no way, perfectionist though I am, to have 100 percent, perfectly cooked-to-order, hand-pattied burgers from the oak-fired grill the way we would handle systemizing the proper packing of a box on our Mail Order production line. The reality is that the hand-pattying, the temperature variation from the wood, the number of other items on the grill, etc. all impact the outcome: the grill cook really has to be skilled at what they do to get the burger properly cooked. In fact, the burger can easily be cooked properly on one side but be a bit under or overcooked on the other, perfect on the left side, slightly too rare on the right. This, I've come to realize is the beauty of the beast—the art of the artisan hamburger.

The funny thing is that while in general I'll probably always strive for perfection, I really pretty perfectly made peace with the reality that traditionally made food is full of what the industrial world would call "faults." Brown spots on antique apples, slight variations in crust color on artisan bread, the subtle shifts up and down in the flavor of farmhouse cheese from one day's production to the next. Industry rid us of this problem by producing strictly middle of the road product—everything is the same, every box identical, every apple almost alike. Our work here has been to go back to what the food was

### Roadhouse Burger Profile #1

### the cornman farms burger



From cows raised locally and finished at our own Cornman Farms in Dexter, MI. The beef is all grass-fed, dry aged, ground and grilled over oak, served on a Bakehouse onion roll with lettuce, onion and pickles. Add cheese from our extensive list of really great American cheeses from Vermont to Georgia to California to our own Zingerman's Creamery right here in Ann Arbor.

## ROCKIN' at the roadhouse

Starts May 26



2501 Jackson Ave. or call 734.663.3663 (FOOD)  
[www.zingermansroadhouse.com](http://www.zingermansroadhouse.com)

# IMPERFECT BURGER

like—often imperfect in one way or another but actually far more flavorful; I’ve actually long since come to love the subtle nuances, to bear with and actually appreciate the slight shifts in texture, color, and character that are always there. I know, and we appropriately teach, that every single day’s production and every year’s harvest is actually different. While I still want every loaf at the Bakehouse to be a 10 out of 10, I know that they’re made by hand, baked on the stone hearth, and that the loaves are always more or less special, subject to the vagaries of the weather, whim, and the slightest swings in the hand-speed of the bakers. Same is, for sure, true for cheese, cured ham, artisan salami and smoked fish.

But, somehow, having lived, breathed, cooked, taught and led this artisan activity for nearly thirty years now, even I had failed to realize just how much I’d fallen prey to the mindset of perfectionism when it comes to burgers. I can admit now, in hindsight, that in the inner-workings of my mind, I was still stuck on what is really a mid-20th-century, all-out industrial, fast food mindset about burgers. It’s an image that we’ve long since left behind in other areas; in the bread world we smile and say it was a “Wonder;” in cheese we chuckle and know it’s called “Kraft—with a ‘K’—singles.” The R & D folks get the product just right, then send the formula over to the factory where they make it exactly the same exact way every single day. But with burgers I’d failed to really appreciate the daily variations in texture, a touch of difference in the heat from the wood-burning grill, the slight difference in density that one person prepping might deliver in hand-pattying the freshly ground chuck from the woman who did it the day before.

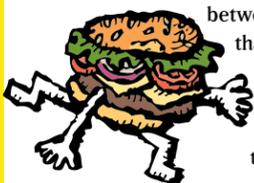
Honestly, I’m not sure what I was thinking! Truly, this was sort of one those moments where something really “obvious” clicked on with exceptional clarity. What struck me straight upside my very active, if often odd, or maybe inaccurate, intellect is that although most of us, me included, have clearly long since left behind that mass market image of industrially consistent culinary consumption, somehow I was still sort of thinking of burgers as something that should come out with near total—almost unnatural now that I think about it—consistency. But now, thanks to the fates and the three burger appearances in my life last month, I actually see the light. Handmade hamburgers, I now realize, can hardly be expected to turn out identically any more than one ear of heirloom corn is going to come off the stalk exactly like the one opposite. Seriously, it’s actually inhuman—or maybe “impossible” is the right way to write it. (It was in the interest of that identity that seed companies came up with all those varieties we’re now working very hard to get away from.)

Mind you, this acceptance of imperfection is not an endorsement for inconsistency, nor a back-handed way to say that bad burgers are actually OK. Having a hamburger my way still means that well over- or well under-cooked isn’t alright, and neither are burgers made from mediocre meat or less than great toppings. What we need to do is get the best possible ingredients together, teach the best possible techniques for prepping and cooking, and then follow them as fully as we can. And then, finally, eat each burger with relish (I mean the emotional kind, though you’re welcome to stick a spoonful of the green stuff on there too) and an appreciation for all its little wonderful imperfections. While you obviously want to have consistency—artisan doesn’t mean “anything goes”—that variation is part of what makes it so special. Every time I take a taste of say, Jamie Montgomery’s English farmhouse cheddar, I look forward to finding out what flavors will unfold as I eat.

## Roadhouse Burger Profile #3

### the patty melt

We take our delicious burger and pile it high with baby Swiss cheese from Wisconsin, caramelized onions and sauteed mushrooms. The patty melt comes to you



between two slices of the bread that has brought our Bakehouse a lot of national attention and that is the foundation of the Deli’s corned beef Reuben: traditional Jewish rye.

Each day’s cheese is a bit different, most are very good, every once in a while we hit one that knocks my scoring socks off and I give it a ten. The latter mind you, are few and far between. Randolph Hodgson, the man behind Neal’s Yard Dairy scores cheese all day. They do it there on a scale of 1-5 (we use 0-10). In all the years I’ve gone to taste with him I don’t know if I’ve ever seen him score a full-on five. A fair few four and a halves, a lot of fours, a mess of threes (they don’t make the cut). But fives (or in our case, tens). . . they just don’t happen very often. And when they do, damn, I want to remember them for a long time to come.

With my attitude adjustment has come a deeper sense of appreciation and gratitude. This is my new mindset. The burger cook, like a master baker, at work every day on the grill, putting to work his or her skill, a talent to be cared for, a craft to be appreciated for all its small subtle nuances. To appreciate fully the way the cheese melts off the side or stays slightly firmer, for the feel of the also handmade bun from the Bakehouse as you smush it down around the just off the grill burger. I now look forward to the nuances, appreciate the little things, the subtle changes in color, texture and flavor from each burger the way I do with artisan cheese. Life is richer and more rewarding for it.

I’ve always liked a good burger, far more than, say, filet mignon. I have high respect for foie gras and other fancy foods, but the reality is that I just don’t eat them all that often. What I like to focus on most are the dishes that I could eat daily, or almost daily, stuff I can enjoy with equal relish on a Monday night as I would on a Friday night, with family and out of town guests four days before Christmas. For me, burgers come in near the top of that list. Like a good grilled cheese, a great corned beef sandwich, a perfectly sauced bowl of very al dente pasta, a good fried fish sandwich or hot crispy oysters on the soft, well-dressed, bun of a po’boy... I like to take the foods that people take for granted and get them to a level of goodness that causes people to pause when they experience them; you open your eyes wide, shake your head slowly side to side, smile a bit and then go back, with gusto, for another bite. All the while appreciating the complexity, the interesting flavors, the aroma, the texture. The whole thing sounds like a glass of good wine or a carafe of aged cognac. But in this case, I’m thinking about cheeseburgers.

To check my own reality, as I like to do regularly, I ordered one the other day—Pimento Cheeseburger with Arkansas Peppered Bacon, medium rare (that’s how I like ‘em but you can of course get whatever cheese you want and have it cooked any way you like). You would certainly have grounds to say I’m biased for our burgers, but that said, I’ll tell you that I’m actually consistently one of our harshest critics. This really was a great burger. Mind you I don’t personally feel any need to say it’s “better” than any others—I’m not that competitive. I just want to know that when I (or you or your cousin from Kansas) eat one, it tastes pretty terrifically excellent. I took the first bite, hoping for something really good, and . . . I got it. Warm, clean, fresh tasting beef, a touch of smoke from the oak wood over which it’d been cooked, the creamy spiciness of the pimento cheese (not really melted—just softened a bit from the heat of the burger), and the lightly toasted New Jersey roll from the Bakehouse (it’s nice to have a bun that on the one hand, actually has flavor, but on the other hand, never dominates or intrudes on the flavor of the burger).

