

Zingdish!

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

Zingerman's
DELICATESSEN

422 Detroit Street, Ann Arbor MI 48104
Deli: 734.663.3354 (DELI)
Next Door: 734.663.5282 (JAVA)

Deli Tastings And Events

INTRO TO GREAT CHOCOLATE!

Thur., Feb. 7 • 6:30-8:30pm • \$25/person
Zingerman's Events on Fourth

A primer with Margot, the Deli's Chocolate Lady, on what makes great chocolate so good! We'll go over the basics of cacao and the production of chocolate, before diving into a smorgasbord of dark chocolates from our retail shelves that showcase a range of producer personalities & flavor profiles. Valentine's is just around the corner, so come study up! Register at 734.663.3400.

MARDI GRAS MELTDOWN POP-IN

Tues., Feb. 12 • 5:00-9:30pm
no reservations - drop by anytime
Zingerman's Events on Fourth

Come join us for a seriously flavorful Fat-Tuesday celebration! We'll host a light-hearted, but seriously flavorful pop-in highlighting melted cheese in all its forms. Simple, flavorful and warm cheese creations served alongside our interpretation of some classic new orleans cocktails and beverages. We are looking forward to putting the fat back into Tuesday—see you there.

Sandwich of the Month

January

LIAM'S SPANISH ARMADA

We were packed like sardines in the Deli. Then we expanded. During the transition, we got tuned into some quite spectacular tinned fish. After tasting a lot, lot, lot of tinned fish (you can too! Just ask your nearest Retail Department Guru!) we thought, "we should take this to the next level!" And our sights landed on our tuna fish salad. Using tuna fish from Spain's longstanding company Ortiz, who catch their tuna with a line, we got to work. Ortiz tuna is packed in oil, rather than water, it has a silky texture, and is rich with great flavor - beyond the standard "mayo and tuna." We think the end result is pretty spectacular.

Tuna fish salad, lettuce, and tomato on pumpernickel. A simple sandwich to settle every adventurous spirit. \$10.50

February

PORCHETTA PLATE

"A sandwich is only as good as the ingredients that make it up"

While that quote is completely made up, we have some mighty fine, flavorful ingredients hanging around our kitchen that deserve some special attention.

We worked long and hard last spring on developing our house-made porchetta, and when finished, it quickly raced to the top of the Staff's Favorites List. It takes the spotlight here, alongside its long-time go-to partner, polenta. Both are served warm on a plate with a mixed greens salad. Together they form a distinctive Deli dinner. \$11.99



bake more! With More Hands-On Baking Classes

3723 Plaza Drive • 734.761.7255

NATURALLY LEAVENED BREADS

Sunday, Feb. 3 • 8am-5pm • \$250

In this hands-on baking class you will make 3 of our signature breads: our famous farm bread, the nutritious 8 grain 3 seed bread, and popular pecan raisin bread. Includes lunch too!

SCRUMPTIOUS SCONES & BUTTERY BISCUITS

Thursday, Feb. 28 • 6-9pm • \$75

In this hands-on baking class we'll make Bakehouse classic ginger scones, sweet potato biscuits (a staple at Thomas Jefferson's house), and Southern style buttermilk biscuits.



Check out the full schedule
& register for classes at

www.bakewithzing.com



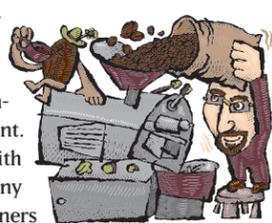
3723 Plaza Drive
734.929.6060



"SECOND SATURDAY" TOUR!

January 12 & February 9 • 11am-noon

Join us monthly for an open-to-the-public, no-reservation-required event. Sit down with Coffee Company managing partners Allen and Steve to tour their facility and learn about coffee - where it's grown, how it's sourced and how it's roasted. Finally, 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.



BREWING METHODS CLASS TWO DATES!

Sun., Jan. 13 • 1-3pm • \$20
Sun., Feb. 3 • 1-3pm • \$20

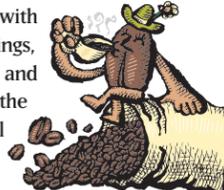
Learn the keys to successful coffee brewing using a wide variety of brewing methods, from filter drip to syphon pot. We will take a single coffee and brew it 6 to 8 different ways, each producing a unique taste. We'll learn the proper proportions and technique for each and discuss the merits and differences of each style. Register at 734.929.6060.



COFFEE AND FOOD PAIRINGS

Sun., Feb. 17 • 1-3pm • \$30

You may be familiar with wine and cheese pairings, but why not a coffee and food pairing? Here at the Coffee Company, we'll be taking some of our favorite coffees and tasting them with some 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 quick. Call the Coffee Company at 734.929.6060 for reservations.



HOME ESPRESSO WORKSHOP

Sun., Jan. 6 • 1-3pm • \$30

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 "4 Ms" of making espresso, followed by tasting, demonstrations and some hands-on practice. We will also cover some machine maintenance basics as time allows. This is a very interactive workshop and seating is limited to six people. Register at 734.929.6060.



Special Dinners

8TH ANNUAL AFRICAN AMERICAN DINNER



The Jemima Code: Great Cooks Share Their Secrets with special guest Toni Tipton-Martin

Tuesday, January 22 • 7:00pm • \$45/person

For more than 100 years, the image of black cooks has been synonymous with a plump face, wide grin and bandana, known as the Aunt Jemima trademark. For 30 of those years, author Toni Tipton-Martin has been gathering well-known and obscure details real African American cooks - not the myths. She has dedicated her career to researching, writing, and speaking to audiences about this complex history, dishing up wisdom and recipes from previously undiscovered cookbooks to shed new light on the meaning of classic African-American cuisine.

Toni and Chef Alex have created a menu featuring many classic African-American foods. Toni will share her knowledge and stories at the dinner, introducing us to many great African-American cooks and their contribution to this rich history and cuisine.

THE ACADIA COUNTY NEW ORLEANS DINNER



Tuesday, Feb. 5 • 7:00pm • \$45/person

Every year the Roadhouse celebrates the traditions and culture of New Orleans and this year we journey back to the early 1800's after the Louisiana Purchase when early German settlers landed in the city. Many the first generation Germans were rice farmers, spending time in the fields harvesting what is now one of New Orleans staple foods. Chef Alex will explore the history and create a menu of foods traditional to a first-generation German rice plantation farmer's dinner.

Sign up for these dinners at 734.663.3663
or www.zingermansroadhouse.com

THE BALLYMALOE IRISH FARM DINNER



Tuesday, Mar. 12 • 7:00 pm • \$50/person

"When you step through the little wooden side gate and into the courtyard of Ballymaloe Cookery School, you enter a different world. A world where the whole emphasis is on food - growing it, preparing it, cooking it, eating it and, crucially, enjoying it."

The Ballymaloe Cookery School in County Cork, Ireland is only culinary school in the world to be located in the middle of its own 100 acre organic farm. They believe in sustainable use of resources, using seasonal produce, cooking with the finest and freshest ingredients, eating local whenever possible, and making cooking and eating fun. Chef Alex and the Roadhouse have been long-time admirers of the Ballymaloe Cookery School and its owner, Darina Allen, Ireland's best-known chef. Creating a menu prepared the way it would be at Ballymaloe, Chef Alex will honor this long-time Irish institution with a traditional Irish farm dinner at the Roadhouse.

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



SHARING ZINGERMAN'S UNIQUE APPROACH TO BUSINESS

WORKING WITH ZING!

Why Human Resources at Zingerman's is now called the Department for People
June 17-18, 2013

Typically, HR is about telling managers (and employees) what they can and cannot do, and what they can and cannot have. It's a rare company that even builds compassion into the process. Alternatively, you could thoughtfully design your employee life cycle to serve your organization's guiding principles and bottom lines and also help your employees have a brilliant employment experience. Not at all about HR laws and policies, but respectful of them, this seminar is about how to create HR systems that are awesome for your company and your employees - all the way from hiring to termination, and yes, even after!

ZINGERMAN'S MARKETING SECRETS

Mar 4-5, 2013 • May 2-3, 2013

We believe that all a powerful marketing "strategy" takes is knowing who you are, what you're selling and how you want to sell it. We don't think it takes a lot of money. And if you're willing to invest in the right systems, we don't even think it has to take a lot of time. We believe all those things because they've worked for us for 30 years. Come to this seminar to learn about look and feel, displays and signage, online marketing and social media. Come to find out how you can increase your sales by nothing more, or less, than being who you are and knowing what you sell.



REGISTER FOR SEMINARS AT www.zingtrain.com

you really can taste the difference!

ISSUE # 236 • JANUARY-FEBRUARY 2013



Food, fear, race, art, and the future

Fear is a powerful thing, and for too long I let it keep me from taking on this topic. For me, fear comes in two forms, both of which work their way into my mind on a regular basis. First, and easiest to own up to, there's the sort of fear that's well-founded and of obvious value in living life in a safe and healthy way. Stuff like "I'm afraid to stick my hand in a fire;" or "I'm afraid that if I don't pay attention when I'm driving, I could crash." Ignoring fears like these would be, it's safe to say, sort of stupid. So, I've come to look at these as good fears to have.

Which then leads me to talk about that other, less desirable, form of fear. Rather than helping me stay safe, these are fears that actually keep me from doing what I need to do; if I let 'em get the better of me, I end up reinforcing the status quo instead of challenging it and changing it (hopefully for the better). In all honesty, I'm afraid to even admit to having fears like this in the first place. But, like it or not, I do have 'em.

There are a thousand things that fall into this second category, and all I can do is tackle them one or two at a time. Which is why I decided I to get down to it and actually put fingers to "fret" board, and write something about African-American cooking. Lord knows I've been thinking about it long enough. I don't like to admit it, I've been reluctant to write about it. The truth of the matter—let me get it over with—is that I have a pretty deep hesitation around writing about African-American cooking. There's a fear that always dwells in me of showing disrespect for others' culture, a feeling that I should never presume to know what I haven't lived. I've known for a while now that this one is my problem, and I'm doing nothing good for anyone by letting it rule this little corner of my world.

The thing is that I also have a vision—to contribute in some small way to bring together people and cultures that might not otherwise get hooked up; to build communication and positive connection in ways that might, in some small day-to-day way, make a positive difference for people we work with. I'd like to help close those gaps, to connect the dots, to help reduce uncertainties by providing a chance to connect over coffee, cornmeal or cake.

