

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
Book your seat online at zingermansdeli.com

Deli Tastings and Events

Italian Wine and Cheese Tasting

Wed., Aug. 14 • 6:30-8:30pm • \$45/person at Zingerman's Events on 4th

(415 N. Fifth Street in Kerrytown Markets and Shops)
Spend a late summer evening with us as we celebrate and taste the wonderful combinations of wine and cheese that Italy has to offer. Our wine and cheese tastings sell out fast so sign up early.

Piazza Zingermanza

Sat. and Sun., Aug. 17-18 • 11am-3pm
Deli Patio • Free

Our annual August tradition of transforming the Deli's patio into an Italian street food fest is one of the highlights of the year. Come and watch as we cut those 80-pound wheels of Parmigiano Reggiano cheese into approachable chunks. Witness as we turn curd into delectably soft balls of mozzarella. Get your fix of prosciutto—sliced to order. We've got a few tricks up our sleeves, but they're all firmly rooted in the Italian gastronomic tradition. It's an event not to be missed!

Gelato Tasting

Wed., Aug. 28 • 6:30-8:30pm • \$30/person at Zingerman's Events on 4th

(415 N. Fifth Street in Kerrytown Markets and Shops)
Join us for an end-of-summer celebration of everyone's favorite: gelato from Zingerman's Creamery! We'll taste through the Creamery's selection of gelato flavors. We'll try gelato concoctions like sundaes, malts, and perhaps some alcoholic gelato drinks! To keep a bit of balance we'll have a few savories to eat too. This will definitely be fun eating Don't miss out.

Zingerman's art for Sale!

We've been hand-painting one-of-a-kind poster art at the Deli for decades! Now it's for sale! We'll have a selection of hand-painted posters and some limited edition prints available too during the Ann Arbor Art Fair this year. Hang a piece of Zingerman's history in your home or office!

Wed-Fri, July 17-19th from 10am-8pm
and Sat, July 20 from 10am-6pm

BAKE!
Zingerman's BAKEHOUSE

Hands-On Baking Classes

3723 Plaza Drive • 734.761.7255

Naturally Leavened Breads

Sat., July 13 • 8am-5pm • \$250

You'll make 3 of our signature breads: our famous farm bread, the nutritious 8-grain, 3-seed bread, and our popular pecan raisin bread. We will also tour the Bakehouse and provide you lunch! You'll leave BAKE! with a full stomach, the knowledge to make these breads at home, 3 recipes and 6 loaves of bread you made in class.

European Cookies

Thu., Aug. 8 • 5:30-9:30pm • \$100

We've chosen our favorites from the continent and want to share them with you. First we'll make pfefferkuchen, a German spice cookie (Amy's favorite) that is soft, chewy and exploding with anise flavor. Then on to Italy for an indulgent pine nut cookie, which we can never eat just one of and then buttery almond kifli in honor of our Hungarian friends. We'll also demonstrate the French classic Florentine.

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

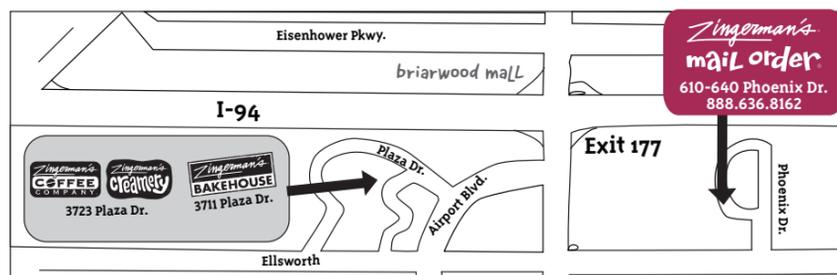
Shhh!

CAN YOU KEEP A SECRET?

Zingerman's is having ONE MORE special Warehouse SALE this summer!

huge warehouse discounts on tons of items!

The VERY LAST SALE OF THE YEAR is July 12 from 11am-4pm



beat the summer road construction on ann arbor's south side!

Don't let the summer construction at State and Ellsworth stop you from getting full-flavored bread, pastries, cheese, coffee and more right from the source at Zingerman's Southside. We've got a secret back entrance that avoids all the traffic tie-ups!

Get the map at <http://zcob.me/cc>

Zingerman's
COFFEE
COMPANY

3723 Plaza Drive
734.929.6060

Zingerman's roadhouse special dinners

Bourbon Trail BBQ Dinner: Celebrating Great Kentucky Bourbon and BBQ

Wed., 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.



The Cattle Drive to Chicago

Wed., July 31 • 7pm • \$50/person

Cattle drives were a major part of the American West, particularly between 1866 and 1886 when over 20 million cattle were herded from Texas to railheads in Kansas and then to stockyards in Chicago and points further east. Through these cattle drives, the cowboy became an iconic figure of the American West. Chef Alex is exploring the path of the cattle drive, celebrating BBQ and other foods found from Texas to Chicago.

Cornman Farms Dinner

Wed., August 14 • 7pm • \$50/person

The first Cornman Farms dinner of the year, this summer harvest menu will be filled with fresh vegetables and meats from Cornman Farms. Radishes, cucumbers, squash, squash blossom, tomatoes, spinach and potatoes will all be harvested hours before the dinner. Join us for the first dinner of the season and celebrate the summer harvest with Cornman Farms and Zingerman's Roadhouse!



The annual Cornman Tomato Dinner held in late August is ALREADY sold out! Get the early scoop for next year by signing up for our Roadhouse eNews at

Short's Beer and Zingerman's Creamery Dinner

Tue., July 23 • 7pm • \$65/person (beer pairings included)

Beer and cheese, what could be better?

