

Zingdish!

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

Zingerman's DELICATESSEN

Deli: 734.663.3354 • Next Door: 734.663.5282

All of our tastings are hosted at Zingerman's Events on Fourth at 415 N. Fifth Street in Kerrytown Market and Shops

Deli Tastings and Events

Brinery POP IN

Thu., May 16, 5-9:30pm

The Brinery's David Klingenberg shows us fun and unique ways to incorporate his fermented line of veggies into everyday dishes. Check out the menu coming online soon.



Summer Wine and Cheese Tasting

Wed., Jun 19, 6pm, \$40/person

Who doesn't love a summer evening of wine and cheese? Come join us for some carefully selected pairings of wine and cheese by our cheese mongers and don't forget to bring your taste buds. These tastings always sell out fast so sign up early.



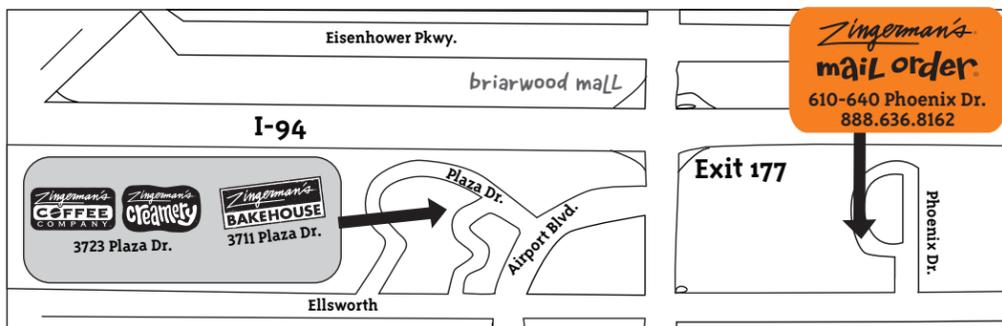
Shhh!

CAN YOU KEEP A SECRET?

Zingerman's is having THREE special Warehouse SALES this summer!

• May 10th from 11am- 4pm • June 7th from 11am- 4pm • July 12th from 11am- 4pm

huge warehouse discount on tons of items



Shoot an email that says "Sign Me Up!" to warehousesale@zingermans.com to receive our sale alerts!

Sandwich of The Month

May: It's All Gravy

Our house-made meatloaf is happily sandwiched between two thick slices of white bread. And we've brought the next level in sandwich topography to the Deli—it's all nestled under a blanket of beef gravy to make it both warm, and soul warming.

Fork, knife, and napkins included.

\$9.99



June: Balin's Breakfast Belfry

A scrumptiously sweet neighbor to our Monte Czingo. This treat layers cherished morning ingredients to create a power tower of a breakfast. Buttery Bakehouse White bread is fried in a Calder Dairy fueled cinnamon batter and then baked. The slices are held together with Zingerman's Creamery award winning, velvety cream cheese, and our favorite preserves. Michigan Maple syrup on the side. Woah.

Available 7-11am.

\$11.99



Hands-On Baking Classes

3723 Plaza Drive • 734.761.7255

Hurray for Challah

Thu., May 30, 5:30-9:30pm, \$100

In this class we will teach you to bake your own rich and soft challah bread. You'll create a traditional 6 stranded braid, a turban shape studded with rum-soaked raisins, and a seeded Moroccan challah. You'll leave BAKE! with 3 recipes, the knowledge to recreate them at home and 3 loaves of bread you made in class.



Scrumptious Scones & Buttery Biscuits

Wed., Jun 19, 6-9pm, \$75

Learn the tips to flaky and tender scones and biscuits. We'll make Bakehouse classic ginger scones, sweet potato biscuits (a staple at Thomas Jefferson's house) and Southern style buttermilk biscuits. You'll leave BAKE! with the knowledge to make these pastries at home, 3 recipes and 3 dozen pastries you made in class.



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

Zingerman's roadhouse special dinners

Siete de Mayo Celebración

Tuesday, May 7 • 7pm • \$50/person

Continue Cinco de Mayo with a celebration on Siete de Mayo! Each year Chef Alex and crew explore a new part of Mexican heritage, this year focusing on the Oaxacan region of Southwestern Mexico. Known as the "Land of the Seven Moles," Oaxaca is blessed with an abundance of vegetables grown in the central valley; fish and shellfish from the southern coast and Isthmus regions; and a year-round supply of tropical fruit from the lush area bordering Veracruz.

Our Siete de Mayo menu is filled with traditional foods to the Oaxacan region including maso sopas and tamales. This dinner is a staff and guest favorite and sells out quickly, make your reservations early!



Zingerman's Camp Bacon 'Bacon Ball'

Friday, May 30 • 7pm • \$50/person

The kick off to Camp Bacon 2013, we've dressed bacon up in its finest attire and it's ready for a party! Smoked, boiled, fried, baked and grilled, we'll give bacon it's shining moment in a dinner meant for all true bacon lovers.

The "Gulfish" Fish Dinner: American Seafood from the Gulf of Mexico

Tuesday, June 11 • 7pm • \$50/person

The Roadhouse has long had a passion for serving the best and freshest seafood we can find. For this dinner we have paired with Jimmy Galle from Gulfishing. Gulfishing delivers fresh, sustainable, wild and traceable American seafood from the Gulf of Mexico. We'll dine on fresh head-on shrimp, blue crab, crawfish and other interesting varieties of seafood.

Bourbon Trail BBQ Dinner: Celebrating Great Kentucky Bourbon and BBQ

Wednesday, July 10 • 7pm • \$55/person

Join the Roadhouse as we travel down the Bourbon Trail, located in the heart of Kentucky. Established in 1999, the Bourbon Trail celebrates the time-honored tradition of making fine bourbon, highlighting the seven member distilleries and celebrating their craft. We'll be pouring, tasting and cooking with bourbons from Four Roses, Heaven Hill, Jim Beam, Maker's Mark, Town Branch, Wild Turkey and Woodford Reserve, and featuring a Kentucky BBQ menu of burgoo, mutton and bourbon BBQ sauces.

Roadhouse Special Dinners are 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.



3723 Plaza Drive
734.929.6060

Please call for reservations: 734.929.6060

"Second Saturday" Tour!

May 11 & June 8 • 11am-noon • FREE!

Join us monthly for an open-to-the-public, no-reservation-required event. Sit down with Coffee Company managing partners Allen and 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

Sunday, May 12 • 1-3pm • \$20/person

Sunday, June 16 • 1-3pm • \$20/person

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



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

you really can taste the difference!

ISSUE # 238 • MAY-JUNE 2013

27 WAYS TO PROVE THAT EVERYTHING TASTES BETTER WITH BACON

The phrase has been used so much that it sounds kind of clichéd. But the truth is most everything really is kind of better when you make it with bacon. Below I've put together a couple pages worth of ways that I've had bacon on my mind and on my table. Some are things you can make at home, others are options we make here.

All, of course, will be better with better bacon. You really CAN taste the difference. I list some of the great bacons you can get at the Deli, Roadhouse or zingermans.com on page 5. I'd say try them all. Each is excellent, each has its own unique flavor and its own great story. Each is made by artisans—we know them all, where they come from, how they work, why they do what they do. Most are written about in depth in *Zingerman's Guide to Better Bacon*. And interviews with three of them—Bob Nueske, Herb Eckhouse and Sam Edwards—are on page 5-7.

Some of the ideas below are inspired by *Zingerman's Guide to Better Bacon*. They're marked with a little book graphic so when you see that symbol, know that you can find the complete, in depth, well tested recipe in the book.

Look for this symbol!



1. Bakehouse bread fried in bacon fat

We serve it at the Roadhouse for breakfast seven days a week. But of course it's super easy to do on your own as well. Just buy some Bakehouse bread and save some bacon fat and you're rolling. I'm personally partial to the Roadhouse bread—there's something about the cornmeal and molasses in the bread that brings out the best of the bacon fat. Regardless of which loaf you like, this is a great way to make morning toast, pretty much assured to impress any bacon loving

buddies in your life. Just heat some bacon fat in a skillet, add slices of good bread and fry 'til golden brown. Flip over and do it again on the other side. Eat it hot as it is, or, if you're in the mood, add some of Charles Poirier's amazing Louisiana cane syrup on top. Terrific is an understatement.

2. Hangtown Fry



I love this dish. A classic from the days of the California Gold Rush—scrambled eggs with fresh oysters and a good bit of diced bacon. What could be bad?

3. Bacon and pasta



For a really simple dish fry a piece of bacon in a skillet. There should be a reasonably good amount of fat. If it looks too lean, add some additional bacon fat that you have on hand, or you can make a mixed meal marriage by using some good olive oil as well. While it's frying, cook up some great pasta. The simplicity of the dish means that the quality of the pasta is even more important than ever. I'd recommend the Martelli family spaghetti, the linguine from Rustichella or their Primo Grano chittara, or the recently arrived linguine from the Faella family.

When the pasta is almost al dente take it out of the pot with tongs and drop into the skillet with the bacon. Toss well and cook for a few minutes so that the pasta absorbs the bacon fat. Put it in hot bowls and then top it with a ton (figuratively) of freshly ground black pepper and grated Pecorino Romano or Parmigiano Reggiano.

By the way, this already excellent dish is actually even more amazing with guanciale. You can see a detailed recipe for this *pasta alla gricia* in *Zingerman's Guide to Better Bacon*.

4. Potato and Bacon Rétes at the Bakehouse



Rétes (pronounced "ray-tesh") is the Hungarian name for strudel. These are delicious and the only work involved is driving over the Bakehouse to buy one (or more). Cooked potatoes and Nueske's applewood smoked bacon in hand rolled rétes (strudel) dough that's all baked off to a golden brown. Hmmm . . . bet you can't eat just one slice once you start.

5. Asparagus and Bacon Salad

Fill a salad bowl with fresh mesclun mix or your salad green of choice. Fry some bacon in a skillet. While it's cooking, slice some fresh asparagus into one inch or so pieces. Add it to the bacon and cook 'til it's soft. Throw a sprinkling of white wine vinegar onto the salad greens—I'm partial to the totally terrific Txakoli vinegar that we get from the Basque country. Add a sprinkling of fine sea salt and toss with the greens. When the asparagus is tender (I like it slightly brown) toss it and the bacon onto the salad. Add some grated Parmigiano cheese if you like. Toss the whole thing together and enjoy.

6. Fried Egg and Bacon Sandwiches

Cook a couple slices of bacon of your choice (I opt for Edwards for this dish) in a skillet. Toast a couple slices of Bakehouse bread. When the bacon is done lay it on the toast. Crack the egg into the hot bacon fat. Fry as you like it, then put it on top of the bacon slices. Sprinkle on sea salt and fresh ground pepper. Press the other slice of bread into the egg to break the yolk and eat it while it's hot and messy!

THE MAIN EVENT

Saturday, June 1st, 2013

An all day bacon-fest celebrating everything that is bacon!
 8:00 am to 4:00 pm (breakfast is served at 7:30 am)
 at Zingerman's Roadhouse, Ann Arbor, MI.

\$150/person

A benefit to raise money for the Southern Foodways Alliance



Featuring

Bacon makers Bob Nueske (WI), Sam Edwards (VA), and Herb Eckhouse (IA) discuss their craft.

All the way from Spain, makers of the famed Iberico ham bring fresh and cooked pork and discuss traditional hog raising and curing.

A full-flavored day of food from James Beard Award-winning chef Alex Young of Zingerman's Roadhouse

Nick Spencer, maker of traditional British style back bacon.

Jeffrey Yoskowitz from Brooklyn, NY on the Israeli pork industry.

Bacon fun, bacon games, bacon poetry, bacon prizes and all the bacon you can eat!

Chef Eve Aronoff on Cuban pig cooking



Zingerman's CAMP BACON STREET FAIR

At the Ann Arbor's Farmers' Market in Kerrytown

Sunday, June 2nd, 2013 • 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! Sample the world's great bacons directly from the folks who make it.



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

CAMP BACON

RESERVATIONS FOR THE MAIN EVENT AT WWW.ZINGERMANSCAMPBACON.COM A FUNDRAISER FOR



7. Peppered Bacon Farm Bread at the Bakehouse

By far our most popular “special bake” bread at the Bakehouse. Our naturally leavened farm dough laced with lots of black pepper and bacon and . . . yes, it’s delicious. Yes, many people eat a whole loaf the day they buy it. And yes, many others buy a bunch and freeze ‘em to hold their family over ‘til the next time we bake this baby. Baked June 14-15. Call ahead (734-761-2095) to make sure you don’t miss out!