This vision has been working pretty well when I look back on all the writing and teaching work I've done over the last twenty-five years here at Zingerman's. But this subject—food, race, and African-American culture, coming as it does out of the horrors of slavery and 20th- (and 21st-) century racism—feels a bit more loaded than most. But, I think, this subject is only loaded because of fear. The best way I know to off-load that baggage is to get the topic out there in the open, to talk, to teach, to make it all real. And to get started on the road to making that vision a reality, I've got to get over the fears, the social taboos, the worry about what others will say, and... do it.

As I pondered this problem over the last few years, I realized the truth is that I've had pretty similar, if less fraught, sorts of hesitations when it came to writing about Italian, Spanish, or French foods for the first time. I'm not from any of those places and I've got a ton more studying to do on each of those subjects. For me, the lessons never end—at best, even after thirty years, I've barely scratched the surface of what I need and want to do. But, I've written and taught at length about all those other cultures, and it seems to be going okay, so... why not this one as well?

Thinking further, it became ever clearer that I hadn't just tackled this challenge in terms of cultures and countries that weren't my own, but also with foods that were completely outside my upbringing. Country ham, bacon and oysters are all things that loads of Americans are passionate about, but, since I grew up in a kosher home, I never even tasted them until I was nearly twenty. To write about them I just had to make peace with the reality that I'm never going to be able to relate to oysters in the way that Tommy Ward (third generation oysterman in Apalachicola) or Bill Taylor (4th generation in Olympia, Washington) do. And I'll never have the relationship to country ham that Sam Edwards or Nancy Newsom (both third generation ham-curers) have.

My partner Paul, who many of you know well, told me last year about some of the ZingTrain work that he'd been doing with the folks at the group ACCESS (a very interesting, non-profit, Arab-American group). He said his contact there had shared with him the maxim that, "hatred is just when you haven't heard the other person's story." That hit home for me. In this case, I had no

hatred to shed. But historically, many others have. And for all of us, I think the peace and connection that can come from understanding, from learning and then sharing other people's stories can only help to make good things happen. If I can teach about the oysters of Apalachicola, I can write about African-American cooking, too. Not being black is a lame excuse for not learning. So, (talking only to myself here), yeah, I'm not African-American, but since that's clearly not going to change as I get older, I'd better stop wasting time and get my writing butt in gear.

GOING TO THE SOURCE FOR SOUTHERN FOODWAYS

I think it was 8 years ago that I went to my third (their seventh) Southern Foodways Alliance Symposium down in Oxford, Mississippi. The conference theme that year was basically race and food (the formal title was "Southern Food in Black and White"). It's not a subject you come across every day. Part of what I loved about that symposium was that it tackled all the taboos that our country struggles with, but did it beautifully in the context of food and having fun, while doing serious eating and learning. The symposium broke down barriers by putting food, race, and politics out there in ways I hadn't thought about, and that not too many people talk about.

I have very vivid memories of that conference. Bernard Lafayette, a co-founder of SNCC and a leader of the Civil Rights movement, talked about food in prison. His biggest memory of it was ice cream, brought by a friendly white guard, a guy for whom Mr. Lafayette ended up helping to write the man's daughter's college application. The Rev. Will Campbell came to receive an award, the first time he'd set foot in Mississippi since he'd been literally dumped over the state line into Tennessee decades earlier. "Begging," he said, "is hard work. You should try it some time. I did. I didn't like it." Jazz musician Olu Dara, another Mississippi native who lives now in NYC, was back in his home state for the first time in decades, too. To my taste he left more wisdom on the table in half an hour of sharing thoughts than I'd heard in one place in a long time. "Racism doesn't scare me," he said. "It's harmful to the person who has it, not so much to the person at whom it's directed." Writer Marcie Ferris shared a story that director Steve Channing told her from his work on a documentary of the Civil Rights era. He was filming a member of the Greensboro Four (who'd led a sit-in in the 60s at the Woolworth's lunch counter where blacks weren't permitted). The man was telling his story to some high school students and at the end he asked the kids if they had any questions. For an awkward minute or two, no one said a thing. Finally this one kid raises his hand and he says, "If they had let you order, what would you have wanted to eat?" The answer. "I just wanted a piece of pie. Just a piece of pie!" The story still makes me cry rereading my notes eight years later.

Suffice it to say that the Symposium planted some of the seeds that, in hindsight, helped me move forward, to pass through the stupid fear that I'd let stop me from tackling this subject. It took me a couple years to do it, but I scheduled the first African-American foodways dinner at the Roadhouse, held right after M.L.K. Day in January of 2006. That year, we cooked the meal from *Aspects of African American Foodways*, a pioneering work by Michigan-based writer Howard Paige. Thanks to the quality of Chef Alex's cooking, the hard work of the Roadhouse crew, and a lot of interesting and interested customers, it went really well. So I took another deep, fear-fighting breath, and scheduled the second one. That went well, too. We cooked out of the first two African American cookbooks published in this country, Abby Fisher's *What Mrs. Fisher Knows* and Malinda Russell's *A Domestic Cook Book: Containing a Careful Selection of Useful Recipes for the Kitchen*. And, now, here we are in 2013, about to put on our eighth annual event. This year we'll be honoring the of historian Toni Tipton-Martin. Next year, I'm not sure what the exact subject will be yet, but one thing I'm very clear on is that there are so, so many aspects of African-American cooking to cover that we'll have no problem taking things from a different perspective every year. Which is good because I hope to be still doing these dinners twenty years down the road.

TRACING THE ROOTS OF CULINARY TRADITION

Backing up a bit, let me share one of my early lessons about Jewish cooking because it's informed my context for understanding African-American foodways. Contrary to what I believed growing up in Chicago, the truth of the matter is that there isn't really any such singular thing as "Jewish food." If there had been, the way I'd have figured it, the universal Jewish cooking

of the world would have been made up of dishes like matzo ball soup, chopped liver, potato latkes, bagels and cream cheese, and all that sort of stuff. Turns out what I'd assumed to be all encompassing was actually just the particular style of Jewish food that I'd grown up with in a Midwestern family with Polish-, Lithuanian- and Russian-Jewish roots. Much to my surprise at the time, it turned out that there are actually hundreds of other versions of Jewish cooking, from places as far a field as Kazakhstan, Calcutta and Curaçao, each as different from what I grew up on as, say, a swordfish is from a smelt.

What I came to understand (as others had long ago figured out), is that Jewish cooking isn't tied to any particular dish, but rather to (a) the rules of keeping kosher (which were taken out of the Bible) + (b) local ingredients, + (c) cooking techniques and traditions that were used in whatever area Jewish people were living. With that framework in mind, I think the first big aha I had around the subject at hand here was that, while African-American foodways are a huge body of cooking, there isn't really one singular African-American cooking any more than there is a Jewish one.

I checked in with others I respect to get their sense of it, and heard much the same thing. I asked Adrian Miller (who's been studying this stuff for many years now) how he described African-American cooking: "I usually tell people it's just African heritage cooking in the US, a melding of West African, Native American and European ingredients and culinary traditions." Jessica Harris, probably the dean of African American culinary history, said something similar, although, she did point out that "Some things do bind us: okra, eating leafy greens and drinking the potlikker (or 'liquor' to some folks), use of hot sauces and peppers" are pretty much universally prized in African American cooking. John T. Edge, food writer extraordinaire and director of the Southern Foodways Alliance (check out the website at southernfoodways.org) poetically but powerfully (as he's so skilled at doing) brought the political piece into play: "I think it's important to acknowledge that the South's fitful dance of black and white has marked our food culture in significant ways. For the longest time, that BASTARD Jim Crow dictated who could sit down to dinner with whom. The thing was—our foods were always integrated. Black-eyed peas and okra from West Africa and the chess pies and puddings of Anglo-Saxon tradition have long shared the same menu."

I agree with all three of them. For me to make sense of the subject, I've come to focus on three broad components of what we know as African-American food: there are the foods and foodways that were brought to North America by African people on the slave ships; those were blended with the ingredients that were available in whatever areas of this continent they came to live in. And those first two were, in turn, influenced by the cooking styles they were taught by others Africans came into contact with—primarily white people from various European cultures and any number of different Native American tribes. Blended, iteratively and in no particular order, over the last three or four centuries what one ends up with is some of the most flavorful, most "American" food we have in this country, and what we could commonly call African-American cooking.

a) Foods that came here from Africa

Remember that the "African" footings of African-American cooking are actually rooted in a range of cooking styles that are as varied as Spanish food is from Swedish. If you take the time to travel from Algeria down to Angola, or cross the continent diagonally from Morocco to Mozambique, you'll experience hundreds of different regional dishes, foods, cooking styles and cultures of enormous depth and complexity. The amazing complexity of these cuisines came together in North America through the forced arrival of Africans from so many cultures and countries. In this short piece however, my goal is merely to give some sense of what foods came west to the Americas.

Okra, known in a number of African languages as 'gombo' or 'ngombo' is a staple ingredient. The word became the went on to be used for what's considered a classic New Orleans dish, but it's also cooked extensively on the Carolina coast, and in the cooking of the Gullah peoples on the Sea Islands. Rice, (indigenous to Africa, as well as Asia), rice-growing skills and rice cooking were certainly carried to the Colonies with African peoples, planted deepest in the cooking of South Carolina. Same can be said for black-eyed peas, which came to be a staple of southern cooking, best known in the dish "Hoppin' John," traditionally eaten for good luck on New Year's. Same, too, for the technique of deep fat frying which a number of historians believe was brought to the Americas with enslaved Africans. It's not clear if sesame originated in Africa, Asia, or both, but either way it too played



a big role in African-American cooking, both as seed and as oil. The latter helped to replace the olive oil that many Europeans were more used to cooking with.

While I don't think very many people would class it as African-American, or even African, coffee probably counts here, too—it originated in Ethiopia. Open a bottle of Diet Coke last week? Kola nuts came from the western Sudan. Going to visit New Orleans? Louisiana's jambalaya probably has its roots in the Congo. Eggplant and watermelon also came from Africa. West Africans also brought their traditional meal-style—a starchy base (like yams, rice, porridge, etc.) served with a savory meat or fish (either of which might well have been dried first) sauce spooned over the top.