We welcome Short's Brewing Company from Bellaire, MI to the Roadhouse for an evening filled with great beer and interesting stories of brewing. Paired with a meal featuring Zingerman's Creamery cheeses, this tasting menu will focus on these two craft producers and share what they do best; brew delicious small batch beers and make amazing tasting small batch cheeses.

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

"Second Saturday" Tour!

July 13 & August 10 • 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 Class

Sun., July 14 • 1-3pm • \$20/person

Sun., August 11 • 1-3pm • \$20/person

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

Coffee and Food Pairing Class

Sunday, July 21 • 1-3pm • \$30/person

You may be familiar with wine and cheese pairings, but why not a coffee and food pairing? Here at the Coffee Co., we'll be taking some of our favorite coffees and tasting them with some foods to find the best combination. Great for the coffee and food connoisseur who wants to try something different. Class is limited to 8 people, so sign up quick. Call 734.929.6060 for reservations.

you really can taste the difference!

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4 FANTASTIC



N A

We have so many great oils in that I clearly can't list them all. I'm focusing here on what we have that's new—in the summer when the sun is shining, the days are longer and almost anything seems achievable, I'm drawn to new things. I've been eating all four extensively over the last few months and will happily continue to do so all summer long!

POGGIO LAMENTANO

from
tuscan

Fritz Maytag, founder of Anchor Steam brewery, once said, quite wisely, "There are a lot of good products out there, and there's a lot of good stories. The challenge is to find a great product that's also got a great story behind it." I agree. Fortunately, we have more than our fair share of those here at Zingerman's. In fact, they make up the vast majority of what we serve and sell. Now, I can happily report, we have one more to offer—Poggio Lamentano is a terrific Tuscan olive oil, made by a fascinating and fair-minded family, with a label drawn by a world famous artist. That the artist is also part of the family and the man who makes the olive oil gives you some idea of what Poggio Lamentano is all about: art, agriculture, and aesthetics. It is delicate and delicious, forceful and forward but only in the most elegant, thoughtful and caring way.



In honesty, the story, the art and oil are all so amazing that I'm a little bit intimidated to write about it. But the oil's arrived now, I love the flavor of it, and I hate to make you wait 'til I feel more confident—in fact, everything in this story is really about people pushing creatively into the unknown, so it seems sort of inappropriate for me to hold back out of uncertainty. As David Bayles and Ted Orland wrote in *Art and Fear*, "What separates artists from ex-artists is that those who challenge their fears, continue; those who don't, quit." So I'm invoking their insight. Intimidation be damned; I'll dive in. Poggio Lamentano is all about art and uncertainty and learning and excellence and, at the end, exceptional eating.

The story starts when a Polish Jewish artist Aleksander Zyw was born in the town of Lida which was then in Poland, but is now in Belarus) in 1905. As a Russian history major I know it as the year of the failed revolution in Russia. Olive oil was not, I'm sure, on the family's table nor on their minds. Apparently Aleksander's birth was recorded late because of the upheaval and as a result he always claimed two birthdays. From the beginning then, the man was anything but average.

Aleksander studied law and art history at the university in Warsaw. He went on to travel Europe extensively and eventually ended up, about the time he turned thirty, with a studio in Paris. At that point in his painting career he specialized in landscapes, working both in oils and other media. All that changed though when World War II kicked in. Caught in Corsica when the war broke out in 1939, at the age of 34, Aleksander signed on to be part of the Polish army in France, in which he served until the French surrender. From there he fled to Britain, where he again joined the Polish army in exile, at which point he was appointed war artist to the army. He also met and fell in love with Leslie Goddard, a Scotswoman—they set up their home in Scotland and their two children were born there.

Although it's their olive oil that got my attention, the Zyw's are far more famous for their art. Aleksander's work is well known and much written about. I'm not an art critic so I don't feel qualified to contribute much to the discussion. His pencil sketches, done during the war, are all in shades of gray. Inexpert though I am, I love them for their starkness. His post-war work, is the opposite—incredible carousels of amazing colors. His work has been shown at many of the world's best venues, including the Tate Gallery in London and Aleksander was more than once acclaimed as the "finest émigré painter to settle in Scotland." For his piece "Light," finished in 1957, he later wrote that it was 'the precursor. . . of the work which I am doing now. The brushwork became light (hence the title) and more

delicate and simple. Colour is applied very thinly and achieves new transparency comparable with watercolour. . . . For the past few years I have been working in my Edinburgh studio in almost complete isolation, broken only by occasional visits to Tuscany."

Tuscany is where olive oil enters the Zyw's story. In the early sixties, Aleksander and Leslie decided to purchase the small, 14-acre farm (for context our Cornman Farms in Dexter is now up to 45 acres) along Tuscany's west coast that is today the Poggio Lamentano. If olives played any role in their decision it was likely for their contribution to the colors and calm energy of the area. "My parents bought the property just because it was a nice place and a nice place to do some painting," their son Michael explained. "The lot included an abandoned olive grove—the olives were on the land and it just took off from there." The farm is near the tiny town of Castagneto Carducci (pop. about 10,000) on the west coast of Tuscany. To find it on the map, look for the port city of Livorno, then draw your finger due south and just a touch inland. For food lovers, Poggio Lamentano is under an hour's drive from the even tinier town of Lari, which I love for being so small and picturesque, but even more for being the hometown of the Martelli family and their marvelous pasta. It's a perfect match, and fortunately in my kitchen the two are only a few feet apart—a meal of Martelli spaghetti, cooked al dente, then dressed with Poggio Lamentano oil, a sprinkling of sea salt, some freshly ground pepper and grated Tuscan pecorino is pretty amazing.