The thing with the burgers at the Roadhouse is that people who are eating them for the first time can’t believe that we don’t put something in the meat to make it taste so good. But we don’t—all we add is a touch of salt and pepper but no other spicing or seasonings whatsoever. Which is why their shock at how flavorful the burgers are usually just causes me to smile—it’s a testament to our long standing belief that if you start with really good ingredients your food is going to taste really good. Long time Roadhouse burger eaters are at the other end of the spectrum. Most tell me that they rarely eat burgers anywhere else. (I don’t begrudge if they do and I certainly don’t ask them—it’s just information that they seem to offer up, but I certainly don’t think we’re the only place in the world one can get a good burger.) What I do know is that these really do taste pretty darned good, and that once you get used to eating them, it’s very hard to go back to less flavorful beef.

So write this one down for your next business book. Really good burgers taste really fantastically good, and people really like them! Made by hand, cooked to order, inspiring in their

delicious imperfection; the heat of the meat, the softness of the bun, the creaminess of the cheese, or whatever else you put on there, all coming together to make for one really good meal. You can linger over these. Take two bites and stop—eat nothing else for half an hour and I’ll forecast that you’ll still be tasting good things on your tongue. It’s what my friend Randolph Hodgson calls “a thirty miler”—something that still tastes good thirty miles down the road (he spends a lot of time driving, from one cheese farm to another). It’s a good thing. A really good thing.

To quote from one of my favorite food writers, John T. Edge, “We are at this very moment, in the midst of a burger renaissance. Here’s to a healthy appreciation of artisan imperfection, craft foods, a constant drive to improve (thank you Alex!), good grass grazing, and building a great business.”

Ari

monday

Blue Plate Special at the Roadhouse  
roadhouse burger  
Plate & Salad\*

Choose a Cornman Farms grass-fed or a Niman Ranch burger with your choice of all-American cheeses, grilled & served with fries & salad.

(Don't forget to ask for our burger punch card!)

\$13.95



\*Includes our vegetarian Black Bean Burger!

fundraiser  
for 826Michigan

dine with  
dave eggers at  
826Michigan's Storymakers Dinner

Thursday, May 6, 6:30 pm  
Zingerman's Roadhouse

Tickets available at [www.826michigan.org](http://www.826michigan.org)

What could be better than a perfectly written story? 826michigan helps young people tell and write their stories everyday, and the volunteers and donors who contribute to our work make thousands of stories possible every year. Join us for a big dinner party—with fabulous food and wine—to celebrate great stories and the people who make them happen.

Dave Eggers will tell stories from his book, *Zeitoun*.

Quinn Strassel, a teacher at Huron High School, will tell about his students and their recent work with 826Michigan classroom volunteers.

Quinn's students will share their writing.

Chef Alex will provide an extraordinary and creative menu inspired by Dave Eggers' *Zeitoun*.

Made possible by the following generous sponsors: Zingerman's Community of Businesses, Q LTD, Borders, Dykema, Fifth Third Bank, Thomson Shore and Third Mind Books.

# Twelve Natural Laws of Building a Great Business

Following is an excerpt from my forthcoming book, Zingerman's Guide to Good Leading, Part 1: A Lapsed Anarchist's Approach to Building a Great Business. For the full chapter on the "Twelve Natural Laws of Building a Great Business," drop me a line at [ari@zingermans.com](mailto:ari@zingermans.com) and I'll send it your way.

Two times a year we teach a two-day Zingerman's Experience Seminar here in Ann Arbor. Twenty-five or so outside businesspeople and a few ZCoB staffers come together to get a sense of what we do differently from standard-issue businesses. In past seminars, my partner Paul Saginaw would immediately ask everyone to close their eyes and point in the direction that they believe to be north. Given that so many of the participants are from out of town it's not surprising that the fingers are pointing in pretty much every direction that twenty-five hands could be pointing in. Paul would then take out his pocket compass and shows everyone where true north actually is. While I guess someone could choose to argue, no one ever does. The compass bearing isn't an opinion—no matter how much we might will it to be otherwise, north remains north. It's a natural law.

What follows are what we've come to believe here are the natural laws of doing business—the organizational equivalents of "due north." Just as you're free to ignore Paul's compass and head out in whatever direction you want to be north, you can ignore as many of these as laws as you like. But like them or not our experience is that they still apply.

## 1. An inspiring, strategically sound vision leads the way to greatness (especially if you write it down!)

Some people certainly find ways to build successful organizations without ever writing out a clear and explicit vision of greatness. But our experience is that they're a lot more likely to create something special when they've actually written their vision down. What's a vision? As we define it here, it's a picture of what success looks like at a particular point in the future. Please note that the vision is NOT a strategic plan. The plan is how you intend to get from where you are to the vision. But everyone has to be in agreement on where you're going before you can start mapping out action steps for how to get there.

## 2. You need to give customers really compelling reasons to buy from you

This seems exceedingly obvious, but I've encountered a lot of businesses that seem to think that people ought to buy from them "just because." Here, we've always assumed that we have nothing to offer that anyone really needs. And we've worked with the knowledge that we don't sell anything that a hundred (or now, with the web, a hundred thousand) competitors aren't offering some reasonable facsimile of, often with better parking or lower prices. Instead, we've always worked with the belief that we have to give people lots of really good reasons to buy from us.

## 3. Without good finance, you fail

This one is so widely accepted that I almost didn't include it on this list. But you know what happens when you "assume," right? Plus it's quite possible to fulfill most or all of the other natural laws as they're laid out here and still not have a sustainable business from a financial standpoint. Many businesses that are doing special things fail every year because they don't manage their money well.

## 4. People do their best work when they're part of a really great organization

Unless your vision is to be the only person active in your business, you're going to want to provide a really great place for people to work. Why? Because ultimately people want to feel that their work makes a positive difference; that their extra efforts are noticed; that they can improve the quality of their lives and the lives of those around them through their work. When we accomplish this we have more fun, service improves, sales go up and all those other good things that we like to see start to happen with amazing regularity!

## 5. If you want the staff to give great service to customers, the leaders have to give great service to the staff

This rule is less obvious and probably less widely accepted than some of the others. But it's every bit as important. It's one of the key tenets of Servant Leadership, which is the core of our leadership philosophy here at Zingerman's. (We learned it from Robert Greenleaf's excellent book, *Servant Leadership*.) Here's the deal: the service that the staff gives to customers is never going to be better than the service that we as leaders provide to the staff. The tone comes from the top; although exceptional service providers may occasionally crop up on their own, they'll always be the exception. The rest is up to us.

## 6. If you want great performance from your staff, you have to give them clear expectations and training tools

This concept is the core of Zingerman's Training compact, which we developed under the leadership of Maggie Bayless, managing partner at ZingTrain, back in the mid-'90s. And we've been working to live up to it—if imperfectly—ever since. To run a great organization it's very clear that we need to be clear about what we're asking from the folks who work for us. And then we need to effectively teach them how to meet our expectations.



## 7. Successful businesses do the things that others know they should—but generally don't

This is a rule that Paul and I learned about twenty-five years ago, from consultant and executive coach Tim Connor. While business books often focus on some stroke of Steve Jobs-like genius, I think that more often than not the "genius" is mostly in doing the sort of thing that anyone who really thinks about it could do but that most people just don't do it because it seems too hard, too boring, too unrewarding, too something. For whatever reason the best businesses do it anyways; their (oft-complaining) competitors don't.