8. Shrimp and Grits with Bacon



Delicious for dinner, breakfast, brunch or any other time you want to eat. Prepare a good pot of Anson Mills grits—if you’ve never had them, they’re the absolutely amazing ones that we serve at the Roadhouse and Deli every day. If all you’ve had otherwise are commercial grits you’re in for a revelation. They’re a 19th-century corn varietal called Carolina Gourseed, grown organically, cold stone milled, germ left in. They’re so far above commercial grits that the two really shouldn’t have the same name. While they’re cooking, sauté up a good bit of chopped bacon. I really like Broadbent’s or Benton’s but any of the great bacons we have will work. Make a sauce of chopped fresh celery, onion, sweet onion, and bell pepper. Season with some celery seed, sea salt, red and black pepper. Add fresh, peeled and cleaned shrimp (see Monahan’s Seafood Market for more on that subject). Simmer a bit to thicken and serve over hot grits.

9. A Good Sized Bowl of Grits, Bacon, Cheese and Chiles



Speaking of grits, one of the best ways to start the day is a bowl of those amazing grits from Anson Mills, topped with chopped bits of fried bacon, some chopped roasted green chiles (I love the New Mexico chiles we use so many of here), and some grated, aged cheddar. Mix it all together and enjoy! A fried egg on top takes it up a notch, too!

10. Fried Oyster BLT

Fried oysters on a roll topped with some just-cooked slices of bacon. They need lots of mayo, or, better still, some spicy remoulade or a few drops of Tabasco. Got to eat this one while the oysters are really hot!

11. Fried Green Tomato BLT



When we’re getting green tomatoes in the summer and early into the fall, we slice ‘em, flour ‘em, dip them into a bit of egg and (Anson Mills) organic corn meal and fry them up. Put them onto toasted crusty white bread, spread with lots of mayonnaise (spruce it up with a generous dose of Tabasco if you like), sliced tomatoes, and some good leaf lettuce. Squish it all together while the tomatoes are still hot and eat up!

12. Burrata and Bacon, Lettuce and Tomato Sandwiches

This would be among the top ten richest sandwiches you’re likely to have. Burrata is a specialty of southern Italy—day-old chopped mozzarella curd, rolled in fresh cream, then stuffed inside freshly-stretched mozzarella. We make it at the Creamery every week—call ahead and reserve some so we can make sure to have it for you. For the sandwich, cook up slices of bacon—I like the Arkansas Peppered Bacon or the Long Peppered Bacon to offset the richness of

(continued on page 4)

A DOZEN GREAT BACONS to Make Your Day!

Nueske’s Applewood Smoked Bacon — The Deli’s house bacon for over thirty years now and a Wisconsin classic for decades. Smoked for 24 hours over real applewood logs, it’s popular with pretty much everyone who tries it. The late and legendary food writer R.W. Apple adeptly called it “the Rolls Royce of bacon!” Deep, rich, beautiful bacony flavor; a bit sweet, lovingly smokey, long finish that lingers nicely.

Nueske’s Wild Cherrywood Bacon — Equally delicious a bit sweeter still and always excellent. Smoked over wild cherrywood logs from trees that grow in the woods around the Nueske’s home town of Wittenberg. For much more on the Nueske story, see *Zingerman’s Guide to Better Bacon*.

Benton’s Bacon — The biggest, boldest, most bombastic of our bacons. On the eastern end of Tennessee, Alan Benton is curing and smoking bacon pretty much as his grandparents (and probably their grandparents) did deep in the hills of Virginia. Long, dry cure with salt and sugar, and then over 48 hours of smoking over hickory wood. When you want BIG bacon flavor Benton’s would be the way to go!

Broadbent’s Bacon — One of the Bluegrass state’s best bacons. Ronny and Beth Drennan still do the Broadbent family’s hundred year-old recipe down in Trigg County in Western Kentucky. Dry cured the old-fashioned way, then smoked over hickory. Very meaty, tangy, salty. A big hit amongst professional chefs.

Arkansas Peppered Bacon — Another long time favorite here at Zingerman’s. Made near the foot of Mt. Petit Jean in central Arkansas. Delicious, smoky, moist and rich with big mouth feel. The heat rises slowly and it has a long finish. Love it. Great for adding to other dishes as an ingredient—a small chunk of it added to a bean soup will work wonders.

Arkansas Long Pepper Bacon — Same great bacon but this time spiced with long pepper, a cousin of the black pepper we all know around here. Native to India, long pepper was very popular in Roman times and also in American colonial cooking. I love it. It’s got a softer, more sensual spiciness to it.

La Quercia Tamworth Bacon — The Tamworth hog makes for terrifically full flavored bacon. For more on this special, hard to find hog and the meat that’s made from it, see the interview on page 6 with Herb Eckhouse. Powerfully porky, it’s subtly sweet, with big, earthy notes and a particularly long finish

Edwards Bacon — Sam Edwards is the third generation in the family to be commercially curing ham and bacon. He’s a great guy and it’s great bacon—dry cured in salt in the traditional Virginia style, then smoked over hickory. Really delicious full flavor, nicely balanced, hits all parts of the bacon universe in one beautiful bite. My bacon of choice for a classic bacon and eggs breakfast.

La Quercia Iowa Lardo — A pork fanatic’s dream. Lardo is a traditional treat from northern Tuscany. It’s basically pork backfat, cured with salt and spices like you would prosciutto. Imagine prosciutto with just the best part, the fat! This one is made from the high end, free-running hogs raised for Herb Eckhouse at La Quercia. I like it best at room temperature, then laid atop a hot-from-the-oven piece of Paesano bread. The heat of the bread starts to melt the fat and . . . it’s delicious. Or imagine what bacon would be like if you turned it into butter. . . . Long live lardo!



La Quercia Guanciale — Cured pork jowl meat, that’s a huge favorite of Italian food fanatics. A bit richer than regular bacon, it’s an absolutely great cooking ingredient. Just lightly spicy, exotic, a touch sweet, and very rich. Cut into small pieces and then fry it up ‘til it turns golden brown. You’ll get a great textural treat. Crisp little pillows of creamy pork. Earthy and wild, a forest full of flavor.

La Quercia Pancetta — Another excellent offering from Herb Eckhouse and the crew at La Quercia in Iowa. Ready to eat—just slice it thin, let it come to room temperature and serve it up on an antipasto plate. Earthy, creamy on the tongue, lightly spiced, rich and very tasty. It also fries up light and delicate and really delicious for carbonara, salad, pasta or pizza.

Hungarian Double Smoked Bacon — One of the dozens of traditional bacons of Hungary. Known there as *Koloszvari* bacon, it’s very smoky and very good. Like the pancetta it’s perfectly delicious served in thin slices uncooked. It’s also THE bacon to use for a classic Hungarian bacon roast!

Spencer’s British Back Bacon — Nick Spencer studied marketing and moved to the US to be with the woman who eventually became his wife. While the relationship with his woman was working out really well, he was, sadly, forced to live without one of his other life long loves—traditional British bacon. Made from the back (aka, the loin), rather than the typical American bacon which is made from the belly, it’s dry cured but not smoked. Leaner than American bacon, this one is sure to be a big hit with any Brit you know, or for that matter anyone who’s gone to the UK or Ireland and enjoyed a good full breakfast over there!

ALABAMA CHANIN:

One-Day Sewing Retreat

At ZingTrain

3728 Plaza Drive, Ann Arbor, MI 48108

Friday, May 31, 2013 • 9am-3:30pm

Natalie Chanin is one of our special guests at Camp Bacon but this is your chance to meet and work with her the day before the Main Event! This workshop is suited to beginners and experienced sewers alike. Work with Natalie Chanin, the Alabama Chanin team, and their Studio Style DIY Kits to create a project of your choice.

\$475 includes workshop, materials, catered lunch, laughter & fellowship. Sign up at alabamachanin.com.

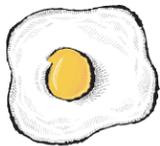
the cheese. Toast a good crusty Italian roll. Dress with a bit of extra virgin olive oil, then bust open the burrata on the bread. Put the cooked bacon slices on top, get a bunch of sea salt and black pepper on there and finish with fresh leaves of arugula or even radicchio.

13. "The PLT": The Pancetta, Lettuce and Tomato Sandwich

Layer some lightly cooked slices of La Quercia pancetta and slices of ripe tomato onto a nice crusty Italian roll dressed with lots of good olive oil. For the "lettuce," fresh arugula would be good, but I also like this with broccoli rabe that has been cooked up with olive oil, garlic and sea salt.

14. Rick's New Skis

A long time Deli breakfast classic. Four strips of Nueske's applewood-smoked bacon, two eggs (any style) & two slices of buttered Bakehouse white toast. Simple, basic, beautiful.



15. Blue Cheese BLTs

I like to do this one by mashing a good blue cheese into the mayonnaise, making the whole thing very manageable to eat (otherwise the blue cheese starts falling out the sides as soon as you pick the thing up to eat it.) Basically, it's a bacon and blue cheese burger without the beef.

16. British Bacon Butties

Yes, you already knew that bacon was your friend, but in Britain they take it up a notch and make it your butty. That's "butty" with two "t"s, not with "d's". Assuming you're not British and not yet down with the bacon butty, it is, quite simply, a really basic bacon sandwich—bacon on buttered bread. Randolph Hodgson, who heads up artisan cheese specialists Neal's Yard Dairy in London, referred to it as the "lite" version of the British breakfast. "If you're not going to have the proper, full British fry up, you get a bacon butty." Leave it to the British to distill the BLT down by getting rid of the L and the T and leaving only the meat of the matter in the middle, then adding butter to build up the fat and cholesterol levels.

While a bacon butty is "just" bacon on buttered bread, please: don't let the seeming simplicity of the sandwich fool you. Britons wax poetic and emotional about bacon butties in much the same way that New Englanders do about lobster and clam rolls, or Philadelphians about cheese steaks.

You get a couple slices of white bread, or a white roll if you want, toast it/them, then butter the toast. A few folks advocate adding Worcestershire or HP sauce and hot mug of tea. The bacon of choice for this is, of course, Nick Spencer's super good British style back bacon. It's the way to be true to the British bacon tradition.

17. Wittenberg Splits



A Nueske family favorite. Take a steamed or boiled jumbo kosher hot dog, split it open, lay on some slices of Nueske's applewood smoked bacon, a dill pickle spear or slices and some shredded sharp cheddar cheese and throw the whole thing under the broiler 'til the cheese is melted. Serve in steamed hot dog buns. Great family fun.

18. Raw pancetta on my antipasto plates

While most Americans assume that pancetta should be fried like we do most of the bacon we eat here, in Italy I'd say far more pancetta is put out to eat raw. Slices of Herb Eckhouse's incredible La Quercia pancetta laid out along with prosciutto and salame and some fresh fruit make for a great antipasto plate. Because the pancetta has a bit different texture and flavor than the ham and salami, you add variety to an already good antipasto. Be sure to serve them all at room temperature to let the full flavor come forward.

19. Grits & Bits Waffles at Zingerman's Roadhouse



This old Georgia dish has long been one of the most popular items on the Roadhouse brunch menu. The story is that the Dutch brought waffle irons here with them and that as they moved South from Manhattan they began to blend the local leftover grits that were so common into their waffles to make breakfast the next morning. These have a huge following at the Roadhouse—hot waffles, laded with cooked grits and bits of bacon, finished with a bit of grated cheddar cheese and served with real maple syrup. (If you're at the Roadhouse try subbing sorghum syrup for the maple—equally delicious.)

20. Oatmeal with Bacon Fat

I learned this one from my friend Meg Noori, poet, professor, passionate teacher of the Ojibwe language. While it's not the way most Americans think of oatmeal, this traditional Ojibwe way of serving it is superb. It's also simple. The key to me is great oatmeal which means the Irish offering we've been bringing from Walton's Mill in West Cork for nearly twenty years now. Topped with some top notch bacon fat . . . definitely delicious!