Staying with the story though, the artistic ability, the olives and land passed on to Aleksander and Leslie's son. Michael Zyw is also an artist, who has gained as much international attention as Aleksander. If you want to see his work, you can just wander into the Deli, walk over to the olive oil shelves, and check out the label on the Lamentano oil—he designed that as well. It's actually the second label he's done. "The first I designed in 1963 at the age of 12 or 13. It was the impact of seeing, and even taking part in, the olive harvest for the first time, an impressive experience. At that time baskets and ladders were used to gather the olives and the harvest went on for much longer, well into the new year! The present label is more of the *genus loci*, or 'guardian spirit,' of the land and is of someone who is just coming out from a really nice farmhouse with olive trees and cypresses about it, after a good lunch, and is about to start work on some pruning no doubt or other work!"

The label is low key, a pencil sketch, a study in grays and whites, which reminds me of his father's wartime work. But most of Michael's art is, as was his father's, lively, colorful, strikingly beautiful—to my layman's eye, layers of lovely, amazing, compelling colors. I asked him how his work compares with that of his father. "The differences are great, the similarities too! We had a very, amazingly close and positive dialogue about our art and would talk most days about our work! Naturally he was my master and no doubt had a great influence on me. But I think I also influenced him as well sometimes!"

Many years ago, Michael chose to put just as much energy into his olive growing—his passion for pruning, proper picking, pressing and peppery, green, gold, delicious oil is very high. From what I understand, he works on the olive trees in the morning, and then uses the afternoons primarily for painting. I can relate to the idea of mixing intellectual pursuits with hands on physical labor—the combination I've found has made for a much more rewarding and full life for me. And although the two tasks—in his case, the art and olives, in mine working the floor and writing—seem completely unrelated, I actually think that one informs the other. I know it helps me to stay grounded (see the essay on Managing Ourselves on page 10). The blend seems to be working for Michael as well—the results he's gotten with both the oil and his art are exceptional.

Unlike so many stories of artisan foods in Italy, where the family has made the same oil or cheese or vinegar or whatever for many generations on the same land, the Zyws were immigrants to Tuscany—olive growing was anything but a multi-generational passion. But it shows their willingness to push forward, to challenge one's fears, to explore the unknown, embrace uncertainty and make something great come from it. Again, to quote from Bayles and Orland, "What separates artists from ex-artists is that those who challenge their fears, continue; those who don't, quit." That clearly applies to the Zyws and all of their work.

It was Michael's mother, Leslie, who lovingly took up the cause of the olives while his father pursued his painting. It was she that started the oil's journey from the Tuscan coast out into the world.

Again, I would imagine, her efforts were a dive into the unknown. The early '60s were a time when olive oil mostly meant large tins of something inexpensive used primarily as a cooking medium. "Extra Virgin" in those days was a barely heard term; where it was used it generally evoked awkward giggles, not images of care, craft and high quality. As Michael explained, "Back in the '60s and '70s and even the early '80s when you opened Zingerman's, almost nobody heard of extra virgin olive oil."

Leslie's push forward proved productive—Poggio Lamentano was one of the first estate bottled Italian oils to be actively shipped and sold abroad. With the benefit of hindsight it seems clear the oil was well ahead of its time. It was sent to Scotland to be sold in 1964. With her olive oil in hand Leslie decided to be bolder still, and put a letter in the post to Elizabeth David, probably the world's pre-eminent food writer of that era. You can look up her work on line. She too was probably ahead of her time—passionate about good food and high quality ingredients and happy to write and talk about both. Michael Zyw recalls the personal piece: "She was a very nice and a very strong minded lady. She was always very, very kind to my mother and myself."

Impassioned, opinionated and inspiring, Ms. David probably did as much to change British eating in the middle of the 20th century as Alice Waters did here in the '80s and '90s. Perhaps her most famous quote still holds true today: "Everyday holds the possibility of a miracle." She also loved the Poggio Lamentano—she called the oil "One of the supreme pleasures of my life." Given all the great food and cooking she was around is quite a compliment. MFK Fisher was a big fan as well. "It is exactly to my taste and I prefer not to use any other." That's quite the pair of compliments for an otherwise little known olive oil. Having Elizabeth David and MFK Fisher both giving glowing compliments to your product would be today's equivalent of getting endorsements from Mario Batali and Anthony Bourdain.

All of which is a long and involved and rather art-oriented way to tell you that I'm really excited about the Poggio Lamentano's oil arriving here in Ann Arbor. A blend of the four most famous of Tuscany's olives—Moraiolo, Frantoio, Leccino and Pendolino—it's truly delicious. I've been eating it regularly since we the first samples

Available at Zingerman's
Delicatessen and by
calling 888.636.8162



NEWLY-ARRIVED



OILS!



arrived last fall. It has much of the bold pepperiness and flavor of fresh cut grass and artichoke that are hallmarks of Tuscan oil, but as is often the case the location near the sea seems to bring a nice softness to the mix. The oils from the Tuscan center are far more aggressive—they take charge and push your palate to extremes with their pepperiness (which I also love by the way). The oils from the coast, like Poggio Lamentano (or the Tenuta di Valgiano as well) are mellow, more mature perhaps in their presence. The Lamentano starts big, softens a bit midway through and finishes with a meaningful but moderate amount of pepper. The flavor, I suppose, is not unlike one of Michael Zyw's paintings—layers of colors, complex, caring, a lot of work and a bit of a beauty in the world.

