

Zingdish!

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

Zingerman's
DELICATESSEN

Deli: 734.663.3354
Next Door: 734.663.5282

27th Annual Paella Party!

Sunday, September 23 • 11am-2pm • Deli Patio
The show is free — Paella is sold by the pound
Our 27th annual September celebration of the
fabulous foods of Spain
culminates (as it al-
ways does) with
a two grill Paella
throw down on Zinger-
man's Patio. There will be a special presenta-
tion on Paella at noon. Chef Rodger and crew
deal the goods: three kinds of traditional
Paella - Chicken/Chorizo, Seafood, and Veg-
etables - all grilled over mesquite right before
your eyes. Those in the know won't miss the
Padron Peppers.

**no reservations
necessary!**

6th Annual Zingerman's Halloween Hootenanny

Tuesday, October 23 • 4-7pm • at the Deli
\$5/advance, \$8/ @ the door
Reserve your seat at 734.663.3400
The Hootenanny is a fall-themed, Zinger-
man's-style celebration for kids. There will be
Pumpkin Drawing, Kooky Cookie Decorating
and more! Whether you're meeting to share
costumes and a play date or just stopping by
on your way home from school, we welcome
you to stop by and play for a while! You'll
enjoy music and complimentary snacks as
you participate at your own pace. And don't
worry about dinner that night; we'll have a
tasty hot dog dinner, along with cider & do-
nuts available for purchase. Costumes are not
required, but they are encouraged!

Holy Moly! An evening with Alan McClure of Patric Chocolate:

Sunday, October 28 • 5-6:30pm
Zingerman's Events on Fourth
Price TBD • Reserve your seat at 734.663.3400
The Deli is delighted to host American bean-
to-bar chocolate maker, Alan McClure, for
a second time! For the last year or so, Alan
- in collaboration with Chocolate Lady Mar-
got - has worked to perfect a new chocolate
bar, inspired by the Deli's selection of spices.
Hear about the endeavor firsthand, familiar-
ize yourself with a handful of Alan's signature
bars, taste the individual components that
went into the brand new bar, and, most excit-
ingly, be one of the first people anywhere to
taste this top secret (for now!) bar.

9th Annual Taste of Tantré Farm

Thursday, November 1 • 7pm
Zingerman's Events on Fourth
\$50/person, \$60/with beer
Reserve your seat at 734.663.3400
For the 9th year in a row we are inviting lo-
cal food lovers to help us complete the farm-
to-table circle and enjoy the best food of
the season elbow-to-elbow with the people
who grew it—the folks from Tantré Farm. The
details of the multi-course meal remain un-
known until the last moment, since Chef Rod-
ger and his kitchen crew hand-select most of
the fresh ingredients the morning of the feast!
The folks at Tantré Farm work hard year-
round to produce an amazing variety of or-
ganic fruits and vegetables for the Deli. This
meal is our way of saying "thank you" the best
way we know how — with a feast prepared to
highlight their fantastic offerings. This eve-
ning is always an early sell-out—sign up now!



Sharing Zingerman's unique approach to business



ZingTRAIN

Check out our featured
September/October seminars
on page 8.

734.930.1919 • 3728 Plaza Dr. • www.zingtrain.com

BAKE! Hands-On Baking Classes



Pizza Palooza

Saturday, September 22 • 8am-5pm • \$250
A festival of pizza making fun: whole-wheat
crust, gluten free crust, stromboli, calzone,
and more. You'll leave with lots of pizza and
a full tummy.

Goin' Crackers

Saturday, October 13 • 8am-noon • \$100
Crackers are the humble underdogs of the
baking world —unassuming looking they
pack a powerful flavor punch and deliver
an addictive textural experience. Join us to
make cheesy pepper squares, whole wheat
thins, seedy garlic crisps, and rice bites.

3723 Plaza Drive • 734.761.7255

See the full schedule and register for classes at
www.bakewithzing.com



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

September

Is MICHIGAN'S BUY LOCAL MONTH!

Enjoy these Michigan vendor
demos at the Creamery

Sept. 15 • 12-2pm

Slow Jams from Grosse Pointe Woods

Sept. 21 • 4-6pm



The Brinery from Ann Arbor

Sept. 29th • 12-2pm



Grassfields Cheese from Coopersville

NEW SHOP HOURS: Mon-Fri 9am-7pm, Sat 8am-7pm, Sun 9am-6pm



3723 Plaza Drive
734.929.6060

Please call for reservations: 734.929.6060

"Second Saturday" Tour!

Sept 8 & Oct 13 • 11am-noon • FREE!

Join us monthly for an open-to-the-public,
no-reservation-required event. Sit down
with Coffee Company managing partners
Allen and/or Steve to tour their facility and
learn about coffee—where it's grown, how
it's sourced and how it's roasted. Learn how
to discern the subtle distinctions among
the world's finest coffees as you sample
some new offerings and some old favorites
brewed using a variety of techniques.

Coffee and Food Pairing

Sunday, September 2 • 1-3pm • \$30/person
You may be familiar with wine and cheese
pairings, but why not coffee and food
pairings? Here at the Coffee Co., we'll be
taking some of our favorite coffees and
tasting them with select foods to find the
best combination. Great for the coffee
and food connoisseur who wants to try
something different. Class is limited to 8
people, so sign up fast!

Brewing Methods

Sunday, September 9 • 1-3pm • \$20/person
Learn the keys to successful coffee brewing
using a wide variety of brewing methods from
filter drip to siphon pot. We will take a single
coffee and brew it 6 to 8 different ways, each
producing a unique taste. We'll learn the
proper proportions and technique for each
and discuss the merits and differences of
each style.

Home Espresso Workshop

Sunday, October 7 • 1-3pm • \$30/person
Get the most out of your home espresso
machine. Learn more about what goes into
making a cafe quality espresso. We will start
with an overview of the "5 Ms" of making
espresso, followed by tasting, demonstrations
and some hands-on practice. We will also
cover some machine maintenance basics as
time allows.

Comparative Cupping

Sunday, October 21 • 1-3pm • \$20/person
Join us as we sample coffees from Africa,
Central and South Americas, and the Asian
Pacific. We will taste and evaluate these
coffees using the techniques and tools
employed by professional tasters. This is
an eye-opening tour of the world of coffee.

Zingerman's
roadhouse

Roadhouse Special Dinners

Our special dinners are multi-course family-style affairs with a little history and a LOT of food fea-
turing writers, chefs, authors and more from our own community and all around the country.

Westside Farmers' Market Dinner

Wednesday, September 12 • 7pm • \$55/person
The Westside Farmers' Market is
proudly bringing more farm fresh
food to Ann Arbor's Westside. The
number of vendors, demos, and
events has grown in a big way over
the past three years. Recognizing this tremendous
growth, the Roadhouse wishes to support the mar-
ket's transition from volunteer run project into a
sustainable community platform. James Beard
award winning Chef Alex Young wants you to
celebrate the harvest with him, at the peak of the
season, with a fresh fundraising dinner.
Proceeds benefit the Westside Farmers' Market



5th Annual Native American Dinner:

Celebrating the foodways of the Chickasaw nation
"Ilimpa'chi"—we're gonna eat!"
Tuesday, October 2 • 7pm • \$45/person
The Roadhouse continues our edu-
cation of Native American cuisine
with the Chickasaw Nation, which
includes 7,648 square miles of south-
central Oklahoma. Many Chickasaws were suc-
cessful farmers and ranchers, building some of the
first schools, banks, and businesses in Oklahoma's
Indian Territory. The Chickasaw people survived
the Trail of Tears and eventually adopted their own



constitution in 1983. With a rich tradition steeped
in song, storytelling and the arts, Chickasaw culture
is a vibrant part of south central North America.
We welcome the University of Michigan Native
American Studies program to bring this lively cul-
ture and delicious food to life at the Roadhouse.

7th Annual Vampire's Ball

a ghoulish gala to benefit Food Gatherers
Wednesday, October 24 • \$150
for more details, see page 12

Hungry for Hungary with Zingerman's Bakehouse

Tuesday, October 30 • 7pm • \$50/person
Zingerman's Bakehouse has been exploring
Hungarian baking and foodways for the past 2
years, bringing Hungary's incredibly rich and varied
food traditions to Ann Arbor and the Zingerman's
Community of Businesses. Managing Partners and
artisan bakers Frank Carollo and Amy Emberling
along with Chef Alex have created a menu featuring
traditional Hungarian dishes and iconic Hungarian
ingredients including cabbage, caraway, paprika,
cherries, pork, and poppy seeds just to name a
few. Frank and Amy will share their passion and
knowledge for Hungarian foods and welcome you
to join them as they explore Hungary's food culture.



Join us for two special fundraisers in September!

Edible Avalon Fundraiser Dinner

Wednesday, September 26
7pm • \$65/person

Proceeds benefit
Edible Avalon

Food System Economic Partnership's Farm-to-School Fundraiser Dinner

Sunday, September 30
5pm • \$95/person

details page 11

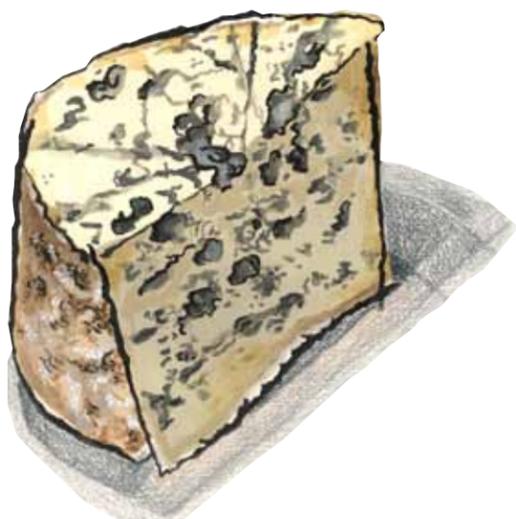


For reservations to all events stop by 2501 Jackson Ave. or call 734.663.3663 (FOOD) www.zingermansroadhouse.com

Friendship, Cheese, Lea

a good friend's passing prompts a look at a

This is an excerpt from the epilogue of Ari's forthcoming book, *Zingerman's Guide to Good Leading, Part 3: Managing Yourself*, due out Summer 2013.



It's hard for me to say it out loud, but while I was writing this book, my friend Daphne died. Actually, in honesty, as I write, she's not yet dead. But, much as I don't want it to be the case, it's pretty clear that she's dying. Her cancer, which appeared a short three months ago, is already very advanced; modern medicine has failed to combat a cancer generally acknowledged to almost always be fatal. A few weeks ago, knowing that there was really no way to stop the cancer from careening through her body, Daphne decided to cut out the chemo; she decided, fittingly, I think, to exit the earth as she lived—on her own terms. I don't want to jinx anything by writing this in advance of Daphne's death, but I figured the best problem I could possibly be presented with would be that an early morning miracle might come along and "mess up" the outcome I'd outlined. Lo that an anarchist angel should arrive in San Francisco and swing everything 'round so that my friend would find herself with another twenty years, and I would, very, very happily, cry whilst rewriting my epilogue. Truly, I would LOVE that problem. Almost as much as I've loved Daphne.

So, to restart this ending with a slight bit more accuracy; between the time I began drafting this epilogue and the time you've come to read it, my very dear friend, Daphne Zepos, will have died. It's hard to imagine, knowing that it hasn't yet happened, but that it pretty surely will, and clear that my sadness, and the sadness of thousands of others who knew her, will rise in the West and extend its heartbreaking reach all the way 'round the world. By living her life with passion and poignancy, Daphne touched many people; I hope that by sharing her story here, she can touch many more.

I don't know that it's customary to write about death in a business book, but because this one promotes a message of doing things well while doing them one's own way, and since that's exactly what Daphne Zepos did for the twenty or so years that I knew her, it seems to make sense. Given, too, that this book is about self-management, and since losing a beloved friend of nearly twenty years is one of the hardest things I've ever had to manage my way through, it again feels right. Managing ourselves, I suppose, eventually means managing death, our own or that of those we love and live with.

At the time we met, in the mid-90s, Daphne was the epitome of alive; a fierce love for life and learning, traveling, teaching and tasting were all hallmarks of who she was. Back then she was living in San Francisco and working as a sous chef in the kitchen of an upscale hotel. Though born and raised in Greece, as the daughter of a diplomat father, Daphne's family lived in Athens, London, Geneva, and Brussels all before she was 18. As a young adult Daphne studied Medieval History at the University of Kent in Canterbury, England, and then Architecture at the Architectural Association in London. In 1987 she moved to New York and studied cooking at Peter Kump's Cooking School. Her passion and interest in food though goes back to her childhood; her sister Amalia is a font of stories of young Daphne's food fascinations. Scattered amongst this already colorful existence, I

remember Daphne telling me tales of riding motorcycles across the Balkans and boarding schools in fancy sounding places in France, Switzerland and England.

To describe Daphne to those who didn't know her . . . I doubt that I'll ever meet anyone else like her. She fit no box and she pretty much always made her own mold. I'll just say here that she was Greek all the way through, and yet, at the same time, completely international; poetic without being a poet; a cheese aficionado without being a cheesemaker; a leader without ever really having been in charge of anything other than her own life. She never owned a big company, but she could well have been the president of something significant, or, I could say, the queen of a country so compelling it doesn't yet exist. As mentioned, her father is a diplomat and, I'm sure much to his frustration, she was anything but; Daphne was far too direct, way too wonderfully rooted in her beliefs, to ever have held public office.

And yet, she was the best. Unique, unselfish, unrelenting, unequalled in her passion for life, her love for cheese, and the way she shared those passions with those she loved and cared for. I am, as you probably know by now, fully aligned with the anarchist belief that we're all unique and special human beings. But even though accurate editing would take exception to the statement, I will say to the world that Daphne was somehow more unique than the rest of us.

Whatever Daphne did, she did, quite simply, by being Daphne. Which is, really, the whole point of this book and, I think, the point of life: to be true to ourselves, to pursue our passions and to be passionate, all the while doing good in the world.

Daphne, I have no doubt, did all three of those in spades. Or maybe I should say "in curds and spades." Wendell Berry wrote, "The old and honorable idea of 'vocation' is simply that we each are called, by God, or by our gifts, or by our preference, to a kind of work for which we are particularly fitted." For Daphne, that calling, as everyone who knew her knows, was curds, as in cheese. Cheese, as you'll see, was one of the



loves of her life; she studied it hard, stayed with it, lived it, breathed it and of course, ate it—she did it all well and did it very proud. If the cheeses of the world wanted to choose a spokesperson they'd do well to select Daphne. If managing ourselves means that we leave the world better than when we arrived and enjoy our travels en route, Daphne did it as well as anyone I know. As her sister said, "She invented the profession she wanted and made it work." I'm not sure what to call what Daphne created, but I think she called it "pastoral anthropology," and I like that. The main point though, is that without question, the world is a far, far better, more flavorful, more fun place for having had Daphne in it.