These foods often evolved into dishes that most Americans know but few realize have African roots. For example, at the 2007 Southern Foodways Symposium, Jessica Harris discussed West African fufu, a porridge made from pounded yams (true yams of the African sort, not American sweet potatoes). The yam is made into balls which are then dipped into the brothy stew to soak up the liquid. Philadelphia's beloved pepperpot—basically a gumbo made without roux—was sold on the streets by black women of West Indian origin (a bit of Caribbean influence) with "fufu dumplings," likely made from something other than true yams, but nevertheless, tied to the original African cooking and eating styles.

b) Foods that were native to the New World

Corn is at the top of this list—it's no big revelation that cornbread, grits, cornbreads, cornmeal mush, cornmeal coated catfish and griddlecakes of all sorts are central to African-American cooking. The preparation of grits and cornmeal mush were likely learned from the Native American tribes who'd long been cooking porridges made out of cornmeal. Africans also brought corn traditions with them to the New World. Although corn clearly came from the New World, it had been grown in Africa for over 100 years before the bulk of the slave ships crossed the Atlantic.

Chiles and peanuts originated elsewhere but were brought to prominence in North American cooking by African cooks. While it's unlikely to be universally true, historian Howard Paige takes the power of pepper to high levels of cultural import: "Hot peppers," he said, "were considered a measure of affection: The more copiously she used hot peppers in her sauces, the more love she was thought to have for her family, especially for her husband. If, indeed, his food was bland, her love for her husband was not so hot!"

Sweet potatoes are also an essential element of African-American cooking. The true yams (discussed above) that are a staple of native African cooking somehow became the "yams" most Americans think of which are actually sweet potatoes. Whether they're baked, candied, roasted, or put into pies, sweet potatoes are central to African-American cooking. Sassafras for tea, pecans for pie, squash for casserole, all could come into play. Or one of my favorite dishes—both because it's good to eat and because I love the mystery of its history—Mississippi Delta tamales. Made by many whites and blacks alike, they take the Native American cornmeal and corn husks and turn them into a unique adaptation of the Central American dish, but made with beef and spicy sauce.

c) European foods that had nothing to do with either

Cooking in the plantation kitchens meant learning to prepare the dishes that reminded whites of their European homes. African cooks forced into service in white settings learned to prepare foods that Europeans longed for from their homeland, and many of these went on to show up in African-American cooking. Things like the Yorkshire Pudding that's in Abby Fisher's cookbook or many of the recipes in Malinda Russell's 1866 cookbook like rose cake, plum pudding, cream puffs, potted beef and blanc-mange (that uses Irish moss as its gelling agent).

I'm not sure where to put greens on this list, but they're certainly an important element in African-American cooking. They seem to have originated independently in Africa, Asia and Europe as well. Wherever they came from, the style of cooking that we now know—the one pot

dish, cooked long and over low, low heat, with the broth (what's called "potlikker") served on the side became a mainstay of African-American cooking. In fact, potlikker was understood to be an important and nutritious ingredient in the daily diet. This fact is a little-known and little recognized African contribution to American foodways. Potlikker is also delicious—ask for a taste next time you're in the Roadhouse.

LOCAL FLAVOR: FOUR REGIONAL AFRICAN AMERICAN FOODWAYS

Adrian Miller identified four regional cuisines that have been heavily influenced by African-American cooking. First, he mentioned "the Low Country, and by that," he said, "I'd include everywhere rice was grown from parts of North Carolina down to the Atlantic coastline to Jacksonville, Florida." This would include the well-recognized cooking of Charleston, and also the foodways of the Gullah people on the Sea Islands. To quote from Karen Hess writing in *The Carolina Rice Kitchen*, "I think it is safe to say that most, if not all, of the small growers of rice were African-Americans. First, they knew how to raise it, and a good deal of the cultivation of rice in West Africa must have been on a small scale."

Secondly, he said, "is the Creole cuisine of the lower Mississippi Delta Valley, which you could extend along the river all the way up through parts of Mississippi and Arkansas."

Third, he put "the Deep South cuisine; the rural cooking of the interior South (large swaths of Alabama, Georgia, Mississippi, North Carolina and Virginia where African-Americans were populous), to me typifies what folks now call Soul Food." For the majority of Americans this is what they think African-American cooking is. I guess it would be the equivalent of the image of lox and bagels and chopped liver representing the entirety of Jewish food—Fried chicken, barbecue (in its varied forms across the South), biscuits, sweet potatoes, cornbread, etc.

That Southern cooking and African-American foodways overlap only makes sense. At the time of the Civil War over 90 percent of African-Americans lived in the South. From 1900 to 1960, during what came to be known as the Great Migration, about 6,000,000 blacks went north, taking African-American cooking with them wherever they went. Interestingly, Adrian added that although barbecue and fried chicken is now considered to be trace their roots to African-American food, the earliest versions of African-American cooking were primarily vegetable-based. When meat was used it was mostly as a seasoning, the way it is in much of the Mediterranean—bit of pork fat or chicken bones used to season one-pot stews, rice, quick breads or other dishes. Meat and biscuits were originally mostly special-occasion eating but became everyday items only when folks could afford them after moving into more urban settings.

Last, Adrian listed the foods of the Chesapeake Bay. "This region," he pointed out, "has dropped off in prominence because we've overeaten the Chesapeake Bay foods, but forty or fifty years ago it was very important. The excellent reputation for foods like terrapin, beaten biscuits, oysters, and canvasback duck were all attributed to the culinary achievement of black cooks."

If those are the main streams, I like to look too at the obscurities around the edges like the cooking and influence of black cowboys. You didn't see them on too many old TV shows but roughly one in five cowboys were African-American, the Black Seminoles (African-Americans who came to live as part of the Seminole Indian tribes in Florida), and black homesteaders in the west in places like Dearfield, Colorado, where living was so rough that their version of African-American cooking was, "fried potatoes for breakfast, boiled potatoes for lunch and more potatoes for dinner." And looking ahead, I wonder how the modern day influence of the significant influx of new African immigrants coming from Somalia, Nigeria, Uganda, Kenya, Eritrea, Ethiopia and more will be assimilated into the centuries of tradition I've been talking about above.

Ari

Zingerman's DELICATESSEN DELI BUILD-OUT UPDATE

THE DELI'S EXPANSION IS NEARLY DONE and the finish line is January's end when the historic Deli building will be connected to our new structure's expanded dining and kitchen facilities. We're calling that final connector piece the Atrium.

Sandwiched between old and new, the Atrium's interior walls are actually the exterior brick sides of both buildings. It's a poetic, architectural joining of the Deli's past and future. Inside the Atrium, looking north at Kingsley is a two-story span of windows. Facing south are the Deli's sandwich menu boards panoramically suspended above a refrigerated windowed case holding the stunning signature array of salads and delightful accompaniments to sandwiches. The Atrium is the new, improved spot for ordering your same favorite sandwich the same way you always have.

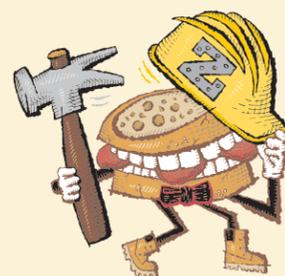
THE NEW FLOW:

- 1) Enter as always through the Deli's front door on Detroit Street.
- 2) Walk through the same legendary wonderland of foods but note the addition of grab-and-go options, a grander selection of smoked, tinned, and cured fish, more sampling, more demos, and more elbow room for serious food exploration.
- 3) Take three easy steps up into the Atrium or use a handy adjacent ramp that serves the same purpose.
- 4) Place your order with an eager staff person stationed there and then, a few steps away inside the Blue House, be greeted by more smiling staff behind a row of registers at central "Check-out." To clarify, The Blue House was next to the Deli before but was formerly orange, formerly used only for storage, and formerly accessible only to staff. In its new incarnation, it is the "hub" of Deli activity, an imaginative solution by our design team!

After exiting The Blue House with your register receipt, you are now faced with more seating options than ever in the 30 year history of Zingerman's!

WHERE WILL YOU SIT?

- in the second floor dining room with roof top views to the south, east and west
- on an open air upper deck wrapping around the roof of The Blue House
- in the comfy "south porch," with commemorative, hand-crafted bench seating along the walls, built by Peter Jensen using the milled lumber of the spruce tree taken from the spot where the new building now stands
- outside on the central patio, weather permitting
- or in the Next Door, the steadfast island of delight on the Deli's campus for gelato, a coffee, a pot of tea, pie or cake, pastries, muffins, chocolate options galore, or a souvenir t-shirt. Let's take a moment to appreciate The Next Door for 22 years of providing the Deli will all of its inside seating!



Your patronage and your love of good food have sustained us through this wondrous and arduous period of the Deli's growth. You can't imagine how much it pleases us to finally offer you this delightful new path through the buildings, easier shopping, and an ever-growing universe of recipe and food possibilities from our kitchen. Stay tuned for March 2013 events and our 31st birthday celebration, when we will appreciate the three decades behind us and the many tasty ones ahead!



an Interview Toni Tipton-Martin

The Nationally Acclaimed Creator of the Jemima Code Comes to Ann Arbor

I first met Toni Tipton-Martin nearly ten years ago at the Southern Foodways Alliance's annual symposium in Oxford, Mississippi. At the time Toni was the President of the board and I was just getting to know what has probably become my favorite food-oriented, non-profit organization (our annual Camp Bacon is a fundraiser for SFA—read more about it on the next page). I go down there almost every year to learn about Southern food and culture, study complex issues and meet up with great people from all walks of food world life.

This year's visit was no exception. When Toni and I started talking at this past autumn's symposium, she shared a bit about the work she's been doing on this great project called The Jemima Code. The more of the story she told, the clearer it was to me that we needed to get her up to Ann Arbor to share her work. This year's 8th annual African-American Foodways dinner at the Roadhouse seemed like an ideal venue, and I'm thrilled that the dates worked.

Toni will be sharing the story of The Jemima Code at the African-American Foodways dinner at the Roadhouse, Tuesday

evening, January 22. This event will revolve around food, as we taste dishes prepared from some of the African-American cookbooks that form the core of the project. While we're eating, Toni will give an overview of the Jemima Code. Tickets are \$45 and you can reserve your spot by calling 734.663.3663.

Toni will also give a special presentation at ZingTrain on the evening of Wednesday, January 23rd. This event will feature a presentation by Toni on the topic of diversity in the workplace. We'll also have some snacks to tide you over, because it can't be a Zingerman's event without any food! Tickets are \$25, \$10 for students.

Both events will provide an opportunity to see the amazing, nearly eight-foot high photos of "the ladies" (as Toni calls the African-American cooks, and cookbook authors) featured in the project.

I'm thrilled to have Toni up in Ann Arbor to share her story. Here's a little preview interview I did with her just before the holidays:

ARI: Hi Toni! I'm really excited and honored that we get to host you for these events. Can you tell everyone a bit about the project?