The oil is unfiltered which I always believe helps enhance the complexity of the flavor. It starts soft with a bit of banana and green grass. The pepper pops up in the back and it finishes in a forcefully refined way. I've been eating the Poggio Lamentano on the Martelli family's spaghetti, on fresh mozzarella, on simple salads of arugula with a bit of grated Tuscan pecorino cheese, a few chopped hazelnuts and a bit of roasted red pepper. Definitely great with beans. I've used it to finish off a few fish stews to great effect. Excellent for dipping steamed artichoke leaves. And of course, maybe it's best at its most basic—poured liberally (and of course colorfully) onto toasted Farm or Paesano breads from the Bakehouse. A taste of Tuscany, a bit of history, a lot of art, a whole lot of good flavor all in one nicely labeled bottle.

DESERT MIRACLE

and

LES TERROIRS DE MARRAKECH



from morocco



At the other end of the story spectrum are these two delicious oils from Morocco. The Zyws are working on a small farm, trying to make a name for their product in a region that's world renowned for it. Whereas the Zyws have only fourteen acres and have been making olive oil for really just a bit more than one generation, the Aqallal family roots are far deeper—the farm is at least four generations in the family—and far bigger. They have three farms all located in the Atlas Mountains with a total of nearly 2,000 acres planted with over 1,000,000 trees. The Zyws produce somewhere between 4000 and 8000 bottles a year; the Aqallals average well over 1,000,000. But the difference in scale is illuminating, not negative—each family, in its own place and its own way, is producing some wonderful and wonderfully unique olive oils.

While Morocco has thousands of years of olive oil history—dating to Roman times—it's really gotten little recognition on the world scene. These two oils will, I'm confident, start to change that image. Along with the excellent oil we get from the Mahjoub family in Tunisia, they are en route to making the Southern Mediterranean one of the places that rolls quickly off the tongue when one thinks of great olive oils. The Aqallals are the people to lead the way. They are renowned in Morocco for being effective and progressive thinkers and creative contributors to the country's new

wave of agriculture. At the end of the 19th century Boujida Aqallal was known around Fez as "Amine El-Fellaha," meaning, "the wisest of the farmers." Today, his great grandchildren are carrying on the traditions—the family's reputation for agricultural excellence and innovation remain as high as they were a hundred years ago.

The excellence is reflected in pretty much every detail of their work—the more I learn about their work, the easier it is to understand why their oil is so good. All of their work is about respect for the land, the community, the people who work on the farms and in the plant where their olives are pressed and the oil bottled. They seem to have done an impressively excellent job of blending tradition and modern technique, to make some really excellent, world-class oils, at an impressively large scale at which quality so often starts to fall off. Both the oils—their Desert Miracle and their Les Terroirs de Marrakech—are delicious. They've won a wonderful set of accolades. The famous French chef Joel Robuchon swears by them, and *Saveur Magazine* has sung their praises.

All of their olives are grown in areas well away from industrialization, which means that pollutants in the air and water are not a problem. All of the Aqallal farms are located at altitudes above 1,000 feet. The water used to irrigate the fields comes from snow melt from the nearby Atlas Mountains (yes they get snow in Morocco, but only if you go high enough up!). To prepare the fields on the three farms they've cleared over 13,000,000 pounds of stone. Yes, you read that right. Thirteen million pounds—I checked my own math four times before confirming it with my contact, Mehdi Boujrada. "It was enough to build the house, the mill and surround 6 km of olive groves with a wall 1.25m high to create better conditions for the trees," he told me. "As you know," he went on, "Morocco is a Saharan country and every year several hectares are threatened by desertification, so many areas now are fighting it with plantations of olive trees and cactuses. Since it is a desert area they brought volcano rocks from Cuba to be added to the soil so that it acts as a sponge and inhibits water from going into the sand. It's also creating a green belt with all these trees. With the help of the European Union and the Moroccan government the farmers are converting these desert lands into olive groves mostly to improve the living of these communities, to reduce CO2 emissions and to fight desertification."

Then there's the work in the fields and with pressing. The Aqallal's trees are pruned carefully (which happens to be one of Michael Zyw's passions as well) so that, when needed, they can be picked from the top—less mindful pruning means that the olives at the top (which generally ripen before the more easily accessible ones on the lower branches) can't be taken from the tree til those on the lower branches are also ready. Harvesting and pressing take place far earlier than they do in Europe—with the hotter temperatures the olives are ready much earlier—so the work to gather the olives is already in motion by late September and finished by early October. Harvesting early like this increases flavor but decreases yields, and is not typical of the Moroccan oil industry. Blending is done by the palate, not by machine—it's a craft, not exact science. Like the Poggio Lamentano the oils are unfiltered, and are then bottled in particularly dark glass to protect the oil from light (which can damage it). The oils are impressively good, and also, given their Moroccan origin, quite different than any other oils we have on hand.

desert miracle

A very beautiful, buttery, sweet and very delicious oil that's an ideal match for vegetables or fish, the Desert Miracle oil is from olives grown at the family's El Bourouj farm. The fields are all at an altitude of a 1000 feet (higher altitudes generally have lower yields but more interesting flavors). The land of the farm is actually located right in the desert, hence the name—it's a bit of a miracle that trees are growing in this region at all. There are over 300,000 trees on the farm, the olives are Arbequina (of Spanish origin) and Dahbia (unique to Morocco). The added stress from growing in desert conditions (the trees get very little irrigation) also leads to lower yield but contributes to the complexity of the flavor. Part of what makes the oil so special is a system that the Aqallals have developed that allows the olives to be picked with gentle machinery and then pressed within 20 minutes of being picked. I had to check that stat about six times too, but sure enough, that's correct—twenty minutes from tree to crush. The trees at the El Bourouj farm are on the younger (about 2–25 years old) side of things and can stand up well to the machine

picking. The oil really is delicious. Delicate, mellow, sweet, a tiny taste of apple (typical of Arbequina olives), with a tiny bit of spicy pepperiness at the end, and as per its name, a bit magical. It's great on new potatoes, with simple salads of the delicate lettuces from the farmer's market, on a piece of fresh fish.