But to go back to my beginning with Daphne . . . We met on a trip to the town of Metsovo in northern Greece, organized by the American Cheese Society. Another food writer I knew told me that this amazing woman was going to be on the trip and gave me very clear instructions—I MUST meet Daphne Zepos! It didn't

take long. Our food writer friend, it turned out, had told Daphne to meet me as well. And without ever being formally introduced, we figured out on our own from across the waiting room that we were the two that had been instructed to meet each other by our mutual friend. In that sense, I guess I knew right off that our energies were running on similar wavelengths, that we were wired to be connected in the world. The rest is, now that she's left this world, literally, history.

The root of the word "anarchism," like Daphne, is from the Greek: *anarchos*, meaning "without rulers." A friendship is a relationship in which there are never any rulers, and also no ruled. A good friendship, as it turns out, might be the ultimate in anarchist relationships. "Without rulers" is certainly a good way to sum up my relationship with Daphne. Honestly, while I'm sure there are smarter and more skilled people in the world (at least smarter and more skilled than me—Daphne was in a class by herself), I think it's safe to say that there probably aren't too many pairs of people with more forceful personalities or greater drive to do what they want to do the way they want to do it, than me and Daphne. And yet, reflecting on it now more mindfully than I ever did during our two decades together, we never forced our views or beliefs on each other. We always shared thoughts passionately and we agreed often. But when we disagreed, we did it with the same love and respect with which we did everything else. Unlike blood relatives, friends become, and stay, friends, purely and only, by choice. Despite outsiders' occasional efforts to force fate and make us "make friends," we can't really be forced into a friendship. Friendship is freely traded—there's no paper you have to sign to acquire one. Friendships are formed only when both parties prefer it to happen. You won't find many (or dare I say, any) meaningful friendships that are based on anything other than mutual respect and love. Unlike traditional employment situations, or even families, there's really never any hierarchy at play; friendships, by definition, are really always peer-to-peer relationships. And unlike other settings, which often continue long past the point where they're truly productive, friendships usually peter out naturally when there's nothing left to be given or gleaned. Friendships, you'll find, really only exist when both parties opt in.

Good friendships, like all anarchist activity, are based on free choice, mutual support, and a win-win way to work together. If anarchism is about - free choice;

- avoiding hierarchy and having at things as equals regardless of formal standing in the world;
- honoring the uniqueness of each person we meet;
- bringing out the best in everyone around us;
- contributing positively and freely to creative community building;
- living life as each of us wants to live it, while respectful of those around us, but making decisions that are true to who we are rather than the result of strong social pressures to conform;
- becoming ourselves
- finding joy and doing good in the world

all of which are achieved (or attempted!) in one, coherent, compelling, passion filled life in which each element of our existence contributes positively to the others, then my relationship with Daphne was a very excellent, very effective, very rewarding, very anarchistic one. As Siegfried Kracauer said, "Friendship, like all true love, makes one believe in people."

Talking to me a few months before she died, knowing that death was coming on all too quickly, Daphne told me with great strength, "I've lived my life!" She was clearly tired when she said it; sickness had already taken hold of her body, but her spirit was still solid. "I really did it in an unconventional way. It was completely my own way," she said with more passion than many men and women would muster at their best. "I went against the grain of success in many ways. But I have no regrets. I've lived a good life. And, in a completely satisfying way, I owned my life." Which is, I would say, what this whole book is all about. Living free, living our lives, with no (or at least few) regrets; being spiri-

Living and Life

positive approach to life

tual and sound and skilled all at the same time. Living a life in which we're doing the right things for ourselves, the world, the community and those we care about pretty much all at the same time. Success in this sense is never really about stardom; it's about embracing an imperfect, but important, existence; about struggling steadily to do special and meaningful things, helping each other through hard times, all moving—together and separately at the same time—toward a better tomorrow.



If I were to go down the list of the 12 Tenets of Anarcho-Capitalism, I think I'd find that Daphne and I pretty successfully lived all of them in our years together. We were very clearly committed to each other's success and we freely chose all we did. Without a doubt we had an abundance mentality—one friend's gain was the other's as well. Throughout we took a service approach to our own relationship and to the world around us—our time together was always about doing more for the other and for others, appreciating and contributing wherever we could. Commitment to each other? Couldn't really have been much stronger; she went after people she felt had wronged me harder – a lot harder, really – than I did. We even helped each other make money—over the years our businesses regularly bought and sold from and to each other, and each of us contributed ideas, insights, and constructive connections to the other's company. Being real? Daphne was as real as it gets. You might not have always heard what you wanted to hear, but you definitely heard what she was thinking; she brought her beliefs to the fore faster than almost anyone else I know. The beauty of it (and her) though is that she said it all so poetically that even when she was putting you down or back into your place, you sort of didn't mind; it was a bit, I suppose, like getting sent off to jail but having your prison ID painted by Picasso.

Over the years, we talked and worked plenty at accepting the world—life wasn't always easy, nor did things always go the way we wanted. But, in part due to the help and support we each gave and we each got, we both mostly managed to make peace with what we had going on. On a light note of acceptance, over the years I pretty much made peace with the reality that I needed to call Daphne about fifteen or twenty times before she would call me back. On a darker note, Daphne's last three months were all about acceptance and achievement in the face of an inevitable end. And part of my ongoing acceptance after the fatal fact is that, no matter how many times I call or write, there will be no response. I told her though that I would keep calling anyways; like I said, we're very devoted friends.

Early 20th century German writer, film critic and anarchist, Siegfried Kracauer, said of friendship that, "It is the association of similar fundamental convictions and ideals on the part of fine, independent people, based on the joint development of their shared potentials. To unfold together without losing oneself in the other, to devote oneself to the other in order to possess oneself in a more fully expanded way, to fuse into an integrated whole while still remaining separate—that is the secret of (an effective) bond." Granted the language is probably a little off-putting, but if you figure it's been translated from hundred-year-old, highly intellectual, High German . . . you get the idea.

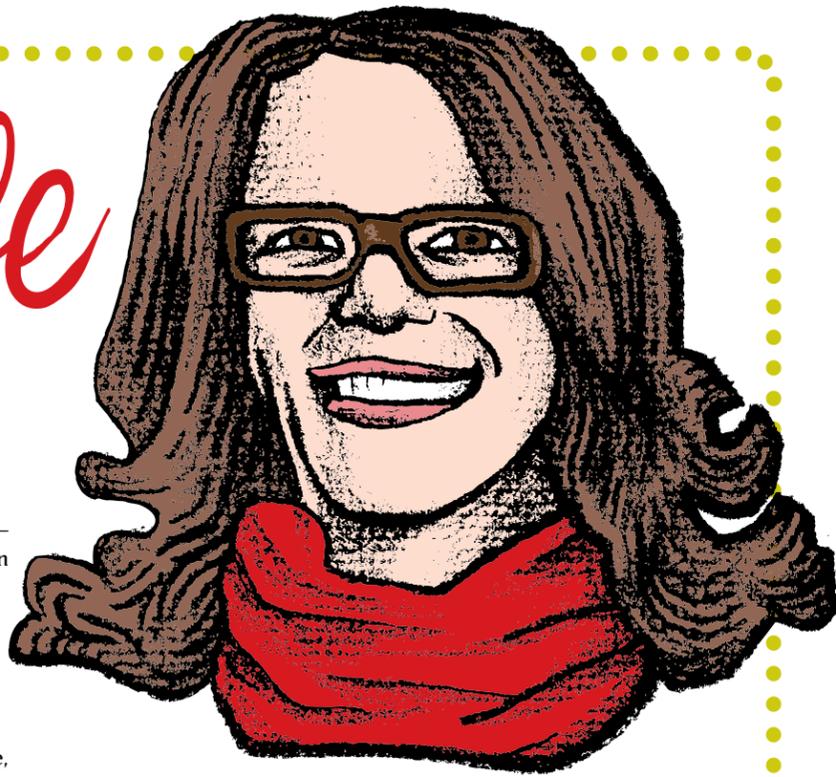
I can relate to it all. Daphne and I got to do it—Kracauer's conceptualization of camaraderie is an accurate, and I guess anarchistic, assessment of what Daphne and I had for nearly two decades. I think Daphne demonstrated with great consistency that the more love you can bring to your life, the richer it—and the world around you—will then be. We were never lovers, but as her husband Brad told me, "You were one of the loves of her life."

Having had time to reflect, I think that Kracauer nailed it when he noted that, "Inasmuch as friendship is based on mutual, sympathetic inspiration, it also promotes the expansion of the self. Each person's mind, urges and senses are put into rapid circulation and much the multiplicity of the world at more places. The relationship will work in this way as long as it is in balance, with both persons giving and taking while traveling side by side." All of that, I can say with great confidence, is very true for my relationship with Daphne. We traveled long and we traveled far, we tasted a lot of cheese, we both gave and we both got. It was a very good thing. My life was way better for her presence in it, and I hope that hers was for mine.

It's funny, I guess, that in the end we arrived back at our beginning. I'd forgotten about this scene until we started to deal with all this stuff around death, but I remember it now very well. The first day of the cheese trip, we arrived at the Greek village of Metsovo. We'd only just met that day but we liked each other and if you're an American going to walk around a Greek village, who wouldn't want to have an exceptional Greek woman as one's guide? It's not a big village so I'm sure we traversed most of the town in a few hours. I remember distinctly though that about halfway through we came to the church. It was on a hill. To the side, down the slope, gravestones glistening white and gray in the sun, was the small village cemetery. The view was beautiful. Daphne explained to me that Greek cemeteries were always positioned so that the dead would have the best possible view. It's funny that our first day together took us to that spot, admiring the beauty of death in rural Greece. And, to state the obvious, our last day together ended, twenty years later, with Daphne's death. I'd like to think that she went to it as beautiful and majestic as she was when she shared her passion for Greek village life that day in the mountains, and that the view from wherever she and her spirit now reside is even more beautiful than what we saw in the village that sunny afternoon.

Over the years, between that day and her death, Daphne and I traveled together with other friends to France, Switzerland, Italy, England and Spain. We went to countless conferences together all over the country and in Canada. We ate literally hundreds of really great meals together (and because life isn't all glamour, some less than good ones as well). We traded notes and thoughts and generally had a really great time of it all. We helped each other through some very hard times, but mostly we laughed and learned and looked at the world with wonder. We studied food and culture of all sorts, more often than not I think in the mountains, and far more often than not, related in some way to cheese. We probably visited a hundred different cheesemakers over the years.

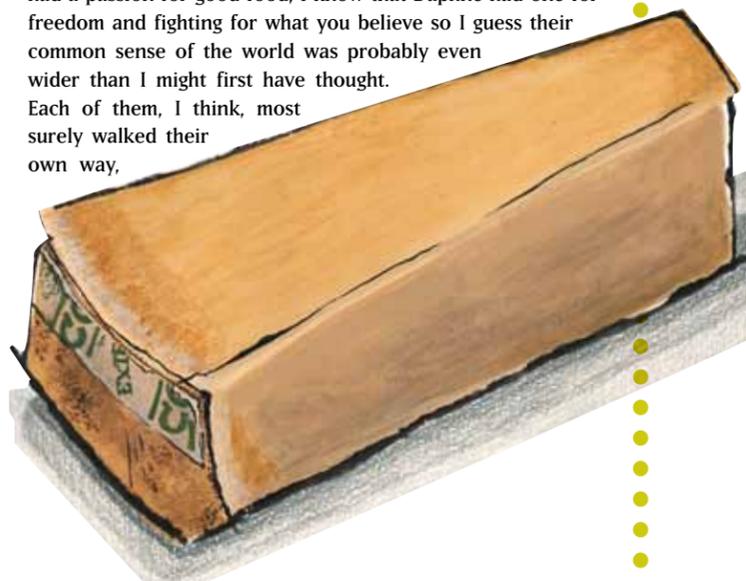
But my point here isn't to write a play about Daphne's life. It's to talk about how she lived, how she managed herself, how she created a life that, as she said, she *owned*. Mostly, as I've said, it revolved around cheese, travel and teaching, and, at home, around her husband, artist Brad Brown. In the spirit of learning, of self growth, and of managing one's way into a more positive place, Daphne told me not long before she died that he was the love of her life and that with him she'd learned just how positive love could be. A big change, she wanted me to understand, from where she'd been in her first marriage, in the years before she and I met. "Because of Brad," she said, "I learned to go from a place where love was hurting to a place where love doesn't hurt. It took 18 years. There were so many years where I was perplexed by the benefits of love. It seemed like it was about guilt, self-recrimination and undermining oneself. And also hiding. Because it's so painful. Coming through that to find that there's a place for love where it's a completely other thing. Love like this is a comfort, a nest of goodness." That is



pretty clearly some pretty successful self-management. Success doesn't always mean ice cream and cookies, but it does mean steady learning and self-growth, leaving each stage of life better than when we entered.

When she said that she owned her life, Daphne wasn't exaggerating. I will bear witness. I've met a lot of amazing people over the years, and, without taking anything away from any of their amazingness, I think it's safe to say that no one came remotely close to being Daphne. If I think of Emma Goldman as the Queen of the Anarchists, then I guess Daphne might have been the Queen of Curds—she traveled through the cheese world with the same down-to-earth, unappointed majesty and elegance that Emma brought to late 19th century social movements. And, it's safe to say, she probably had as many strongly held, poetically pronounced, passionate, bravely expressed opinions about cheese as Emma had about anarchism, equality, life and the world in general. Although I don't know what Emma's feelings were about cheese in particular, we do know that she had a passion for good food; I know that Daphne had one for freedom and fighting for what you believe so I guess their common sense of the world was probably even wider than I might first have thought.

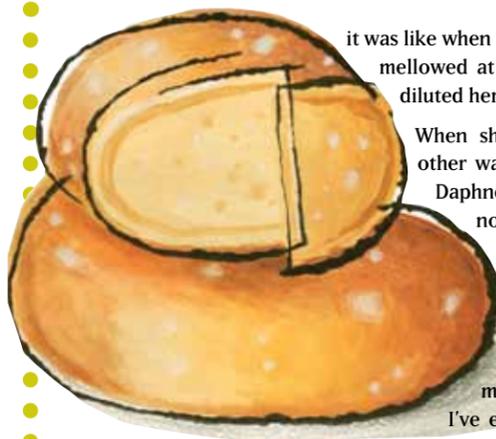
Each of them, I think, most surely walked their own way,



and, though I never knew Emma, I love them both for it. If there is a heaven where great women meet, I hope they get to share a few slivers of amazing cheese and a lot of thoughtful conversation together soon.

One thing Daphne never was in the twenty years I knew her was docile. Her energy was expansive, a natural wonder, a forceful inspiration and a thought provoking presence. When she entered the room you knew it. Even if she stood off to the side, the energy in the room shifted when she stepped into it. She had style and she had a great smile. Long bold black curly hair; fierce, focused, loving eyes framed for most of the years I knew her in red, cat eye glasses that I think only added to the sense of uniqueness. She spoke like no one else I know—definitely a Greek accent, but significantly influenced I'm sure by her fluent French, excellent English learned in boarding schools abroad, and time spent living in the States.