## 8. To get to greatness you've gotta keep getting better. All the time!

The most successful organizations and individuals understand this. From medicine to the arts, non-profits, pro sports—the best in any field are all going after improvement all the time. You can call it continuous improvement, kaizen or whatever you like. The reality is that if we're not learning, growing and improving then the marketplace is going to pass us by.

## 9. Success means you get better problems

Although most of us are raised with the belief that effective work "eliminates problems," the reality is quite different. We're always going to have problems. The key is to pick the problems you want and then appreciate the chance to work on them, all the while working to get better problems still.

## 10. Whatever your strengths are, they will likely lead straight into your weaknesses

I used to think there was this big conflict at work between "good" and "bad" qualities, either in me or in the organization overall. But the reality is that pretty much anything we're good at is going to, at some point, be carried a bit too far and become a problem. To forecast what's likely to be a problem one only has to look at what's already an organizational or personal strength and then extrapolate from there. One of our strengths here at Zingerman's is that we're a very participative workplace. What's the almost inevitable weakness, then? Sometimes we have so many chances for people to participate that things take longer than they might have otherwise. Embracing the reality of this law makes life far less stressful: instead of fighting our weaknesses we can actually predict them and then plan ways to manage around, or through, them.

## 11. It generally takes a lot longer to make something great happen than people think

Early on in our work together Paul taught me that, to his view, "Professionalism meant sticking with something long after the glamour has worn off." Everything I've seen, heard and learned since has supported that belief. My experience here (this part is anecdotal, not necessarily a natural law) is that it takes about two years for us to achieve some level of equilibrium for any meaningful change or new project we undertake, and that it then takes another year or two to get good. And it's only then—three to four years after we started—that we've got ourselves in position to go after greatness!

## 12. Great organizations are appreciative, and the people in them have more fun

I added this one to the list fairly recently. It's not that having fun is a novel idea—here at Zingerman's we've had it written into our guiding principles for years. But we long ago realized that fun was something we had to actively make happen, not something that would arrive on its own. And before some cynic says something like, "well that's easy for them because they're successful, so of course they're having fun," I'm going to posit that in this case, as in so many other things in life, the behavior actually very often precedes the feeling. Great organizations aren't having fun just because they're great (though it's usually way more fun to work with the problems of success than those of failure); rather, they're great because the people in them are actively appreciative and have learned to enjoy doing whatever it is they need to do to succeed in ethical and caring ways.

Ari



## Reserve your seat for Zingerman's October trip to Sicily!

October 3 thru 12, 2010



Traveling to Sicily without a guide can be a bit intimidating. The mythology of the island's passions along with the reality of its closed, insular culture can make it hard to get below the surface of tourist travel. Going to Sicily alone can make you feel like you stood on top of a large mountain of culture and food that was buried beneath you, hidden.

Let us reveal Sicily's food to you. Come, join us for an educational and entertaining experience, traveling with Zingerman's resident food experts. A Taste of Sicily will be a unique experience that you won't soon forget.

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.

Our guests need to enjoy doing a fair amount of walking, which will include walking up and down hills and uneven ground – the cities and towns there can have steep, sometimes cobblestone, streets. We will have guided walking tours of some of the cities we visit, and we build in time for our guests to explore on their own – which is balanced by times when we will need to move as a group with an attention to time.

For more info and to reserve your spot go to [www.zingermansfoodtours.com](http://www.zingermansfoodtours.com)

Join me at one of our June two-day ZingTrain seminars to learn the tools to successfully navigate the 12 Natural Laws of Business

## fun, flavorful finance

June 7 & 8

This seminar will teach you solid, ethically-oriented ways to make great finance a successful part of the organization at every level instead of just hiding it in the accounting office. GUARANTEED to provide tools to reduce leadership stress and surely get the whole team on board, making financial success an activity everyone can participate in.



## the zingerman's experience

June 14 & 15

We share the important role vision has played in developing a strong organizational culture. The discussions about Zingerman's 12 Laws of Building a Great Business are guaranteed to send you home inspired. You'll spend quality time in several Zingerman's businesses and get a chance to ask questions of Zingerman's managing partners, managers, and front line staff. You will leave with a new perspective on organizational life.

register online at [www.zingtrain.com/june](http://www.zingtrain.com/june)



# Your "Butter Luck" Will Be Determined in May!

For some reason I can't explain, I never knew that this excellent butter even existed. But I'm glad I found it because it's really darned good and it really should be something that's familiar to any butter lover in our circles. If you're in the Deli it's the Kerrygold butter in the silver foil up in the open dairy case by the front door.

Butter has a long and very prestigious history in Ireland.

Without question, it's THE fat for cooking and eating in Ireland. John McKenna, who's written intelligently and extensively about eating in Ireland, told me once that, "To understand the Irish you have to understand that we're really a Mediterranean people."

The more times I've visited the island, the more I think about it, the more I've come to see the wisdom in his comment. Unlike northern Europe, things in Ireland move more slowly. There's an enjoyment of life, nature, food and drink that seems comparable to that which you find in, say, Spain or Italy. And in this context of Mediterranean living, it occurs to me that in many ways, butter is to Ireland what olive oil is to much of Italy. Butter seems like the most common, most dominant ingredient on the Irish table, a condiment used liberally on bread, fish, vegetables and almost everything else. When in doubt, Italians add more oil, the Irish put on more butter.

Legend has it that St. Brigid fed strangers on magically renewed stores of butter. To quote author Brid Mahon, from her *Land of Milk and Honey*, "When times were good [butter] was on every table, served at every meal and enjoyed on festive occasions. Even when times were bad it always given to visitors." New Year's Day, she relates, was euphemistically known as the "Day of the Buttered Bread." Bread and butter sandwiches were set on the front stoops of the houses and young people would go door to door like American kids do for candy on Halloween, taking the sandwiches as a talisman against the hunger which has played such a big part in Irish history.

And, May Day is a big day in the year for Irish butter making. Basically it's the day that the season "starts"—the cows are for sure out in the pasture for the summer season. Because butter making is still a bit mysterious—even Harold McGee says that we don't quite fully understand the exact way the science of butter making works—there's quite a bit of lore and legend associated with all the workings (and failings) of old time butter makers. More so in olden times than today, but sometimes the churning took, on occasion it didn't. With that experience in hand, theories abounded as to what made butter making work, or alternatively, not work. While we think of them with fondness today, butterflies were originally thought to be witches coming to steal milk and butter at night.

In Ireland, good fortune in butter making was—is—referred to as "butter luck." May Day is the day that your butter luck was often determined for the rest of the year. Until you'd secured

your luck, your butter making fortunes were considered at risk.

The story below sums that up. I heard it from Peter Foynes, curator of the Irish Butter Museum who was here last month to teach a class at the Deli. I love the quote—it's so totally quintessentially Irish. It's taken from a folklore/rural history collection and reproduced in Patricia Lysaght's essay, "Women, Milk and Magic at the Boundary Festival of May." It's a quote from an Irish farmer, taken in the middle of the 20th century (so not all that long ago!) about the need to safeguard one's butter luck on May Day (talk about Homeland Security. . .).

"Some people will not allow any person to walk their land for any purpose on May Day. A man living about four miles from my own village of Knocknagree makes no secret of it that he would shoot any man or woman he'd catch walking through his land on May morning. He says, 'What would bring them here, don't they know it is May Day, and don't they know what is said about such things on May Day? If they had no bad intention they won't be found doing it, and if they come with a bad intention don't they deserve to be shot?' And the man that would shoot such a person would be doing a good act for the neighbours."

So, mark your calendars for next spring—in case you're in Ireland, don't be walking unthinkingly across someone's fields on May Day, OK?