TONI: The Jemima Code is my way to tie together real African-American cooks to American culinary history so that we can view them as role models instead of the kind of the kitchen laborer, "idiot-savant" figures they've been portrayed to be in plantation history. Even though we have a lot of African-American culinary history recorded, it's mostly known only in academic settings, and that has a very limited reach. The contributions of these great African-American culinary professionals of the last 150 years are obscured in an era of Food Network stars.

Historically, African-American cooks were defined by plantation cooking. But they were never acknowledged for the great food that they cooked at work, in their professional contexts. It really doesn't make sense that way. We recognize Charlie Trotter or Rachel Ray or any of the modern celebrities for the cooking that they share with us on a professional level. We don't evaluate them for what they do at home for their kids. So, I wanted to see what these African-American cooks had done in their day-to-day work, and do it without looking through the lens of sexism or racism. If we were only going to evaluate these women and men on their culinary ability on a professional level, what would we see?

That's how I feel we'll be able to use them as role models. When you look at them as a group, you can see that they brought a wide range of skills and that we can learn from their work at many levels. We can learn from them about healthy cooking. We can learn about vegetarianism because there were some that did that for a living. We can learn about beautiful food from the ones that were amazing professional caterers. We can learn about order in the kitchen, we can learn about entrepreneurial skill from women like Abby Fisher and Malinda Russell who had small businesses back in the 19th century. They're all things that we just don't stop long enough to think about. But, they had to be good business people or they wouldn't have been able to sell their products in the market.

I wanted to get real people to talk about their history and real cooking. People like Freda de Knight. She wrote the *Ebony Cookbook: A Date with a Dish in 1948*. It was an anthology cookbook, and it takes the home cook all the way from appetizers to desserts. One of the things she made clear with that book is that it's not true that African-American cooks can only cook Southern dishes.

So that's my goal with the project. To get people thinking about the great professional culinary contribution of African-American cooks, and making the work they did relevant to people of every age and every background.

ARI: What got you thinking about it?

TONI: A long time ago when I was a reporter at the L.A. Times I discovered there were lots of references in Southern books to African-American cooks but they were generally just acknowledged for providing the labor in the kitchen. The black cook was dismissed as an afterthought. And that just did not mesh with my own experience. So being a good reporter I started looking for a primary source, someone to interview. I was just trying to gather as much information as I could. And cookbooks were the logical place to get that first person report. So I started collecting cookbooks written by African-Americans.

John Egerton, who writes beautifully about Southern history, food and culture, and was one of the founders of the Southern Foodways Alliance, got me started on the cookbooks. I was a young naïve journalist and I hadn't gotten much affirmation for my work. But, I went to hear him speak; he had a Xerox copy of a book he had just encountered at the Library of Congress. I started talking to him, and he said, "I didn't know what I was gonna do with this when I made the copy, but you should have it." And what he told me was validated by a talk I had with Jan Longone (founder of the Longone Center for Culinary Research, and Culinary Curator at University of Michigan's William L. Clements Library)

Doris Witt wrote a great book called, *Black Hunger: Soul Food And America* in 2004. There's a bibliography in the back and I decided I was going to get a copy of each book. So, every time I was able to find and buy one of the books I would cross it off the list. When eBay got going I started finding them all over. I paid a lot of money for some of them. It became almost an obsession for me. And now I have almost all of those on the list!

ARI: What's your background? How long have you been working with culinary history?

TONI: I've spent about twenty-five years as a food and nutrition reporter. I grew up in LA. My parents came from the South but they left skid marks when they moved west. They didn't talk about the South much at all. The only connection I had was through relatives. My mother was vegetarian, a tofu- and yogurt-eating Californian. I was a beach girl. And I started at the LA Times as a food and nutrition writer right out of college. But as an African-American I was invisible on a staff of 16. I was working for Ruth Reichl when the job of Food Editor at the Plain Dealer in Cleveland became available. She said "Of course you have to take this job if you want to pursue this writing and your books." As part of a staff of 16 at the Times I would never have been invited anywhere. So, when the Cleveland Plain Dealer offered me a position as a food writer I decided to take it. While I was there, John Egerton invited me to the first meeting of the Southern Foodways Alliance back in 1997. So, I've been around

food history for a long time.

One important thing that happened to advance the project in Cleveland was a woman named Vera Beck who ran the test kitchen at the Plain Dealer. She was from Alabama. She was the most gracious, generous, amazing cook, but she was completely dismissed and disregarded at the paper. I never got over that, or forgot it. She helped me get in touch with my Southern self. Growing up as I did, I didn't have much connection to my Southern roots. She really helped me connect with the food she would cook for my breakfast while I was pregnant with my middle son—grits, fried green tomatoes, biscuits—things that I love. I got to see in her the expression of love and wisdom that was communicated in her food. And I saw it in a professional way that I hadn't seen in my aunts when they were cooking at home when I was growing up.

ARI: What has the reaction been to The Jemima Code so far?

TONI: So far, it's been really amazing and surprising. When I first started, I was giving the talks with just the photographic images of the women from *The Bluegrass Cookbook* [by Minnie Fox, which Toni has published in facsimile] in beautiful ornate picture frames. And then the next iteration was to put the photo images into a slide show. But then, I was invited to install an exhibit of the cookbook authors in Houston. I thought "Wouldn't it be cool if we could make it so other people had the same reaction to these women that I did?" There's a mix of reactions. There's an expression of pride, like, "These are my people and they contributed in ways I didn't know about." There's a little bit of angst, too, that comes out when other people view the images, especially in the South. The audiences in the South are pretty quiet when I present. But after I speak there's always a long line to come up and ask me questions or make private comments as people wrap their heads around it in a personal way.

That's what's been so cool about blowing the images up to such a big size. Why 7-1/2 foot tall images? That was just the height of the ceiling at Project Row Houses where we showed them in Houston. I didn't want them to seem too big because black women were so often portrayed that way. But, it turned out that the size is ideal for engaging people on a deeply personal level. For instance, connecting with "the ladies" allowed people from the South to explore a part of their upbringing that you hadn't been allowed to talk about. A friend from Charleston once talked to me about how he worshipped this black woman who was in the kitchen when he was growing up, but then hearing his family disparaging black people in the living room was very unsettling. He's not the only one that talked about having to close their whole memory about that era, but this exhibit allows them to reopen that set of memories. In that sense, it's an extension of the work of Southern Foodways Alliance. The South still has plenty of wounds to heal.

ARI: What were the biggest learnings you had while you were doing the work?

TONI: The black cooks become a pivot point. One of the most valuable learnings is how much evidence there was out there for the positive role that African-American culinary professionals played in creating Southern food. But at the same time it was surprising how little there is. If it weren't for these old cookbooks, we wouldn't have much perspective on these women in their own words. There are two sides to every story, of course. But, somehow their side of the Southern food story was never told. This project has reinforced for me the need to be open to more than one view and to encourage others to do that too. The exhibit can be the first encounter some people have with these women and their professional work.

The reaction people have the moment they see the images can be very powerful. I didn't see the first set of images when the graphic designer sent them until I unrolled them in Houston for the first exhibit we did. And as soon as I saw them, I started crying and I literally fell down on the floor. It took my breath away because it was such a powerful proof for me that what I'd been long believing in my heart was true. And that I was gonna be able to get the word out and provide the way for them to tell their story. Through the images the women were really speaking for themselves. And that's what this exhibit and the book (available Fall 2013) do for me.

ARI: What are some of the most prominent contributions of African-Americans to modern day American cookery?

with Martin

TONI: Robert Roberts is fascinating. His book is the rarest one I have in my collection. It's from 1827 in Boston. He was the butler for the governor of Massachusetts. The book has been available in facsimile for years. But I recently obtained a first edition. I have been to the mansion where he wrote and worked near Boston. So, I got to see the kitchen that he worked in every day and it gave more life to the work I was doing on the project. What he did in the early 19th century was to set out a course that showed that African-American cooks were so much more than just faceless hands that stirred the pots. His book was really written for the next generation of employees. It's basically a training manual. He was sharing what he believed was important in the ways you run a household on a professional level: how to organize the house, the proper order for things, how to train servants, house management. He addresses all that. And when you can see an African-American in charge of a very well run, very upscale, very professional kitchen like that, you see that the stereotypes people had of black cooks were completely wrong. It's the opposite of the stereotypes. What Robert Roberts does is to set the table for all the future authors. From his voice going forward, nothing that we've been told about these people can completely define them. They offer so much more than people know them for.

ARI: What about some of the least known?

TONI: I love Dori Sanders. Her cookbook is *Dori Sanders' Country Cooking*. And she wrote a novel as well, called, *Clover*. She's so gracious and generous. When you read her material you can hear her grandmotherly voice. She forces you to think about things; she challenges you.

ARI: I love her writing, and I love her. She's an amazing woman! Who else comes to mind?

TONI: B. Smith teaches that black cooking can be elegant party cooking. Or Lucille Bishop Smith. Her goal was to lift culinary arts from the commonplace. These authors were keenly aware of the social circumstances in which they were working. They used their food and their words to uplift their community. Some of them were caterers and cooking-school teachers. They were witty and they created original recipes. There was all this competency and insight. And despite what others said, that African-American cooks couldn't do this or that, they did lots of things and did them well. And they transferred their knowledge about food and cooking very eloquently.

ARI: Any thoughts about coming to Ann Arbor?

TONI: I'm thrilled to be coming back. I love that (African-American cookbook author) Howard Page is from the area. His work was profound. Or Mother Waddles of Detroit. I love to be in a place where the authors I've been researching and writing about are from.

I'm excited too because I get to see Jan Longone and her collection at the University. She was so supportive of my work. She was so excited when she found the original copy of the Malinda Russell book. It's the first African-American cookbook published that is primarily recipes. (Roberts' book includes home care instruction as well as recipes.) She put it out in 1866. Mrs. Russell was from Paw Paw, Michigan. When Jan obtained an original copy she told me that, "if anyone should be involved with this book it's you." That's the same experience I had with John Egerton. He believed in what I was doing. The other really fun thing about visiting the Clements Library collection with Jan Longone is that we once shared the pursuit of a book that is now in my collection. The book is *Eliza's Cookbook* and it was published in 1936. Back in the early days of eBay, I used to just throw in a name of one the cookbooks I was looking for and see if anything would turn up. Miraculously, Eliza popped up for a dollar! I hadn't done any bidding on eBay, but I got my neighbor to show me how to do it. I waited until the last minute and then I put my bid in and then someone else started bidding against me, and I started freaking out because the bids kept going up. I ended up buying it for a lot of money. Later, when I showed the slides of all the books, including that one, at a talk I gave at the Clements Library, Jan Longone stood up and smiled and said, "That was you that was bidding for this?!"