Daphne was, without a doubt, generous to a fault, but also fast to speak her mind if she felt someone had done wrong or was headed off course. While I honestly can't remember ever having a fight with her about anything, it's not hard to imagine that she riled up more than a few folks who were out of alignment with what she believed. Can't blame her—her opinions were strongly held and she rarely, if ever, folded her hand just to avoid a bit of conflict. In truth, I know that her temper probably wasn't that bad, but I still think of it as a bit of a tempest. When Daphne loved you it was intense. If she was mad at you, you wanted to get out of the way with relative haste. I can only imagine what



it was like when she was 21—by the time I met her she'd probably mellowed at least a bit (though never so much that she'd diluted her Daphne-ness).

When she was describing cheese though, it was the other way. No one could throw around adjectives like Daphne. She had a way of working in descriptors that no one else would ever have attempted and making it work marvelously. Like Daphne I have few regrets in how I've lived my life, at least not in the few decades that we knew each other. But one of the ones I do have is that I didn't write down everything she said. But it wasn't just me who was caught up in her magic—everyone I've ever asked felt the same way. I heard her talk

about cheese many times; when Daphne spoke, people didn't just listen – they were enthralled. Her husband Brad said, "I've heard her describe cheese with analogies that referenced Homer and Mark Rothko, Stax Soul music and Glenn Gould – in the same breath." Our mutual friend Molly Stevens said, "Tasting cheese with her was an almost spiritual experience. It's like she communed with the cheese, sensing the story and history and process as the texture and flavors unveiled themselves beneath her nose and in her mouth. A privilege to witness."

Daphne and I spoke at least a couple times a month for many, many years and much more frequently of course when we were traveling together. The truth is that she was terrible about returning phone calls, but me, stubbornly being me, I just kept calling her anyways. In the weeks before she died I called pretty much every day, sometimes more than once. I knew it was unlikely she'd answer—shit, she didn't even answer when she was feeling good—but I called anyways. I was worried that I might be bothering her but Brad told me about ten times how much those calls meant to her. It was a small thing but I guess I feel good that I could contribute anything at all—absurd as it seems to think of a voicemail message as being meaningful in the face of death—to the life of someone I held so dear. But then again, that's really one of the core components of this book: to make as many positive contributions as we can to the lives of those around us. Just think – if each of us committed to ourselves that we would try to contribute positively to the lives of everyone we met, the world would likely be a far better place to live! I think that Daphne and I pretty much always did that for each other.

Thinking back to the Natural Laws, first of Business and, now, of Life, I have to work very hard to remind myself that my deep sadness around Daphne's death is a very, very good problem. Many people don't get to have great friends. I, on the other hand, have many, and Daphne was one of the dearest. It's funny—now that I think about it . . . there's loads of talk, argument even, in anarchist writing about ownership of property. If you look at Daphne's balance sheet it probably wasn't all that strong. But if you look at what she was most proud to have owned—her life and the friendships that formed a foundation upon which it was lived—she was pretty surely one of the world's wealthiest women.

I wanted to write this piece, in part, to honor Daphne, and in part also to honor everyone who works hard to create a life that is their own, a life that's lived in a way that's true to one's self in spite of the pressures to perform and conform that come at us so hard, it seems at times, from nearly every direction. By Wall Street standards, you couldn't really say that Daphne was a success; she was never particularly good at business, and she won't be featured in *Money* magazine. What she was, though, was *really* great at living life. I have no doubt—she lived the Natural Laws of Life as well as anyone I've ever met. As I run down the list I think she hit them all well. Over time her vision was very clear; her work with the cheese world was her cause, her passion, her mission in the world and she did it well. Also I guess it's good for me to write this piece, in part, for my own peace of mind. In the context of synergy, Daphne and I have helped each other here. Part of managing oneself through something as dark as the death of a dear friend is to share the struggle, to own that it hurts, to say to anyone that's interested that I'm incredibly sad, that I miss Daphne now, and that I will miss her deeply as long as I'm alive.

Having watched many talented cooks in action over the years, I've gotten pretty good at figuring out what they do, and then how to do a reasonably good job of recreating what they did after I return home. Having known her for twenty years, I think I can put together a pretty reasonable version of Daphne's recipe for a good life. I'll probably miss an ingredient or two but at least I'll come close. But it's surely Daphne's way to err slightly pursuing your passion than to wait and worry, to say what's on your mind rather than macerate thoughts in anxiety for ages before allowing them out, so I'll just take it in stride, knowing that I can't, sadly, ask Daphne if I've done it all right.

One thing to know though, before I give it to you, is something I learned from Daphne's younger sister, Amalia. One blessing to come out of all this is that I've gotten to know Amalia much better than I ever had when she was just my good friend's little sister, still living back in Greece. Amalia and I were emailing one day during Daphne's last days when she told me about her sister's love for "feta sandwiches with too much butter." Because so much of my life with Daphne was focused on food, I was excited to have a handle on some small thing that I could keep alive after Daphne herself was gone. There's nothing hugely fancy about the sandwiches, but they're pure Daphne. Simple ingredients, emphatically arranged in the way she wanted them, all done so as to taste delicious but in a way that no one else seems to have ever done it.

As Amalia explained, "Feta was mixed with butter and both together mashed with a fork, then spread on bread." But of course, there's more to it than meets the eye. I wondered more than a little about the "too much" in the name of the sandwiches. It turns out to have been Amalia's unconscious addition. When she asked Daphne about the name, she said, as only she could, "Why too much? It's butter." Amalia added, "It must be my own filtered memory. It must have felt too much to my own eyes, so [without realizing] I included my personal impression in the recipe." That small statement, I have to say, is a good synopsis of Daphne's way in the world. When she liked something she went after it; what was just right to Daphne—and I'd argue, for the world as well—was often perceived as excessive by most everyone else. It is, I'm sure, a good part of why we got along and a big reason why I think she's such a great model for the rest of us to emulate—working in the middle of the road rarely results in greatness.

And Daphne was great. She was also exceptionally opinionated about the details, as I think, are most people who do great things in the world. At least when it comes to the ones they care about. I asked Amalia to inquire as to the appropriate bread with which to make the sandwiches; I laughed – the answer was definitely pure Daphne. "Not any kind of soft bread, but the remains of *vassilopita*, the traditional New Year's bread we cut every January 1st. The Constantinople brioché-like version of *vassilopita*. That 's the one for feta and butter!" Even in Greece they really only make *vassilopita* for New Year's. I commented as much to Amalia, who in turn mentioned it

to Daphne. Her answer was just what I should have known it would be. "She took an air," Amalia told me, "as if the answer was obvious and then said, 'But that's the whole point!'" Daphne. She was, as I think almost all amazing people in the world are, maddeningly, marvelously one of a kind, caring deeply about things that literally no one else in the world ever imagined.

That sort of sensibility—where "just right" is way more than most people would risk and where obscure details are so important as to seem "obvious"—would, I'm very sure, be at the center of any life recipe Daphne might deliver. Daphne's recipe for a good life would never, I'm sure, include any halfway measures.

So with that preface here's my take on Daphne's recipe for a good life:

- find something you're passionate about and then give yourself to it;
- find people you're passionate about and then give yourself to them;
- don't give in to demands to do it in a way that's out of sync with your self;
- study with passion;
- travel widely;
- embrace your feelings and share them freely and joyfully with the world;
- laugh a lot, especially with those you love;
- be generous of spirit and everything else;
- don't do anything big you don't believe in;
- believe in anything big you do, or don't do it;
- get around great people;
- always, always appreciate the flavors of great cheese and the people who make it (!);
- bring love and passion and poetry (figuratively if not literally) to everything you do;
- own your life!

Whatever it is you're about, I know she would have said, do it all out; better still, keep going, push beyond the staid stuff in which the rest of the world often wallows, find yourself, your

THE DAPHNE ZEPOS TEACHING AWARD

The Daphne Zepos Teaching Award will grow a squad of cheese professionals who teach about the history, culture and techniques in making, aging and selling cheese. It will offer an annual scholarship for a cheese professional to travel and learn more about the craft. The scholarship is funded by the Daphne Zepos Endowment at the American Cheese Education Foundation. We ensure that 100% of your money (minus credit card fees) will go to the endowment. The endowment is managed by a President and Board of Directors from the cheese industry who work for no pay. All of the endowment's funds are safely invested and their annual returns fund the scholarship. With careful management the scholarship will be offered in perpetuity.

You can donate in 3 ways:

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<http://www.firstgiving.com/fundraiser/ACEF/daphnezeposteachingaward>

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Daphne Zepos Teaching Award
American Cheese Education Foundation
American Cheese Society
2696 S. Colorado Blvd., Suite 570
Denver, CO 80222

Suggested donation levels:

\$25 Student of Life \$100 Fellow
\$50 Scholar \$500 Associate

For greater donations, please contact the endowment administrator, Rachel Juhl, at racheljuhl@essexcheese.com

"Twenty years ago, the image of cheese, other than amongst a very tiny percentage of Americans who had traveled a lot, was really about mass-market cheese. Today, thanks in part to Daphne's leadership and teaching and training, a far bigger slice of the American populace understands what artisan cheese is, and can be." — Ari

passion and your poetry. Put as much love as you can into your life, and where you have love, let it out extravagantly. Whatever you want to do, do it well and not by halves; the outcome will most probably be a productive one!

None of this, other than the cheese I suppose, will seem all that different from much of what you've heard from me, or from others of my ilk elsewhere. But this, after all, is the epilogue, the place where poetic Greeks and good people and good writers revisit the key points they've already made and then reinforce their veracity. It's the time, not to introduce something new, but rather to reiterate what's already been put forward. Daphne was my friend. I miss her already, and I'm sure I always will. She lived her life. She owned it outright, fully and freely. The world is a richer place for her having been in it. I wish the same for the rest of us.

While I was working on this essay, extracting this epilogue from an ending I never dreamed of nor desired to write, I came across a note Daphne had sent me many years ago. The last line stopped me cold, stunned me really, in its simplicity and for her exceptional ability to capture the essence in a wonderful, if – in hindsight – chillingly sad, sort of way. As I've said above, the woman had a way of saying things that was poetic and poignant, yet still shockingly well-honed, direct, and to the point. At the end of an otherwise unimportant email, she said, "I never see you enough. There is always so much more to say."

So, maybe, during some day when you start to doubt yourself, or you taste a particularly great piece of cheese, you're surrounded by good friends, or you feel you've lost your way, think, maybe of Daphne. Don't dally. Life is short. Live it well with love and share thoughts and feeling with family and friends. I'll end here, though like Daphne, I'm probably not really finished. As Daphne said, there is always so much more to say.

Ari

A SAMPLING OF THE MANY CLASSIC TRADITIONAL CHEESES

to which daphne devoted so much of her soul

In my fantasy, I would be able to bring Daphne back, to have her here at the Deli teaching a class in which we'd taste all of these great cheeses. I won't even attempt to describe them as she would have; she was to cheese descriptions what Jimi Hendrix was to the guitar. While everyone else are the same sliver of cheese or read the same music, the way those two conveyed what they uncovered to the world was pretty exceptional; it truly is likely that the world will never experience their equal again.

Not surprisingly both as a cause and an effect of our two-decade long friendship, we have pretty similar taste. In her absence, here's my sense of some of what she'd have chosen from the Deli's cheese case. I've written many thousands of words about the cheeses that I've touched on very briefly below. If you'd like to learn more about one or two of them in particular, email me at ari@zingermans.com and I'll send more reading material your way.

Comté from France

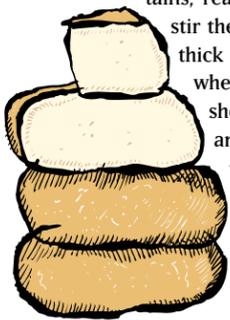


Daphne and I both had a deep love for this cheese and for the culture and community behind it. We traveled to the region together and over the years I'm sure we tasted hundreds of wheels together. Comté is the French cousin of the better-known Swiss Gruyere. Buttery, nutty, dense, smooth on the tongue, close textured Comté has been at the top of my list—as it was Daphne's—for two decades now. The truth is that when I want to call memories of her up into my mind, I get a small sliver of it. Not only did we both love it, it reminds me of her: complex, brilliant, passionate, unique, slightly nutty, engaging, elegant and down to earth at exactly the same time. The 80-pound wheels we buy come from Fort St. Antoine, an amazing maturing facility housed in an old, massive stone-walled fort in the Franche-Comté region, near the Swiss border. Having traveled there six or seven years ago with Daphne, the folks there know the full-flavored cheeses I like best, selecting and sending them our way. Like Daphne this Comté is very compelling, it's always comforting, it takes my side when other flavors turn their backs and never, ever, lets me down.

Ossau from the French Pyrenees



Another classic mountain cheese, but this time from the French frontier with Spain. The rough-rinded ten pound wheels we work with are handmade in the Ossau region and matured for over a year to bring out their full flavor. A trip Daphne and I took to the region ten years or so ago was one of the most memorable; watching shepherds working in small huts, high up in the mountains, reaching their arms down into the kettles to

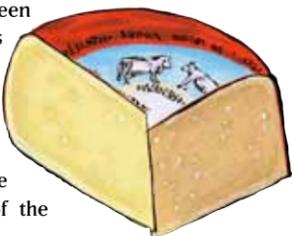


stir the curd by hand (literally), and then pushing thick needles into each wheel to help drain the whey was something really special. Made from sheep's milk, Ossau has an aromatic nose and close-knit texture that's smooth on the tongue with very rich flavor and a long finish. Delicious laid atop thick slices of the Bakehouse's Pain de Montagne that's been spread with some good cultured butter (try the silver foil wrapped Kerrygold from Ireland.).

Remeker from the Netherlands



I first stumbled on this cheese some ten or twelve years ago, while traveling with Daphne's and my mutual friend, Randolph Hodgson, founder of London's Neal's Yard Dairy. Made in the small town of Lunteren, we were all immediately drawn to its maker, Jan Dirk van de Voort. Like his cheese, he's one of a kind; intense, strange in a good way, exceedingly passionate about his cheese. His insistence on organic production, on humane care for the cows (letting them, for instance, keep their horns, which is almost unheard of in modern dairy herds), on super sanitation at every turn, and his commitment to the Jersey cows his father fell in love with fifty years ago while visiting the US are but a snapshot of his causes. Rarely seen in the Netherlands, the Jerseys give very rich, dense, delicious milk which contributes a great deal of complexity to the finished cheese. The year after our visit, the Deli became the first place (and is still one of the

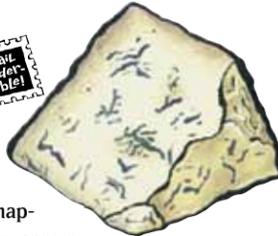


few) in the US to get this great Dutch cheese. Try it in its younger, mellow state or in its more mature, fuller flavored form at two years. Either is excellent—Daphne would have happily eaten and opined on either, or, more likely, both.