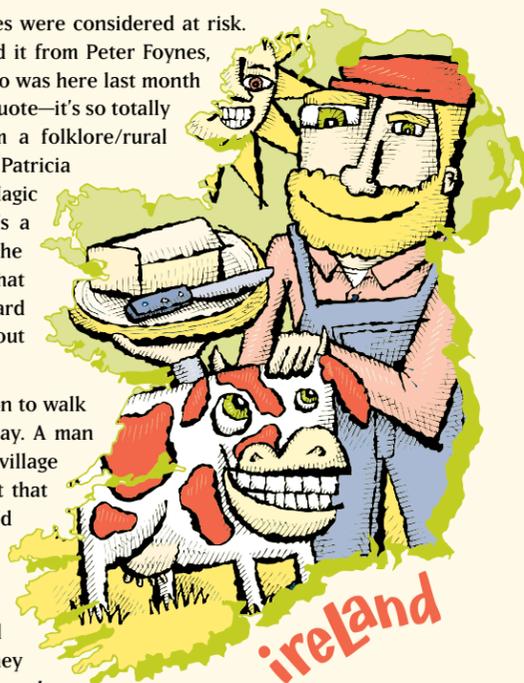
In terms of this particular butter, although the Kerrygold label is pretty available in the US now, most all of what's out there is the gold foil, which is very good, uncultured sweet butter. But this silver foil cultured butter is the one I'm particularly high on.

Both butters are made from cream bought daily from a number of co-ops around the country. The co-ops themselves are buying from surprisingly small farms—many are in the range of a dozen or two-dozen cows. In a land where there's plenty of good pasturage, Irish dairy products have always been excellent. To this day, there's a fullness of flavor in Irish milk and cream that's usually lacking elsewhere in the world. All of it comes from grass-fed cows that have been out grazing the fields—no silage, no barn feeding. You can see the impact of the grazing in the color of the butter, which is quite yellow—there's more beta-carotene in the milk from a grass diet.

I've told this story a few times in classes over the last month or so but it's such a good story, one of those ones that make me smile each time I tell it. The late Ivan Allen, who with his wife Myrtle started and ran the wonderful Ballymaloe House in County Cork, shared an Irish saying with me: "When your teeth hit the bread, the butter better be hitting your gums." In other words, a well-buttered piece of bread isn't spread skimpily. Butter—assuming you can afford it—should be lavishly applied, much as Tuscans put copious quantities of olive oil on everything from bread to soup to salad.

Speaking of everyday, for some reason I can't quite explain, I think that a lot of folks who spend a good bit more on olive oil and other most excellent foods still seem to see buying better butter as a luxury reserved for special occasions. Maybe I'm just projecting my own dairy dark side, but at least that's how it feels to me. This is a call to anyone who likes to eat—Irish or otherwise—to make their way back to better butter. You really can taste the difference. Enjoy!

Ari



**Don't take any chances with your "butter luck!"**

Pick up a pack of Kerrygold uncultured (gold foil) or cultured (silver foil and my favorite) and a loaf of Bakehouse bread on May 1 ONLY at Zingerman's Delicatessen and get a free t-shirt!



**Free T-shirt Only at the Deli May 1st**

## Grillin' for Food Gatherers 2010

**A Fundraiser to help those in need in our community**

**Sunday, June 13th from 3-8pm  
Washtenaw Farm Council Grounds,  
5055 Ann Arbor-Saline Road.**

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

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

**\$50 for adults,  
\$10 for kids**



### What is Food Gatherers?

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

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

*you really can taste the difference!*



# Welcome to

"When the Southern Foodways Alliance—my favorite food-based educational nonprofit by a mile—sponsored a field trip to Louisville a few years ago, they called it "Camp Bacon." I really wanted to be there, but I just couldn't swing the schedule stuff to make it happen. While I didn't get to Kentucky to take part in the bacon festivities, the name "Camp Bacon" has stuck in my head ever since. There's just something about the idea of Camp Bacon that conjures up great images. Bacon on the bonfire—chunks of it speared on pointed wooden sticks, held over an open fire until the outside edges are dark and crispy, then letting the fat drip onto bread or vegetables. Blue jeans and black hooded Camp Bacon sweatshirts with shredded cuffs, smelling like sweetly smoked pork belly. Bacon competitions—not eating contests, which strike me as needless excess—but maybe classes in bacon cooking and slicing, bacon-sack races, bacon-sack puppet shows, bacon 'n' marshmallow s'mores, songs like Andre Williams' "Bacon Fat" in guitar-strumming sing-a-longs, bacon-making merit badges..."

Last year, we published *Zingerman's Guide to Better Bacon* and I wrote the above paragraph for the book and also included it in the July/August 2009 *Zingerman's News*. Now, ten short months later, what sounded to a lot of folks like maybe a goofy fantasy has become reality. Camp Bacon is here. Really, no joke. We do a lot of vision work here—writing down a description of what we want to make happen in our businesses and in our lives. Having written the above and heard a lot of people get really excited about it, I figured, why stop with the vision? We've turned some pretty wild-seeming visions into reality (that's where the Zingerman's Community of Businesses started) so why not try this one? And that's exactly what we did.

While Camp Bacon might not yet involve campfires and pitching tents (yet), I'll be leading a day of bacon learning on June 19 with folks from some of the great bacon makers from all over the country. Following that we've got a bacon party at Zingerman's Southside featuring great food, those same bacon curers offering samples of what they do best and a grill full of the best bacons from all across the country. And THE Andre Williams is coming to play a show at the Roadhouse to kick off the festivities.

Of course, this all started with something pretty simple: really good cured pork. So, while we're planning for all the fun on Father's Day weekend in June, I'd like to go back and consider some of the bacons that are the real stars of this show:

**Benton's Bacon from Madisonville, Tennessee:** Benton's bacon has been written up in the *New York Times*, *Gourmet*, *Saveur* and probably just about every other major food magazine. It's the favorite of famed Momofuku chef David Chang. I could go on listing the famous fans but, for me, it's really about how the stuff tastes. The length of the cure and the long smoke time (48 hours—nearly twice what most folks do) are clearly the biggest contributors to the intensity of the Benton's flavor. This is not a bacon that lingers casually out on the edge of your eating. It's a deep confluence of smoke, salt and sweet: none dominates, all are pronounced. My favorite thing is to serve it—and its fat, in all its smoky glory—over a bowl of hot mush made from exceptional Anson Mills cornmeal.

**La Quercia Pancetta from Norwalk, Iowa:** From the beginning, Herb and Kathy Eckhouse have focused on using the best hogs they can find, feeding in the old ways and, most recently, finishing the hogs on acorns. La Quercia pancetta starts with Berkshire pork that Herb has cured with black and white peppercorns, juniper bay leaves and sea salt. His standard cure is 60 days—going past that tends to make the meat a bit quicker to smoke in the pan when you cook with it, and since that's how most Americans use pancetta, the caution is understandable. But for eating it raw the meat grows more tender and richer in flavor with a longer cure.

**Nueske's Bacon from Wittenburg, Wisconsin:** Tanya Nueske, granddaughter of the founder, Robert Nueske, is as passionate about her product as you can get. Nueske's starts with high-quality hogs, which they crossbreed with Pietrain pigs for the latter's excellent fat-to-lean ratio. "What the hogs are fed plays a huge part in the flavor and quality," notes Tanya. "We do a feed that's mostly a wheat and corn mixture." The Nueskes cure fresh slabs of bacon in brine for at least 24 hours, hang them to dry for a day or so, and then smoke them for at least another day. "When you smoke slowly over genuine applewood embers for a full 24 hours, the sweetness of the smoke really has a chance to permeate each cut of meat and impart our signature flavor."

We'll be enjoying these and a lot more on Saturday June 19 and you can read about all my favorite bacons in *Zingerman's Guide to Better Bacon*.