21. Hungarian Bacon Roast

Anyone who grew up in a Hungarian family will pretty surely sigh deeply and smile longingly at the mere mention of a bacon roast. We did one at least year's Camp Bacon and it was truly terrific. It's also actually pretty easy and a great way to party! The hardest part is probably making a good open fire to roast the bacon over. That and carving some sticks you gather in the woods by taking off the bark at the far end and making them into modestly pointed "pokers" on which to impale a healthy piece of Hungarian double smoked bacon (see below for more on that). You'll also need slices of rye

bread and maybe some raw onion if you like too.

The event, to explain it better, is basically the Hungarian equivalent to a more typical twentieth century weenie roast, although honestly, I think we got the subpar end of the stick—we got hot dogs on our sticks, they got bacon. Seriously. Anyways, culinary equity aside, you take the stick with the bacon on it and hold it over the fire. As the fat begins to bubble, you put your piece of hot pork onto the bread for a minute to take up the drippings. Take a bite (with onion if you like) and then put the stick back over the fire. When it starts to drip again put it up against the bread to gather the hot pork fat. Keep going this way 'til your piece of Hungarian bacon is sizzling and starting to char up a bit on the edges at which point you can dive in and eat the entire piece of bacon. You can see why Hungarian people get so happy at the mere thought of it all!

22. Cook your grilled cheese in bacon fat

Simple and super good. When you go to make your next grilled cheese, start by cooking a couple slices of bacon in a skillet. When the bacon is done put the sandwich in and start cooking. Slide the bacon between the bread slices. Flip the sandwich and cook the other side in bacon fat as well. When the bread is golden brown and the cheese is melted you're ready to rock.

23. Renee's Kitchen Magic at the Deli

Another long time Zingerman's Deli breakfast favorite. Nueske's applewood-smoked bacon, baked egg, Vermont cheddar cheese on a toasted sesame bagel.

24. Vosges Mo's Bacon Bar

Named for our very own Mail Order co-Managing Partner, Mo Frechette, and made by the majestic Katrina Markoff of Vosges Chocolate in Chicago. Milk chocolate studded with small slivers of Nueske's applewood smoked bacon. Sweet, savory, succulent. Bacon and chocolate in one handheld supersnack. What more could one want?



25. Pimento Cheese and Arkansas Peppered Bacon Burger

The Roadhouse's exceptionally popular pimento cheese, Arkansas peppered bacon and one of those great burgers (make mine medium rare) is a marvelous meal. Breakfast, lunch or dinner, you can't really go wrong with this one.

26. Chocolate Gravy and Biscuits

No, I'm not joking. A traditional, (seriously) Appalachian treat. A bacon fat-based gravy enhanced with cocoa powder and chocolate, served warm over homemade biscuits. For much more on the century-old tradition of chocolate gravy see *Zingerman's Guide to Better Bacon*.

27. The Donut Mondae at the Roadhouse

Monday is THE day for bacon lover's to eat dessert at the Roadhouse—it's the day where we do the Everything is Better with Bacon Sundae. Bacon chocolate gravy, Nueske's applewood smoked bacon, vanilla gelato, bourbon-caramel sauce, whipped cream, Virginia peanuts and a cherry.

Ari

CAMP BACON

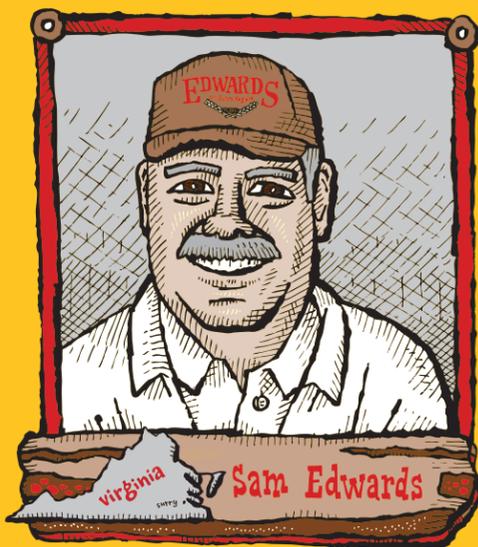
RESERVATIONS FOR THE MAIN EVENT AT WWW.ZINGERMANSBACON.COM A FUNDRAISER FOR



COMING TO CAMP FOR THE FIRST TIME

AN INTERVIEW WITH THIRD GENERATION VIRGINIA BACON CURER SAM EDWARDS

Sam Edwards is a third generation bacon, ham and sausage maker from Surry, Virginia. We've been selling and loving his products pretty much since we opened the Deli back in the early 80s. I wrote a lot about Sam in *Zingerman's Guide to Better Bacon*, and Sam's dry cured bacon is one of the best in the country. We're all excited that Sam will be coming to Camp Bacon this year to share his family's traditions, his views on the world of cured pork, and of course a lot of his very tasty, very traditional, dry cured Virginia bacon!



Ari: What are you anticipating in coming to Camp Bacon for the first time?

Sam: I'm excited. I'm expecting big things. I always like to talk bacon enthusiasts. It's the only Camp Bacon in the world. I've never been and I'm excited to get there.

Ari: Can you give us a bit of the background on your family's story in pork curing?

Sam: In a nutshell, my grandfather started by selling ham sandwiches on the ferry between Jamestown and Surry. My grandfather married the ferry owner's daughter. People started asking for the whole ham and so he started selling those in 1926. The first year he cured 55 hams. By the 1940s we were slaughtering our own hogs, and it was evolving into a larger business doing bacon and sausage. We were doing a lot of fresh pork, but by the late 60s he got out of the slaughtering business. He developed his old country sausage. He actually learned it from his mother. His father died young so his mother—my great grandmother—taught my grandfather the art of curing meat.

My dad came into the business in the mid '40s. He was born in 1930. He grew up in the pork business like I did. The biggest contribution he made was carrying things from cur-

ing and aging only in ambient, atmospheric conditions to figuring out what environment was best for what we were doing and then starting to manage that environment more effectively. That was in place by the mid-50s.

Ari: How does what you do now compare to what your grandfather taught your father?

Sam: We're still using the old ingredients. My grandfather was talking about the modern problems with pork quality early on. He could see the problems coming. There's an interview with him from '60s and said he could see the decline in pork, and he felt that was gonna be the decline of the industry. It all really comes down to three things: what the hog is fed, the hog itself and how you cure it. The hog was being industrialized and he could already see that it wasn't headed to a good place.

Ari: It stayed in decline like that for decades, right?

Sam: It took until the '90s 'til we could get farmers to raise pork in a better way again. 15 to 20 percent of what we buy now is raised sustainably and our goal is to get to 100 percent. There are challenges to making that happen—effectively raising that many hogs sustainably is no small thing. There's still a lot of bad pork out there—it's way too lean, really pale. But things are definitely better. Even the one commodity producer we're still using is doing a better job than it was even ten years ago.

Ari: Tell me about your bacon?

Sam: Well, the goal is to dry cure it like we've always done it. We cure it for about a week in salt and sugar. Then we smoke it over green hickory for about a day. We go more by color than by time. The higher the humidity outside the longer it takes to smoke. Some times we literally put it in there twice—we smoke it, then chill it down in between, and then put it back in and smoke it again. Then we temper it. For the tempering . . . we like to hold it at about 40 degrees. It loses another 2 to 3 percent in weight during the tempering. Raw to finished weight we lose about 10 percent in curing most of the time. If we have to double smoke it that way we'll lose another 2 or 3 percent.

Ari: How does it compare to commercial bacon?

Sam: Well . . . That bacon is pumped with water. Because it's pumped you gotta cook it significantly longer to get it crisp or even a little brown. Normally in an oven at 350° dry cured takes 8-10 minutes instead of 15 minutes. It goes in one end on a chain and it comes out three hours later on a chain and it's called "smoked." Most of them use liquid smoke, which is a mist that's sprayed on it. But, it's a whole lot cheaper.

MEET SAM EDWARDS AT THIS YEAR'S CAMP BACON, MAIN EVENT SAT. JUNE 1!



EDWARDS
OF Surry, Virginia
SINCE 1926

Ari: Do you eat that bacon?

Sam: If there's bacon or ham in a dish on the menu I always have to try it. I was at a conference, and we stayed at a hotel—a nice one—but the bacon was pretty bad. I could hardly tell it was bacon. You could eat it and it had no flavor. And they slice it so thin . . . probably 24 to 28 count (slices per pound) so it was super thin. And it was definitely pumped.

There are some people that do it so they can get the meat back to fresh weight. There are people that add carrageenan to it to hold the moisture. They pump in enough liquid to add about 25 to 40 percent to the weight and then some leaches back out to so it nets out at 110 percent of the raw weight.

Ari: What about nitrates?

Sam: We use some. We tried some slabs that were cured with nothing but salt, but the meat was so salty. In the old days that didn't bother people because they were used to that high level of salt.

People used that bacon for seasoning meat—they added it soups or to greens instead of adding salt. And the cooking liquid leached a lot of salt out, and then they'd take the bacon out and eat it as their main meat. That was no nitrite but it was really, really salty. We put nitrite in it to give it some shelf stability. You'd only have a week or so. The commercial bacons that say that they're "no nitrate" use celery or spinach juice. They label 'em as "no nitrites added" because the nitrates are found naturally in the spinach or the celery. But it's still in there.

Ari: What are your favorite ways to eat bacon?

Sam: A friend of mine cut some bacon about 3/8" thick and we put in the skillet and then we made BLTs out of it that was killer. My mother makes this salad with cauliflower and broccoli with a creamy dressing and raisins and bacon. It's good. She did it when I was a kid to get me to eat my vegetables. And I like it real simply with eggs for breakfast. Not cooked too long so you can taste the bacon.

thanks to this year's camp bacon sponsors!

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FROM ITALY TO IOWA:

IN PURSUIT OF WORLD CLASS CURED PORK

An Interview with Herb Eckhouse

Herb and Kathy Eckhouse have been curing great air-dried hams, pancetta, guanciale and other fine meats for many years now. I wrote about him extensively in *Zingerman's Guide to Better Bacon*—he and I actually went to high school about four miles apart back in suburban Chicago. The Deli sells a wide range of Herb's really wonderful cured pork products. Their cured hams, lardo, guanciale, pancetta and other pork products have been acclaimed by aficionados all over America. The flavor of everything they make is pretty marvelous and their commitment to sustainable hog raising is pretty inspiring. Herb will be coming to speak at Camp Bacon June 1!

Ari: Yours are unquestionably some of our favorite cured pork products at Zingerman's. What are some of the key things that make them so special?

Herb: It all starts with the pork. We are committed to using pork from pigs NOT raised in confinement and that NEVER receive non-therapeutic antibiotics. This is a very elite level of pork quality—less than one half of one percent of the pork in the country meets these qualifications. In addition, we are working with our suppliers to provide continuous pasture access for the hogs throughout the year. We work with heritage breeds, like Berkshire and Tamworth, and we select for our own quality criteria within this group. Our real candidate pool is probably more like a third of one percent of the pork on the market!

We do this for many reasons—because these practices are more humane, because non-therapeutic antibiotics and confinement production have adverse environmental impacts (that we experience directly in Iowa because so many hogs are raised there), and, maybe most important, because we think that meat from animals who have experienced minimal stress ages and tastes better.

Ari: Part of why we get along so well and love your products so much is that you're going in pretty much the opposite direction of mainstream pork.

Herb: We are a small company hand-crafting our meats. We knew we would be going in the opposite direction of the mainstream—we can't and don't want to do what the big companies do. But, just as American cheese makers and beer craftspeople have moved their mainstream industries, I believe that we will be able to do the same with pork curing. For example, we are seeing good growth in the production of antibiotic-free pork. That's a really good sign.

Ari: Who raises the hogs for you?

Herb: Our closest relationships are with Russ Kremer who heads up Ozark Mountain Pork Producers Cooperative (they sell their pork through Heritage Acres) and Jude Becker of Becker Lane Farms. Russ tells me that we are some of his most demanding customers. Together we help move his program in the direction he would like to go. Our most exciting projects have come together with Russ. We worked with him for 5 years to get our Tamworth breed program going. The Tamworth is an endangered Heritage breed in the US, and

now we are getting regular deliveries from him of this meat that has deep sweetness when you age it. This group, and the Berkshire-cross meat we get from him are due to qualify as continuous pasture access animals by September. That enables us to make all of our pancetta, guanciale, coppa, and lardo from pastured pork. We do our Woodland Acorn Tamworth program with him too—those are hogs that we finish each fall on Iowa acorns, much as happens in western Spain to make the (world famous) Iberico ham.