Raw Milk Stilton from England

This cheese was often on Daphne's and my list of favorites for a plethora of reasons. This is the first and only raw milk Stilton either of us have seen after a two decade long absence; its revival has been one of the projects of our very close friend, Randolph, and his colleagues at Neal's Yard Dairy. It is clearly one of THE classic cheeses of the world; a true, characterful, original cheese with deep roots in the Derbyshire countryside in which it originated and is still being made. Lastly, but of course most prominently, we loved it because it tastes so terrifically good. Exceptional milk from the farm's own carefully managed herd, very slow working starter cultures, very careful hand ladling of the curd, and a deep devotion to the craft of maturing all contribute to its complex flavor; deep, dark, blue, with hints, I suppose you could correctly say, of leather and ripe plums... it's an amazing cheese. We'd both have been adamant about making sure, even more so than with most cheeses, that it was served at room temperature, where the creamy texture that Randolph and cheesemaker Joe Schneider work so incredibly hard to bring to the cheese can shine.

Carles Roquefort from France



I include this one in part because it's a classic, but also because it's a cheese that both Daphne and I happily devoured any time we came across a well made wheel. And because, sadly, it was one of the cheese making regions we long talked about traveling to but never did and now, clearly, never will. I can easily imagine though what it'd have been like if we had: all of us extremely interested and driven to learn more; Daphne with her fluent French would have been deep in discussion with M. Carles, hands moving as she spoke, as fast as her mind; heads nodding up and down, then shaking side to side; more questions coming at ever greater speed, all done with a great deal of seriousness and an occasional smile, like lovers engaged in a difficult but important conversation; me, standing on the side trying to sort out a bit from the few words of French I understood, waiting both patiently and impatiently at the same time for the two to slow down enough for Daphne to translate what she'd taken from their talk. In a few hours time we'd have tasted twenty or thirty different cheeses, and inevitably, ended up liking the one or two that the Carles family eats at home, those considered "too mature" or "too full flavored" to put out on the market for sale. I would then have commenced my efforts to get them to release enough from their private stock so that we could sell a bit here in Ann Arbor. With Daphne's translating and my persistence, we usually succeeded.

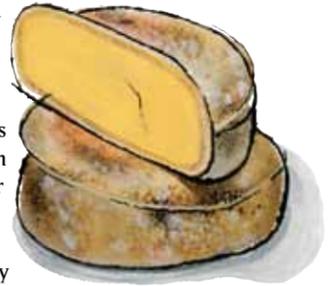
Like so many of the classic cheeses we both loved, there's a HUGE difference between cheese that imitates the origin-protected Roquefort and true Roquefort wheels made by artisan producers; you really can taste the difference between the less costly, less interesting, generally saltier imitations made in larger plants and the handmade, traditional wheels from the Carles family. Loose textured, buttery, a big bang for the buck with lovely butterscotch



notes in its very fine, very long, sensually salty finish. Excellent with pears or a bit of thickly sliced Roadhouse bread spread with good cultured butter and a glass of succulently sweet Sauterne.

Pleasant Ridge Reserve from Wisconsin

Daphne and I were both deeply devoted to the quality of this amazing cheese from the small town of Dodgeville, Wisconsin. Developed by Mike Gingrich, it's been amazing each year it's been made, including during and after the cheesemaking changing of the guard from Mike to Andy Hatch. Pleasant Ridge has won so many awards I can't even begin to count



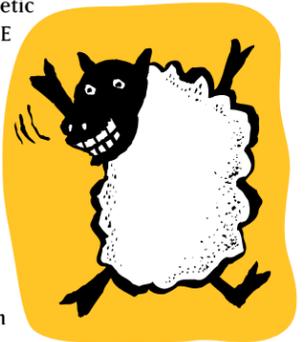
them all here. Made from the raw milk of the farm's own herd, the cheesemaking commences only when the cows are out in the pasture grazing on grass; if the cows are in the barns, the still excellent but not quite as interesting milk is sold off for other uses. What that means is that there are only about 100 days of production each year; this year there were even fewer than usual due to the drought and high heat. That small production bodes ill for next year's supply, but for the moment at least we're ok, eating cheese that we selected with Andy in the Spring of 2011.

As good as the cheese has been for most of its decade-plus life, Andy's careful craftsmanship has made it even better still in the last few years. The 18 months of aging make for a dense texture and intense—like Daphne, in the best possible way—flavor. She'd have been fifty-five times more poetic but I'll say in her stead that it's very nicely nutty, with a pleasant nose, soft on the tongue butteriness, and hints of wildflowers and fresh grass. Or to cut to the chase I'll just say that Mike Gingrich started something really great, Andy Hatch is a hell of a cheesemaker and this stuff kicks ass! Daphne and I would, I know, have happily dined on a good-sized wedge of it, with maybe some good wine, plenty of fresh fruit and a slew of good stories to share.

Barrel Aged Feta from Northern Greece



Daphne often waxed very poetic on the wonders of fine feta, THE great cheese of her homeland. I was right there with her—I've been a big fan since I first ate some sitting in the sun in front of a small village shop on a dusty dry street in Crete, nearly forty years ago; I'd bought a bit to eat along with a handful of Kalamata olives and a loaf of crusty bread. It's a meal both of us would happily have eaten almost any time. Like all well-known



cheeses, there is a world of difference between the many dozen fetas you can find on the market. The one we carry, the one both Daphne and I adored, is a handmade, barrel aged, beautifully balanced, creamily textured cheese from Vasili Roussas at Mt. Vikos in northern Greece. When I miss Daphne's presence, I often make one of her favorite salads for dinner: crumbled mountain feta, cubes of watermelon, and roughly torn leaves of arugula, tossed and then dressed with good olive oil, a few drops of a sweet wine vinegar, a pinch of sea salt, a grind of black pepper and a good bit of Marash red pepper flakes. Delicious, different, Daphne—the salad for me is now death and life in the same sweet, savory and very special bowl.

M^t VIKOS™

Ari

Shopping for full flavored, traditionally made cheese can be challenging. It's not a standardized commodity, so you can't just pick up the phone and order something great by product number the way you might a computer part. Because each wheel is different, because you can't buy by name alone, because the way a retailer handles the cheese all impact the flavor, quality and integrity of what you get to take home, buying the best cheese is an involved process. Probably the most important part of the process in my experience is to find yourself a cheese seller you can get to know, and who can get to know you. Because once you've built up a shared sense of what you like and don't like, you can settle into an enjoyable shopping and eating routine. What follows is a list of questions I'd ask of my cheese seller.

Question #1: Who Made the Cheese?

This is worth asking early on because if a shopkeeper can't answer it effectively you're unlikely to make much headway on the rest of the list.

Traditional cheesemaking is NOT a science. It's a craft. The milk, the animals, the atmosphere, the aging, the feed, the flowers in the fields. . . all come together to form something akin to a dairy-based orchestra; the cheesemaker is the conductor whose efforts effectively optimize all these seemingly sort of wild, yet never the less wonderful, elements of nature.

Question #3: What Were the Animals Eating?

Remember, *the flavor of traditional cheese always starts in the field, never in the factory.* Why? Because what the animals are eating will impact the flavor of the milk they give, which, in turn, will influence the flavor of the finished cheese.

Typically the most flavorful cheeses are said to be those made when the animals are eating out in the pastures. More specifically, the most interesting flavors are likely to be found when the herds are:

Question #4: Which Animals Are Being Milked?

I don't mean you have to know the animals by name, but what you need to know is *what type of animal is being milked.* Better yet, take it one step further and find out the breed.

The first part is fairly obvious; different animals give different milks, which, in turn, yield very different cheeses. There's a big difference in flavor from cows' to goats' to sheep's milk cheeses. In the area around Naples, water buffalo are the traditional milk providers, giving the characteristic flavor to

TEN QUICK

to help guide you to gre

So in seeking out superior cheese, you want to know who had their hand in making it. What's their name? Is this an art that's been handed down for generations, or is it a new venture? How long have they been at it? Is their production large or small? Seasonal or year round?

The best retailers always get to know the people as well as the product. And they should be able to share what they've learned with you.

Question #2: In What Region Was it Made?

The source imposes its mark on the ultimate flavor of the cheese. Cows don't carry passports; *when it comes to cheese, region is really much more relevant than country.* Though few people give it much of a thought these days, most all of the countries you see on modern maps are actually relatively recent creations. If you know who made the cheese and *where* they made it, you'll already have a solid sense of the flavor potential of the finished cheese.

There's an old saying in Spain that, "You cannot deceive the land," which basically means that because of the impact of the grazing herd's diet, there is no way to fully replicate the flavor of a particular cheese when you remove its production from its home region. Even within a given region there will be variations as you move from one farm or field to the next. And if you were to try to airlift an entire herd from Normandy to North Dakota to make "authentic Camembert" you'll end up with a different cheese. Not necessarily bad, just not the same. The soil is different, its mineral make up is different, the plants that grow in it will be different, and even those that are the same will have different flavors. All of which means that the milk—in its natural state at least—is going to be different as well. In France they have a single word which defines this principle: *terroir*.

Now this is not to automatically rule out all cheese made outside its region of origin. Despite the fact that Somerset County in southwest England is the spot where cheddar originated, you can make an excellent cheddar in New England too. Again, my point is that it's not necessarily bad cheese. But it will, by definition, be different.

a) *Grazing on open grass pasturage.* Of late, all sorts of studies are starting to reaffirm what most every traditional cheesemaker has anecdotally known for years: the more varied and interesting the animals' diet the more flavorful the cheese that's made from their milk.

b) *Grazing on the first grasses each spring.* Whenever you taste the new growth of a plant after a long period of dormancy it tends to be more flavorful than that which comes later in the summer when abundant rain and sun lead to rapid plant growth.

c) *Grazing on autumn's new growth of grass.* This is the other end of the cycle; when plant growth is slowing before the cold winter months.

d) *Grazing at high altitudes.* In mountain regions dairy herds head to higher altitudes for the summer season. Known in Switzerland and France as the *alpage*, the animals graze in unplowed, multi-species meadows where the flora are far more diverse and make for much more interesting eating than those in plowed, lowland pastures. Milk that comes from cows feeding on silage is likely to be less interesting. Silage is a modern day creation that allows farmers to more conveniently feed animals in winter when there is nothing freshly available in the fields. Because of its deleterious effect on flavor, many of the best traditional cheese regions of the world—Switzerland Swiss and Parmigiano-Reggiano to name two—ban the feeding of silage to dairy animals.

I wish I were able to give you a black and white perspective here. But unfortunately, as with everything there are exceptions. Some farmers are able to make excellent silage and the milk produced when the cows are eating it will be very good. Conversely, some fresh grass is overly high in water content, making for high milk yields but poor cheese.

"Buying cheese

authentic mozzarella di bufala. Each type of milk has its own particular chemistry, its own enzymes, and its own production peculiarities. Because the enzymes and acids in each are different, so too will the flavor of the finished cheese vary from type to type.

The milk output of each type of animal is also very different, directly affecting the cost of the cheeses made from the respective milks. In general, cows have the highest yields; goats are a distant second; and sheep are the stingiest of all, though their milk provides the highest return of solid cheese per liquid gallon.

Then there's the issue of breed. Once upon a time there were dozens of different breeds of cattle (or goats or sheep) being milked; often a given breed was found primarily only in a particular region. Today the old breeds have been largely lost; most are nearly endangered species, replaced by Holsteins. While they have very high yields, Holstein milk has never been known to have particularly great flavor. Harder-to-find Jerseys and Guernseys, on the other hand, are recognized to make richer milk, but the fat content of the milk is actually too high for optimal ease of cheese making. Other old breeds like Shorthorns, Ayrshire and Brown Swiss are often considered to produce the best milk for cheese. So why wouldn't everyone want their milk? While flavor is superior, yields are lower, and costs are higher.



Question #5:

What Was the Quality of the Milk?

The quality of the milk as it arrives at the dairy plays a huge part in the flavor of the finished cheese. After all, a cheese can never be better than the raw material from which it is made. This is very much a function of sanitation—the cleaner the animals, the more care the farmer takes in herd management and in milking, the better the quality of the finished milk is likely to be. *The most flavorful cheeses will almost always be made from very clean, top-quality milk.*

Truth is, there's really no simple way to answer this question just from looking at a cheese in a shop. Ultimately, the best way to judge the quality of the milk is really going to be the flavor of the finished cheese. The more you get to know good cheese, the more you'll also be able to taste undesirable, off flavors. And more often than not, these off flavors are direct results of less than stellar milk cleanliness.

A second significant factor here is to learn how the liquid milk was handled after it left the animal. *In general, the less the milk is disturbed, the less turbulence or stress to which it is subjected, the more its natural flavors and delicate fat globules are protected.* Unfortunately most milk used in commercial dairies gets anything but delicate treatment.

In quality-conscious Switzerland, milk for their traditional



What's the alternative to working with pasteurized milk? Quite simply, using raw, unpasteurized milk, just as cheesemakers have been doing for centuries. By using top quality milk in its natural unheated state a cheesemaker has ready access to the full range of natural bacteria which can help to create an exceptionally flavorful, traditional cheese.

Small dairy farms can control the sanitation of their herds and the milk much better than big ones, and hence have no need to rely on bacteria killing pasteurization to ensure the quality of the milk. Instead farmers just do their job very carefully. Traditional farmhouse cheeses—those made from the milk of the animals on a single farm—can be made with milk that is only hours old. The farmers know the animals and they manage the entire process from field to finished cheese. They also exhibit exacting cheesemaking technique. And in the end, they're able to make some excellent, full-flavored cheese.

How do you find raw milk cheese? You can start by asking your cheese seller. If you can see the labels, look on the label for the words "lait cru," "leche cruda," "roh milch," all of which mean "raw milk" in their respective countries. In truth though, you may have been unknowingly buying raw milk cheese for years. All Swiss Gruyere and Emmental, Italian Parmigiano-Reggiano and authentic French Roquefort must be made from raw milk. Also on the raw milk list is French Comté—ironically, the classic cheese of Pasteur's home province.

Question #7: How Old is That Wheel In the Window?

While age alone won't tell you everything, it does play a significant factor in the flavor of the cheese. *If you're considering*

Question #9:

What Kind of Rind Does it Have?

A quick look at a cheese's rind will tell you a lot about what you're likely to find inside. *The best cheeses are almost always those which have been allowed to develop natural rinds.* (This excludes fresh cheeses which have no rinds.)

Quite simply, a rind protects the cheese's paste (that's the technical term for the inside of a cheese) in the same way that a crust protects the interior crumb of a loaf of bread. Traditional cheesemakers work hard to put proper rinds on their cheeses. Salt, brine, and cheesecloth are the most common tools of the rind builders.

Many people may know that salt serves as the natural (and the only) preservative in traditional cheese. But salt also serves to enhance rind development, usually in one of three ways:

a) Coarse salt may be rubbed right onto the rind, as is done with Comté. b) Young cheeses can be set in brine baths for a number of hours. The salt is slowly pulled into the new cheese and moisture is pulled out into the brine. Gruyere and Parmigiano-Reggiano are both made this way. c) Washed rind cheeses—like Taleggio, Pont L'Eveque, or Livarot—are rubbed with a brine solution during their maturing. The brine may be as simple as salt and water, or it may also be made with spices, wine or ale. In most every case, though, the brine used contains active bacterial cultures. In each of the latter scenarios, the brine inoculates the new cheese—much like a sourdough starter does for bread—and begins their characteristic flavor development.