Ari

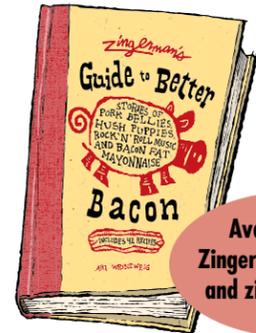
## From *Zingerman's Guide to Better Bacon*

### Grits & Bits Waffles

This old Georgia dish has long been one of the most popular items on the Roadhouse brunch menu. The dish really isn't very hard to make, but by bringing together the flavors of wheat, corn, bacon and maple syrup you really get a great, unique way to start the day. When it comes to the bacon, I'd go with one of the dry-cured offerings—Broadbent's, Edwards' or Benton's to stand up to all the other good flavors here.

#### Ingredients:

- 2 cups all-purpose flour
- 2 tablespoons sugar
- 1/4 teaspoons baking powder
- 2 cups water
- 6 tablespoons unsalted butter
- 1 cup Anson Mills (quick-cooking) grits
- 1 teaspoon coarse sea salt
- 4 eggs
- 1/2 cups whole milk
- 1 pound sliced bacon (about 8 to 12 slices), cooked and coarsely chopped
- 6 ounces sharp cheddar (I'd recommend a nice two-year-old white cheddar like the one we get from Grafton Village in Vermont), shredded
- Maple syrup and butter to taste for serving



Available at all Zingerman's locations and zingermans.com

#### Procedure:

In a mixing bowl, combine the flour, sugar and baking powder and set aside.

In a saucepot, bring the water and butter to a simmer. Before the water comes to a boil start adding the grits, stirring steadily until incorporated. Add the salt and stir well. Reduce heat to low, cover and continue to simmer for 30 minutes, stirring occasionally. Add more water if needed.

While the grits are cooking, separate the eggs. Set the yolks aside in a dish, and refrigerate the whites.

When the grits are done (you can always cook them longer than half an hour—they'll continue to get creamier the longer you cook them), remove them from the heat; transfer to a large mixing bowl and let cool to 110°F. Stir the egg yolks into the grits one at a time, mixing well after each addition.

Add the milk and mix well.

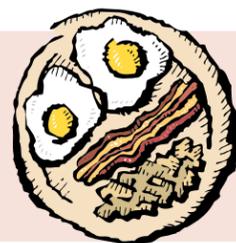
Add the flour mixture, mixing until just combined.

Beat the cold egg whites in a mixer or with a hand beater to medium peaks. Gently fold the whites into the batter and mix gently. Chill for at least 1 hour prior to cooking. (Note: the batter can be made the night before and stored in the refrigerator until you're ready to start cooking.)

When you're ready to eat, pour the batter into a preheated and well-oiled Belgian-style waffle iron, and add a generous bit of chopped bacon and shredded cheddar. (We use 1 cup of batter with 1/4 cup each of bacon and cheddar.) Close the waffle iron and cook until golden brown. Remove the waffles from the iron and place on warm plates. Sprinkle more chopped bacon and shredded cheddar over the top of the waffles. Serve with good butter and real maple syrup.

Repeat until all the batter, chopped bacon and grated cheddar have been used.

Serves 4 to 6 as a main dish



Zingerman's Roadhouse

Try the Grits and Bits Waffle and a whole lot more great food at the "Breakfast of the Century" at Zingerman's Roadhouse, Mon-Fri, 11 to 7am.

\*Roadfood authors Jane and Michael Stern

## Kick off camp bacon with Legendary Blues Singer Andre Williams at Zingerman's Roadhouse

Friday, June 18, 9-11pm • \$15 cover

tickets available at the Roadhouse or online at [www.zingermanscampbacon.com](http://www.zingermanscampbacon.com)

At 75, Detroit native Andre Williams is going as strong as the day he recorded the hit song "Bacon Fat" in 1957. Don't miss your chance to see Andre in Ann Arbor!



featured in zingerman's Guide to better bacon!

## camp bacon festivities at Zingerman's DELICATESSEN

Fri-Sun, Jun 18-20

Free Nueske's Hat when you buy a pound of Nueske's Bacon

We've been serving Nueske's all over the Deli menu for years. The late, great *New York Times* writer R. W. Apple called it "the beluga of bacons, the Rolls Royce of rashers." Pick up a pound during Camp Bacon weekend (we'll slice it the way you like it) and you'll go home with an embroidered, adjustable Nueske's baseball cap. HURRY! We only have a handful of hats to give away!

Sunday, June 20, 10am-2pm

FREE Father's Day Bacon and Coffee Demo and Booksigning with Ari

Bring dad down to the Deli and sample some of the amazing bacons we have for sale by the pound and that grace some of our favorite sandwiches. We'll also be featuring some great coffees from Zingerman's Coffee Company and offering bacon/coffee pairing suggestions (really! There's a brave new world of breakfast combinations awaiting you here!)

Ari will be on hand signing copies of his book, *Zingerman's Guide to Better Bacon*. Makes a great Father's Day gift!

# CAMP BACON

## Zingerman's® Camp Bacon

Saturday, June 19, 9am to 3pm Zingerman's Southside, Plaza Dr., Ann Arbor

Join fellow bacon lovers as Ari leads a day of flavor, history and fun starring America's favorite food.

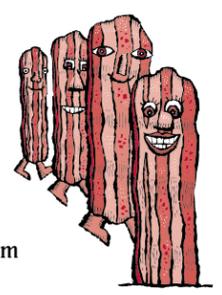
SCHEDULE OF EVENTS

bacon tasting with ari

bacon curing demo

meet the bacon makers

Herb Eckhouse from La Quercia in IA  
 Allen Benton from Benton's in TN  
 Megan Dorsch from Nueske's in WI  
 Nick Spencer from Spencer Foods in Chicago



bacon cooking demo with James Beard award-winner Molly Stevens, author of *All About Braising*

a talk on bacon history from Jan Longone, curator of the Longone Culinary archive at the UM Clements Library

Plus: Games, prizes, bacon poetry reading and more!



**\$150/**  
person

Includes breakfast and lunch, a free t-shirt and a signed copy of Ari's *Zingerman's Guide to Better Bacon*.

Reserve your spot online at  
[www.zingermanscampbacon.com](http://www.zingermanscampbacon.com)  
 or by calling 888.636.8162

Remember Father's Day  
 Sun. June 20!



**NUESKE'S**

Starts  
 June 1st!

### Tour de Bacon Trivia Quiz

Stop at all five Zingerman's retail locations (and sign up for our zingermans.com eNews). Get this passport signed by a staffer at each stop and get answers to the three questions at right. Turn in a completed passport at your last stop for your shirt.

Win a Limited Edition Tote Bag

We only have a handful of bacon totes and once they're gone, they're gone!

Starts June 1st!



Maps to all the Zingerman's locations available at any Zingerman's business or online at [www.zingermanscommunity.com](http://www.zingermanscommunity.com)

### Passport

#### Three Questions:

1. What ZingTrain Seminar shares a name with the world's most popular bacon-based sandwich?

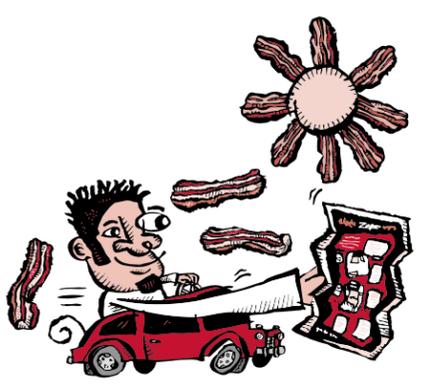
\_\_\_\_\_

2. List at least 3 Deli sandwiches that include Nueske's Applewood Smoked Bacon.

\_\_\_\_\_

3. At Zingerman's Bakehouse we're making Bacon Farm Bread on June 19. What kind of bacon do we use?

\_\_\_\_\_



### Signatures

Get your passport signed at every business and don't forget to sign up for Zingerman's enews!

Zingerman's Delicatessen (422 Detroit Street)

Zingerman's Creamery (3723 Plaza Drive)

Zingerman's Roadhouse (2501 Jackson Road)

Zingerman's Coffee Company (3723 Plaza Drive)

Zingerman's Bakehouse (3711 Plaza Drive)

Your email address to get on zingermans.com

you really can taste the difference!