ARI: When do you hope to have *The Jemima Code* book out?

TONI: The hope is that it will be published next fall (2013). It's a bibliography of my collection. I review 200 books that cover a span of 175 years and include photos of the books, their recipes, illustrations, and photographs of the cooks.

ARI: What do you think the most important things are for people to know about the role of food and cooking in the African-American community?

TONI: That African-American cooking is far broader than the dozen or so dishes that are usually credited to them. That examining the publishing they did establishes a social history for them as well. There was proficiency and skill in the professional African-American culinary community all over the country and it all beyond goes so far beyond the pigeonholed, stereotyped version of a black Southern cooking of biscuits and cornbread and sweet potatoes.

Zingerman's Zang! candy bars

"This luscious handmade candy bar puts the vending machine stuff to shame."
Oprah Magazine

EXCLUSIVE

January only
BUY ANY TWO ZZANG! BARS, GET A THIRD FREE!

Zang! Original
Layers of caramel, peanut butter nougat, and butter-roasted Jumbo Runner peanuts dressed up in dark chocolate.

What the Fudge?
Sweets for the sweet! Layers of fudge, caramel, and malted milk cream fondant.

Ca\$heW Cow™
Freshly roasted cashews and cashew brittle with milk chocolate gianduja enrobed in dark chocolate.

Wowza
Raspberry flavor that makes you say "Wowza!" Raspberry chocolate ganache, raspberry nougat, and raspberry jelly candies covered in dark chocolate.

Zingerman's Candy Factory

"The ultimate hand made candy bar."
—Chocolatier Magazine

Get Your Zang! Bars at Zingerman's Delicatessen, Bakehouse, Creamery Roadhouse, and Coffee Company and online at www.zingermans.com

Zingerman's® fourth annual CAMP BACON

may 30th - June 2nd 2013

the main event

SATURDAY, JUNE 1, 2013
At Zingerman's Roadhouse
An all-day bacon fest celebrating everything that is bacon!
8:00 am to 4:00 pm (breakfast is served at 7:30 am) • \$150 a seat

List of Speakers (tentative):

Jeffrey Yoskowitz on the Israeli pork industry, past, present and future	Amy Emberling from Zingerman's Bakehouse	Keith Ewing "All About Slaughter"	Zingerman's Co-Founder Ari Weinzweig
Joshua and Jessica Applestone from Fleisher's Grass-Fed & Organic Meats	Jeff Mease from One World Enterprises	Natalie Chanin Chef Alex Young from Zingerman's Roadhouse	Special guests from Fermin in Spain speaking about the tradition of the Iberico ham in Spain, including a tasting of fresh and cured pork from this very special pig!

MORE EVENTS!

THURSDAY, MAY 30, 2013
Zingerman's Roadhouse Presents
The 2nd Annual Bacon Ball
Details to follow! Sign up at www.zingermanscampbacon.com to stay up to date on the most recent Camp Bacon news.

FRIDAY, MAY 31, 2013
Camp Bacon Baking with Ari At Zingerman's BAKE!
We'll be using the power of bacon to flavor three amazing baked goods. You'll also get a dose of bacon knowledge from Zingerman's co-founder and Camp Bacon creator, Ari Weinzweig. You'll make a similar version of our wildly popular peppered bacon farm bread, bacon cheddar scones found in the book and bacon pecan sandy cookies.
www.bakewithzing.com/class/4886

SUNDAY, JUNE 2, 2013
Zingerman's Camp Bacon Street Fair At Ann Arbor's Farmers' Market in Kerrytown 11:00 am to 2:00 pm
Donation to Washtenaw County 4-H suggested for admission
Vendors from near and far (including Zingerman's Deli, Bakehouse, Creamery, and Candy Manufactory) line the streets to bring you bacon-inspired treats!

FOR INFORMATION AND RESERVATIONS, CHECK OUT WWW.ZINGERMANSCAMPBACON.COM



February is CHOCOLATE GELATO Month!

The gelato case will be loaded up with chocolate-some flavors **ONLY** available in February. Stop by the Creamery or Deli Next Door!

Chocolate Balsamic Strawberry
Michigan strawberries macerated in a balsamic reduction and folded throughout our award-winning dark chocolate gelato.

Dark Chocolate
Dark Scharffen Berger cocoa makes this an intense chocolate experience. Voted Best Gelato in Michigan by Detroit's Metro Times!

Gianduja
A rich blend of dark chocolate and hazelnut—this is an Italian classic!

Turtle
Scharffen Berger chocolate with dulce de leche from Argentina and great Georgia pecans butter-roasted by us!

CHOCOLATE GELATO SIX-PACKS BY MAIL!

Send our traditionally made gelato to friends in need.

We've created a special chocolate six pack available **ONLY** in February at zingermans.com



Rocky Ride
Made with Scharffen Berger chocolate, vanilla, and chocolate marshmallows from Zingerman's Candy Manufactory and full-flavor Virginia peanuts.

Chocolate Heat
Inspired by the fantastic chocolate of Mexico, Heat is our dark chocolate gelato with ancho chile pepper, cinnamon, and just enough cayenne pepper to make it dangerous.

Chocolate Chip Sorbet
Josh's famous handmade chocolate chips folded in a sorbet made from sweet and tart cherries from Traverse City.

JUST ANNOUNCED!

for one month only in **January** we'll bring back Barack Road to celebrate the inauguration of President Obama. Available at the Creamery, Deli and for shipping at zingermans.com



January Bridgewater

\$9.99 ea. (reg. \$11.99 ea.)

The Bridgewater is one of the Creamery's most flavorful cheeses. Made from fresh cow's milk, this super-rich double cream is spiked with cracked and whole black Telicherry peppercorns for a full-flavored peppery zing that perfectly compliments the slight citrus and gentle mushroom notes of the paste. It sports a fluffy white penicillium mold rind, and its round shape and black Telicherry peppercorn garnish makes it look like a snowball.

Serving Suggestions

When young, the cheese is best with unflavored crackers or oatcakes. It also makes an excellent addition to sauces. As it ages, it develops a flinty texture and the pepper becomes more pronounced. At this age, it is great sprinkled over salads or pasta, soups and sauces, and of course, all by itself! For a decadent holiday treat, pair the Bridgewater with a citrus-y Bourbon or strong Madeira.

February Manchester

\$11.99 ea. (reg. \$14.99 ea.)

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.

Serving Suggestions

Warmth will bring out the earthiness of this cheese. Broiled for about ten seconds, it pairs excellently with fig cake, local strawberry jam, or a sweet salami like finnochiona.



Guided travel with zingerman's TO THE SOURCE OF GREAT FOOD

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. We eat, we talk with the locals, and we learn directly from the artisanal food and wine producers about what they do. On our tours, you'll go behind the scenes and learn from the locals about what makes the food so special. Come find out for yourself!

2013 tours

Traverse City/ Leelanau Peninsula, MI Our first domestic tour! May 17-19

A very special 3-day tour, packed full of tasting, eating, drinking, and learning about great food and beverages directly from the artisans who make them! These producers will open their workshops to us and share their passion for what they do. The local food scene up there is thriving – from farmers and cheesemakers to chefs and winemakers, everyone we talk to in that area is really excited about what's happening and how vibrant, and delicious, their local food web has become.



Piedmont, Italy Sept 25-Oct 3

We'll dine on regional specialties, and we'll go behind the scenes and learn about some of the wonderful products of the region, such as risotto, chocolate and nougat, cheese, polenta, grass-fed beef, the elusive white truffle, grappa, and of course the wide variety of wines, from the big reds such as Barolo, to the sparkling whites. And we'll put on our aprons and get a hands-on cooking class directly from a Piedmontese chef!

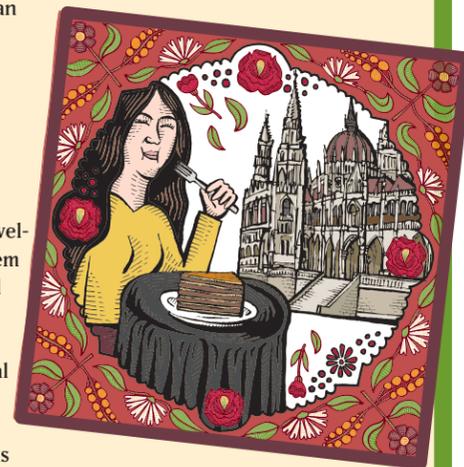


Tuscany October 6-14

We'll visit traditional small producers of some of the region's finest foods – from the massive wheels of Parmigiano-Reggiano, to the beautiful, small bottles of real balsamic vinegar, from Chianti Classico wines and artisanal olive oil to the melt-in-your-mouth prosciutto crudo. And we'll roll up our sleeves and enjoy Tuscan cooking lessons in a 15th century villa in the rolling hills outside of Florence.

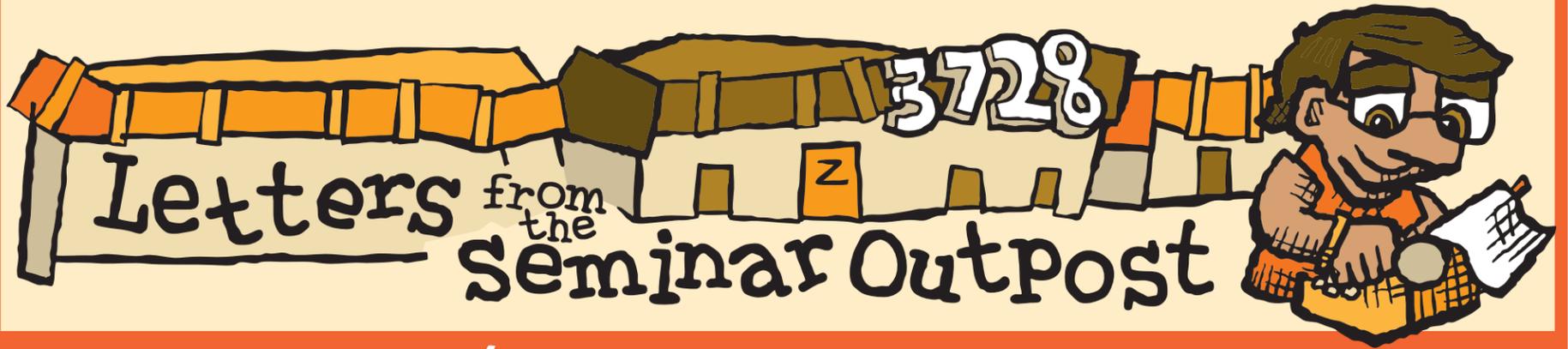
Hungary October 15-25

We've been blown away by the amazing artisanal food of Hungary and by the warm welcome of its people, and we want to share them with you! Hungary has an incredibly rich and varied food tradition reaching back at least 1500 years, including an Eastern European Jewish influence. From the regional cheeses, wines, cured meats, and bountiful produce, to the incredible breads, pastries, and elegant multi-layered tortas, Hungary has it all.