Ari: What's the history of the Tamworth hog?

Herb: When you read about the Tamworth breed, you learn that it is known as the "Bacon Pig." Why? Well its belly meat is supposed to be tender and it has good balance of fat and lean. From making the prosciutto, we found that when we dry and age it the meat is sweet, so I thought we had to try it. We had done some bacon with Berkshire cross meat in Spring 2009, but we really didn't do that great a job with it and the bellies had that heavy, creamy rich Berkshire fat that can dominate. So we decided to commit to making bacon from the "Bacon Pig" without ever having had any—that was the act of faith. We didn't get our first batch until about the end of 2010. What we found was that the Tamworth belly meat was sweet. We use no sugar, dextrose, molasses, or any sweetening of any kind, yet that bacon is sweet. I love eating it—surprise! Plus the fat is softer and less rich and creamy than the Berkshire fat, so it plays a supporting role—not as up front and dominating as with the Berkshire. Probably as important as anything is the soft, smoky, very clean, no burn after-taste—it just lingers. We use only pork, sea salt, and spices (black and white pepper, rosemary, bay leaf). Nitrates leave a taste—a hot, burning, peppery taste, and this bacon does not have it. Plus, since we make and preserve it the way we do all our meats—drying it to remove the moisture—it is shelf stable. You can enjoy "bacon sashimi" if you want. We recommend lower heat and less cooking for it.

Ari: Are other farmers in the area taking notice?

Herb: We regularly get calls from individuals wanting to raise pigs the way we want them raised, and we typically refer them to Russ. I think that other farmers are taking notice.

Ari: You're doing some great work with the acorn feeding of hogs. How's that going?

Herb: I am really excited about our Acorn Edition program. The woodland-fed Tamworth hogs spend 4 months out foraging in the woods getting about 60 percent of their feed from acorns. The texture, fat and flavor are really different—you can taste it. People are responding very positively. It's exciting for me because we are using American breeds produced with American acorn varieties to create a distinctive American version of these very traditional cured meats.

Ari: You've introduced a few really great new products in the last year or so. Can you tell us about them?



MEET HERB ECKHOUSE AT
THIS YEAR'S CAMP BACON,
MAIN EVENT SAT. JUNE 1!



Herb: Something that is going great guns for us, and which was first picked up by Zingerman's, is our Borsellino salami line. We ate some fuet in Spain, and thought why can't we get these at home? So we started making them. They're in an edible natural casing, they're a convenient size and packaging, with very low acidity. We offer the Borsellino (lightly spiced with fennel), the Spicy Borsellino (Pimenton de la Vera Picante and red chili) and the Smoky Borsellino. We named them Borsellino, which means "little purse" in Italian, because they are handy to slip into a pocket, a purse or a backpack and take with you. Also, Rob Borsellino was a good friend of mine who died from ALS, so once we get these going we are going to donate a portion of the proceeds to one of his favorite causes.

Ari: What are some of your favorite ways to eat your products?

Herb: I've been in Italy recently and my favorite way to eat our meats is on an *affettato misto* or charcuterie board. There's a ton of flavor and texture to experience and this makes it completely accessible. A regular dish at our house is Pasta Alla Carbonara—my son Aaron's is the current family standard. It's great with our guanciale and great farm fresh eggs. We've also been doing pizza out of Jim Lahey's *My Pizza* cookbook—lots of room to improvise with pork toppings there.

Ari: You've been to Camp Bacon once before. We're excited to have you back. Any thoughts on heading out this way for this 4th annual fundraiser for Southern Foodways Alliance and 4H?

Herb: I totally admire the Zingerman's spirit and zeitgeist so it always pumps me up when I get around you and your colleagues. I love the bacon art and culture part of Camp Bacon too—Bacon poetry! Plus you always bring in great guests. It's filled with bacon makers, bacon lovers, bacon stories and bacon history. You get all the bacon you can eat, and it's all really high quality product. What's not to like?

CAMP BACON

RESERVATIONS FOR THE MAIN EVENT AT WWW.ZINGERMANSCAMPBACON.COM A FUNDRAISER FOR



GOOD BACON, GOOD BUSINESS

AN INTERVIEW WITH FOURTH GENERATION WISCONSIN BACON MAKER BOB NUESKE

Bob Nueske's great-grandfather came to the small town of Wittenberg, Wisconsin in 1882. Shortly thereafter he started to cure and smoke meats in the style of his German heritage. Located up near Michigan's Upper Peninsula, they've been making their bacon using basically the same family recipe for nearly a century and a half now. We've cooked off Nueske's applewood smoked bacon at the Deli every morning for over 31 years now. I have no idea how many tens of thousands of pounds it adds up to but I know it's a lot. Bob Nueske is a marvelous story teller, a very grounded and forward thinking business man, a "Small Giant" long before Bo Burlingham wrote the book, a master bacon maker and a bacon lover. We're excited to have successfully enticed Bob to leave northern Wisconsin for the wilds of Ann Arbor and a few days at Camp Bacon.



Ari: Can you tell me a bit of the Nueske story?

Bob: I hardly know how to begin. When you're born and raised into something that becomes your life it's hard to know where to start. The only way I can explain it is that if you're born in a cooler and raised in a smokehouse it permeates into your being and you don't even realize it. I've been part of Nueske bacon literally my whole life. I had a good father. He smiled a lot. He was a good man and a good businessman. He was really firm and fair. And yet as a kid, you know, when you're 16, 17, 18, and you have all the answers. Back when I was 16 I had a car. Back then Wittenberg was a town of 895 people. (Today, it's totally taken off—the 2010 census said it had 1081 people). It's all a farm community. I figured the best way for me to see the world was to head down to Chicago on my own. So I drove south. I got downtown by myself. I'd never been there. I was looking at all these great big buildings and I noticed there were a whole lot of good restaurants. But I couldn't afford to eat in 'em. And I thought to myself, I'd love to understand 'em. Now, who'd have ever thought that bacon would take you to places like that? But today our bacon is in some of the best restaurants and stores in the country. As I remember growing up, my dad had put four hours in at work by the time we kids got up in the morning. We were always eating the odd shaped pieces he didn't want to sell to other people. My mother would say, "I'm married to the man who has the best bacon, but you always bring home the other stuff!" He'd say, "We don't sell those odd cuts, we eat 'em. It tastes the same. It just don't look the same!"

In learning how to do a product like my dad taught us it was time consuming and it wasn't like I took notes. Day in

and day out you learn it and you don't even know you're learning it. But my dad had these little books that he used. And they weren't just sitting on the shelf. They were well read, well worn. And he would take a lot of notes.

My dad was a good student of bacon. Making bacon like ours is like making fine wine. You don't hurry the process. I remember him saying, "You know Bobby, we do it this way because of but, not this way because . . ." There were good reasons why each piece of the process happened. I remember thinking "There has to be a faster quicker way to make bacon!" But eventually I realized that he really knew what he was doing.

Ari: Where did your great grandfather come from?

Bob: Wilhelm Neuske. He was from Germany. I'm still trying to figure out exactly where. No one really knows. I'm starting to discover that it was up in the northeast area of Germany and what's now Poland. There are still some Nueskes up there. It's not that common a name. I literally know most everyone of them in this country.

I learned all this after I got drafted into the military. I got my medical training at Ft. Sam Houston and thought for sure I was headed for Viet Nam. It was not a pretty time. But somehow I was the only one in our class that ended up stationed in Germany where I did some research. So through a fluke of luck I learned the heritage of the meat.

Ari: You and I both read a lot of business books. Were there any that were particularly helpful to you?

Bob: I was remembering a book called *Beyond World Class*. It's by Ross Alan. It was written about the way I think a business should be run. It said that if your suppliers don't treat you like you wanted to be treated, and if someone in your company or a customer doesn't fit the way you want to work, then you just say, "We're not interested." You just don't stay with them. You need to work with people who care like you do and who want to work the way you do.

When I left the family business at 18 I had two really good experiences. One was in a small printing company. And then I was wooed away to American Can Company. It was a huge corporation. I actually got that feeling of putting your brains up on the time clock when you punched in. They didn't want your thoughts. And then you picked them up when you left. They didn't want you to think. I learned I could get done 8 hours work in 3 hours and kept pushin'. But then I was told "Don't do that again."

People that work here like what they do, and they're having fun. That's the key. What your people do. How they smile. How they work. That's what makes a great company. It just seems to work.

Ari: We love your bacon here at Zingerman's. It's gotten great press in the *New York Times* and just about everywhere else. What makes the bacon so great?

Bob: Well, what really makes the difference how the hogs are fed. How they're grown. How they're treated as far as stress. You don't want stress in the hogs. You have to find companies who know how to slaughter and cut and sort correctly. And then how you cure and smoke the meat properly. We taste test constantly. Even though there are strict formulas, there's still always the human side. If

MEET BOB NUESKE AT
THIS YEAR'S CAMP BACON,
MAIN EVENT SAT. JUNE 1!



something doesn't seem right when we taste the product we pull it off.

We all know that our bacon is a natural product and the whole production system can run a little off one way or another. Pretty much it means the standards of where you want it to be even though the flavor profile never changes. Something comes in wrong and you have to make a point and send it back. Consistency is key. Don't accept anything that's less than what you really want.

Our hogs are raised in Canada. They're the Belgian Pietrain breed and some others. We cure the bellies and then give them 24 hours in the smoker. We use real Wisconsin applewood. We actually have one man who's responsible to select the applewood. We buy full trees, not wood already cut in pieces. He actually cuts it as we need it. When you select the wood it has to be the right balance of dryness and greenness. We use wild cherry wood and it's the same thing there. We start with a full tree.

Ari: It's pretty impressive that Nueske's has stayed small and focused for four generations. Why do you think it's worked so well?

Bob: Let me tell you another story. There's a man around here who started a very large nationally-known meat curing company around the time my father was getting going. He and my dad knew each other pretty well. The companies were just about 45 miles apart. Our location was on a dead end street. We didn't really have a retail store. We just were wholesaler but my dad would let people in when they knocked on the door. Finally he put in a tiny little counter. Anyways, Fritz would come in to that little counter and buy our bacon and smoked liver sausage. "I said why are you buying our bacon when you have your own?" He said, "I want to buy the good stuff for our big shots coming up to my cottage up north."

Well, Fritz is probably in his 70s now. He came in one day quite a few years ago now and he asks one of the retail clerks in our shop if I was there. I asked him the same question I would ask every time he came back when I was 14. "What are you doing buying bacon here?" And he said the same thing he said back then: "I'm going up to my cabin and need the good stuff."

But then he said, "I want to tell you a story about your dad and me. You know, I would tell your dad, 'Robert, I'm gonna build the biggest meat company I can. And your dad would look at me and say, 'Well Fritz, I'm gonna become the best meat company I can become.'" Then Fritz said to me, "I succeeded. I sold out to a big company. I made a lot of money. But I don't like what the big company did with our products. And you know what? Your dad was right and I was wrong. I would never do that again." When I think of the decisions I've made over the years. You gotta know when to say 'No!'

Ari: What's your favorite way to eat bacon?

Bob: I love it best when you lay it on parchment paper and bake it in the oven. It comes out sort of crispy and soft in the middle. I love it that way.

Letters from the Seminar Outpost 3728



Creating a Vision of Greatness: Imaging and documenting the future that you prefer

The story of Ari and Paul sitting on the bench in front of the Deli and hatching a vision of growth through the creation of a Community of Businesses, rather than through franchising the Deli, is an important piece of Zingerman's lore. Less well known, however, is the fact that we actively teach the process of visioning throughout the organization and use it regularly for projects both large and small. In addition, ZingTrain teaches Zingerman's visioning approach to clients from around the world – in both public and private seminars and workshops. We define vision as “what success looks like, at a particular point in time in the future, documented with enough richness of detail that it's clear when we've arrived.” Unlike the short “vision statements” found in traditional business books, our vision for Zingerman's 2020 is about 7 pages long.

We believe that using visioning changes lives. We know it has changed us as an organization, and many of us have used visioning to change our personal lives as well. A vision is not a strategic plan but rather our destination. Strategic plans are important, but we believe they make no sense until there's agreement on where we're going.