les terroirs de marrakech

The Aqallal family's point of pride, this oil is made only from very old (all over one hundred years) trees, all growing at over 1200 feet. The land, north of Marrakech, once belonged to the Rothschild family. The age and great size of the trees dictates that picking must be done still by hand, and the olives are in the press in less than 24 hours (normally an impressive stat except in this case when you compare to the miraculous twenty minute time span they've got working for the Desert Miracle). Still soft in flavor by comparison to the Tuscan Poggio Lamentano, but with bigger fruit and more intensity than the milder Desert Miracle. Nice nose. Nicely round, a bit sweet, elegant with hints of something that reminds me of tarragon and green asparagus.

The olives for this oil are primarily the French Picholine du Languedoc, with some Menarz and Haouzia. The flavor of the Terroir de Marrakech is pretty marvelous, and quite different—the hallmark, perhaps, of what Moroccan olive oil is all about. Serve it on salads, couscous, really good with roasted vegetables, delicious with a bit of honey. A very special oil that shows the world just how good Moroccan oil can be.

PLANETA



from sicily

The boldest of the bunch, this is a big, green, very grassy, peppery oil—it's not for everyone but it is for me. I've been waiting for this

to come in for probably four years now. Although it's so green and so bold that it seems like it could well come from another planet, the oil is actually named for the Planeta family who produce it. They farm in southwest Sicily, near the town of Menfi, and are probably better known internationally for their award-winning wines. The family has been farming the area for many generations. The olive oil is primarily a blend of the three main varieties of Sicily—Cerasuola, Biancolilla and Nocellara del Belice. The Nocellara are the biggest portion of the blend, and also the biggest in flavor. There's a small bit of three other varieties in the mix—Giarraffa (by name at least, my favorite olive varietal), Santagate and Ogliarola Messinese. All the olives are handpicked, usually a couple of weeks before others in the area are bringing their olives in—the extremely early harvest is a big factor in the boldness of the flavor, but again, keeps yields small. The oil is a certified DOP (a protected denomination of origin) which means that it must pass rigorous testing before it can be bottled and sold.

The Planeta oil is excellent but only if you like your oil very big and very bold—the color is bright green and so is the flavor with notable hints of fresh cut grass, green tomato, green peppercorn, maybe a hint of citrus . . . I love it on toast, on beans, on beef.

Head to the Deli and ask for a taste of these oils today!

Ari



you really can taste the difference!

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OLIVE OIL:



The Bacon of the Mediterranean!

It's been about eight years now since I first put forward my theory that "bacon was the olive oil of North America." The theory has spread steadily through the food world. So much so that a few weeks ago I was being interviewed about Camp Bacon by a food person I really respect and love, and she started into her next question: "I've heard," she said, "that someone called bacon 'the olive oil of North America.' What do you think about that?" At first I thought she was messing with me a bit, by sending my own kind of crazy theory back at me. But when she didn't follow her query with a chuckle, I realized the question was serious. "Well, . . ." I said, slightly stumped for a good response, "I . . . well . . . I'm the one who made that up in the first place. I wrote about it in *Zingerman's Guide to Better Bacon*." She started to apologize for not knowing from whence the idea had originated, but I assured her it was nothing to worry about—the best compliment one can probably have for an idea is when it's embedded itself so effectively into the culture that no one can remember where it came from.

Two days later I sat down to write about these four great olive oils that had only recently arrived at the Deli (see page 2!), and it struck me that if my original theory is accurate, then by some unrecognized, yet to be named, transitive property of good food philosophy, the concept would probably work just as well in reverse. Having played around with the thought for a few days, I've decided to run with it; olive oil is the bacon of the Mediterranean!

The parallels are clearly there. Both bacon and olive oil have the honor of being the primary fat in the food of their respective regions. Without pork fat it'd be hard to properly prepare much of the traditional food of North America. Even many Native American tribes—who had no hogs to work with until the arrival of Europeans—have woven bacon fat into their regular eating routines. (See *Zingerman's Guide to Better Bacon* for my friend Meg Noori's recipe for Mac 'n' Bacon and her stories of growing up eating oatmeal topped with bacon fat). Same, of course, can clearly be said for olive oil in the Mediterranean—you really can't properly prepare the traditional foods of Italy, Spain, Sicily, Greece, the Middle East or North Africa without it.

Both bacon and olive oil are critical to the commerce of their home regions, both become prominent subtexts in local and national politics (subsidies, farming, etc.), essential in both legend and lore, a big piece of their area's economy and, of course, of eating. Both are consumed and cut across class and ethnic lines—pretty much everyone eats and enjoys them.