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!

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THE ZING TRAIN CURRICULUM : CONSTANCY, CHANGE AND THE CORE OF WHAT WE TEACH

2012 has been a year of much change at ZingTrain. We moved into our first-ever dedicated training space. We hired two wonderful new folks to join the ZingTrain team. We hosted our first guest speaker. And launched our series of free monthly call-ins. And that's just listing the big stuff!

What has remained reassuringly consistent in 2012 is the core curriculum of our training, the foundation of all that we do here at ZingTrain – sharing Zingerman's unique and uniquely successful approach to business through our seminars, workshops, and custom training.

It has been absolutely wonderful - during this time of much change - to hear over and over from our clients and seminar attendees that they find our training relevant, resonant and applicable, no matter what industry they work in.

CURRICULAR CORE AND CONSTANCY :

The intent behind ZingTrain and the ZingTrain curriculum has always been to share the tried and tested recipes, tips, techniques, and concepts that have worked for us over the years, and that we believe to be key to Zingerman's success as a business.

Not surprisingly, the core content of our seminars and workshops comes from material that is already being taught – formally and informally – to our staff. For our external seminars, we add content (and behind-the-scenes tours of our businesses) to make the Zingerman's mission, values and culture explicit so that you can absorb our materials in the appropriate context – something we don't do as formally in our internal training since our staff live in, are part of, and in fact create, our culture.

"Such an exceptional class. I loved the panel, Ann and Joanie did a wonderful job. Both days. Food was great. Room was comfortable. Information was life changing and applicable to all areas of my life."
- Seminar attendee from U of M Hospitals and Health

Way back then, when we opened our doors 18 years ago, the ZingTrain seminars focused on the content we felt most confident in: The Zingerman's Experience seminar – an overview of who we are and what makes us tick. The Art of Giving Great Service, which is based on an internal class of the same name that is still taught to every single employee we hire. Bottom Line Training, where we reveal our Training Compact, which is all about how to develop and administer training that positively affects your bottom lines and Award-Winning Merchandising, which was all about how we create our unique, nationally-recognized look and feel.

CURRICULAR CHANGE :

With time, came change. In several different ways.

Teaching is the fourth level of learning. A happy outcome of creating and teaching our seminars was that as we taught the material, we learned it in a new way! So we tweaked the material to make it better – and then realized that we could and should - make those same changes to our internal training. And so the material evolved.

Some of the curricular changes were driven by recurring questions from seminar attendees that we did not have the time to answer meaningfully during the seminar. For example, Working with Zing!, which addresses HR related questions, was born from questions that we encountered most often in the Art of Giving Great Service and Bottom Line Training seminars. But, true to our core intent, it wasn't until we had had a strong Human Resources manager at Zingerman's for several years that we launched a seminar that shared our (now tried and validated) HR systems with other businesses. It was much the same with our Fun, Flavorful Finance seminar. To launch

"Good practical solutions. Very welcoming and a great positive environment. Nice to be around other like minded people with similar issues."
- Seminar attendee, June 2011

that one, we waited until we had successfully practiced Open Book Management for a few years and deeply and organizationally understood the resources and training needed to make it succeed.

OTHER CHANGES ARE DRIVEN BY, WELL, CHANGE!

In 2010, Ari wrote the first book in the Lapsed Anarchist Series: *Zingerman's Guide to Good Leading – A Lapsed Anarchist's Approach to Building a Great Business*. In it, he articulated the 12 Natural Laws of Business. The more we used and taught the 12 Natural Laws within the day-to-day work we were doing at Zingerman's, the more we realized that they were the distillation of all that we were doing here. And so The Zingerman's Experience seminar was redesigned to be based on the foundation of the 12 Natural Laws of Business.

Evolution is also how the Award-Winning Merchandising seminar became the Zingerman's Marketing Secrets seminar. When we first offered the seminar, it was focused on merchandising because merchandising was what we did. We barely did any intentional marketing – a few ads here and there – but really much more of a focus on in-store displays and signage. Over the years we started doing more Marketing (though not advertising, we're still not big on that). We hired a Marketing Manager and became far more intentional about our presence in the media and leveraging it. And as we evolved, the seminar evolved too.

As media evolves yet again, we're getting more and more questions about online and web-based marketing. While we can share our approach to those in the seminar, we know we are not the experts – so we are partnering with an Ann Arbor company, The Whole Brain Group, whose primary business is helping companies attract clients and customers online.

AND SO, BACK TO THE CURRICULAR CORE :

The more we teach, the more we recognize that there is never enough time to cover every single thing we want to teach in any one seminar. We strive, then, to identify what information will create the most value to the most diverse group of attendees. And then we design the presentation of that content so that during any given seminar we have the flexibility to present additional material or explore a slightly different path to suit the inclinations of a certain seminar audience or client.

At the end of the day, however, the core of what we are trying to do here at ZingTrain is not at all about telling you what you should do. It's all about telling you what we do, why we do it, and how we do it. And we want to tell you in a way that makes it easy for you to absorb it and then adapt it, and if it is a good fit, apply it when you go back to your business.

"These 2 days have clarified who I am, what I do best, and how I'll be moving forward in my next 5 years of business and life, and I am incredibly thankful. Thank-you!!! I cannot recommend them highly enough. Plus, the food will rock your world."

Mark Matson, Norwegian Squeegee - Meticulous Window & Gutter Cleaning
www.hireaviking.com

And what we like best about having that as the core of who we are is this: when you go back and apply what you've learned to your business, and then tell us all about it, we see our own systems and tools used in a whole new way, and then we learn from you! And implement your learning to our business, and a brilliant cycle continues ...

Join us for a seminar in 2013. Connect with us and tell us how you've implemented what you learned from us. Feed the learning cycle!

ZingTrain Community Builder

Zingerman's
Catering
and
Events

buy one
get one half off!
January and February ONLY!

Here's some great news to kick off 2013! Place a catering order for pick up or delivery, and get your next order of equal or lesser value half off. Order what you'd like--bag lunches on Monday, lasagna on Wednesday or whatever else you have in mind, and you'll get half off the lesser order. This offer is good for orders that are picked up or delivered from January through the end of February, so call and order as many times as you'd like.

POT PIE BAG LUNCHES

It's Pot Pie season at Zingerman's Catering! We've combined the warm, buttery goodness of our housemade Zingerman's Deli Pot Pies with the crowd-pleasing convenience of our bag lunches to create the ultimate winter feast for your office – Zingerman's Catering Pot Pie Bag Lunches.

Pick from a bevy of individual pot pies – there's a flavor for every palette! Each pie will be sent hot, with a tossed green salad, balsamic vinaigrette, a mini brownie, napkin and utensils. All this for only \$16.50 each!

Choices Include:

Zingerman's Classic Chicken Pot Pie
John H. Turkey-Turkey Pot Pie
Fungi Pot Pie (Vegetarian)

Darina's Dingle Pie (Lamb)
Cheshire Pork Pie
The Red Brick Beef Pot Pie

BOGO Fine Print: This offer cannot be combined with other discounts. This offer is only valid for orders from Zingerman's Catering. Discount will not be applied to equipment rentals or service staff. Service fees for events will be based on non-discounted totals.



THE HOLIDAYS MAY BE OVER, BUT THE CULINARY

GIFTS

JUST KEEP ON COMING!



CHARLES POIRIER'S LOUISIANA CANE SYRUP

I don't know exactly how many new foods are sent our way from producers and distributors that would like us to carry their products. I probably should keep track, but for the moment let's say it's a hundred a month, which would mean well over a 1000 a year. We taste them all, but bring in only a handful to sell. So, something has to be truly great if we're going to make shelf space for it. Every once in a while, something hits me in the best possible way. Hits me as in, I taste it and totally LOVE it right off the bat. Love at first bite, I guess you could say.

As you can probably guess from this rather long introduction, I found one of those foods this past fall. Old style, traditionally made, cane syrup made by Charles Poirier down in Lafayette, Louisiana. Charles' production is so small that it's only slightly bigger than what would be called home-made. He's doing the entire thing on his farm: growing the cane, crushing it, cooking it down, and bottling it. And what he's producing is truly one of the tastiest things I've tried in a long time!

While cane production and processing for syrup (and sugar) were once found all over the area, they're now almost nonexistent. As the local production has petered out over the last century or so, so too has all the infrastructure and community knowledge. Charles spent a good bit of time looking for someone to teach him how to make syrup. "About seven years ago I found an older gentleman named Harold just south of Baton Rouge. I was telling folks I was interested and someone gave me his number. He said I could come watch me while he made a batch. So I did."



Like so many people in the food world, Charles was driven by the desire to rediscover family tradition. "My great-grandfather in St. Martinville used to make syrup. He died in 1941. My father told me about [it], and how he made cane syrup before he passed away and so I've had it in my mind ever since."

The yield is anything but high. "It takes about 15 gallons of juice," Charles explained, "to make about a gallon of syrup. It takes me about 6 1/2 to 7 hours to cook it down. I cut all the cane by hand. I enjoy doing it. At first I was just making it and giving it to family and friends. But now, we've started to sell a bit of it." Happily for us he has just enough to be able to sell a few dozen bottles. Supply is, of course, very limited.

For me, tasting Charles' cane syrup is the complete opposite of eating the white sugar that's so prevalent in our society. Try to imagine brown sugar, straight from the cane, in liquid form. I'm not a big sweet-eater but I've actually taken a few swigs straight out of the bottle.

I could probably put together a whole cookbook of recipe ideas (maybe I will), but here are a few of my favorites. Try a touch of the cane syrup on sautéed sea scallops. It's fantastic! It's terrific on corncakes, pancakes, French toast, or donuts. It's beautiful on biscuits, drizzled on roast duck, or on grilled pork chops. Try it on any of our great aged sheep cheeses, or in the stone ground Irish oatmeal we have at the Deli. I mixed some into a bottle of sparkling water and it was so good that I think I could drink it all day. In fact, I think it might be good on almost everything, now that I think about it! Beautiful stuff!