# Cake Tips

## the mystery of fondant

Many of our guests wonder and worry about fondant.

### What is it?

Fondant is a confection made primarily with sugar and sometimes a flavoring. Often it has guar gum in it, which gives it the elasticity it needs to be rolled out and placed over a cake. If you read the packages of some candies you'll see fondant named as a component.

### Doesn't it taste bad?

Many fondants do have off tastes, but we make our own with out any chemicals, preservatives or gums. The flavor is primarily sweet with a touch of vanilla. (I will dare to say that it tastes like the inside of an Oreo cookie. Even the longest standing foodies among us will still probably remember what that tastes like.) The other mistake often made with fondant is that cake decorators use too much of it. It should be a very thin layer covering a thin layer of great tasting butter cream.

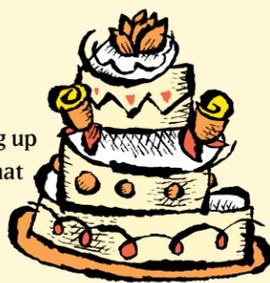
### Why is it used?

Fondant allows us to use decorating techniques not possible with other mediums, and it has a very smooth look. It also stands up very well to travel, keeps cake fresh longer and survives better in hot and humid environments. If you're having an outdoor party or wedding in August, it's a safer choice than butter cream.

Come on by the bakery and ask for a taste of fondant. We always have some on hand. Then wander over to our cake display room to see it in use! Mystery solved.

*Amy*

—Amy Emberling, Bakehouse managing partner, lover of all things cake



Our wedding cake calendar is filling up but there's still time to get a cake that tastes as great as it looks!

Call Zingerman's Bakehouse at 734.761.7255 to set up a consultation (with lots of samples to taste) with one of our cake artists.

# Dispatch from Tunisia

## Zingerman's Staffers Go to the Source for Authentic Tunisian Tastes

Recently, Amos Arinda at the Roadhouse and Sarah Mays from the Deli, returned from a two-week trip to and around Tunis as part of the Zingerman's staff scholarship program. Amos and Sarah were there to further their understanding and appreciation of the traditional Tunisian foodways that Zingerman's staff and customers first started learning about when we began bringing in the amazing couscous, harissa, sun-dried tomatoes and other incredibly flavorful products from Majid and Onsa Mahjoub at Tunisia's Les Moulins Mahjoub. We asked Sarah and Amos to chat about what they discovered on their trip.

**Zingerman's brings in amazing food from near and far. What about Tunisian food got you so excited that you ended up traveling there?**

**Amos:** We've been beating the drum for Tunisian food at Zingerman's for a couple of years now and the buzz is certainly building around town. I was just so struck by the flavors of Tunisian food and the simplicity of the preparations.

**Sarah:** For me it was Tunisia's history. Different cultures have poured into Tunisia from across the Mediterranean; nomadic traders like the Berber have crossed the Sahara and back again. Each people brought with them things that sifted down into Tunisian culture. Tunisia is made up of bits and pieces of the Berber, of ancient Arabia, Rome, Greece, France, Italy, Egypt, and all of these influences have created a dynamic, vibrant, familiar, yet completely new culture. This has a profound impact on the food.

**Though, I'm sure you had a LOT of fun, you went to Tunisia to learn something. What did you come back with?**

**Amos:** Most importantly we got to learn about the food in its natural environment. And we got to taste a lot with locals that would let us know if something was truly great and well prepared or mediocre; this really helped calibrate our palates.

**Sarah:** I was amazed to find that all of those pieces of Tunisian history are still so directly present in the culture and in the food. The Mahjoub's hand roll their couscous as the Berber have done for centuries and their piquant orange slices are leftover from the production of Neroli to feed the French perfume industry. The sour and sweet vinegar and date-based couscous sauces of Sfax (along the southern Tunisian coast) can be traced to Greek cookbooks from the years B.C. Peppers, tomatoes, and chilis were brought to Tunisia by the Spanish from South America.

### What surprised you the most?

**Amos:** I was surprised to find that Tunisia has a lot of vineyards and a great wine tradition. You don't see a lot of Tunisian wine here, but I'd love to be able to bring some back.

**Sarah:** They have a deep commitment to seasonality, regionality, and freshness in food. Soufian, a member of the Mahjoub family, told us that when artichokes are in season Tunisians eat an artichoke at least once a day, the same for fennel. At the cheapest roadside food stand you will find a fresh fennel salad in fennel season, just as you will at the most expensive restaurant.

**What are your favorite foods that we're getting from the Les Moulins Mahjoub and how do you like to use them in your cooking at home?**

**Sarah:** It's hard to choose, but perhaps my indispensable favorites are harissa and preserved lemons. Harissa I love on a slice of toast with an egg over easy. I love it with fish and in stews, even better in fish stews! I love harissa mixed in a dish with a bit of olive oil, a fresh baguette on the side. I use preserved lemons in almost everything. Chopped in small pieces they are wonderful with tuna, in a potato salad with capers, sun dried tomato, and plenty of olive oil. They are great with braised chicken and firm green olives.

**Amos:** Sun dried tomatoes. I prepare them in a Tozeur (a city in southern Tunisia) style Lablabi. Lablabi is Tunisia's national dish and a really great way to get introduced to Tunisian cooking.

### Tunisian Pantry Tasting at the Deli

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

In the past year we have had a Tunisian food revival at the Deli. Come join Ari, Sarah, and Amos for an evening of education and eating. These three Zingernauts have spent more time in the past year over in Tunisia eating, cooking and learning than many of us have spent on vacation. You're going to taste what delicious Tunisian products we have and leave with some very fun and tasty ways of using them. Call 734-663-3400 to save a seat!



## Zingerman's Catering and Events

# noah's night in neon

When we started catering out of the Deli in 1982, we were getting trays of our favorite meats, cheeses, breads and more to parties, meetings, and gatherings of all kinds around Ann Arbor. As word got out to more and more people, the requests started to get more and more interesting. Eventually, Zingerman's Catering became Zingerman's Catering and Events, and we bring the Zingerman's Experience to every detail of planning dream weddings, 50th anniversary parties, and more. Last fall, we were called on to stage an unforgettable bar mitzvah for some longtime friends in Ann Arbor. Terra Brock, one of our expert event organizers, offers a glimpse into what goes into making a special event really special.

Usually, I dream in black and white, but for the entire month of February I was dreaming in neon. The cause of this rare condition was an event coming up in early March: Noah's Neon Night. Two of my favorite clients had come to me to plan their youngest son's bar mitzvah, since we had planned and successfully executed their daughter's bat mitzvah in December of 2007. I jumped at the opportunity, focusing on creativity and, of course, great food. This was to be a significant drumbeat in a young man's life, and with a theme as vibrant as "NEON," it had to be a bright scene as well as an active one.

The night of the party, the DJ and his troupe had the kids under their spell. They kept the dance floor quaking with the happy tapping of 220 delighted young feet. This, of course, was after we had fed them a veritable cornucopia of carnival-inspired treats, including Sy Ginsburg's hot dogs, hamburgers hand-ground from grass-fed beef, and our own zesty quesadillas.

Did I think, at this point, it was a mistake to open our coffee station, Terra's Transcendent Coffee Bar (named after yours truly), with our own Espresso Blend #1 coffee, Mexican chocolate syrup, fresh Calder Dairy whipped cream, real vanilla syrup, and Michel Cluzel chocolate shavings? Let's just say we wanted to keep the energy and, well, this really is next best thing to having an espresso machine and barista right there at your event! Concocting your own perfect drink is really what this special treat is all about. It kept the kids dancing until every song in the DJ's repertoire had been given its due. And, speaking of special treats, right next to the coffee station we had our Bakehouse brownies and cookies set up with Zingerman's Creamery's handmade vanilla bean gelato so the guests could make the ultimate brownie sundaes.