One of the organizations we've worked with on visioning is Southern Foodways Alliance. Since this newsletter is focused on Camp Bacon and since Camp Bacon raises money for Southern Foodways Alliance, this seemed a good time to ask its director, John T. Edge, to share his experience.

ZingTrain – Before we get into the interview, what would you like people to know about your organization?

John T – The Southern Foodways Alliance at the University of Mississippi documents, studies, and celebrates the diverse food cultures of the changing American South. We set a common table where black and white, rich and poor—all who gather—may consider our history and our future in a spirit of reconciliation.

ZT – When and how did you first hear about Zingerman's and ZingTrain?



John T – We learned about ZingTrain by falling in love with the Zingerman's Community of Businesses. If you visit the Roadhouse or Delicatessen, buy from zingermans.com, buy breads, buy cheese, or buy chocolates, you know that the folks on the other end of those transactions are customer service paragons. Somewhere along the way, we realized that SFA employees could learn a thing or six from Zingerman's about customer service. That led us to ZingTrain.

ZT – What was the nature of that work?

John T – Zingerman's helped us craft out 2021 Vision of Greatness. It's our lodestar.

ZT – How has your organization changed since working with ZingTrain?

John T – We're far more process oriented. And we're far more focused on who we are and what we want to be when we grow up. Come to think of it, we're closer to being all grownup.

ZT – Do you have any advice for an organization that is considering working with ZingTrain?

John T – Trust the process. Read Ari's books. Speak your mind. That vision of greatness thing will serve you very well.

INTERESTED IN LEARNING MORE? check out these resources:

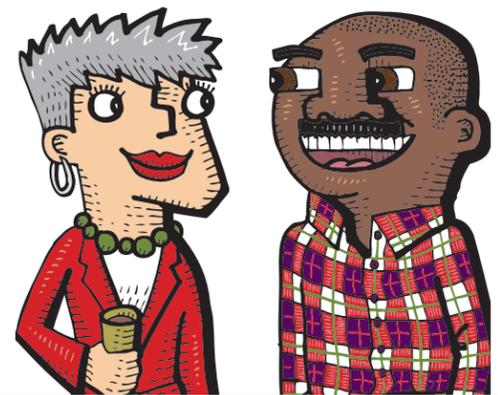
Ari's book, *Zingerman's Guide to Good Leading, Part 1: A Lapsed Anarchist's Guide to Building a Great Business* at www.zingtrain.com

For a copy of Zingerman's 2020 vision, email zingtrain@zingermans.com

Visioning Power Pack at www.zingermanspress.com

Join us for ZingTrain's Creating a Vision of Greatness 2-day seminar in Ann Arbor – June 3-4, 2013. See details at www.zingtrain.com

Read the Southern Foodways Alliance vision at southernfoodways.org/about/vision.html



Zingerman's roadhouse brunch

Mother's Day Brunch
Sunday, May 12, 2011,
9am-2pm

Give your mother the gift of good food – bring her to brunch at the Roadhouse! Great food and no dishes to wash!

Father's Day Brunch
Sunday, June 16, 9am-2pm
Bring Dad in for brunch or dinner, we'll be serving up steaks all day!



Brunch fills up fast!
Reserve today at 734.663.3663!

san STREET® Summertime is food cart season!

Ji Hye Kim and the San Street crew will be joining the line up at Mark's Carts again this year. Ji Hye takes her fond memories of home cooking and Asian street market treats to the streets of Ann Arbor, dishing up some really great Asian street food with the freshest ingredients:

Banh Mi Sandwich Vietnamese style sandwich with daikon radish pickles, cucumber and jalapeño slices, fresh herbs and sriracha mayo on Zingerman's Bakehouse bread.



Buns! Buns! Buns! Hand-rolled and steamed buns, filled with yummy meat, mushrooms or tofu. Served with its own tailored sauces and/or pickled veggies. Slider sized.

Stop by Mark's Carts on Washington between Main and Ashley and follow San Street on Twitter @sanstreetfood



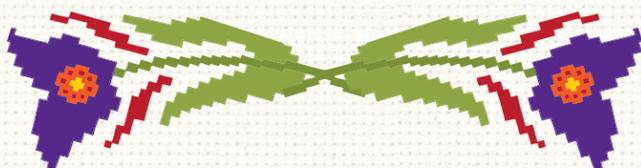
Look For Special Mother's And Father's Day Foot-Long Super Zzang!® Original Handmade Candy Bars!



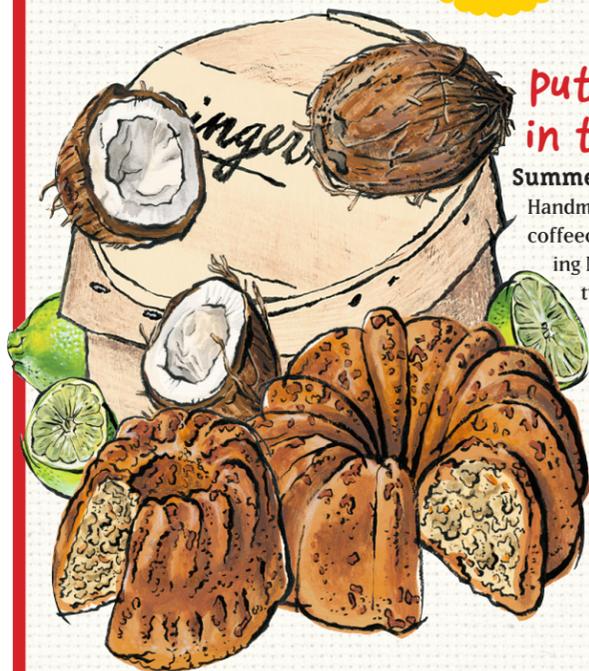
Available at the Deli, Roadhouse, Bakehouse and at www.zingermans.com in May and June

mom and dad, This is how much I love you

mother's
day
May 12



father's
day
June 16



put the lime in the coconut

Summer Fling Coffeecake

Handmade, all-natural, real butter coffeecakes have been our top-selling Mother's Day gift for almost two decades. The Summer Fling is built on our usual base of everyday heroes like fresh eggs, vanilla and real butter, then loaded with slow-toasted coconut and lime.



create your own zingerman's baked goods gift box

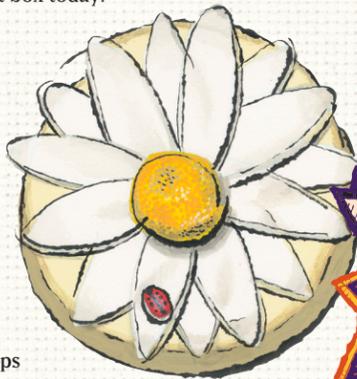
Custom Six- or Ten- Piece Baked Goods Sampler

Zingerman's fat, wallet-sized brownies. Huge, all-natural cookies. Luscious, buttery scones. Now you can take your pick. Create your own assortment of Zingerman's scones, cookies and brownies. Your selection is hand packed to order in our fun, cartooned gift box. Go to www.zingermans.com or call us at 888.636.8162 to start building your gift box today!

a sweet treat to celebrate mom

Daisy Fondant Cake

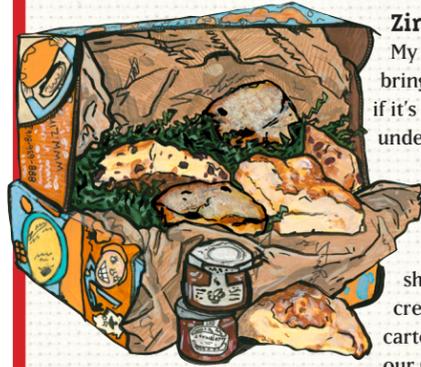
You've gotta hand it to fondant frosting. It makes a gorgeous cake. It shapes like potter's clay and holds color like a fresco. All those tilting, day-glo cakes you see that are so alluring—all fondant. Unfortunately, most of the cake's engineering stops at decoration. The meat of the cake, so to speak, is bland and pointless. We've made sure our buttermilk cream Daisy Cake is different. It's baked with real butter, buttermilk, fresh lemon juice and real vanilla. After it cools, the daisy decorations are added by hand. Mom will love how it looks. She'll talk for weeks about how it tasted.



mother's little helper

Zingerman's Superior Scone Sampler

My mother has been hooked on these for years. I bring her a few every time I visit. Sometimes I wonder if it's me or the scones she's more excited to see. I can understand why. These scones are the real deal. An old fashioned treat made with fresh butter, cream and just enough flour to hold them together. Warmed for a few minutes in the oven they smell outrageously good. And unlike most brittle coffee shop scones, their texture manages to be fluffy and creamy all at once. We'll get you hooked too. This cartooned box holds half a dozen scones—two each of our Currant, Ginger and Country—plus a little jar each of Preserves and Italian Honey.



the deli sandwich of their dreams

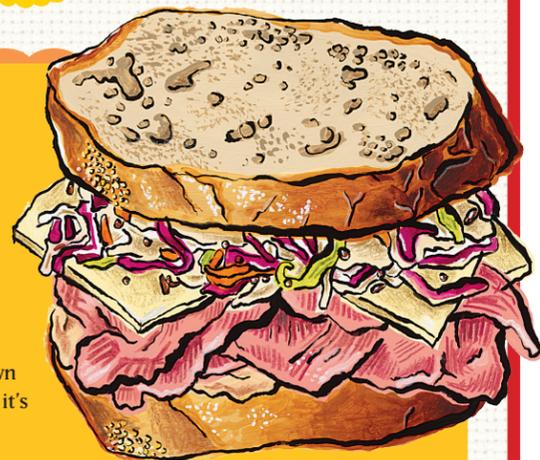
Zingerman's Legendary Reuben Sandwich Kit

FREE OVERNIGHT SHIPPING

If dad loves real deli fare, sending this gift will cement your status as the most clever, generous child he has. Some assembly is required, but considering it has been known to make grown men weep in appreciation, it's totally worth it.

Choose from four classic sandwiches:

- Corned Beef Reuben
- Pastrami Brooklyn Reuben
- Turkey Georgia Reuben
- John & Amy's Double Dip



"Now that's a sandwich!"
Michael Ivins, *The Flaming Lips*

instant hors d'oeuvres

Charcuterie and Cheese Gift Box

With a larder like this, the recipient can lay out a devastatingly handsome spread of food so quickly it'll seem like Harry Potter cast a spell. We pack a culinary collection in its own wooden "cupboard" that a lazy gourmand can stash until hunger—or company—strikes. Includes La Quercia's Borsellino Salami, French Cornichon Pickles, Dutch Gouda and Zingerman's Nor'easter Cabot Cheddar, Mediterranean Olives, a loaf of Zingerman's Artisan Bread, Sam Edwards Smoked Berkshire Ham, Zingerman's Virginia Peanuts and Rustic Bakery Olive Oil and Sea Salt Flatbreads.



giving thanks!

Praise The Lard Gift Box

It'll take a special kind of faith for the recipient to make it through this gift box, tallying up at over two and a half pounds of pork, plus bread and chocolate. When dad is done, he will surely testify. Arkansas Peppered Bacon, Sam Edwards Virginia Breakfast Sausage Links, Broadbent's Kentucky Smoked Sausage, La Quercia's Prosciutto, Zingerman's Peppered Bacon Farm Bread. To round things out, Mo's Bacon Chocolate Bar. Gift packaged in a Zingerman's bag.

gird your loins

Lomo from La Quercia

Lomo is Spanish for "loin," and that's exactly what this is: cured boneless pork loin, simply rubbed with sea salt, smoked Spanish Pimenton de la Vera paprika and a bit of cocoa. Loin is one of the leanest cuts of the hog, and that fact of nature combined with simple spicing makes it one of the subtlest, mildest cured meats we offer. That doesn't mean it lacks flavor, though. Slice it thinly, and lay it out with olives, a bit of cheese and six or eight glasses of wine, and you'll see what I mean.



Find these and other parent-pleasin' presents at www.zingermans.com or talk to one of our service stars at 888.636.8162

Capers: from field

I grew up in the American midwest, where a farm means lush fields of corn and soy stretching as far as the eye can see. With such expectations, a caper farm is not very impressive. Low-lying caper plants resemble scrawny green octopi sprawled across the dusty soil. Passing by, you might not realize this was a farm at all if not for the linear arrangement of the plants and the stocky stone walls outlining the field.