KIFLI FROM THE ZINGERMAN'S BAKEHOUSE

I wrote about these incredible little cookies in the last newsletter, but they're so good that I'm bringing them back. Each time I taste them I like them even better than the last. Slightly crumbly, buttery, melt-in-your-mouth almond cookies, they're the kind of cookie I could eat almost every day!

I sent a box to my friend Alex Carbone out in California. Her response was so poetic that I have to share it: "When I opened the package I had a Proustian moment," she wrote, "wherein for a second I remembered the smell of the Polish cookies my Aunt Helen used to make at Christmas. I drink a lot of tea and sometimes coffee, and I like to just have a little something, not a big guilt inducing something, but just a tasteful, ladylike cookie, and these were so dainty and so crumbly and so not-too-sweet. They were a lot like the Spanish Torta de Santiago, which is one of my favorite desserts, but in a crumbly cookie form. And I liked the hit of salt at the end. Yum! The other folks I served them to also loved them, including a guy whose wife is Hungarian. He was wondering where to get them because they tasted just like stuff he's had in Hungary. A smashing success all around."

I agree completely with Ms. Carbone. The kifli truly are terrific. Ask for a taste next time you're in the Zingerman's Bakehouse.



ZZANG!® BARS AND CHEESE – A SURPRISINGLY GOOD SWEET SAVORY COMBO

When a good friend of mine who works with food for a living told me that she'd been doing a lot of work with cheese and chocolate pairings, I have to admit I was a bit skeptical. I love cheese, and I have a very high appreciation for great dark chocolate. But, I admit I'd never imagined, even in my wildest culinary daydream, that the two would make a great combination.

Boy, was I wrong. Cheese and chocolate kicks some culinary ass. I should have known because my friend has a very good palate, and has steered me towards all sorts of good eating experiences. And sure enough, she was right (as usual). Cheese and chocolate are a pretty marvelous combination, and using both filled truffles and pieces of chocolate bars, we put together a dozen different seriously good combos. Like I said, I was skeptical, but the sweetness and dark depth of the chocolate stood up wonderfully next to the creaminess of the various cheeses.

Having converted to the cause of cacao and curds, I had the thought of carrying this confection and cheese pairing idea a bit closer to my Zingerman's home. If chocolate truffles were good with cheese, why not try it with a Zzang!® bar? So, we set up a cheese tasting at Zingerman's Candy Manufactory. We laid out slices of the four candy bars, some of the peanut brittle and a bit of Burnt Butter Fudge.

Along side the sweet stuff, we put out a dozen of our favorite cheeses and let the pairings commence. Here are some of the best:

The Wowza bar and a full-flavored blue cheese like Dunbarton Blue, or Stilton.

The Cashew Cow™, with its cashew brittle base, and Gouda of all ages.

The Original Zzang! (peanut butter & honey nougat dressed in dark chocolate) and a piece of Parmesan.

And the Peanut Brittle was superb with pretty much every cheese!

But, those are just a few of my thoughts. Experiment and have fun on your own. It's a great way to finish an evening meal, or enjoy a refreshing afternoon adventure.

ALCAM WHEY CREAM BUTTER FROM WISCONSIN

Add this new arrival from Western Wisconsin to the long list of delicious butters we've got at the Zingerman's Deli. This one comes from the Alcam Creamery in the town of Richland Center, WI, about an hour northwest of Madison. The creamery was started in 1946 by Cameron Peckham and is currently run by his son Gary. The butter is still all hand-rolled and paper-wrapped in the appealingly old-school style.

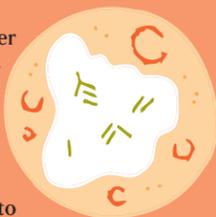
More importantly, it tastes great. It's got one of the biggest flavors I've ever tasted in butter. The whey cream makes a big difference, because the whey is taken off after the cheese curd has been set. So, all of the cultures and flavor development from the cheese are carried into the whey. It may be the cheesiest butter you've ever tried.

What to do with it? Anything you do with butter will be better with a higher-quality butter. The main thing is to eat it, cook with it, bake with it, or roast with it! Whatever you cook will be sure to taste better!

LANGÓS – HUNGARY'S MOST POPULAR STREET FOOD EVERY TUESDAY AT THE BAKESHOP!

While langós is almost unknown over here, in Hungary it's almost everywhere. There are langós stands all over the country, the same way that hot dog carts cover Manhattan, or falafel stands all over the Middle East. Almost anyone who's been to Hungary, or has Hungarian roots, gets very excited when I tell them we make it. It's like offering a corn dog to a kid who grew up going to the county fair.

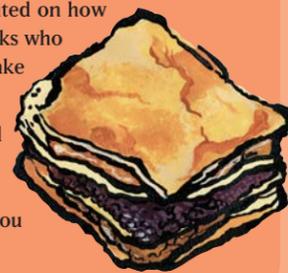
Langós is quite simply a flat disc of deep-fried bread dough. Most langós are brushed, right out of the fryer, with a wisp of garlic-flavored water, and then topped with chopped ham, sour cream, and a touch of chopped dill. Like most fritters, it's far better eaten just a few minutes after it's emerged from the fryer. Come in to the Bakeshop on Tuesdays for lunch and get 'em while they're hot!



FANTASTIC HUNGARIAN FLODNI FROM THE ZINGERMAN'S BAKEHOUSE

While very few people in Ann Arbor will have heard of flodni, in Budapest their acclaim probably couldn't be much bigger. During our visit to Hungary's capital city last year, I'd have to say that flodni were one of my favorites of all the great foods we ate. They're also one of the best known of the city's traditional Jewish pastries, which probably accounts to some degree for their popularity. Before the Holocaust, nearly a quarter of Budapest's population was Jewish. And, it's safe to say that a whole lot of folks of all religions were eating and enjoying flodni in integrated, international Budapest for many years before the war. Many Hungarians, both Jewish and Christian, have commented on how excited they are to see them as one of our regular offerings. We've even had a couple of folks who have teared-up at just the sight of the flodni. The memories of a grandmothers' baking can make a big mark on someone's soul.

For the inexperienced, flodni consist of an inch of ground poppy seeds, layered with chopped apples, honey, and toasted walnuts between two sheets of lightly sweetened, slightly crumbly, all-butter pastry. I think they're perfect for an afternoon cup of coffee or tea. If you're looking for a great new sweet with a superb story to go with it, ask for a taste next time you stop in!



THE BIG BREW BOARD AT THE COFFEE COMPANY

For the past few years at the Zingerman's Coffee Company, we've offered several different ways to have us brew your coffee. Each method, as you'd probably expect, will produce a coffee with a slightly different flavor and texture. While we've known all about these methods, we've unintentionally kept them a secret from you. But those days are over—the brewing-method bonanza is all out in the open now!

We've got the Big Brew Board up and mounted over the counter so you can see the brewing options for yourself. Better still, we've spent multiple hours of brewing, testing, and tasting to match up what we think are the best combinations of brewing-methods and beans.

Pourover

This is a very simple, and very tasty way of making coffee. We grind the coffee of your choice to order, pour hot water over it, which then drips down through a standard paper filter into the cup. Pourover brewing generally produces a balanced cup, and the light filtering removes some oils while retaining body. The Pourover is one of our most popular methods.



Clever

A relatively recent addition to the world's array of brewing methods, the Clever is sort of a combination of a French press and a Pourover. Originally invented in Taiwan for making tea, it quickly took the coffee brewing world by storm. Hot water is poured over, and into the ground coffee, which is then suspended in the hot liquid during brewing. Then, like the Pourover, it releases the liquid coffee from the grounds so it doesn't over-steep. The Clever makes a very well rounded cup of coffee without the density of the French press, and it works well with almost all coffees.

Chemex

Chemex is comparable to the Pourover, but uses a heavier paper filter to make for a cleaner, more 'refined' cup. This is Allen's favorite way to make drip coffee at home. The name is derived from its development by German chemist, Dr. Peter Schlumbohm, PhD, back in 1941, and it's certainly one of the most visually appealing of the alternatives. The brewing vessel looks a bit like an hourglass, and the top part holds the Chemex paper filter (originally laboratory filter paper). Hot water is poured through it into the top half of the glass, and the brewed coffee fills the bottom. Because the filter is thicker than most, we often use a slightly coarser grind than a regular cone drip. After brewing, the filter is discarded and the brewer is used as a server. The Chemex makes for a very clean cup of coffee.

French press

The French press, or press pot, was invented in France in probably the late 19th century. Freshly ground coffee and hot water are mixed in direct contact in a glass carafe. The glass has a plunger screen mounted on a moveable post. After the coffee has steeped for about 3 minutes, the post is pressed down to hold the grounds to the bottom of the carafe. The filter is a relatively coarse wire mesh with less filtration than paper, leaving more oils and a bit of coffee solids suspended in the brew. French press definitely makes for a bigger-bodied coffee. It reminds me of eating unfiltered olive oil; it leaves a bit more of the "bones" of the coffee in the brew.



Aeropress

Invented in 2005 by Alan Adler, the same guy who came up with the Aerobie disc that took the Frisbee to a new heights. The Aeropress uses a tight fitting plunger to force the brewed coffee very quickly through a filter at high pressure. It produces a small, intense cup of coffee fairly quickly.



Siphon

Other than the espresso machine, this is the most elaborate brewing mechanism we have. Depending on whom you ask, it was developed in Germany in the 1830's, or by Robert Napier in 1840. Either way, it was very much a product of its era. Scientists were messing around with their relatively new understanding of vacuums, and improved coal furnaces made quality glass much more affordable. The siphon pot uses two glass globes connected by a small glass "neck." The initial process of water rising from the bottom globe to the top globe is driven by steam pressure created as the water approaches boiling. Once the water has been pushed into the top globe and steeps with the coffee, the heating element is removed, and the vacuum created in the bottom globe uses negative pressure to draw water down through the fine mesh filter. It produces a cup that has some of the benefits of a press pot, but with a little more filtration. We've found the siphon is particularly successful for coffees that are bright and fruity (it's the staff favorite for our Ethiopian coffee). The siphon pot brewing does take a bit longer, so this isn't one to order if you're in a big hurry, but if you've got a few minutes it sure does make for pretty marvelously clean cup.

Espresso

Probably the best known of the bunch today, the espresso process was developed in Italy in the late 19th and early 20th centuries. Espresso brewing forces hot water under pressures through a small bed of coffee in a very short, intense burst—about 25 to 30 seconds. The pressures and temperature produce a small amount of thick crema. The crema is an actually an emulsion of aromatic oils that form a mesh of oily bubbles on the surface. This method tends to magnify the oils, sweetness and acidity that are in the roasted coffee. We typically like coffees that are sweet and lower in brightness because of this.