Bringing my bacon as olive oil theory full circle, I'm going to look into starting up my new campaign slogan—everything is better with olive oil! To keep some alliteration in there maybe it ought better to be "Everything is optimized by olive oil!" Or, "Everything is extraordinary with olive oil!" I'll work on the wording, but in the mean time I'd recommend that you get going—pretty much everything really is better with olive oil! Personally I've been putting this idea into practice for so long now that I'm almost what Maggie at ZingTrain would call "unconsciously competent" about it. I just instinctively put good olive oil on almost everything. Bread, salad, fish, steak, soups, sandwiches, olives, cakes, cookies, and bean dishes, are all delicious when dressed with it. But olive oil is also excellent in places you might not expect: fruit, honey, jam, and your morning toast are all terrific with it. Like bacon, olive oil is also showing up and showing pretty well in places one might not normally expect—I've had olive oil mousse, olive oil popcorn, olive oil gelato, olive oil chocolate cake, chocolate bars.

At the beginning of this newsletter I wrote up four really great, new-to-us-at-Zingerman's olive oils. Here are a few thoughts on what you might do with them.

READ THE BOOK THAT STARTED IT ALL!

available at zingermanspress.com and any Zingerman's location



Olive oil & fresh mozzarella

The milky freshness of the mozzarella provides the perfect palette for the olive oil to work on. If you want to add really good tomato, or equally excellent roasted peppers, that's terrific too. A few flakes of the amazing Maras red pepper would be terrific. Better still, do this with burrata from Zingerman's Creamery.

Olive oil and honey

I totally love this combination—pour some good olive oil on a plate or bowl. In the middle (or actually wherever your creative mind is moved to put it) plop down a few good sized spoonfuls of honey. Eat with bits of warm



Paesano or Rustic Italian bread by dragging the bread through both the honey and the oil. You can also top it with toasted pine nuts.

Make a L.O.T.

Following my metaphor, if olive oil is the bacon of the Mediterranean and a BLT is one of the best sandwiches we make, then of course an Lettuce, Olive Oil, and Tomato sandwich would be terrific as well. Really great lettuce from the farmer's market, heirloom tomatoes as soon as they start coming in mid-summer, toasted Bakehouse bread and a generous dose of extra virgin oil. Toast a couple thick slices of Farm bread, dress with the olive oil, sprinkle with sea salt and brush with garlic if you want. Pull off whole leaves of one of those totally beautiful lettuces that have been showing up at the farmers market. Add a few slices of an heirloom tomato. Smush it all together and eat! In its most basic form, a LOT is vegan and very good. I like to tune(isian) it up and add harissa. Delicious.

Pasta and olive oil

One of my favorite food writers, John Thorne, wrote many years ago in his excellent book, *Outlaw Cook* "Pasta and olive oil . . . like bread and butter, you never know how good it is until you make a meal of it, all alone—that is, all by itself and all by yourself. Both the olive oil and the pasta should be as good as you can get, if only because eating them like this is the best way to discover how good they can be—to know, once again, the satisfaction of that most primordial of combinations, starch and fat." I agree. But then, like John, I've eaten the two in tandem—alone—many times. It is truly, a terrific meal. Pasta and olive oil has long been my version of fast food, my meal to make when I don't have much else in the house, or when I'm having a bad day and am seeking a bit of solace.

Let's start with the pasta. The best artisan pastas taste, I'm not joking, at least ten times better than the standard commercial stuff that's sold in even upscale supermarkets. It's like the difference between Paesano bread from the Bakehouse and a puffy white loaf from an upscale franchise bakery outlet. The two may look reasonably similar, but the difference in flavor and texture is night and day. World class pasta has a wheaty, wonderful flavor of its own, a flavor that's as critical to good Italian eating as the olive oil we're putting on it. Remember that over there it's the pasta, not the sauce, that's the star of the culinary show.

Although the look may seem similar to the casual observer, most everything about an artisan pasta stands out from its poor commercial cousins. You can feel the difference even before you cook it—its surface will be rough, sandpapery, from being extruded through old-style bronze dies (compared to the slick surface of commercial pasta extruded through Teflon). The

Olive oil and jam

An excellent way, it turns out, to top off your morning toast. The sweetness of the preserves is a perfect foil for the slightly spicy green fruit of the oil.

Olive oil and fish

Certainly one of my favorites—olive oil and fish (like bacon and fish) blend beautifully. Simply sauté, grill or broil the fresh fish of your choice, then dress with a good bit of really good extra virgin olive oil. For this I really recommend the more delicate oils—either of the Moroccan oils on page 3 would work beautifully well.



Olive oil and fruit

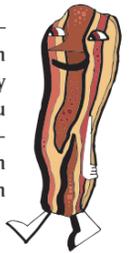
I learned this one from the cooking of the island of Menorca in the Mediterranean. Toast some farm or Paesano bread, dress it with olive oil and then add slices of ripe peach, plum, nectarine, or whatever else looks good at the market. Fresh fruit, either grilled or raw, is great with a few drops of olive oil and a bit of black or red pepper. A salad with watermelon, feta and arugula is one of my favorites. Cantaloupe and olive oil, topped with a good grind of fresh pepper, a pinch or two of sea salt is superb.

Olive oil and steak

A Tuscan classic—cook a steak to your desired level of doneness (in Florence that means very rare) and then rub it with fresh garlic and dress it with a great peppery olive oil. Poggio Lamentano would be lovely. Great topped with chopped fresh arugula too.

Olive oil and bacon

I got you there! But it's true—each is great of course on its own but the two actually make a marvelous team. You can use them in tandem in almost any setting—fried bacon and olive oil on salad, in bean soups, on sandwiches, etc.



Super simple salad

All salads are, we know, excellent with olive oil. But of late I've been more and more appreciative of really simple ones—great greens, oil, a touch of vinegar, sea salt and pepper. This really couldn't be simpler or more elegant or easier, but nevertheless it's amazing. Just get some of the fantastic lettuce from the farmer's market. Wash it and then dry the leaves on towels. I like to leave the leaves whole for effect (both visual and textural). Sprinkle with good sea salt and a fresh grind of black pepper. Then dress with some great vinegar and an extra virgin olive oil of your liking. If you want, grate on a bit of Parmigiano Reggiano.