The capers themselves are hardly more impressive. The capers we eat are the unopened flower buds of the caper plant. On the plant, they're little green balls at the tips of short stems sprouting upwards between coin-shaped leaves on spindly branches. They don't look like a very promising source of food.

But they're eaten throughout the Mediterranean, where caper plants sprout from rocky crevices that have no business growing anything, let alone anything edible. In fact, that's how you'll find capers most frequently: wild bushes growing in unlikely spots. They're not farmed very often, but one of the few places you do find caper farms is the Italian island of Pantelleria.

Pante-what?

I have a colleague who discovers a lot of the foods we sell at Zingerman's Mail Order. He's visited Italy several times, but has never seen any of the major cities. "I've never been to Rome or Florence, but I have spent a lot of time in the Kentucky and Arkansas of Italy," he jokes. If the back roads of Puglia are the Kentucky of Italy, then Pantelleria is the Guam of Italy. A tiny, remote, forgotten island, largely unknown even to most of the Italian populace. Though it's a part of Sicily today, the nearest land to Pantelleria is actually Tunisia, some 37 miles to its west.

Pantelleria isn't exactly a tourist destination hot spot. There are no beaches. There are no picturesque historic landmarks. There's not even a source of fresh water. What they do have are blustery winds that gust across the island year round, uprooting tender plants and blowing your hair in your face when you pose for seaside pictures. There's a brackish lake where you can slather yourself with silty, stinky, wonderful mud. There are secluded resorts that have hosted the likes of Madonna and Sting. They cultivate a grape called Zibibbo, which they press into sweet moscato and sweeter passito wines. And they grow lots and lots of capers.

Pantelleria is best known for its capers. (In fact, when I first learned I was going there, I was told I'd visit Caper Island. Only later did I think to ask about the real name of the place.) Capers are ubiquitous on the island: they sprout wild from boulders along the narrow paths up to the natural volcanic saunas; they pop unbidden out of chinks in the stone walls that outline the endless terraces carved into the steep mountainsides; they are carefully grown in neat rows in sun-baked fields.

Cultivating capers

It's the cultivated capers that Pantelleria is known for. They're the only capers with an I.G.P., or protected geographical denomination, a government-sanctioned guarantee that a product is produced in a particular area and according to particular conditions. To qualify for the I.G.P., Pantescans grow and produce their capers the same way they have for generations. They grow a special varietal of capers called Nocellara Inermis that's unique to the island. The capers must be grown low to the ground and without any irrigation. Every caper is hand-picked, one by one.

From mid-May through August farmers pick capers daily, visiting each plant roughly every 10 days. Work starts at 4 AM and continues until around 10 AM, when the harsh Mediterranean sun becomes too hot for outdoor work. As they pick, the farmers kneel at each plant, reaching out to the hold the branches as if in a pose of supplication. They leave the tiniest buds to grow larger, collect the rest of the buds and berries, and pluck and discards any flowers in blossom. Over the course of the harvest, each mature caper plant will produce about two kilos of capers.

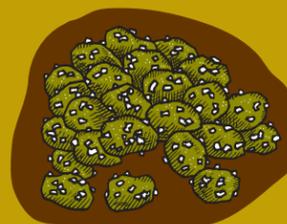
If the caper buds aren't picked, they'll blossom into dainty white flowers with delicate purple stamens. Left on the plant, the flower may go on to produce a caperberry: a small, hard, olive-shaped fruit packed chock full of seeds. The berries aren't very popular with the Pantescans. In fact, they consider them shameful: any flower or berry is the sign of a lost opportunity for a caper, and therefore the sign of a lazy farmer. However, lately caperberries are becoming trendy in the US, making their way into swanky charcuterie spreads and hipster cocktails.

From bud to caper

Everyone on Pantelleria says that raw caper buds are inedible. They're not poisonous (as I am happy to report from personal experience, since I tried them for myself while I was there), but they're not all that tasty, either. The flavor is something like a green pea, but more bitter and with a harsh peppery bite not unlike arugula. The capers you buy aren't raw; they're cured. Curing serves two purposes: it highlights the delicate, floral aromas for which capers are prized, and it preserves them for year-round use.

In other parts of the Mediterranean capers are cured in vinegar or a salt brine. On Pantelleria they use only sea salt. Partly this is done for flavor—curing in vinegar can mask the flavor of the caper itself—but partly it is just a matter of practicality: with no fresh water and little

THREE NEW CAPERS NOW AVAILABLE FROM CAPER ISLAND



Small Capers in Sea Salt

Grown and produced on Pantelleria, these are the capers the island is known for: firm, floral, packing a big punch of flavor into a tiny bud. They're packed in sea salt, not brine or vinegar, which highlights their delicate aroma. Rinse them off for a few minutes in fresh water, then toss them into pasta dishes, over chicken or fish, or with cooked vegetables.

Caperberries in Sea Salt

Caperberries are the fruit of the caper plant. They're salt-cured alongside the caper buds, giving them a similar briny, floral flavor. After rinsing off the salt they're packed in, use them like you would olives: include them in a tapas spread, dice 'em up for salads or to go with poultry, or try shaking up a caperberry martini.

Caper Pesto

The biggest capers have the most flavor but a soft texture, making them perfect for grinding into pesto. Made on Pantelleria with the island's own capers, toasted almonds, extra virgin olive oil, and a bit of parsley and basil, this pesto highlights the flavor of the capers in spreadable form. Use it to top crostini for appetizers, or dress good pasta with a spoonful of caper pesto and a sprinkling of toasted bread crumbs.

These new arrivals are available at
www.zingermans.com or 888.636.8162

rainfall, there's no water to spare for caper curing. The capers salt for about three weeks, during which time they undergo a lactic fermentation, the same process used to cure sauerkraut or kimchi.

After three weeks of curing, the farmers bring their capers to the capperificio, or caper maker. The term sounds fancier than the reality; the capperificio I visited on Pantelleria was a small warehouse crammed full of bins and buckets of all sizes filled with countless capers waiting for processing. In the corners, huge bags of sea salt sat in heavy stacks. More salt was lodged in the narrow crevices of the red brick floor. The air was thick with the intensely briny, slightly floral aroma of the capers.

After the farmers deliver the capers, the capperificio's first job is to remove the curing salt (some of which, I was told, is sold off for use in beauty creams). Then the capers are sorted by size: small, medium, large, and berry (more on this in a moment). The sorted capers are then packed in fresh salt in tall barrels, where they're kept until they're packed to order.

The result of all this work—growing the capers without irrigation, hand-picking, traditional salt-curing, and all the rest—is a caper that's renowned as one of the best in the world. The capers of Pantelleria are firm, green, floral, savory, almost toasty, as if I could taste the time they spent growing under that hot Mediterranean sun. They pack big flavor in a tiny parcel.

Buying and cooking with capers

When choosing capers, look for ones that are packed in salt rather than vinegar or olive oil which can mask the briny, floral flavor of the capers. When using salt-packed capers, most Pantescans prefer to rinse the salt off before using them. There's no consensus on the right way to rinse a caper. One cook told me he never rinses his at all, but just doesn't add any salt when he cooks with them. Another Pantescan suggested that he likes to rinse his capers under running water for a couple of minutes, but also advised that others prefer to let their capers soak for three to four hours. "Then you taste, and you see if you like," he told me. (He didn't tell me what to do if you did not like.) In general, the longer you rinse or soak your capers, the less salty they'll be, to a point.

After rinsing your capers, you should add them only at the end of your cooking, as you would fresh herbs. Cooking capers for too long will make them mushy and leach out some of their flavor.

Pantescans use different sized capers for different purposes. Small capers have the most subtle aroma and the firmest texture; they're great for a nice pop when bit, so they do well in a salad or over grilled fish. (The small ones are also usually the most expensive -- capers are sold by weight, and it takes more labor to hand-pick a kilo of small capers than a kilo of large ones.) Large capers are mushier but have a stronger flavor making them ideal for uses where texture

d to fork

doesn't matter, such as for grinding into pestos. Middle-sized capers are, as you might expect, the happy medium of fairly firm texture and somewhat bigger flavor.

On Pantelleria, capers show up in just about every dish. An antipasto plate of fresh, milky tuma cheese, sun dried tomatoes, and fat purple olives includes a pile of small capers. Pasta is served sauced with a caper and almond pesto and topped with crunchy toasted breadcrumbs. A staple summer salad called insalata Pantasca contains cooked potatoes, diced raw tomatoes and onion, and capers. Filets of fish are garnished with chopped tomato and a few capers. Dessert is caper-free—at least the ones I had.

Val
Val Neff-Rasmussen,
Zingerman's Mail Order

FIVE WAYS TO ENJOY CAPERS TONIGHT



1. Toss a handful of capers in with pasta, tuna, and a splash of lemon juice.
2. Sneak a few capers into tomato sauce served over fish.
3. Top a pizza with mozzarella, sun dried tomatoes, roasted bell pepper, and capers.
4. Add some capers to a chicken braised with onions and parsley.
5. Whip up an omelet with sauteed mushrooms, fresh oregano, and capers.

More Great Ways TO GET YOUR CAPERS FROM ZINGERMANS.COM

Anchovy Stuffed Peppers

Roberto Santopietro and his crew at Il Mongetto take Sicilian capers and anchovies from the Adriatic and stuff them into exquisite cherry peppers from Piedmont, then pack them all in good extra-virgin olive oil from Umbria.

Pop the whole thing in your mouth. Chew slowly. The layers of flavors unfold on your tongue. Sweetness at first, then mild heat, all enhanced by the suave saltiness of anchovies. Each jar is a siren. Your fingers will be coated in oil from grabbing peppers; before you know it, you'll wish you'd bought two.

Hungarian Style Liptauer

A huge hit among customers in Ann Arbor and, now, nationwide. Pronounced "Lip-tower," this spicy spread is a long-standing Hungarian tradition. To make it, we start with the very fresh Farm Cheese we make every week at Zingerman's Creamery. It's spiked with fresh garlic, Hungarian paprika, capers, toasted caraway and just a touch of anchovy and then hand packed in glass canning jars. It's moderately spicy and exceptionally flavorful. There's a big burst of flavor in every bite.

In Hungary, Liptauer is often served in casinos and bars—it's definitely the sort of stuff that goes great with good salami and beer. It's excellent on Rye Bread from our Bakehouse, on bagels or as the base for spicy finger sandwiches.

Caper Sprouts

Most of us are familiar with the tiny, preserved flower buds of the caper bush we sprinkle onto salads, serve along side smoked salmon or use to make cheese spreads. Those are the things we call capers. Then there's the caper berry, the grape-sized fruit of the bush that crunches and pops when served on top of cheese or on antipasto plates.

Now we have the sprouts. The tender shoots of the burgeoning bush are gathered by hand and preserved with salt, olive oil and just a touch of vinegar. These greens tend towards the sweeter side of things, not bitter as we might expect from wild Italian greens. Their texture is supple, with a little crispness and a mild, floral sweetness you'll want to add to a myriad of recipes.

Toss them with freshly made pasta and ripe tomatoes for a side dish that looks as good as it tastes. Finish roasted potatoes with a heap of caper sprouts, oil and all.

Val



Grillin' 2013

A Fundraiser for Food Gatherers
Help those in need in our community

Sunday, June 9th from 3-8pm
Washtenaw Farm Council Grounds
5055 Ann Arbor-Saline Road



Food Gatherers is stoking up the coals for Grillin', their biggest annual fundraising extravaganza. This much-anticipated community picnic raises funds to help fight hunger where we live. Zingerman's Roadhouse, Deli and Bakeshop are selling tickets. Find information and make reservations online at www.foodgatherers.org.

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

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



travel to italy and Spain with Zingerman's in 2014



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



Jillian
& Eph

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- 888-316-2736
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FAITH, HOPE & CHARITY

How Having Hope

This is an excerpt from Zingerman's Guide to Good Leading, Volume 3: A Lapsed Anarchist's Approach to Managing Yourself by Ari Weinzweig due out in the Fall of 2013.

I can't remember reading too much in business books about hope. It's hardly something that comes up all that often—people talk about what they hope will or won't happen. But the more I've turned the issue 'round in my mind, the more clearly I can see that hope plays a far bigger part in making a great workplace than I'd imagined.