Ari

Handmade Pot Pies to Cheer Up Your Winter Blues

Zingerman's Classic Chicken Pot Pie

Free range chicken hand-picked off the bone and blended with big chunks of carrots, celery, potatoes, onions and herbs. Wrapped in a handmade butter crust. It's the perfect lazy cook winter meal; it's warm, filling and easier than pie.

John H. Turkey-Turkey Pot Pie

Harnois & Son Farm turkey with big chunks of celery, carrots, onions, potatoes and spiced with Turkish Urfa pepper and fresh herbs, and then wrapped in a handmade butter crust.

Fungi Pot Pie

(Vegetarian selection!)

A fun pie for the fungiphiles! Michigan Maitake Mushrooms, Tantré Farm Organic Shiitake Mushrooms and a little Balinese Long Pepper, tucked in an all-butter crust.

Darina's Dingle Pie

A salute to the miners on the Dingle Peninsula of Ireland: This pie is made with lamb from Back Forty Acres in Chelsea, MI, loads of potatoes, rutabaga, onions, and a dash of cumin and rosemary. Wrapped miner-style (no tin) in a butter crust.

Cheshire Pork Pie

Made from a 4-H Tamworth hog raised by Nic Harnois a future star farmer from Northern Washtenaw County It's braised with onions, apple cider, and spices, then stuffed in a handmade pastry crust with apples from Kapnick Orchards in Britton, MI. Wrapped miner style (no tin).

The Red Brick Beef Pot Pie

This beef pie is our heartiest one yet. Packed with big chunks of all natural beef from Ernst Farm here in Washtenaw County, carrots, potatoes, fresh herbs and wrapped in our handmade crust.



Stock up and save!

Pot pies are only available in January & February.

Buy 10, take 10% OFF!

Buy 20, get 20% OFF!!

Buy 30, get 30% OFF!!!

Also available frozen, ready to heat and serve.

Zingerman's Pot Pie Bag Lunches!

It's Pot Pie season at Zingerman's Catering! We've combined the warm, buttery goodness of our housemade Zingerman's Deli Pot Pies with the crowd-pleasing convenience of our bag lunches to create the ultimate winter feast for your office – Zingerman's Catering Pot Pie Bag Lunches.

Pick from a bevy of individual pot pies – there's a flavor for every palette! Each pie will be sent hot, with a tossed green salad, balsamic vinaigrette, a mini brownie, napkin and utensils. All this for only \$16.50 each!

Call 734.663.3400 or go to www.zingermanscatering.com to make your next staff meeting a comfort-food feast!

Zingerman's
Catering
and
Events



Roaster's Pick

January Salvadoran Las Ranas Juicy Bright Fruit

dark cherry, hints of citrus fruit. Sweet, light and bright. A more lightly roasted version of the Salvadoran that we used in the Holiday blend. This roast accentuates the tart juicy fruit flavors.



February Filadelpho Juarez Honduran Micro-lot

This is the second year that we've worked with our friends at Union Microfinanza to directly purchase Filadelpho Juarez's crop. We continued to taste coffees from many small producers in the same region and once again this was our favorite. Notes of grapefruit, honeysuckle and tropical fruit.

Allen

TINNED FISH

of the month

33%
off

January Ortiz Sardines

Big and meaty, these pilchards are cleaned, cooked, and packed by hand. Preserved with olive oil in a beautiful glass jar, they are packed upright in the traditional old-world style. Their mellow, briny-sweet flavor will actually improve over the years, if you can wait that long! \$10.00 (reg. \$14.99)



February Mussels In Escabeche

These bright orange mussels are harvested from platforms in the Galician estuaries. After being fried in olive oil, they are preserved in a traditional Spanish sauce called *escabeche*. They're velvety, meaty, briny and tangy. An exciting and essential addition to anyone's tinned fish collection! \$10.00 (reg. \$14.99)

take the tour de food AND HELP AVALON HOUSING PROVIDE AFFORDABLE HOUSING AND SERVICES TO OUR NEIGHBORS IN NEED

(Tour de Food Details On The Back Cover)

Avalon's mission is to develop and manage permanent affordable housing with support services for people who are homeless or at risk of becoming homeless. Providing this support helps our tenants to achieve stability and be part of a productive community. It also helps them to maintain housing in a safe and supportive environment. Avalon provides housing opportunities for many people who are not served by the for-profit housing market. We target a wide range of single adult and family households that are in need of affordable housing with supportive services. Avalon prioritizes serving the following populations:

People with mental illness	Homeless Veterans
People with physical disabilities	Homeless youth
Survivors of domestic violence	Chronically homeless
People with substance abuse disorders	individuals and families



Our 2012 Tenant Profile:

280 Apartments in 25 locations in Ann Arbor
400 Tenants served
75 Children served
Average income of our tenants is \$10,517 per year.
55% of our tenants make less than \$800 per month
56% of our tenants have been at Avalon more than 4 years

At Avalon, we believe:

The most effective solution to ending homelessness is supportive housing.

Safe, decent and affordable housing is a basic human right.

Building community is essential to helping people achieve self-sufficiency.

Zingerman's is a proud supporter of Avalon Housing and we hope that you'll join in helping to make an end to homelessness in Ann Arbor. The health of our community is a responsibility we all share. Please help by embarking on the Tour de Food at Zingerman's, and invite your friends! You may also make a direct donation to Avalon Housing, and you can find more information at www.AvalonHousing.org.

what's bakin' at

Zingerman's
BAKEHOUSE

?

BAKE!-cations®

Our BAKE!-cations are like fantasy camp for home bakers. Get ready for an action packed weekend of hands-on baking. And with a group of just 12 or fewer students, you'll get all your questions answered. You go home with our recipes and everything you baked in class. Includes breakfast and lunch each day too! \$500 per person.

Book your BAKE!-cation today at www.bakewithzing.com

February 9 & 10

Pastry Weekend

March 2 & 3

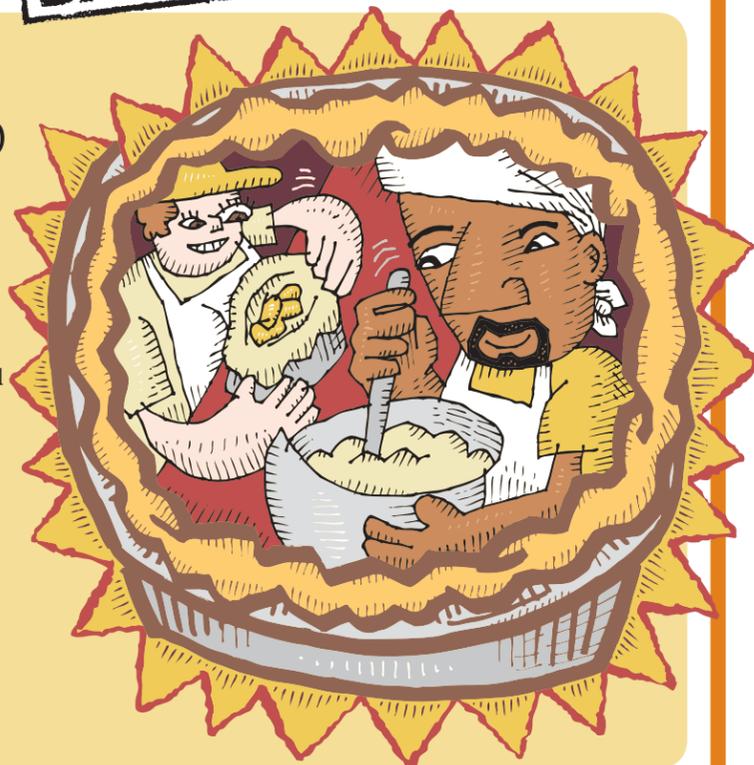
Bread Weekend

April 6 & 7

NEW Pastry
Weekend 2.0

May 4 & 5

NEW Bread
Weekend 2.0



Zingerman's Cupcake Calendar

7 scrumptious cupcakes.
1 for every day of the week!

1. Buttermilk cake
with honey butter cream

2. Chocolate cake
with chocolate
hazelnut butter cream

3. Buttermilk
with lemon butter cream

4. Carrot cake
with cream cheese icing

5. Chocolate cake
stuffed with raspberry
preserves, covered
with white chocolate
butter cream

6. Buttermilk cake
stuffed with dulce
de leche, covered with
salted caramel
butter cream

7. Chocolate cake
stuffed with mint pastry
cream, covered with
chocolate butter cream

(all our cupcake flavors are available every day!)

Zingerman's
BAKEHOUSE

special bakes

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

January

4th & 5th
Black Olive Farm
Bread

11th & 12th
Loomis Bread
(Cheshire cheese &
red pepper)

18th & 19th
Pumpnickel
Raisin Bread

25th & 26th
Barches
Hungarian challah
bread with paprika

26th
Blueberry Buckle
Coffeecake

February

1st & 2nd
Chernushka Rye
Bread

8th & 9th
Peppered Bacon
Farm Bread

13th & 14th
Chocolate Cherry
Bread for
Valentine's Day

15th & 16th
Porter Rye Bread

22nd & 23rd
Scallion Walnut
Bread



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

Call ahead to order
your special loaves:

Bakeshop—3711 Plaza Dr. • 761.2095
Roadshow—2501 Jackson Rd. • 663.FOOD (3663)
Deli—422 Detroit St. • 663.DELI (3354)

Cake of the month

20% off
whole cakes
& slices

January Raspberry White Chocolate Chiffon Cake

It looks a little like a winter snowfall and tastes heavenly. Layers of vanilla chiffon cake filled with vanilla bean pastry cream and Italian raspberry preserves, all covered in vanilla butter cream and white chocolate shavings.

February Rigó Jancsi

(ree-go-yon-chee) A Hungarian coffeehouse torta named after a famous Hungarian violinist. It's two light layers of chocolate sponge cake filled with chocolate rum whipped cream and iced with apricot glaze and dark chocolate ganache.

bread of the month

January Rustic Italian Round \$4.50/ea. (reg. \$6.25)

One of our best selling breads for its versatility. It has a beautiful white crumb and a golden brown crust. From panini to PB&J, it does it all.

February Sourdough Round \$4.50/ea. (reg. \$6.25)

Good enough to ship back to California. Crisp, crackly crust, moist honeycombed interior and the trademark sour tang that will tickle your tongue.

you really can taste the difference!

ISSUE # 236 • JANUARY-FEBRUARY 2013