Historically, many hard cheeses were matured in cloth "bandages" which allowed the cheese to breathe as it matured. The cloth allows for more moisture loss; as the cheese loses moisture its flavor is slowly concentrated in the remaining cheese. Traditional

QUESTIONS

at tasting cheese



is an art. —Pierre Androuet, *Guide de Fromage*

cheeses *must*, by law, be delivered to the dairies in old-style, metal milk cans. Why keep using these "outdated" relics? Because cans give producers assurance that the milk has never been pumped at high pressure, pressure which would damage the quality of the milk and negatively impact the flavor of the cheese. Ironically, here in Michigan (and some other states) use of milk cans has actually been made illegal!

Question #6 Is the Milk Raw or Pasteurized?

Pioneered by Louis Pasteur in the Franche-Comté region of eastern France in the second half of the 19th century, pasteurization heats milk to high temperatures, killing off the bacteria in the milk.

The problem with pasteurization, in the context of cheesemaking, is that it kills *all* bacteria in the milk, both desirable and undesirable. Without the desirable, flavor-contributing bacteria, the cheesemaker is fighting an uphill battle, trying to obtain an exceptionally full-flavored cheese from less than full-flavored raw material.

Mind you, pasteurization isn't necessarily a horrible thing for cheese either; there are certainly some very good cheeses being made today from pasteurized milk. And without question, it's contributed consistency and safety to the world of mass-market cheese.

Ironically though, *pasteurization has actually allowed milk standards to go down.* Because the process kills off all the bacteria in the milk, there's far less pressure on the farmer to deliver exceptionally clean product. Makers of raw milk cheese marvel at how high the legal levels of bacteria are—they know that if they tried to work with milk like this they'd never be able to make cheese.

buying a piece of cheese, a good shopkeeper should be able to tell you about how old it is.

With that in mind, note that some cheeses—mozzarella, ricotta, fresh goats for instance—are meant to be eaten as fresh as possible. For cheeses like these, the newer they are, the nicer their flavor is likely to be. Fresh cheeses taste mostly of the milk: delicate, subtly sweet, creamy on the tongue. *Thus, the less time that elapses between the time one was made and the time you see it at the market, the better.*

On the other hand, many cheeses are at their best only after long maturing. The difference in flavor from immature to ripe and ready can be so large as to seem ridiculous. Try a taste from two wheels of Swiss Gruyere, one at three months, another at thirteen. The young cheese will likely be fine, much more supple in texture, a gentle fruitiness to its flavor. The more mature cheese will be far firmer to the touch, creamier, packing a big flavor punch; the amino acids will have crystallized into tiny, crunchy bits in the paste of the cheese (which many people mistakenly believe to be "salt crystals"). The younger version will be used for all sorts of everyday eating, such as simple sandwiches or salads. The older version will be eaten after dinner, savored in small slices.

Question #8: How Was it Aged?

Aging well—as many of us know from personal experience—is an art, not a science. And that's as true for cheese as for people. In France, the art of maturing of cheese is known as *affinage*. By moderating temperature and humidity, through careful turning, washing and rubbing of rinds, an *affineur* will bring an already good cheese to new heights of flavor greatness. Wheels of the same cheese from the same farm, made on the same day, aged by two different affineurs will result in two different cheeses.

Older isn't always better. Each cheese has an optimal match point of flavor and maturity. The affineur's assignment is to find that perfect point.

cloth bandaging has become almost extinct. A few British farms making Cheddar, Cheshire, and Lancashire still use this method, and a handful in the U.S. have begun to experiment with it.

For both economic and practical purposes, most commercial cheeses are now aged while sealed in plastic. The plastic prohibits mold growth and reduces moisture loss. But aging in plastic also tends to minimize flavor development and can wreak havoc with the cheeses' textures.

In general, I'd suggest you approach cheeses aged in plastic with a bit of caution. While there are certainly exceptions—full flavored cheeses that survive the plastic shrouding—a year old cloth wrapped cheddar will almost always be far more flavorful than a cheese of comparable origin that's been sealed in some Saran-equivalent.

The rind can tell you a lot about the immediate state of a cheese you're considering buying from your local shop. Washed rind cheeses should have smooth, healthy-looking, plump rinds. When they appear as if they've been cracked, or are becoming concave, the cheese is probably past its prime. On the other hand, don't panic when you see slight cracks (or even a bit of natural bluing) on a traditionally-made wheel of Cheddar or Cheshire—there's nothing wrong with it. In fact, some folks will fight to get these tasty little blue bits for themselves.

Question #10: Can I Have a Taste?

I know I've alluded to this already, but I've got pretty strong feelings about this one so I'll say it again. Any cheese seller worth his or her curd, salt, or anything else, will gladly give you a taste of their wares before you make your purchase. All conversation aside, a good taste is still worth a few thousand words. In the end, as I've said before, *the only taste that really counts, is yours.* And even if you've diligently asked every one of the first nine questions above, the deal still isn't worth sealing unless you actually like the taste of the cheese you're choosing. So, don't be shy. *Ask to try the stuff before you hand over your hard earned cash.*



As I write this, ZingTrain's new training space on the Southside is abuzz with activity. Outside, Lisa from Pot&Box is putting a little zing in our landscaping with tall grasses and purple and gold flowers. Inside, Finn and Tyler from Jensen & Sons are building bookshelves to house the Zingerman's Business Library and ZingTrain's retail bookshop. In the seminar room, Matt from Express Signs is putting our favorite training tools on the walls - the Training Compact, the Zingerman's Mission and Business Perspective. Ryan from Zingerman's Marketing and Graphics will add color to our training murals sometime this week. Over there in the corridor, Maggie is discussing how and where to install our giant Vision blackboard with Eric Jensen - a long time Zingerman's friend who has been instrumental in the construction of our new training space and so many Zingerman's businesses. Lori Saginaw, with her impeccable aesthetic sense, helped us pick our paint colors and gave us advice on our furniture. Speaking of which, tomorrow, our desks and furniture for the "Big Room" will arrive from Herman Miller.

Friends, colleagues, artists, artisans, businesses big and small, painters, construction workers, craftsmen, IT geeks, advisors and well wishers from all over Michigan came together to help us make this space a reality, to help our vision of a training space of our own come true. It will be the first time in ZingTrain's 18 year history that we will be in a training space that is dedicated to and designed for ... training!

Needless to say, we're excited. Our first seminar in the new space was on August 20th and 21st, the Zingerman's Experience seminar. Like us, the seminar has come a long way, both in content and in execution. Way back in 1996, The Zingerman's Experience seminar was the original ZingTrain seminar. Back then, Ari and Maggie set up for the seminar upstairs in Zingerman's Deli Next Door. They rearranged the Deli tables to make the upstairs feel like a classroom. The seminar attendees ordered sandwiches for lunch at the Deli counter and the coffee we served came from New Jersey. In August 2012, Ari and Maggie still teach the seminar but the room will need no conversion to a classroom. Zingerman's Catering and Zingerman's Roadhouse cater and deliver lunch and the coffee we serve is roasted right across the street at Zingerman's Coffee Co.

The Zingerman's Experience has always been an overview of Zingerman's core beliefs and values and the systems that define our unique approach to business. The seminar is now structured around the 12 Natural Laws of Business that Ari wrote about in his book - *Zingerman's Guide to Good Leading, Part 1: A Lapsed Anarchist's Approach to Building a Great Business*. A long-time student of the Anarchists, Ari recognized that even in the early 1900's, the Anarchists were already giving words to what we've come to call the Energy Crisis in the American Workplace. The 12 Natural Laws reflect the core of how we operate at Zingerman's. We think of them as the foundation of how to build a business that has both - great bottom line results and a soul!

As I think about it, building a great business is really what ALL our seminars are about. Why and How Zingerman's has grown into a business that gets great bottom line results while striving to be the kind of workplace that respects, informs and educates each employee, inspiring them to give their best each day. We want to be the kind of business that creates meaningful work and improves the lives of all of with whom we come in contact. And last but not least, the kind of business that gives back to the community.

Whether it's the Art of Giving Great Service (and the importance of giving great service to your staff and co-workers, not just your customers) or Creating a Vision of Greatness (how writing a vision has been instrumental to our success) or Fun, Flavorful Finance (how to empower your employees to think and act like owners with Open Book Management) or Leading with Zing! (including our belief in Servant Leadership being the most effective way to lead) - all of our seminars are really about what the business press has called "a new way to work."

Come join us. Stop by to see the training space that so many helped us realize. Register for a seminar and discover (or be reminded of!) what we're all about. We can't wait to show you around.

 Gauri Thergaonkar,
ZingTrain Community Builder



UPCOMING ZINGTRAIN SEMINARS!

THE ART OF GIVING GREAT SERVICE

How we treat our customers like royalty. And inspire our staff to. **September 13-14**

Zingerman's has been nationally recognized for the kind of service that makes its customers feel like royalty. This seminar teaches you our 3 steps to giving great service and 5 steps to effectively handling customer complaints. It also teaches you how to create a culture of great service and why it's crucial to treat your staff the way you treat your customers. If you want to learn about our "Culture Sandwich" or if you're fired up about customer service and want to take yours to the next level, ZingTrain's most popular seminar will offer much food for thought.

FUN, FLAVORFUL FINANCE

Going Open Book - Bringing Finance to the Front line **September 20-21**

A radical approach to running a business, Open Book Management is about empowering every single employee in your business with the tools, education and data they need to act like owners. This seminar is about what Open Book is, why it works and what it looks like in the day to day. Only for owners and managers who are ready to share the stress! Only for employees who are ready to step up and take hold of the reins!

LEADING WITH ZING!

All about Servant Leadership - an out of the box approach to Leadership. **October 1-2**

Come to this seminar to find out what it is, why it's a better way to be and our list of the 6 things effective servant leaders do. Throw in the concepts of Visioning, Energy Management, and Bottom Line Change - our recipe for effective organizational change - and you've got yourself a seminar that is guaranteed to inspire and energize!

THE ZINGERMAN'S EXPERIENCE

All about out who we are and what makes us tick! **October 4-5**

Chock full of behind the scenes tours of our businesses, panel discussions with our staff who live what we teach and what co-founding partner Ari Weinzwieg calls the 12 Natural Laws of Business or in other words, the "secrets" behind what makes Zingerman's a unique and successful organization. This is the seminar where we let it all hang out. Beware! Insiders call this our "gateway" seminar.

What Zingerman's has figured out and documented is the most comprehensive system of how to organically grow a soulful, inspiring company.

- Bill Flagg,
The Felix Fun(d), Boulder, CO

BOTTOM-LINE TRAINING®

Inverting the hierarchy. How serving the Bottom serves the Bottom Lines **October 15-16**

What could your business achieve if you knew how to make your training work? We call it Bottom Line Training because it's not just training for its own sake or because it's the right thing to do - it's training that is designed to positively change behavior, training that enables your organization to succeed and allows your trainees to feel successful. We worked long and hard to distill our understanding of it and we believe that once you've assimilated our Training Compact and Training Plan questions, you will be able to create training that works for your business.

CREATING A VISION OF GREATNESS

Help it emerge. Then make it come true. **October 25-26**

These days, just about every business guru agrees that you must have a vision if you want to succeed. We think so too, but we also have our own take on visioning. It's different and applies on any scale - from articulating the future of your organization in 2020 to changing the location of the copier in your office. We've learned, from decades of trial and error, how to make our visions come to life and become a reality. We believe visioning is why we are successful. Come listen to our version of it. Get inspired. And then get going.



Looking for additional workshops and seminar dates?

Go to our website: www.zingtrain.com

SPECTACULAR SPANISH SPECIALITIES

in September



This past spring, Deli co-managing partner Grace Singleton headed to Spain with a few colleagues to visit some of our favorite long-time vendors, attend a food show and, with luck, find some amazing Spanish foods that we could bring back to Ann Arbor and share with our fellow food lovers. In anticipation of Spanish foods month in September, we sat down with Grace to find out what she found and what we might get a chance to taste in the coming weeks.

So, you spent time in Spain recently. Where did you go?

We visited Madrid and Barcelona and got to attend a big food show as well as tour a number of different producers' facilities.

What struck you about the way they eat in Spain?

I think the thing that struck me most about Spanish food was the way they use eggs, potatoes and tomatoes. They use them in very different ways than we do here, and they eat them at very different times. In the US, potatoes are often relegated to breakfast in the form of hash browns; there, you see them in many forms throughout the day. Eggs are eaten at dinner and tomatoes show up at breakfast. Bowls of fresh tomatoes are on the table next to bottles of fantastic olive oil. Those things are present at almost every meal.

There is a much more heightened respect for agriculture than we have here. I think we're getting back to that with the local and slow food movements but they never really left it.

I got to see some really cool things. As you're driving down the road you see the black footed pigs that become the Iberico hams. They're in these big, wide open fields wandering about among the trees. I learned a lot about the different designations for pork. It reminded me of wine's appellation system (i.e. you can only call a sparkling wine Champagne if it's grown in that region.) In the pig world they have a similar system of classifications. There are specific guidelines on how you have to raise the animal and how you treat the meat and what part of the country the meat comes from to earn a certain designation.

You spent a lot of time touring different food producers and sampling their wares. What were the highlights?

We tried the OLIV oil which is a new find from this trip and has already made it onto the Deli's shelves. We also found two new cheeses that, if all goes well with the importing, we should have in house in September. One is the Finca Pascualette Torta which is similar to a Vacheron Mont D'or. It's a little washed rind sheep milk cheese that's perfect to take home for two or three people. The cheesemaker, Juan Figueroa, maintains a consistency in the flavor and texture, which is really amazing and rare for the artisan cheese world. One interesting side note is that the cheesemaker's mother is Aline Griffith who was a famous spy from WWII. She wrote a book, and her life story is attracting filmmakers. She started the farm where Juan is making the cheese.

The other one we're bringing in is the Rey Silo Rojo which is a small, conelike-shaped cheese, each of which is individually mold ripened. After they've molded this cheese they take it out, break it up and add paprika, then re-mold it. It is red throughout with a white mold rind and has a very nice spice to it. The texture is dry and crumbly, similar to a Lancashire or Cheshire. This was a cheese for miners. It held well and was often sent as lunch with wine & water. The recipe dates back to Alexander the Great.

We have some really nice Idiazabal. It's really hard to find a great version of this cheese but we found a woman who works with 116 families of shepherds who have small herds in the mountains and come together to sell their cheese. Each cheese is marked with the particular shepherd's name. The farmers she is working with only produce one or two cheeses a day but she has a big enough group that she can get us a good volume.

What else?

We also found some amazing nuts in Spain: hazelnuts, almonds, spanish peanuts (from Valencia); they have a different style of producing them. I found some folks at Crit d'Or with whom we're working to get something special for the holidays. They're really fanatic about freshness and flavor and these are some of the best nuts I've tasted. They produce them in a number of different ways including Dry Roasted (roasted only—no salt, nothing else added), salted (roasted in oil & then sea salt added), Sugar Coated (sugar & mineral water) and Caramelized (similar to the Sugar Coated, but with the addition of honey as well).