Of course, this wasn't just about the kids. We wanted to make sure the adults were well-fed, too.

We provided the adults with an indulgent menu that had them leaving their diets at the door. My personal favorite was one of the late-night snacks: Sophie's Sandwichettes. I don't know Sophie, but her sandwichettes are dollhouse versions of the Deli's world-famous sandwiches. We use the same great, hand-picked ingredients and put all those gems in smaller packages. Guests were mingling comfortably while still eating a tidy version of our Dinty Moore, without Russian dressing dripping down their arms (not that we don't encourage that as well, given the right napkin).

All the exceptional food and beverages needed an exceptional stage. Since neon was our inspiration, we swathed the buffet tables in all things blinking, glowing, and spinning. I



even managed to bring a full-sized neon Zingerman's sign out of retirement for the night! It was the backdrop for one of our buffets, and it definitely made a statement.

I'm so happy that this family has chosen us to help make their special event a one-of-a-kind, unforgettable affair. At all of our businesses we try to provide the highest-quality goods possible, using traditional means of production. I am proud to be part of a team like this and work with people who value the benefits of small-scale food production, local ingredient sourcing, and time-honored traditions. I loved working with this family again, and we are already talking about their oldest son's graduation party! Long-term relationships are not only good for business; they make for a better life. I look forward to the next challenge!

*Terra*

Book your special event now!  
Call 734.663.3400 to get started.

# Where in the world is *Zingerman's* SOUTHSIDE



Before we answer the question "where is Zingerman's Southside?" you may be wondering "what is "Zingerman's Southside?" What are those Zingerman's folks up to? Did we finally go against our vision to stay rooted in the local community and open a Deli in Hyde Park? Actually, Zingerman's Southside has been around for almost 20 years—18 to be exact—when Ari and Paul joined their friend Frank Carollo and opened the Bakehouse in an industrial park on Plaza Drive near the Ann Arbor airport. In those days it was definitely an Ann Arbor insiders affair. Frank was baking bread in one oven and selling it only to the Deli. What he had leftover, he sold from a card table with a cash box that sat near the oven. The Bakehouse folks worked steadily to build a following and by the time the Creamery moved our Manchester production facility to Plaza Drive in 2003, there was a small but loyal Zingerman's following heading to get their bread, pastry, cheese, and gelato right where it was made. Last fall, Zingerman's Coffee Company moved the roaster from its spot in the Mail Order warehouse, and opened a coffee bar next door to the Creamery. At the same time, long-serving Bakehouse pastry kitchen manager Charlie Frank had begun work as the newest managing partner in the newest Zingerman's business, Zingerman's Candy Factory (which still operates out of one of the back rooms of the Bakehouse). With these additions, we have a full row of buildings producing traditionally-made foods and selling them to an ever-growing community of people who like to be on a first-name basis with the folks who make what they're eating.

Our Zingerman's 2020 Vision states that we want to become an "education destination" and our Southside location is helping us fulfill that. A visit to the Bakehouse provides a window (literally) into the art of baking where you can watch the measuring, mixing, kneading, and baking that turns a handful of ingredients into loaves that the *New York Times* has called "finely tuned, hand-shaped loaves that are nearly meals in themselves." Founder Frank Carollo is still here as he was in 1992 and is joined by Amy Emberling (one of the first employees and the first bread department manager who became a managing partner in 2000). Since you know Charlie Frank is framing Zzang! candy bars and running them through the chocolate enrober in the back of the Bakehouse, ask for a Zzang! candy bar sample. You'll know you're getting something fresh (but, we date-stamp the boxes, too, in case your buying them in Seattle and not Ann Arbor). Stroll down the walk to **BAKE!**, our hands-on teaching bakery just across the courtyard from the Bakehouse and you might a class full of people with their hands in the dough and learning the finer points of making a truly flaky croissant or how to bake a beautiful French baguette. Next door to that is the Creamery where you might see John Loomis in the production room carefully ladling the curd to make our Original Cream Cheese or Josh Miner bringing out a tray of fresh gelato to the case in the shop. (If you do, ask him for a taste.) Then head down to the coffee bar where, most likely, Asa will be roasting beans (you'll probably smell them before you see them but you can watch through the huge picture window). You can pick your bean (we source from small co-ops and single estates in from Central and South American, to Africa, India and the Indonesian archipelago) and have a cup brewed to order or we'll pull you a shot from our new Slayer espresso machine. In all likelihood, Coffee Company owners Allen and Steve will be there to answers questions or just say "hi." And, you might also meet the folks from ZingTrain, our training and consulting company founded by original Deli employee Maggie Bayless in 1996. While some of our two-day seminars still happen in the upstairs room at the Next Door coffee shop by the Deli, ZingTrain now works out of a dedicated training space just across the back drive from the food makers in buildings 3711 and 3723.

Even though we are not under "one roof," we are all located in buildings along one sidewalk so visiting all of us in one stop is easy and fun! We encourage you to come see for yourself how all of our products are made and learn about their origins and history. Any one of us would be happy to take the time and share our excitement and passion over what, how, and why we do what we do!

See you soon!

*Amy Frank Steve Charlie John Steve Maggie*  
*Allen Steve*

## reasons you can't find us

- We're in an industrial park
- We're in 3 different buildings and they all look the same
- When you finally get here you'll see our loading dock first
- Our secret brownie test lab is here
- You lost your sense of smell
- Geese flying from nearby wetlands block Google's mapping technology
- We were filibustered in the Senate

## reasons you'll want to find us

- 4 artisan local food makers in one shopping trip
- Classes, tastings and tours
- Learn to **BAKE!** at our hands-on baking school
- You'll be in on Ann Arbor's best kept secret
- You'll leave with great coffee, cheese, gelato, candy, bread, cake and pastry bought where it's made
- You can learn the 'secrets' of Zingerman's success at our ZingTrain seminars and workshops
- We have seating inside and out
- You can meet the people who make the food you're eating
- We have free wi-fi and plentiful parking

## Map To Southside

**Zingerman's BAKEHOUSE**  
3711 Plaza Dr., Ann Arbor  
734.761.2095  
Mon-Sat 7am-7pm, Sun 7am-6pm  
zingermansbakehouse.com  
www.bakewithzing.com

**Zingerman's CREAMERY**  
3723 Plaza Dr., Ann Arbor  
734.929.0500  
Mon-Sat 10am-6pm, Sun 10am-4pm  
zingermanscreamery.com

**Zingerman's COFFEE COMPANY**  
3723 Plaza Dr., Ann Arbor  
734.929.6060  
Mon-Fri 7am-6pm, Sat-Sun 7am-4pm  
zingermanscoffee.com

to Zingerman's Roadhouse  
to Zingerman's Delicatessen  
exit 177  
94  
state st.  
airport blvd.  
plaza dr.  
airport blvd.  
ellsworth  
ann arbor airport

Turn the page for a whole industrial park's worth of great food, events and specials at Zingerman's Southside!



While you're at Zingerman's Bakehouse ask for a taste of Charlie Frank's new

**Wowza**

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

**Zingerman's Zzang! Candy Bars**  
**Zingerman's Candy Factory**

mail order: abel!

# WHAT'S GOING ON



## Creamery Specials!

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

**May**



### detroit street brick

TWO-TIME AMERICAN CHEESE SOCIETY WINNER. A dense, lemony goat brick covered with a snow-white mold rind and liberally studded with freshly cracked green peppercorns.

~~\$25.99/lb.~~ \$22.99 lb.

**June**



### Lincoln Log

Rich texture with hints of citrus, a mild goat milk flavor and a touch of mushroom finish. It's great when sliced thin, topped with red pepper and broiled quickly. It can also be used on pizza, salads or just as is on crackers or bruschetta.

~~\$24.99/lb.~~ \$21.99 lb.