Toasted bagels with olive oil

I want to tell you that this is a traditional breakfast for Mediterranean Jews but that wouldn't be true. It is however delicious. Toast, drizzle, eat, enjoy. Add a bit of fresh Creamery cream cheese or goat cheese to take it up a notch.



Ari



harder wheat it's made from and the very slow drying (40 to 60 hours instead of 8) mean that it will take much longer to cook. When you drain the cooking water you'll end up perfuming your whole kitchen with the scent of the wheat! And when it's done you'll find its texture to be much more substantive, its flavor far fuller, and the enjoyment of eating it eighteen times higher. It's pretty seriously wonderful.

The Deli has a wide range of pastas from Italy's best producers: Martelli, Rustichella (I do love their Primo Grano pastas—email me at ari@zingermans.com and I'll send you a long essay on it). The difference is readily apparent to anyone who's interested and will take the quality of your pasta cooking up immediately. The dish is very simple. Just cook the pasta in lots of very well sea-salted water until it's very al dente—it's important not to overcook it. Italians generally eat their pasta much firmer than we do over here. Drain it, dress it with a really delicious olive oil (any of the four I've written about earlier in this newsletter would be terrific). Grate on some Parmigiano-Reggiano, a generous grind of black pepper, maybe some Maras red pepper flakes too, a sprinkling of sea salt and eat it while it's hot.

One slightly less simple but also excellent alternative is to make a simple pasta dish, dressed with olive oil, bacon fat, pepper and pecorino (cheese). For this dish, John suggests to cook the pasta, *filo de ferro* or "iron string" (that is, firmer than al dente). If you're not used to doing this the pasta will probably seem undercooked. As John continues, "Dry it, sauce it with (hot bacon) pork fat, and then grated pecorino and a lot of pepper." I like to finish it with some good peppery olive oil—the Poggio

ARI'S SUMMER FAVORITE FOOD FINDS

Acorns, Pigs, Salt and Some Iowa Air = Spectacular Spelaccia



"Wow!" was my initial response when Herb Eckhouse gave me a small slice of this cured pork shoulder. "That's what pretty much everyone says when they taste it," he told me. I can see why. I've really never tasted anything quite like it. The hogs are Tamworths, one of the old English breeds that's known for particularly excellent pork. The Tamworths are finished on Iowa acorns, a feed that makes for exceptionally sweet meat, and a very, very clean finish (and one typically used in Western Spain). The fresh pork shoulders are cured simply with salt, and then hung to age for a year and a half. The aroma is amazing. The flavor is so sweet it's almost more like smoked salmon than like cured pork. The finish has some of those same high notes, and a lingering, sweet, nutty intensity that's the hallmark of Spain's acorn-cured Iberico hams, but with an Iowa taste all its own. Seriously, if you like cured pork, get yourself a small sliver of this special spelaccia next time you're in the Deli.



Fried Cheese Curds, Wednesdays at the Roadhouse

One of our most popular appetizers and pretty much popular enough to be legitimately called the state dish of Wisconsin, fried cheese curds are now a Wednesday regular at the Roadhouse. The fresh curds are coming across the lake from a couple of Wisconsin's best artisan cheesemakers—Joe Widmer and Sid Cook. We dip them in a batter based on Sprecher's Pub Ale (also from Wisconsin) and fry them quickly to turn the batter a golden brown. It's no surprise that they're so popular—a thin, golden outer crust, soft golden gooey interior. They've built such a loyal following that there many people who come in every Wednesday just to eat them!

Fried Chicken Mac and Cheese

Another belated glimpse of the obvious. How I managed to go nearly ten years selling very large quantities of really good fried chicken and Food Network-acclaimed mac and cheese at the Roadhouse without realizing that the two might be blended into one hugely delicious dish of its own... I'm not really sure. It's so clear to me now, and so great tasting, that I can't believe I missed it. In truth I only thought of it this spring—I was standing looking at the small bits of food left over from a Roadhouse catered buffet line, it suddenly dawned on me that the little bits of fried chicken left in the pan might taste pretty terrific if we teamed it up with the macaroni and cheese that was one pan over. I shared the idea with the chefs at the Roadhouse and the next day it debuted on the menu—small pieces of really great fried chicken mixed with that really great macaroni and cheese (made with the Martelli family's macaroni, homemade cream sauce and plenty of Vermont cheddar). We sold over fifty orders of it the first day and the dish hasn't looked back since!



Krémes (pronounced krem-esh)



Our newest Hungarian food is already a HUGE staff favorite. I checked in with Bakehouse managing partner Amy Emberling and this is what she told me: "This may be the most irresistible of all the Hungarian desserts we've made yet! It's three layers of toasty, flaky, buttery puff pastry filled with vanilla bean pastry cream lightened with meringue. The flavors are simple and great and the textures are wonderfully contrasting. (If it sounds like a French Napoleon or millefeuille, you're right. It's very much like that.) The interesting difference is that in Hungary, it's preferred warm but devoured at all temperatures. Eating Krémes can be an event here just like it is in Hungary—Hungarians go out especially to get Krémes and hope that they arrive at the bakery just as it's being made." I'm really appreciative of the work that the Bakehouse crew put into making this. We're putting ours together every morning at about 10:30. Come by the Bakeshop to try some on Tuesday, Wednesday, Friday, Saturday and Sunday!