Hope's hardly new news; St. Augustine had it in mind—and in the title of his classic work, "Faith, Hope and Charity." There's no doubt in my mind that Augustine was onto something significant—having hope really does matter. Hope won't, on its own, get our organizations very far; the lack of it will almost surely sink us all in no time flat. If we have a lot of people on our team who have little hope for a better tomorrow, then it's pretty much inevitable that our businesses are going to end up being losers. Hopefulness, by contrast, is for lovers. People who love what they do, who love the people around them, are almost always pretty positive and optimistic about the future.

The Tragedy of Fragile Hope Crushed

The story of how hope came to play a bigger part in my consciousness isn't one that I feel super great about sharing. In honesty, it came from a screw up, one I wish had never happened. In fact, the same bad behavior happened more than once. What actually caught my attention was that we screwed up in pretty much the same way two, three, maybe it was four times in a matter of months. It's a while back now, and I'm NOT here to point fingers or place blame. It could just as well have been me that messed up—I'm sure I've done this same thing, unwittingly, in the past more times than I'd like to know. I apologize to those I let down. The more I learn about the power of hope the more I realize how seriously I might have messed with the quality of people's work experience. A little hope, I've learned, can go a long ways.

While the content was different in each case, basically the problem was the same in all four situations. A staff member had come forward to pursue something—a promotion, a project, an idea, a new job . . . it doesn't matter really, it could well have been a poem or a new and improved version of Mr. Potato Head. The problem is that instead of responding with appreciation for the staff member having the gumption to go after something bigger and better than what they had in the moment, we basically shut them down. Our organizational answer in each case was essentially something along the lines of, "That's not going to happen because" Or, "There's no way I'm going to let you do that because you aren't even doing x, y and z."

I want to be clear that I'm using the term "we" here in a conscious way. Whether or not I was the leader involved in the situations I describe, I totally take responsibility. Clearly I've not taught about hope enough, nor gotten expectations out in the open. Looking back on it now, I hadn't ever clarified how much the act of mindfully nurturing hope matters.

Hope Really Helps

Here's the bottom line: When people in the business world don't have hope . . . more often than not, they slowly start to shut down. They pull back into their emotional and intellectual shells where, not shockingly, they feel safer. They start to feel—and then act—like their efforts are irrelevant. The quality of their work, of course, suffers significantly, which in turn leads to poor organizational performance and bad performance reviews to boot. The hopelessness becomes a way of life. As Emma Goldman said a century ago, "No one is lazy. They grow hopeless from their present existence, and give up."

People without hope will probably not, I don't believe, ever excel in the parts of their life in which they hold no hope. I don't mean they don't care, nor that they aren't working hard. I don't mean they're not capable. It's just my experience that if people really have no hope that their work will make a difference, that they can make tomorrow better for someone, that anyone is going to be impacted by what they're doing, the work may be OK, but it's unlikely to be outstanding.

Hope Is A Two Way Street

In pretty much all staff interactions, our responsibility as leaders is to help build hope. Hope, I can happily say, is a natural outgrowth of the work we're already advocating and doing around servant leadership. The first priority of a servant leader here at Zingerman's is to provide an inspiring, strategically sound vision of the future—by definition, a vision like that is all about hope. Hope for a better tomorrow; hope that we can make a difference; hope that if we work together we can create great things. As Emma Goldman assessed, "Anarchism aims to strip labor of its deadening, dulling aspect, of its gloom and compulsion. It aims to make work an instrument of joy, of strength, of color, of real harmony, so that the poorest sort of a man should find in work both recreation and hope."

In fact, if we had simply adhered to what we advocate about Servant Leadership, then none of those hope quashing crises that triggered my self-reflection would have happened. Servant Leadership says that we treat our staff like customers. And if a customer was engaged enough to make a suggestion, we'd hardly quash it; to the contrary we'd cultivate the concept, and compliment them for having cared enough to come forward with their idea. They'd be left, most likely, hopeful that we were listening, that their idea might well be implemented even if not immediately. And that, I realize now in hindsight, is exactly what we should have done with our staff members who came forward with their ideas.



So backing up to where I started . . . the response could be a simple version of something along the lines of, "Wow, that's great that you want to go for that. I'm looking forward to working on it with you. There's a whole mess of things we'll want to figure out so that we make this work well. Why don't we get together and get going? This could be great!" The response is simple. It's true. It's real. The truth is that the staffer still may not get to the success they're seeking—there aren't, after all, any guarantees. But the more hopeful the staff member is, the more you and I believe in them, the more likely it is that they'll actually end up being successful.

What I've outlined above actually just follows from one of our service tips. We teach that when a customer asks for something odd, annoying, or out of ordinary, the most effective way to respond to them is to start by just saying "yes!" and then get to work on figuring out a creative solution that will meet the guest's needs. While there are often a fair few action steps we have to take to actually get where we're going, it's just infinitely easier and way less stressful for all involved when we start with a "yes" as in "Yes, we'd love to work on that with you. I'm not sure how we're going to do it yet, but let's see what we can come up with together," as opposed to the polite, but completely impolitic, standard service response of, "I'm sorry, we don't do that." I've come to think of this as cultivating a field of hope, one in which it's far more likely that people will grow and thrive in all they do.

Fending off the Fear of False Hope

Many folks, I'm sure, will probably point out that it's not productive to create a false sense of hope for the people we work with. "If we don't think something they've suggested is really going to come to fruition," they might well say, "then why give someone hope? They're just going to be angry and disappointed when it doesn't happen." In the most literal way, I actually agree with them—if we truly know that what the staff member wants to do isn't ever going to happen, then it makes no sense to nurture hope that it will. But in the instances where we fell short, the leader jumped far too quickly to the conclusion that the suggestion "won't ever work," rather than doing what I believe is more effective—helping the staff member to refine a positive, strategically sound vision of the future, then putting the prerequisites they (the leader) have in mind out in the open where the staff member then has a chance to either do them or not as they so choose. We want to be honest about how long it might take to do, or how much work is likely to be involved—often there are more action steps to take than the staffer originally had in mind. But as long as we're sincerely working to get to the same positive place in the future, then why not work together, hopefully, towards a more positive future for all involved? And, if the employee opts out en route, that's a shortfall of their own making, not a lack of opportunity, nor an unwanted absence of hope.

I guess the more important issue here is whether we have hope that staff member can succeed. Mind you, I'm not saying that leaders ought to toss hope around like some chew toy you use to keep your puppy happy. This is not about doing anything in a phony or uncaring way. When I offer hope, I really have it—I really believe that we just might be able to make something amazing happen. Will they get there every time? Of course not. But, honestly, I'd rather fall short helping them to live their dreams and make a difference, hoping throughout that they'll do something significant, than I would to dismiss their good intentions out of hand.

Asking for Hope

For years now, we've been teaching everyone at Zingerman's about the importance of asking for help. But now I want to adapt that to my issue of the moment—it's time for us to also start asking for hope! See, if hope is a two way street, and if it's our job as leaders to provide it, nurture it, cultivate it and care about it, then the staff's side of all that is to actually have it. Hope, that is. As I've become more mindful of the issue in the last six months or so, I've realized that it's totally ok—actually appropriate—for us to ask the folks that work here to be hopeful, to feel good about the future, to be have hope about the impact that their work will have, and that they can and will make a positive difference.

Having realized that, it dawned on me that, just as it's totally fine to ask people to smile if they want to work here, I think we're well within our space to also ask folks to have hope. Being hopeful doesn't always come easily to everyone. Hope isn't something that just happens to you—sometimes, especially if you've just come out of a difficult situation, you have to actually decide to have it. And you do have to work at it. Many folks have had so little of it in their lives that it's almost an alien concept. To quote from the great Norman Vincent Peale, "Practice hope. As hopefulness becomes a habit, you can achieve a permanently happy spirit."

Without question, modeling and teaching this stuff makes a difference. To quote ZingTrain customer, cheese mistress and all around insightful person, Claire Kelley-Bjorkholm, "I might have a million things go wrong one day, but at the end of the day, I am always hopeful and looking towards tomorrow, because it holds the possibility of something greater, of things being better. Hope keeps you focused and it allows you to dream and dream big. Hope can be inspiring to others because when we are hoping and dreaming we are creating our reality, right?!"

A Couple of Hopes We Have to Have

What kind of hopes do people like to have? Well . . . from asking around, a few sorts of hope seem to be pretty much universally sought after in the workplace:

AND CHARITY

That Really Matters



1. The hope that one can get to a more desirable future

This is, of course, at the core of all our work around visioning—people want to pursue a positive future, a future that they had a hand in designing. People want to have real hope that tomorrow will be better than today; that this summer will be better than the last; and that next year will be better than this one. Mind you “better” doesn’t mean necessarily making more money or getting a big raise. Everyone’s different—for some, cash is king (or queen), but for many folks a positive future might mean that they’re learning more, that they’re having more fun, that they feel more recognized, that the business overall is more successful and that they get to be a big part of it. For others, a “more desirable future” might be the chance to work less and spend more time with their kids, to travel more, or to work on more interesting accounts. Each of us has to decide what a “better” future is for ourselves. The point here is merely that everyone wants to have hope that we can get there!

2. The hope that one’s work is going to make a difference

I think that pretty much everyone would prefer that the work they do be meaningful—honestly, I don’t know anyone wants to do silly stuff to no end for any length of time. I really believe that most people would rather work harder and make a difference, than do next to nothing for eight hours a day (even if the pay was high). Duff Duffelmeyer, who worked at the Deli for five great years as the chocolate product manager before opening her own antique jewelry business, said that, “People really want to leave their mark on the business, however long they’re here. We wouldn’t be able to keep good people unless they had hope and believed that they had an opportunity to do something special.”

Putting Hope to Work

I hope that all this stuff here about hope has been helpful. I know it has been for me. I find myself doing daily, or even hourly, hope checks—reading my own level of hope, or at times, lack there of, then trying to manage it to meander my way to better outcomes. It does make a difference. A slight increase in my own hopefulness, I’ve learned, has a ripple effect on everyone else around me. And actively working to make hope a meaningful part of our everyday organizational existence is making a positive impact on pretty much everything we do. Having spent a few years studying the subject, it’s clear to me that hope is a prerequisite for the positive emotional climate we’re working so hard to create. Hope increases the odds of positive action, it builds belief, which in turn builds confidence. Tied to effective implementation, strong systems and training, having hope increases the odds of success. Which, in turn, builds a stronger culture of hope, and on back through the whole cycle again. It’s all very sustainable, self-generating, and endlessly renewable.

When people have a bit of hope and when we can get them to act on it, to put themselves out there in a way that they might not normally do . . . a lot of good things are likely to happen. If we come through for them and help them succeed, they start to believe more in what they’re doing, which in turn increases the odds of them being successful, which, in turn, ups their levels of belief and hope. It’s way more meaningful and infinitely more productive than the standard societal hope that something good will essentially fall from the sky to save the day. As the late, and super great writer and thinker Peter Drucker once wrote, “You can either take action . . . or you can hang back and hope for a miracle. Miracles are great. But they are so unpredictable.”

Ultimately, making that happen is a huge piece of our job. “Leadership,” wrote Rosabeth Moss Kanter in her book, *Confidence*, “is not about the leader, it is about how he or she builds the confidence of everyone else. Leaders are responsible for both the big structures that serve as the cornerstones of confidence, and for the human touches that shape a positive emotional climate to inspire and motivate people. “ That’s a good way to put it. In the context of this piece, I think confidence comes down to a strategically sound sense of hope along with a generous does of belief. Beating people down—as is so often done in the organizational world—does the opposite. It destroys hope, and deals an immediate emotional death blow to positive energy, and starts the organization on a slow decline.

I was talking about all this with Meg Noori, a leader in the work to keep her native Ojibwe language alive by both writing it down (it’s historically only an oral language) and in getting people to use it in every day conversation. I’ve learned a few words, and so too have many of the staff at the Roadhouse where she’s a regular customer. I think that our little ability to speak some ill-pronounced Ojibwe words has given her a bit more hope that the language will be alive and vibrant. We’re just a small speck in the world but, hey, if hostesses at a popular restaurant know to greet Ojibwe guests by saying “Aanii” (meaning “Hello!”) it won’t solve the world’s problems, but it’s one small step toward saving the language.