The torrone in Spain is a little different that you'd expect if you're thinking of Italian torrone. They do make an Italian style in Spain but in one part of Spain they make an entirely different style, *yema tostada*. It's kind of like a bar of marzipan. It's composed of almond paste mixed with egg yolk and is characterized by its beautiful golden crust, achieved by the use of a hot iron to burn the top—much as one might do with a *crème brûlée*. I'm really excited about bringing this in because you just don't see it outside of this region; having it on our shelves gives people the chance to taste something really uniquely Spanish. The biggest quality difference to look for with torrone is the quantity of nuts since that's really the expensive part. You'll find lower grade torriones that are almost entirely white but the better versions are just packed with nuts. It's really noticeable when you look at low and high grade torriones side by side. Another important component for the flavor is the quality of the honey. The higher grade torriones use much better honey.

There are also some new Spanish vinegars we're looking to bring in including a vermouth vinegar from El Castell de Gardeny. They convert vermouth into vinegar which is, of course, a very expensive process since their starting point is an already finished product. It has an herbal, almost spicy taste; really unique & flavorful. They use the Schutzenbach method to convert it.

We're also trying to get in a new vinegar from Marques de Valdueza that is really exceptional. We've been selling their oil for a while but this new vinegar is fantastic.

We tasted some really great fish. The Ortiz stuff was just amazing. We found something new that we hope to have *frito en escabeche*. Frito en escabeche marries two techniques; escabeche is a style where the fish is packed in oil along with a little bit of vinegar, and frito indicates that rather than just boiling the tuna, it is actually seared so that the meat is fried a little. The flavor is just incredible.

We've had cristal peppers for a while but I have to highlight them again because they're just so incredible. Every kilo of peppers yields only 165 grams and they're a four-pointed, very wrinkly pepper so it is really time-consuming to remove the skins once they're roasted but with the flavor they are sooooo worth the effort.

What can we look forward to in the coming months?

Another exciting thing I found out this year is that the US is going to start accepting the EU "bio/ecologique" (organic) label so it opens up the market for a lot of really small producers who could only afford to get certified in Europe and didn't have the money for separate certification in the U.S. We'll start seeing more of those products in June when the laws change. Stay tuned for that!

Zingerman's
DELICATESSEN

SEPTEMBER SPANISH SPECIALS

Rey Silo Rojo Cheese

We've seen a fair amount of cheeses blended with paprika, but never tasted anything quite like Silo. This raw cow's milk cheese is aged the minimum of 60 days and sent to us. Initially this little temple of flavor is drained in molds and only then is it hand crumbled and blended with pimenton. After re-molding and proper aging out the finished cheese is dry and crumbly in texture. Floral, tart, meaty with light smokey tanginess --think of Appleby's Cheshire with a Spanish flare.

Finca Pascualette Torta

When Grace isn't looking over blueprints she's finding great cheese with great stories for us. This torta is a fairytale cheese—WWII spy marries Spaniard with farmland in Extremadura and the rugged beauty beckons a new way of life in a land rooted in sheep cheese making. New techniques, milk handling and even a smaller format lend this classic wash-rind torta a renewed place on our tables.

Chorizo Bilbao

Traditionally from the Northern city of Bilbao in Spain, this tasty, garlicky, spicy chorizo is the best version we have found. Produced by La Española Meats, think of this not as your one-trick-pony sausage, but rather use it in stews, rice dishes or even for breakfast. It is also the ultimate tailgate add on, a sub for the traditional hot dog.

OLV Olive Oil

Four classic Spanish olive varietals, organically grown, are expertly blended and left unfiltered to create this full flavored fruity, yet peppery olive oil from South Central Spain. You'll want to use it on everything from salads to steaks!

Abbae de Queiles Olive Oil

100% organic Arbequina olives, grown on a beautiful estate near the Ebro river, create this smooth, silky and rich olive oil that reflects the delicacy of their growing conditions and the expert skill of the producers. From Hacienda Queiles, near Tudela in Navarre, Spain.

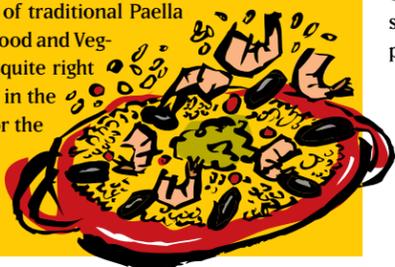
Orduña Txakoli Vinegar

This rare Basque vinegar is made from Txakoli ("chakolee") wine— a white wine unique to Northern Spain. The flavor is light, lovely and lingering. It's not exactly sweet, but it is refreshing. It's very nice on simple salads, and exceptional with fish and seafood.

27TH ANNUAL PAELLA PARTY!

Sunday, September 23 • 11am-2pm • On the Deli Patio
The show is free—the Paella is sold by the pound

Our 27th annual September celebration of the fabulous foods of Spain culminates (as it always does) with a two grill Paella throw down on Zingerman's Patio. There will be a special presentation on Paella at noon. Chef Rodger and crew deal the goods... three kinds of traditional Paella —Chicken/Chorizo, Seafood and Vegetarian grilled over Mesquite right before your eyes. Those in the know will be lined up for the Padron Peppers.



TAPAS GIFT BOX

A Zingerman's
Mail Order Exclusive

If you have friends or family who can't get to the Deli to sample delicious Spanish food, send them this!

Perfect for parties great and small: a well-edited collection of open-and-serve delectables. Eat them as the Spanish do, as evening makes its way indoors, with a glass of crisp wine. The gift box includes Tuna Stuffed Piquillo Peppers, Mediterranean Olives, John Macy's Cheesesticks, Zingerman's Farm Bread, Spanish Olive Oil & Anise Tortas, Spanish Olive Oil Fried Almonds and Sardines.

ONLY available at
www.zingermans.com or 888.636.8162

THE BIG Zingerman's® DELI BUILD-OUT!

The Deli's expansion project is in the home stretch. There's no need for a drawing or a blueprint anymore because the structure has risen! Anyone walking along Detroit Street or Kingsley Street can't help but notice a not-too-boisterous, sister-building that has nestled itself behind the Deli. And if it weren't for the handsome date stone engraved with 2012 on its crown, a person might even think it's always been there!

What's inside that new brick structure and when will it be open to guests?

Very soon, before the end of October, we'll all be INSIDE and enjoying the expanded Deli! All the action of the Deli's **new kitchen** and the **new sandwich line** is designed to be visible to guests. And you will have the luxury of three new dining options (plus the familiar central patio and the Next Door):

- 1) a **fantastic dining porch with garage doors** that opens onto the patio with bench seats made from the spruce tree we cut down and milled into lumber;
- 2) a **spacious second floor dining space** ringed with tall windows and furnished with two welcoming common tables for large groups in addition to lots of other seating choices; and
- 3) a **cozy outdoor dining deck** just off the second floor dining space. And we are proud of a super cool elevator to easily transport those who can't take the stairs and **two roomy restrooms** on the second floor.

What's inside the blue house that used to be orange?

Having fondly renamed this house "Old 420" (after its one-time address—420 Detroit Street), it is forever "architecturally one" with the Deli now; its hub location makes it the ideal main check out spot equipped with FIVE cash registers to assist you.

And what's inside the Deli?

This is where the FINAL PHASE of construction takes place once the new building is operational. The work inside the Deli will be completed by the year's end and when it's done, your pathway to ordering sandwich will be a delightful walk through the Deli's food universe with more displays and samples, more elbow room to shop and the option of eating in the original Deli, on stools at counters in the Deli's front windows—a feature we're bringing back from the old days!



During the final phase of construction, OF COURSE you can shop at the Deli and order sandwiches!

Nothing ever changes that. You won't have the complete experience until we're actually done but you'll start with the majority of what's new and improved—our new check out area, our new seating areas, our new sandwich line, our new elevator and restrooms! It's all the result of months and months of hard work and thoughtful design!

And when the dust has settled after the final phase is completed and our birthday rolls around in March 2013, we'll want you to come celebrate with us at the grand opening party of the long awaited "Deli Expanded!"

Zingerman's
COFFEE
COMPANY

ROASTER'S PICK

September

New Guinea -
Kuta "Mile High"

Named for its high
elevation (1,600 meters) growth.

Light florals accompanied by notes of apricot.

Finishes with some pleasant dark bittersweetness.



October

Kenya - Gichuka AB
Micro Auction Lot

Flavors of bright black currants.

Wonderful acidity.

A classic Kenyan from a very
small producer.



Zingerman's®
DELICATESSEN

SANDWICH of the month

September

"THE SAVANNAH"

Roasted turkey, provolone,
balsamic vinegar, roasted
onions, on grilled
sourdough



Designed last winter by a 9 person team of sandwich-loving professionals, this sandwich was the clear victor over the other competitors. It was created to be a warm welcome to new and returning students, alumni, and the maize & blue at heart alike who stop in town to root on the Wolverines. It's a pre-game protein powerhouse!

\$11.99/one size

October

CECIL'S A H.H.O.O.T.

"ham, ham, onion, onion, toast"

It has become an October tradition at the Delicatessen to feature ham on the Sandwich of the Month. Whether it's the falling temperatures, or the smell of apples and falling leaves, our increased appetite for comfort food has led us to feature pork three out of the last four years.



Is it a coincidence that Cecil Lucas has also worked on the Sandwich Line for 3 out of those four years? Yes.

And it's a result of Cecil's fondness for spicy, hearty no-frill food that we present this delicious creation.

Slightly spicy peppered ham teams up with peppered bacon to form the foundation of this sandwich. Dressed with garlic mayo, it's covered in a blanket of softened swiss and topped off with some grilled onions on a toasted Bakehouse onion roll.

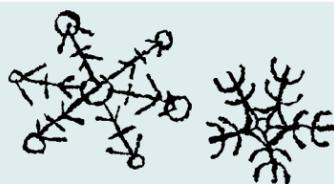
\$11.99/one size

Zingerman's

EVENTS

on fourth

HOLIDAY
PARTY PLANNING



What is Zingerman's Events on Fourth?

An intimate and charming exposed brick meeting and dining space nestled in the Kerrytown marketplace two blocks west of Zingerman's Deli. Zingerman's Events on Fourth is the perfect space for your next gathering of up to 70 guests.

What kind of events can I plan for Zingerman's Events on Fourth?

Zingerman's Catering has planned baby showers, wedding receptions, corporate team building exercises and seminars, birthday parties, anniversary parties and business meetings with the really great food and service that keep our guests coming back year after year. Right now we're booking lots of holiday parties for November & December for past guests, but we're excited to help plan your party as well! The short answer would be that if you can dream it, we can help plan it.

What are the menu and service possibilities at Zingerman's Events on Fourth?

Whether you'd like a strolling appetizer and cocktail mixer as a thank you to your best clients, or a plated five course dinner as a reward for your staff, we're looking forward to hearing from you and making your vision a reality. You'll be able to choose from possibilities as varied as classic Zingerman's Deli sandwiches to the Fennel Pollen Porchetta we make from the hogs of Ernst Farm right here in Washtenaw County! Zingerman's Catering will custom tailor a menu to suit the tenor of your event.

How do I get started planning an event at Zingerman's Events on Fourth?

Just give Zingerman's Catering a call at (734) 663-3400 or send an email to catering@zingermans.com. One of our friendly Catering staffers will help walk you through the initial planning steps and assist in turning your vision into an event your guests will remember!



10

Zingerman's
celebrating
30
years

ISSUE # 234 • SEPT/OCT 2012

www.zingermans.com

a guide to food, fun & flavor



ROSH HASHANAH SPECIALS

erev rosh hashanah is September 16



happy new year!



Zingerman's DELICATESSEN

Let the deli do the cooking this holiday!

Available for pick up starting Sunday, September 16 at 11am • Call 734.663.3400 to order

Whole Roasted Harnois' Chicken

Tasty free-range chickens from Harnois and Son Farm. Roasted whole with lemons and fresh herbs.

Roast Beef Brisket

Made with our house marinade and sliced thickly. Served with gravy.



Jewish Chicken Broth

Traditional Jewish chicken broth made daily with free-range chickens, celery, onion and parsley, slowly simmered, then strained for a clear broth.

Handmade Gefilte Fish

Made in our kitchen from freshwater fish, matzo meal, fresh eggs, sea salt & white pepper, then poached in fish broth.

Matzo Balls

Homemade from matzo meal and chicken schmaltz.

Fresh Horseradish

Ground fresh in our kitchen and made with Gingras organic apple cider vinegar.

Herb-Roasted Potatoes

Organic potatoes from Tantré Farm tossed in olive oil, rosemary, thyme, sea salt and tellicherry black pepper, then roasted.

Chopped Liver

Chicken livers with caramelized onions and hard-boiled eggs. Ari's grandmother's recipe and the one we've been making at the Deli since we first started.

Potato Kugel

One of our all-time favorites; a smooth batter of potatoes & onions, with just a little matzo meal, eggs & schmaltz.

Noodle Kugel

Traditional noodle "pudding" of Al Dente egg noodles, fresh farmer's cheese from Zingerman's Creamery, plump raisins and a hint of vanilla.

Tupelo Honey

White Tupelo Honey from Moonshine Trading Co. in Florida. The honey is amazingly smooth & pourable. It has a balanced sweetness that hints of green apple. It is the perfect honey for dipping.

Baked Potato Knish

A modern version of the classic Jewish pastry stuffed with mashed potatoes and onion filling.

Smoked Whitefish Salad

Made with whitefish from the Great Lakes of Michigan and loads of Calder Dairy sour cream, fresh dill and fresh lemon juice. A Deli classic for years.



Call 734.663.3400 to order!

Zingerman's roadhouse
celebrate the new year
with tasty, traditional
rosh hashanah specials
Available September 13-19



bring home a limited
edition rosh hashanah
Super zhang! bar

Try the treat the Oprah called "Chewy, crunchy, sweet, salty, and highly addictive—this luscious handmade candy bar puts the vending machine stuff to shame."



Sweet treats for the new year
from zingerman's bakehouse

These boxes makes great hostess gifts for the holiday!

Rugelach

The Royalty of Jewish Pastry and one of our best-selling Jewish baked goods. Cream cheese pastry rolled around currants and toasted walnuts or apricot preserves. If you've not yet tried one of these traditional Jewish treats, now's the time.



Marvelous Mandelbread

Biscotti's Eastern European cousin! "Mandel" means almonds in Yiddish, and these are loaded—not laced but literally loaded—with toasted almonds. Made with sweet butter, fresh eggs, lots of fresh orange and lemon zest and scented with real vanilla. Just the aroma alone is enough to make us excited about these traditional cookies.



holiday specials
available for a limited time!

Available Sept 12-26

Buckwheat Honeycake

Made from a long list of luscious ingredients including a healthy helping of buckwheat honey from a beekeeper in the Pacific Northwest. With a big, bold, fruity flavor, the buckwheat honey adds extra zip. Add in freshly cracked eggs, golden raisins, toasted almonds, fresh orange and lemon zest, cinnamon, cloves, ginger, nutmeg and a few secret ingredients and you'll get the New Year off to a good start.

Moroccan Challah

A sensually spicy North African way to ring in the New Year, this is the challah of the Moroccan Jewish community. Rich, egg-based dough sweetened with honey woven into a beautiful five-braid loaf and then rolled in magnanimous amounts of anise, poppy and sesame seeds.