## 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.

**May**

### rinds of all kinds

Sunday, May 16 • 4-6pm • \$25

In this cheese tasting, we'll tackle the age-old question: Can I really eat that rind??? Quite often, the answer is an emphatic Yes! We'll talk about the various types of rinds, their functions, and the many ways cheesemakers encourage rind growth on their cheeses. And most important, we'll taste 'em! Discover how the rind is cheese's most delicious built-in accompaniment.

**June**

### the beauty of the bovine

Sunday, June 20 • 4-6pm • \$25

Jerseys and Brown Swiss and Holsteins, oh my! Dairy cows provide the milk for the majority of the world's cheese, and this tasting is dedicated to their fine work! Learn why so much cheese is made from cow's milk, the properties of this milk, and the different kinds of cows that produce it. Come ready to try some of our very favorites!

## gelato kick off!

Saturday, June 12, 2009  
at Zingerman's Creamery  
3723 Plaza Drive  
(just a scone's throw from the Bakehouse!)

Celebrate the season with free samples of our summer gelato flavors, gelato-making demonstrations, special giveaways and more.



## Farmer's Market Schedule

fresh cheese  
Straight from the Cheesemaker!

**ann arbor farmer's market**  
Kerrytown • Saturdays through October and Wednesdays, May-Sept. • 7am-3pm.

**westside farmers market**  
Roadhouse Parking Lot, 2501 Jackson Rd. Thursdays May through October • 3-7pm.

**ypsilanti downtown farmer's market**

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

**detroit's eastern market**  
Saturdays, 7am-3pm



## Roaster's Pick

**May**

### Papua new Guinea kimeL peaberry



Papua New Guinea (PNG) is a staple in our coffee lineup. We were recently offered a small lot of peaberry PNG. Normally, two seeds develop inside each coffee fruit. In a small percent of the berries only 1 seed is formed and wraps around the fruit and is called a peaberry. Because of this small size, it must be roasted a little more gently. This PNG has flavors of sweet citrus, floral and a nice bright finish.



**June**

### new crop Guatemalan a'achimbal



We found just about everything we look for in a coffee in this one. A characteristically balanced Guatemalan, this one has nice floral fragrance, a sweet, clean cocoa flavor and very pleasant citrus brightness that gives it a rich but clean mouth-feel.

This coffee comes to us from our relationship with some fine people in Seattle who have worked with the native Mayans to re-establish their community. The goal of the project is to produce the highest quality to earn a reasonable return for their work. The farmers are paid directly at a price they set. *Allen*

## "Second Saturday" Tasting!

May 8 & June 12 • 11 am-noon • FREE!

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

## Meet "The Slayer"

ONLY at our coffee bar on Plaza drive

This is the most beautiful espresso machine I've ever handled.

We're one of about twenty places in the U.S. to use it, and it's gotten a LOT of press even beyond the coffee trade magazines. You should definitely believe the hype. It makes a better espresso EVERY single time. If you've never tried a shot pulled from the Slayer or if you think you don't like espresso, come down and ask for a sample. You can come around behind the counter and watch the shot being pulled. I guarantee it'll change the way you taste coffee. *Allen*

3723 Plaza Drive • 734.929.6060 • www.zingermanscoffee.com



Full seminar and workshop schedule at [www.zingtrain.com](http://www.zingtrain.com)

## Zingerman's Customer Service Express Workshop



Two Upcoming Sessions:  
May 5 & July 14 • 8am-Noon • \$295

We'll introduce you to the basic concepts behind our nationally-renowned customer service approach and teach you how to use the tools we've developed to give great service.

Go to [www.zingtrain.com](http://www.zingtrain.com) for more details and to register.

"I could write volumes on what ZingTrain programs have done for me, both professionally and personally. It has truly changed me in ways I never thought imaginable." —Harvey Sackett, Sackett & Associates, San Jose, CA

# at Zingerman's®



# SOUTHSIDE



## Bread BAKE-cations

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

Our Bread BAKE-cations are the ultimate experience for the home baker. Learn the theory and the practice behind different styles of bread—chemically leavened, straight doughs, liquid sponges, and sourdoughs, including brioche, sesame semolina, French baguettes, focaccia, pain de montagne, pecan raisin and more! We'll also break bread together every day with a Bakehouse breakfast and great lunch.

You'll leave BAKE! with lots of recipes, the knowledge to re-create them at home, a full stomach and loads of things you made in class.



### Two Bread BAKE-cation Sessions: Jun 22-25 & Aug 10-13

See photos, get dates and times, and read full descriptions online at [www.bakewithzing.com](http://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*



## Doughnuts Are Here!

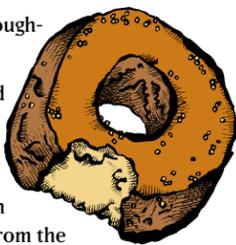
Yes! Doughnuts are here. Many of us at the bakery love doughnuts—both making them and eating them.

We enjoy them so much that we decided to go ahead and treat you and us by making doughnuts on Saturday mornings, available only at the bakery. We have one little deep fryer, so we won't be making hundreds of them—just a few as a treat. Right now we're making bacon apple doughnuts with a maple glaze. The maple syrup is from the Upper Peninsula, the bacon is Nueske's applewood smoked, and the apples are Ida Reds from Mr. Nemeth's orchards in Ypsilanti. It's a powerful trio of great flavor.

Doughnuts are indulgent enough, I know, but they taste so good with bacon in them that we couldn't resist. Some people think the bacon is strange, but to me it's just like a big American breakfast put together in a more compact form. Also this is a big year for bacon in the Zingerman's Community, so we wanted to get in on the action. I can see the makings of a great Saturday morning: my cup of Roadhouse Joe, Ari's book on bacon, and my Bakehouse doughnut.

I'm definitely dreaming of other flavors for the future. Alejandro, one of our BAKE! instructors, has created a super-rich vanilla pastry cream. One day we'll stuff the doughnuts with it and then glaze them with chocolate ganache. In the summer we may make preserves from local berries and use it as a filling. Those are a few ideas to start.

Come on over and tell us what you think. Call to order if you want to make sure you get some.



Amy

## 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.

### Loomis Bread **May 7-8**

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

### Rosemary Baguettes **May 14-15**

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

### Pumpnickel Raisin **May 21-22**

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

### Black Olive Farm Round **May 28-29**

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.

### Chernushka Rye **June 4-5**

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

### Roasted Garlic Italian Bread **June 11-12**

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

### Peppered Bacon Farm Bread **June 18-19**

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

### Traditional Ciabatta **June 25-26**

A true loaf of traditional Italian Ciabatta, with chewy open crumb and a thin, crisp, floured crust. Ciabatta means slipper in Italian, so the name refers to its long oval shape.

Call ahead to order your special loaves from:

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

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



May

### Jewish Rye Bread

**\$4.50/1.5 lb. loaf (regular \$6.99)**

The bread that's been the base of well over a hundred thousand or so sandwiches at Zingerman's Deli since 1992. Plenty of rye flour (believe it or not, most "rye bread" sold in America has hardly any rye flour), a natural sour starter (not the usual canned shortcut), and lots of time. It takes more than 5 hours to let the dough develop. A perfect pairing with hot corned beef.

June

### Rustic Italian Round

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

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



**20% OFF**

Whole cakes of the month and slices at the Bakehouse or Deli Next Door coffee shop!

May

### Lemon Sponge Cake

Light and lemony sponge cake with lemon curd between the layers and a caramelized meringue exterior. A pretty, flavorful and light ending to any feast. Plus it's wheat free!

June

### Cupcakes!

Cupcakes make people smile. They can be a party for one, or a crowd pleaser. Our cupcakes are available in chocolate cake with fresh strawberry butter cream, buttermilk cake with chocolate butter cream, or hummingbird cake with cream cheese frosting. Each one is topped with cute little seasonal fondant shapes.

you really can taste the difference!

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