Talking about hope with Meg, she said, “It’s worth noting that we have no exactly equivalent word for ‘hope’ in Ojibwe. The word we use is ‘bagosenim’ which is a verb, meaning ‘to wish for someone.’ And a word close to it ‘bagdinimaa’ means ‘to be set free.’ So, ‘hope’ in our language is something that one does into the future, directed toward, or with another, and it sings of the sound of freedom. Hope exists between the gifts, the charity we receive, and faith or belief we have that there will be a tomorrow.”

To Meg’s point, hope provides the headlights shining on a positive future, a grounded, good and well-lit space up ahead for action that we use to be generous, to build on our belief in whatever it is we believe in. It’s a very virtuous cycle. To quote Anese Cavanaugh, who got me thinking about all this stuff in the first place many months ago, “Hope creates positive energy; it’s fuel, and a feeling that can get you through the most unknown of circumstances. I can’t imagine not having it—well, actually I can, and it’s not a happy, life-giving feeling.” In the end, hope can keep us hanging in there when all else seems to be going to pot; as anarchist Gustav Landauer wrote a hundred years or so ago “It is this conviction—and my ongoing belief in the power of action, something I call hope—that saves me.”

To close out, let me go to Peggy Kornegger, an anarchist from small town Illinois, who wrote that, “I do believe that what we all need, what we absolutely require, in order to continue struggling . . . is HOPE, that is, a vision of the future so beautiful and so powerful that it pulls us steadily forward in a bottom-up creation of an inner and outer world both habitable and self-fulfilling for all. If we abandon hope (the ability to see connections, to dream the present into the future), then we have already lost.”

Ari

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making hand-ladled
artisan cheese at our
shop on Plaza drive in
ann arbor

creamery specials!

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

may

Little Napoleon

Pasteurized Goat's Milk | Animal Rennet
\$6.99 each (reg. \$7.99 each)

This cheese is
made by very
gently hand-
ladling goat's milk
curd into molds

to allow for proper
drainage and the fullest
flavor development. This small,
geotrichum mold-ripened goat cheese has a
butter-colored geotrichum candidum mold
rind, which aids in creating
its strong flavor.



june

Lincoln Log

Pasteurized Goat's Milk | Animal Rennet
\$26.99 lb. (reg. \$31.99/lb.)

This dense and creamy goat's milk cheese has
a delicate white mold rind and a tangy citrus
flavor that complements a wonderfully earthy
finish. Inspired by the traditional Bûcheron,
the Lincoln Log is great sliced thin and eaten
as is, though it also makes a great pizza or
bruschetta topping, and is great crumbled in
salads.



Gelato

Gelato with Peppalō Chocolates!

We've teamed up with the folks at Peppalo Stone Ground Chocolate in Tecumseh, MI to bring you two new gelato flavors. Peppalo makes exceptionally tasty chocolate bars in very small batches, and their bars are unconched, which gives them a unique texture. Conching is a process that heats and rolls nearly finished chocolate in order to refine it, give it a homogenous texture, and allow for the making of creamy forms of chocolate. We find that unconched chocolate is just perfect for gelato, as it maintains a lovely texture when added.



In the first week of May we'll be debuting:

Stone-Ground & Smoked

Our rich, Dark Chocolate Gelato base with
smoked almonds & chunks of stone-ground,
smoked Peppalo chocolate. We really like
the way Peppalo's smoked chocolate com-
plements our in-house smoked almonds. The
bitterness that the smoke adds to the cho-
colate bar is mellowed the sweet gelato we use
to create an interesting balance between
smoky and sweet.

Stone-Ground & Salted

To make this gelato we start with our Road-
house Vanilla, then add some caramel and
chunks of stone-ground, salted chocolate
from Peppalo. Something that makes our
take on salted caramel unique is that the
salt is supplied by the hand-made chocolate,
which allows the sweet, rich caramel to play
its counterpoint beautifully.

Summer Gelato Flavors Available June-August



Luciano's Lemon Gelato – A silky, sweet
Summer tradition made from Zingerman's
Bakehouse lemon curd.

Macaroon Gelato* – We make this rich,
coconut delight with macaroons from
Zingerman's Bakehouse.

*We're pleased to announce that, since
we love it so much, we'll be making our
Macaroon Gelato all year 'round!

Ginger Gelato – Sporting plenty of fresh AND
candied Ginger, this gelato is a uniquely
sweet and spicy treat. Super chef Mario
Batali calls it "exhilarating, like a dive into
a cool lake."

Cherry Chocolate Chip Sorbet – We use
tart Michigan cherries and house-made
chocolate chips to make this decadent
sorbet.



roaster's pick

may

Mexican Chiapas - Ramal Santa Cruz
Sweetness dominates with flavors of caramel
and rich roasted peanuts. Surprisingly heavy
body combines with the sweetness for a silky
mouthfeel. Great also as single
origin espresso.



june

Espresso Blend #1 - Datterra Estate

Crafted by us at Datterra Estate in Minas Gerais,
Brazil, this has been our house espresso for
almost 10 years. It is a combination of natural
and pulped-natural coffees. The natural coffees
contribute to the sweetness and the body. The
pulped-naturals give us the balancing bright
notes. Both combine to produce a luxurious
crema that lingers on the pallet as an espresso.
It's also a staff favorite brewed as drip coffee
for its sweet, clean flavors.



The 2013 season marks the 7th year of the
Westside Farmers Market (WSFM) in the
Roadhouse parking lot every Thursday
during the summer beginning in June. The
market brings fresh fruits, vegetables, hand
made crafts, fresh-cut flowers, local musi-
cians and the community together.

Join us starting in June 7 and enjoy
fresh-from-the-farm fruits, veggies and
meats locally made cheeses, jams, breads
and pickles and much more!

TINNED FISH OF THE MONTH

33%
off

May
**Les Mouettes D'Arvor
Vintage Sardines**
\$10/each (reg \$14.99)
Much like certain wines, well tinned sardines
only get better with age. These beautiful French
pilchards are cooked and then preserved in extra
virgin olive oil. Choose between several different
vintages, all of which are rich, meaty and delicious
in their own special way. Toasted bread topped
with butter or olive oil and a sprinkling of sea salt
is all that you'll need!

June
Ortiz Vintage Bonito Del Norte
\$8.25/each (reg \$12.99)
The Ortiz family selects the best of their line-
caught albacore, preserves it olive oil and allows
it to develop for a year before releasing it. Our
batch is from the 2007 season and has developed
an amazingly elegant flavor. Use it to add depth
to a special recipe or make your next tuna salad
something extraordinary!

ONLY Available at Zingerman's Deli

What's Bakin' at



Traveler's Guide to Matzo Ball Soup



Upon arrival on her first visit to Hungary, Bakehouse Partner Amy Emberling wanted what any weary, jet-lagged person would want – a meal. Any meal. It needn't even be a good meal, just something to begin the assimilation process after touching down in another country. So, when Amy, Bakehouse Partner Frank Carollo and Zingerman's founder, Ari Weinzweig, ended up at Duna Corso, a restaurant in a touristy part of Budapest, they were pleasantly surprised to find good food in a family-style restaurant.

Seeing matzo ball soup on the menu, with no mention of it being a Jewish dish, was intriguing to them. Even more interesting was that the matzo balls were swimming in goose broth instead of the chicken broth usually found in the U.S. version. The goose broth was rich and complex, and was served along with an entire goose leg as a garnish. Then there was the matzo ball itself: It was much coarser in texture than any the Bakehouse crew had previously experienced, and it was flavored with fresh ginger root! (Don't let your bubbe read this...)

Interestingly, Hungarian cuisine and Jewish cuisine are quite intertwined today. Matzo ball soup is often on menus, latkes are readily available and cholent, often served with pork, is surprisingly common. Jewish communities have existed in Hungary since at least the 1100s and their impact on the nation's cultural landscape is significant. World War II brought the same fate to Hungarian Jews as it did other European Jews. But this occurred much later in the war since Hungary was an ally of Germany, and maintained its independence until the spring of 1944. Some Hungarian Jews fortunate enough to survive the Holocaust returned after the war, only to find themselves living under repressive Communist rule.

After the fall of the Berlin Wall in 1989, the community became more visible and vibrant. Budapest now has the largest and most active Jewish community in Eastern Europe, and 90% of Hungary's Jewish population lives in the capital. The result of 900 years of Jewish/Magyar co-existence is an interesting assimilation of Jewish foods into the Hungarian standard cuisine. What we might think of as Jewish food here in the U.S. is simply considered Hungarian food in that country.

One of the goals of the spring 2012 trip was to explore Jewish cuisine in Hungary, which makes sense as Zingerman's has its roots in Jewish food. Toward that end, the group decided to pay a visit to Tibor Rosenstein. Tibor is the chef and owner of Rosenstein, one of a handful of restaurants in Budapest known for their Jewish offerings. He survived the Holocaust as a baby, and was raised, along with his sister, by resourceful elderly grandparents. After finishing middle school, he chose cooking as a trade because "eating is good, and everyone must eat."

Tibor built on what his aging grandmothers had taught him: cook what is locally available with love and great care. He opened his restaurant in the early 1990s, and he cooks what his grandmothers cooked. The food that warms your soul is what makes an impression, and his restaurant is a wonderful representation of Jewish and Hungarian traditional dishes served in an elegant setting. One of the best parts of the restaurant is Tibor himself. He is an energetic, smiling, and passionate chef. Truly inspiring!

Returning to the matzo ball soup... At his restaurant, Tibor makes a flavorful goose stock using a mix of vegetables such as mushrooms, parsnips, celery root and Savoy cabbage. But the crowning jewels are the matzo balls. Tibor welcomed the Bakehouse group into his small, but efficient kitchen (check out the Bakehouse Facebook page for a video from Tibor's kitchen!) to show us how he makes his matzo balls, using coarsely crumbled whole matzos, whole eggs, goose fat, fresh parsley, and fresh grated ginger root. We left his kitchen prepared to bring Hungarian matzo ball soup to Ann Arbor.

Intrigued? We promise a tasty experience whether you're a matzo ball soup novice or connoisseur. Come and see us at the Bakehouse on Fridays and try our tribute to Tibor's soup.

Chrissy Chrissy Abe, Bakehouse Staffer

weekly soup menu at zingerman's bakehouse on Plaza drive:

Monday · Homestyle Chicken Noodle	Wednesday · Creamy Tomato de-Vine · Gulyás	Friday · Tibor's Matzo Ball
Tuesday · Katalin's Kohlrabi · Gabor's Butter Bean	Thursday · 5 O'clock Cheddar Ale · Turkey Urfa Chili	AND MORE! Sign up for our e-news to get Monday-Friday hot soup selections. www.zingermansbakehouse.com

special bakes

We have made some great specialty breads over the years that have their own small following, 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.

- | | | |
|---|---|---|
| Scallion Walnut Bread
May 3-4 | Blueberry Buckle
May 23-26 | Peppered Bacon Farm Bread
June 14-15 |
| Cranberry Pecan Bread
May 10-11 | Loomis Bread
May 24-25 | Black Olive Farm Bread
June 21-22 |
| Potato Dill Bread
May 17-18 | Pumpnickel Raisin Bread
May 31-June 1 | Barches—Hungarian Farm Bread
June 28-29 |
| | Chernushka Rye Bread
June 7-8 | |

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



bread of the month

May



Jewish Rye Loaves
\$4.50/1.5 lb. loaf (reg. \$6.99/loaf)

Traditionally made rye bread with plenty of rye flour (believe it or not, most "rye bread" sold in America has hardly any rye flour), a natural sour starter and lots of time. Jane and Michael Stern of *Road Food* fame called it "America's very best" rye in *Saveur* magazine.

June



Rustic Italian Rounds
\$4.50/1.5 lb. loaf (reg. \$6.25/loaf)

With its soft white crumb inside and a golden brown crust outside, this is one of our most popular and most versatile breads.

Cake of the month

20% off whole cakes & slices

Hummingbird Cake

A Bakehouse favorite, this traditional Southern American cake is made with fresh bananas, coconut, toasted pecans and pineapple covered in cream cheese frosting.



Cheesecake

Our cheesecakes are special because they're made with fresh cream cheese from our neighbor Zingerman's Creamery. Try classic New York style, with real vanilla bean and a butter pastry crust or rich chocolate with a black magic brownie crust.