Challah Turbans

These challah "turbans" come in small and large sizes and two varieties! With or without Myer's Rum-soaked raisins.



Kifli

A Hungarian and Jewish holiday treat ("kipfel" in Yiddish). Crescent-shaped almond vanilla cookies.

Flodni

A Jewish Hungarian specialty for the holiday. Buttery pastry layered with three distinct fillings: honey poppy seed, raisin walnut, and cinnamon apple. Available by the slice or whole.

two great roadhouse dinners to support LOCAL food!

Edible Avalon Fundraiser Dinner

Wednesday, September 26 • 7pm • \$65/person

Proceeds benefit Edible Avalon

Chef Alex will delight us with a memorable meal featuring fresh, locally grown and sourced ingredients, including an array of luscious heirloom tomato varieties. He'll also discuss heirloom seed selection, soil management and proper animal husbandry.

Proceeds from the dinner will benefit Edible Avalon, the residential community garden program of Avalon Housing. Representative from the group will share with us the success they've had and the positive impact for Avalon residents and the larger community.

Seating is very limited, reservation required. The cost, \$65 per person, includes admission to the Cornman Farms' tour on Saturday September 22. \$30 of each seat sold will be donated to Edible Avalon.

Reserve seats by calling the Roadhouse 734.663.3663.

Sponsored by Ann Arbor Farm and Garden

Food System Economic Partnership's Farm-to-School Fundraiser Dinner

Sunday, September 30 • 5pm • \$95/person

Join us for a special fundraiser to support FSEP's Farm-to-School program. In more than 30 schools from Jackson to Detroit, Farm-to-School is putting fresh, healthy food from local farms on kids' plates. You'll get the real scoop on what students think of the new fruits and vegetables on their plates, see how it's already working, and enjoy Chef Alex's special healthy, seasonal menu.

Program Director Michaelle Rehmann says "the kids are crazy for kale chips. But before Farm-to-School, they didn't even know what kale was." Come to the Farm-to-School fundraiser dinner to support a healthy future for all our kids—and try the kale chips too!

Reserve seats for the FESP dinner
by calling 734.222.6859



halloween 4-packs

We've stuffed this box full with one of each Zzang! bar flavor:

zzang!® Original

The first bar we created and still the most popular. Layers of caramel, nougat and butter-roasted Virginia peanuts dressed up in dark chocolate.

what the fudge?™

Sweets for the sweet! Layers of fudge, caramel and malted milk cream fondant. The sweet-lovers dream.

ca\$hew™ cow

Freshly roasted cashews and cashew brittle with milk chocolate gianduja enrobed in dark chocolate.

wowza™

Raspberry chocolate ganache, raspberry nougat and raspberry jelly candies.



make this halloween
a full-flavored
celebration!

Zingerman's
celebrating
30
years

back to school

with zingermans.com

48 hours of fabulous food

This is a great all-purpose gift, built from foods the recipient can snack on right out of the box. Whatever the occasion, folks will dig right in.

The Weekender, hand assembled in our cartooned gift box (illustrated) has a loaf of Zingerman's Artisan Bread, a couple of Brownies (Walnut-studded Magic Brownie and a Caramel Dulce de Leche Buenos Aires Brownie), a French-Style Salami, a jar of Raye's Down East Schooner Mustard, two jars of British Preserves, a half pound of Zingerman's Nor'easter Cabot Cheddar and a nosher-sized version of our extremely popular, extremely good Sourcream Coffeecake. **G-WEE weekender gift box \$75 SHIPS 2 BUSINESS DAY**

The Long Weekender, packed in a handsome wooden crate, includes all the items in the Weekender plus Zingerman's freshly roasted Coffee, Smooch Lion Natural Gummies, Zingerman's Peanut Brittle, Spanish Chocolate Covered Figs and our Chocolate Sourdough Bread. **G-LWE long weekender \$175 SHIPS 2 BUSINESS DAY**

Save a student!

The Munchies Collection

When I was in college, my thoughtful mother sent a gift of food near exam time. Then I got all A's. Cause or coincidence? Why risk testing it? Our cartoon gift box includes Zingerman's Magic Brownie, Koeze Peanut Butter, Ann Arbor Tortilla Chips, Salsa, John Macy's Cheesesticks, all-natural Gummies and Virginia Diner Peanuts.

You "made my student feel like she is part of the human race and alive and well in the desert."

—Nancy Ann, Brooklyn, New York



zingerman's block Letter t-shirts

From Dirt To Shirt!

Our iconic design. Made in North Carolina, with phthalate-free ink, by Eric Henry, who manages the entire shirt process from cotton growing to yarn spinning to printing.

Very limited supply of these shirts from Eric Henry.



Zingerman's
mail order

call us! 1.888.636.8162
9am - 10pm (Eastern Time)

or order online
www.zingermans.com



THE 7TH ANNUAL VRYKOLAKAS' (VAMPIRES') BALL

A BENEFIT FOR FOOD GATHERERS

Wednesday, October 24, 2012
6:30-9:00 p.m.

Costumes or festive attire is optional

Working with Food Gatherer's and Elizabeth Kostova (author of *The Historian*), the Roadhouse throws a spooky and fun fundraiser dinner each year. We typically raise about \$10,000 for Food Gatherers each year, which translates to about 26,000 meals that can be provided to hungry individuals. Please help us fight hunger where we live!

Featuring Local Author Natalie Bakopoulos

Natalie Bakopoulos will read from her celebrated new book *The Green Shore* and will be joined by bestselling novelist Elizabeth Kostova, author of *The Historian* and *The Swan Thieves*.

Greek Cuisine

This event is held in memory of Daphne Zepos, an international authority on cheese, writer, teacher and friend to Zingerman's Community of Businesses. Guests will delight in a culinary tour of Greek cheeses with Ari Weinzweig and enjoy a tasty menu from James Beard Award Winner Chef Alex Young.



Tickets on sale mid-September

\$150 per person

pricing includes dinner, gratuity, goodie bag and two drink tickets. There will be prizes for the best costumes, tarot card readings, and carved pumpkins and signed books for sale. To purchase tickets, call Food Gatherers at (734) 761-2796.

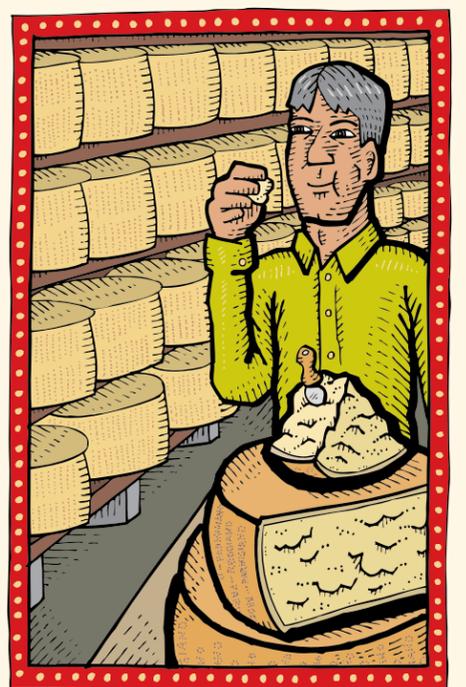


TRAVEL TO ITALY WITH ZINGERMAN'S!

Reserving spots now for Piedmont and Tuscany, Fall 2013

Zingerman's Food Tours is about connecting with people and places through the food. We take a small group, settle in, and explore a cuisine and culture at a reasonable, balanced pace. We cook, we eat, we talk with locals, and we learn directly from the artisanal food producers about what they do. The relationships with people in the areas we visit, and within each group as we spend time together, are so rewarding and are a key part of what makes each tour special.

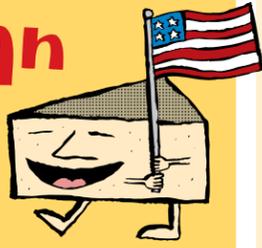
Jillian & Elph



Log on for more information about our tours and to sign up for our e-news. Call or email any time, or find us on Facebook. We'd love to hear from you!
zingermansfoodtours.com • 888-316-2736 • foodtours@zingermans.com

A PERSONAL AND PROFESSIONAL PERSPECTIVE ON AMERICAN CHEESE

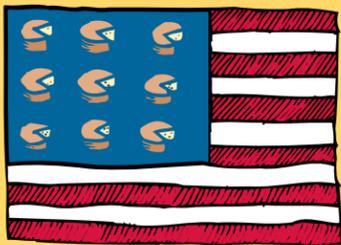
October is
American
cheese
month!



Pick up your American Cheese Society Passport for \$10 at Zingerman's Creamery on Plaza Drive and enjoy great deals on great cheese all month long.

We'll feature a different cheese every day of the month at a special discount. That means 31 great American cheeses in all, from our award-winning Detroit Street Brick to the amazing Marieke Gouda from Wisconsin to Old Kentucky Tomme from Indiana (of all places!), Queso de Mano from Colorado and 27 more.

All proceeds go to benefit the American Cheese Society Education Foundation.



Five Reasons Why American Cheese Hasn't Been #1

It's not that American cheese has really been bad. It's just that compared to the great cheesemaking countries of Europe, the U.S. just never quite cut it. So, what happened?

1. Pioneer Society

Until the last few decades, the American dream has always revolved around the frontier; the ability to pick up and move to endless open spaces. As a pioneer society, we had neither the time, the energy nor the desire to worry about crafting the perfect cheese. As a nation, we have almost always focused our energies on the external, on "taming the land," on conquering space, on Manifest Destiny. While the French were sitting around the Royal Court relishing their Roquefort, the Pilgrims were fighting off starvation. While Normandy farmers were carefully crafting the perfectly ripe Camembert, Americans were out hunting buffalo. In Europe they revered their cheesemakers. We had Dan Frontier.

2. Emphasis on the Superficial

If you look back over the history of American cheesemaking, you'll find that an inordinate amount of our collective cheese energy has gone into just about everything but flavor. We've focused our energies on size (bigger), on consistency (more), on shape and appearance (unusual enough to catch the buyer's eye), and on marketing (gimmicks). All too often, Americans have judged cheese by the way it looks.

3. The Industrial Revolution

For better and for worse, America took to the tenets of the Industrial Revolution faster and more furiously than any other country. We built our first cheese factory in 1851. In fifty years, 97 percent of all our cheese was factory produced! When we set out to excel, we made bigger cheeses, slicker cheeses, cheese in cans, processed cheeses, pre-sliced cheeses, cheaper cheeses. We chose Kraft instead of craft.

4. A Collection of Carnivores

In much of Europe, cheese was the primary source of protein for many people who either couldn't get, or couldn't afford, fresh meat. In America, meat was cheap, plentiful and a major part of the culture. While Italians were eating Parmigiano and Pecorino, we were eating porterhouse steaks.

5. The Import of Imports

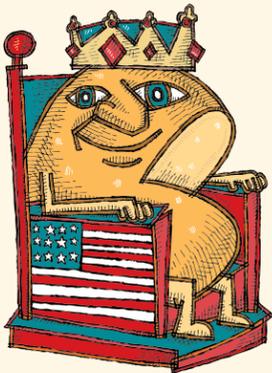
The first cheeses in North America were imports, brought by European immigrants sometime in the early 17th century. And ever since, Americans have looked to Europe for great cheese. American-made cheese was for everyday, imports for special occasions. Maybe it was a flash of nostalgia, a wistful eye to the "old country" to find "cheese like it used to be." Maybe it was low self-image. Regardless, even in America we've never considered our cheeses to be the cream of the crop. Fortunately, the times they are a-changin'.



Five Reasons Why I'm Convinced That American Cheese is on the Road to Greatness

1. I Can See it Happening

When we first opened Zingerman's in 1982, we sold just a handful of American-made cheeses. Today, we turn away American cheeses that are better than most of what was available when we first opened. There are so many wonderful, hand-crafted cheeses being made in this country that we're hard-pressed to keep our selection at a manageable level.



The energy, the interest, the commitment to better American cheese is all around me. I can see it in the cheesemakers. There's more of them all the time, more committed to making the best-tasting cheese they can make. I can see it in the people who come to Zingerman's to buy cheese. They're interested, they're intrigued, they want to learn, they like to taste.

They like to eat good cheese.

2. The American Ability to Change

As a nation, we often have a hard time coming to consensus. But once we decide that we're going to do something, we do it faster than almost any people on earth. You can see it with American wines. Forty years ago, the French laughed at them. Today they sell our wines in Paris. American cheeses are on the road to greatness, too. And they're moving fast.

3. The Age of Limits is Upon Us

There's a lot of talk these days of "American decline," the "end of an era," how terrible it is that we have to "accept limits." I beg to differ. Times change. And change can be very good thing. The truth is that we aren't pioneers anymore. There are no more plains to cross. We can't conquer nature. There is an age of new limits upon us. But as we accept these new limits of our lives, we are now free to look inward, to examine the spiritual, to embrace the smaller—but in some ways finer—things in life. Appreciating nature instead of trying to conquer it. Eating and enjoying great food is one of those things. Our fixation with making bigger cheeses is giv-

ing way to a commitment to making better cheeses. Quality can pass quantity as the measure of our success.

4. The Economy

It may well be that my generation and the generations which follow will not be able to afford to buy bigger houses or fancier cars than our parents did. But we can definitely eat better. Food is one of the most affordable luxuries there is. We might not be able to afford a new Cadillac, but we can certainly savor a great cheddar or an exceptional hunk of Detroit Street Brick cheese.

5. Once You Show Them Paris It's Hard to Get Them Back on the Farm

Lord knows, we've eaten a lot of mediocre food in this country in the last 50 years. But look around and you'll see that better tasting, fresher, more flavorful food is appearing all around you. And once we get used to eating good food, we won't want to go back. If you've come to love real Roquefort, you won't go back to bags of "blue cheese crumbles."

Ari



CREAMERY SPECIALS

Available at the Creamery cheese shop at 3723 Plaza Drive and at the Deli on Detroit Street

September
Dutch Belted Manchester
\$10.99 (reg. \$12.99)

The Manchester is a velvety-rich double-cream cow's milk cheese with a fragrant, golden rind. Hand-crafted with milk sourced from Andy Schneider's well-tended herd of rare Dutch Belted cows, this cheese runs the gamut from mild, soft and slightly runny under the rind to dense and firm with wild rogue molds and strong mustiness.

October
Detroit Street Brick
\$23.99 (reg. \$27.99)

2012 American Cheese Society Award Winner!

A dense, lemony goat brick covered with a snow-white mold rind and liberally studded with freshly cracked green peppercorns. As it ages, the pepper becomes more assertive and the cheese develops more goat flavor.

FIND US AT THE FARMER'S MARKETS!

Ann Arbor Farmer's Market
Kerrytown, Saturdays, 7am-3pm, and Wednesdays, 4:30-8:30pm, through October

Ypsilanti Downtown Farmer's Market
Corner of Michigan Ave. and Hamilton
Tuesdays, 2-6pm

Detroit's Eastern Market
2934 Russell St., Detroit, Shed #2
Saturdays, 7am-3pm

Westside Farmer's Market
Roadhouse Parking Lot, 2501 Jackson Rd.
Thursdays, 3-7pm, June through October

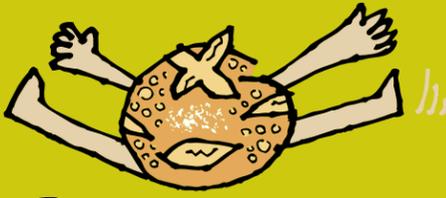
Northville Farmer's Market
Northville Downs 301 S. Center St.
Thursdays, 8am-3pm, May-October

Dearborn Artisan and Farmer's Market
Michigan Ave. between Mason and Howard, Fridays, 8am-1pm, June-October

Canton Farmer's Market
500 North Ridge Rd.
Sundays, 10am-2pm, May-October



sustained by baking for 20 years



the bakehouse turns twenty in september!



Twenty years feels really significant. The more we live and work, the more we become aware that success is fragile, dependent on many small acts by many people, and that luck and circumstance play a remarkable role. Realizing this, the strongest sentiment we have about making it to year 20 is gratitude. We most want to express our thanks.

Thank you, our customers and our community, for giving us the opportunity to learn and bake so many delicious things. Thank you for supporting us, for sharing your food stories and your favorite recipes with us, for letting us know when things were delicious (and even if they were not so great). Thank you for making our food a part of your daily life and a part of your special occasions. We couldn't feel more appreciative and hope to be baking for you for at least another twenty years.

Our vision since we opened the bakery in September of 1992 has been to make artisanal breads and pastries using traditional recipes and methods and full flavored ingredients. It has sustained, directed and motivated us ever since.

Back then, we were introduced to artisanal baking by Michael London (named Best Baker in America by Saveur Magazine). His spiritual nature and academic demeanor helped instill in us a connection to bakers from many centuries past. When we first started baking, we may not have had a lot of baking knowledge, but you couldn't have found eight other people on the planet who were more committed to baking great bread. This is what enabled us to make as much progress in the short period of time that we practiced before becoming the Delicatessen's primary bread bakery in mid-October of 1992. It is that intense commitment to quality, hunger for learning, and dedication to artisan methods that sustains our work today.

Much has changed in the food world since we started. In '92, the word "artisan" in relation to food was unfamiliar to many Americans. We often had to explain to people what we were doing and why. Today the idea of artisan food is commonplace and has even been co-opted by fast food chains in their national ad campaigns.

We've also lived through many food fads and diets. The low-fat trend in the 90s and no-carb diets of the last decade were the most difficult for us, as a bakery, to manage through. Making authentic, traditional foods low-fat or without carbohydrates is just not possible.

Organic and local movements have also transformed our eating and shopping habits in many positive and

interesting ways. We make our Westwind bread with flour milled in Michigan, from Michigan wheat, and we are finding more and more opportunities to use local ingredients.

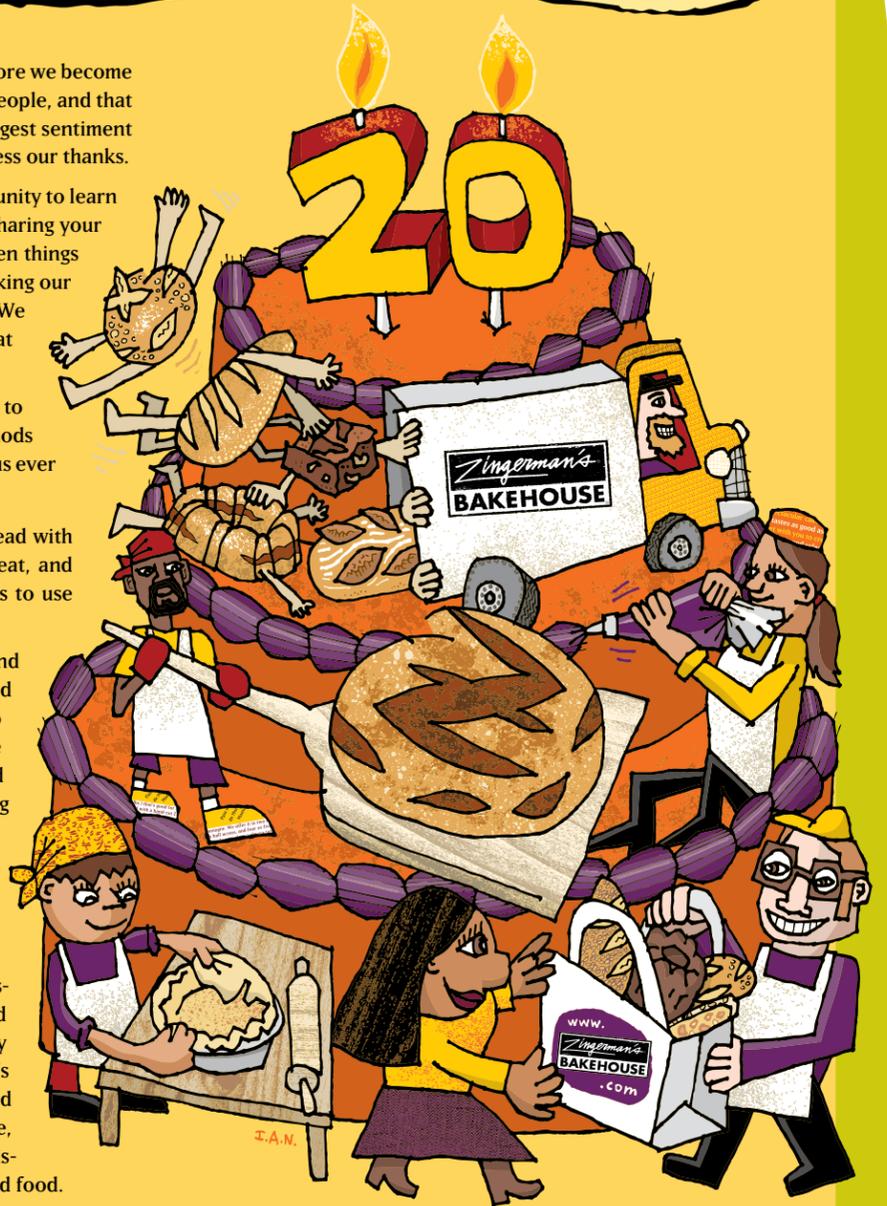
Finally, the Food Network (founded in 1993) and other media have significantly transformed our community's knowledge of and access to information about food. We all know more about what we're buying and tasting, and many more people are interested in learning about artisan food and making food for a living.

As our community continues to change, so have we. We originally intended to make only bread, and now we make bread, pastries, cakes, and soup, and we also teach classes. We thought we'd only wholesale our food and now we have a retail shop in an unlikely spot. We thought we'd sell only to Zingerman's Delicatessen and now we have over a hundred wholesale customers. Through all this change, the constant has been that our work is consistent with our vision – traditional, full-flavored food.

So thanks again to our customers, our staff, and our community. Here's to having delicious food in our lives!

Frank Amy

Frank Carollo and Amy Emberling,
Bakehouse Managing Partners



We have gifts for you on our birthday!
FREE smells, FREE samples, and a special offer:
20% OFF your entire purchase

Thursday, September 13th, 2012, 7 AM to 7 PM
Only at the Bakehouse, 3711 Plaza Drive



what's bakin' at



magyar food tales

Getting acquainted with sólet

At the Bakehouse we're studying Hungarian foodways, which include a rich collection of Jewish recipes. Jewish communities have existed in Hungary since at least the 1100s (which we know from written court records). Jews were treated relatively better in Hungary than in many other European countries (having even been granted full rights of citizenry) until World War II when they were the last Eastern European Jews to be targeted by the Nazi extermination policy. Since that campaign came nearer the end of the war a greater number of people survived and returned to Hungary where they appeared to live as non-Jews during communist rule.

In the twenty-some years since the fall of the Berlin Wall, the Jewish community in Hungary has become more visible and vibrant. Budapest currently has the largest and most active Jewish community in Eastern Europe. The result of 900 years of Jewish/Magyar co-existence is a surprising appearance of Jewish foods as standards in the Hungarian repertoire—latkes, matzo ball soup and cholent to name three—even called by their Yiddish names! Discovering all of this has certainly been eye-opening.

This Magyar tale is about our acquaintance with the traditional Hungarian and Jewish bean dish called sólet in Hungarian and cholent in Yiddish. It is traditionally simmered overnight for 12 hours or more and eaten for lunch on the Sabbath to conform with Jewish laws that prohibit cooking on that day. The pot is brought to boil on Friday before the Sabbath begins and placed in a slow oven until the following day. There are many variations of the dish but the basic ingredients of cholent are meat, beans and barley. It's not dissimilar in style of cooking from the famous French dish cassoulet or American baked beans.

This spring a number of us from the bakery visited Budapest to continue our studies of Hungarian foodways. Sólet was on our itinerary. Finally I could have first hand experience of this classic dish. No one else on the trip had any prior knowledge of sólet or any personal connection to it but somehow it became the hit of the trip. Who would've thought? We ate it in three different venues - only one considered a Jewish restaurant - and thoroughly enjoyed them. The sólet at Kadar's restaurant was considered the best but more about that later. Not only did sólet grab the group's tastebuds' attention, but

it was the first Hungarian food made by any of us upon our return. Additionally, the most prized souvenir from the trip is a well used ceramic cholent pot which I carried back with the reverence and care usually reserved for a long lost family bible or art treasure. Since we are now all sólet enthusiasts we decided that the cherished pot would reside at the bakery to be shared by all of us when the mood for cholent hit.

Our first sólet encounter was at Kadar's in Budapest, which opened in the 1950s and is famous for its sólet - although it serves many other things and in no way is known as a Jewish restaurant. Kadar is a Hungarian surname. The restaurant is tiny. It's crammed, and it's plain. The owner, tall, broad and imposing, is taking orders and bringing out the food. It's a down to business experience. Our server was a middle-aged woman who'd been there longer than the owner, close to 30 years, and claimed to be better than him at making the sólet.

Soon after we ordered, the sólet started arriving. Three separate plates came each with beans and one with a baked egg, one with roast goose and one with a pork chop! Yes, sólet with pork. There were many versions of different pork cuts with sólet on the menu, a true intermixing of cuisines. The beans and barley were moist and moderately seasoned—quite satisfying! The group seemed excited about this first encounter. Nina Huey (née Plasencia) loved the dish, claiming that it spoke to her Hispanic beans and pork heritage.

Our next sólet encounter came at Fülemlé, a restaurant known for serving Jewish dishes as well as Hungarian standards. It is owned by András Singer, a Jewish restaurateur committed to serving delicious and refined food. Nina, so taken with her first taste of sólet, ordered the Kind David sólet, which came with roast goose, smoked meat and baked eggs. It was big enough for at least three people and was quite delicious, especially the smoked meat. The beans and barley were a bit less moist however. We were getting a hint that moisture was going to be one of the keys to the sólet's success. You might be wondering about all of the goose being served. It's very prevalent in Hungarian cuisine, including foie gras and Jews were historically the goose farmers of the country.

Our final encounter with sólet was at the family owned Thummerer Winery, northeast of Budapest. Sólet in a winery? You

Taste of Hungary with Amy & Frank

Tuesday, September 11 • 6-8pm • \$40

Join us to find out how this fascinating mix of traditions came to be, what food Hungary is most known for and why we became interested in it in the first place. You'll taste many of the Hungarian specialties made right here at Zingerman's Bakehouse, led by Amy Emberling and Frank Carollo, co-managing partners, bakers and Hungarian travelers.

Register at www.bakewithzing.com

bet. We came to Thummerer to cook, bake and taste wine for the day with the chef András and his wife Éva, the daughter of the winery founder. The dynamic and talented pair play a very important role in running the winery now. We were using a wood-burning oven to roast a goose, and then the next dish András demonstrated for us was sólet with his own cured pork belly. Yes, once again sólet and pork! It became clear that his associations with sólet had absolutely no Jewish connections. This sólet was lighter in the paprika, heavier on the salt (a result of the cured bacon) and wetter than Kadar's, once again pointing out to us that achieving the perfect consistency would be something we'd have to work on.

So Kadar's sólet turned out to be the group's favorite version. Did it have the advantage of being the first we tasted? Perhaps...but perhaps it was years of experience that lead to a delicious version. We'll have to go back and taste everyone's again.

What now? Rumor has it that my sólet education can continue right here in Ann Arbor. Ann Arbor food blogger Mary Bilyeu let me know that a local temple does a cholent Kiddush every January. I'll be there to compare, contrast and learn.

Eating and writing about sólet has its limits though. I want to move into hands-on practice. I've got the red beans, a bag of barley, paprika I carried back from Budapest and the blessed sólet pot. With a trip to Zingerman's Delicatessen to buy a nice piece of smoked meat I'll be ready to make my fist sólet. How exciting!

Amy

Amy Emberling, Bakehouse co-Managing Partner

hungarian foods at zingerman's bakehouse

For more than a year many of us at the Bakehouse have been eating and baking our way through the rich culture and history of Hungarian food. We're so excited to share it with you. Here's what we're making.

Tortas (cakes)

Rigó Jancsi- (ree-go yon-chee) chocolate sponge cake with chocolate rum whipped cream & ganache

Dios- (dee-osh) walnut orange cake with walnut butter cream & vanilla fondant

Dobos- (doh-bosh) vanilla cake with chocolate espresso butter cream & crispy caramel

Rétesek (strudels)

Our sweet and savory fillings change, but you might find poppy seed and cream cheese, apricot and cream cheese, potato and bacon, cabbage and goose fat or others.

Homemade Soups

Gulyás (gool-yosh), a traditional beef and vegetable mix with paprika and sour cream, Gabor's butter bean and ham, and more. Check www.zingermansbakehouse.com for today's soups or sign up for our enews.

Classes at BAKE!

- Hungarian Coffeehouse Tortes
- Noodling about Strudeling

See www.bakewithzing.com for class dates and to register.

Other Specialties

Almond Kifli Cookies

Flodni- a layered pastry with apple, walnut and poppy seed filling

Cheese Pogácsa- (poh-gotcha) a cross between what we know as a scone and a biscuit.

Barches- (bar-kess) challah with paprika. Available Sept 7 & 8, Sept 12-16, Oct 26 & 27

Lángos- (lon-gohsh) a savory fried bread and popular Hungarian street food. Ours is brushed with garlic and sour cream, sprinkled with fresh dill, topped with Hickory Smoked Ham, Marieke 1-year Gouda cheese, and a dusting of paprika! Available Tuesdays from 11:30AM-1:30PM.

special bakes

We have made some great specialty breads and pastries 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 adventure check out this calendar.

Barches (Hungarian Challah)
Sept 7-8, 12-16 & Oct 26-27

Black Olive Farm Bread
Sept 28-29

Loomis Bread
Oct 5-6

Green Olive Paesano Bread
Oct 12-13

Potato Dill Bread
Oct 19-20

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

bread of the month

September

paesano bread

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

\$4.50/loaf (reg.\$6.25)

October

farm bread

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

\$4.50/loaf (reg. \$6.25)