Tibor's Matzo Ball Soup at the Bakehouse

I can tell you exactly how many times in the last year that someone has told me that one of our soups was "one of the best soups they'd ever had anywhere." Two. It's obviously a very nice compliment. It's also intriguing. Because the comments—from two completely different people a few weeks apart—were both about the same soup: the goose broth with matzo balls that we've been making at the Bakehouse. I concur with the customers—I've been eating it regularly since we started making it a few months ago. This soup is seriously superb!



I know, I know, goose soup sounds more like something from Dr. Seuss, but of course a dish that seems exceedingly odd away from where it's regularly eaten, is down to earth, barely remarkable, every day food in its homeland. This soup is one of those. Here in the US most of the Jewish community eats chicken—chicken broth, chicken liver, roast chicken. But for Hungarian Jews chickens are at best a second rate option—the most prized poultry over there has long been goose. It appears in nearly all the same forms—goose broth, chopped goose liver, roast goose. (You can also add one highly prestigious goose product to the list—foie gras!) Which is why, in Budapest, ordering a bowl of goose broth with matzo balls is about as normal as buying chicken soup here at the Deli.

The goose broth is part of our ongoing and growing focus at the Bakehouse on Hungarian foods. Along with the goose soup, we have a whole range of rétes (ray-tesh, aka, strudel), tortas (like Dobos and Rigó Jancsi), small pastries (flodni and kifli). All have been hugely excellent.

We make the goose broth in pretty much the same way as chicken broth—goose simmered with carrots, onions, but with the uniquely Hungarian addition of dried mushrooms, a bit of ground ginger and a touch of ground nutmeg. The matzo balls have been marvelous as well—seasoned with fresh parsley and ground ginger and more goose fat. You can find it on Fridays at the Bakehouse. Like chicken soup, it's most prominently eaten as part of the Sabbath meal on Friday night or Saturday afternoon. But of course it's delicious any time. I've been buying it by the pint and taking it home to heat up. On occasion I add a bit of rice when I warm it up.

Ziege Zacke Zing! Excellent Goat and Cow's Milk Blue Cheese from Wisconsin comes to Zingerman's



One of the most interesting new cheeses to arrive on our shores this summer, Ziege Zacke (pronounced in Wisconsin as "Ziggy Zacky") is made collaboratively by two of the country's most creative and talented cheese makers. Katie Hedrich from LaClare Farms and Chris Roelli from Roelli Cheese put their heads, hands and talents together to make this special cheese. Both have been making marvelous cheese for the last few years—Chris has contributed Dunbarton Blue and Red Rock (both delicious cow's milk blues) and Katie came out with Evalon (a delicious nicely matured firm textured goat cheese made from the milk of the family's herd of goats).

The first batch of Ziege Zacke was made last year just before Christmas, which makes me think about it as a gift from a couple of the country's best cheesemakers to those of us who like to eat cheese. It is aged for about three or four months. Given that it's made by two cheesemakers it's appropriate that Ziege ("goat" in German) Zacke ("wave" in German) is a blended cheese—goat milk from the Hedrich family herd that's blended with cow's milk at Roelli cheese.

Ziege Zacke has a nice natural rind, and a big, interesting earthy flavor. It's the sort of cave aged cheese I'm used to finding in the obscure villages of northern Italy or maybe from far out in the English countryside. Rough, raggedy natural rind, big, in your face flavor, that actually mellows a bit in the mouth. You can do anything you want with this great cheese, but my personal preference is just to eat it as is with a good loaf of bread and a bit of cultured butter.

Bent River, Really Big Flavor Hand Crafted Camembert-Style Cheese from Minnesota



I've had so many so-so versions of Camembert over the years. Few have really caught my attention, but Keith Adams' Bent River cheese has made me a believer—it's impressively delicious! It is named for the sharp bend in the Minnesota River not far from the cheese plant, and all the milk comes from the organically raised herd of the Minar family on Cedar Summit Farm. Keith's was originally trained as a baker but made the move to a different member of the fermentation family back in 2008. Milk gets picked up a few hours after milking every morning from a mixed herd of Jersey, Normandy, Guernsey and Holsteins.

The cheese has a lot of the complexities and texture of traditional Normandy Camembert but with a bit of Minnesota magic in the mix. It's excellent at either end of its maturing spectrum—it's really just a question of what one likes. Mellow, mushroomy, milky, buttery, semi-soft, and subtle when it's young; more out front and forward as it ages. It even gets that nice sort of pungent, garliciness that you get in a Camembert when it moves just slightly past the midway of its maturity and starts to go, still deliciously, towards being too ripe. Personally I just like to eat it with a good Bakehouse baguette, but you can put it on sandwiches, serve with nuts and fruit or pretty much anything you do with Camembert.

I can't remember where I first met Keith Adams, but I'm glad I did. I think it was at the Sonoma Valley Cheese Conference a few years ago. Since then we've traded thoughts, cheeses, ideas and insights. In fact, our meaningful dialogue began when Keith told me that he had read and really enjoyed *Zingerman's Guide to Good Leading*. Later he came here to be in our two day ZingTrain Creating a Vision of Greatness seminar (which is coming up again on September 30, 2013). It's pretty clear to me that we're on the same page culinarily and conceptually. It's an honor to sell his cheese.

Indian Espresso at the Coffee Company

This one's been my morning choice for the last few months. A really nice, slightly spicy, shot with a long, soft, lingering finish. If you've got a taste for adventure, head down to our Coffee Company on Plaza Drive and check out the Big Brew Board. The baristas there are serving up coffee brewed a bunch of different ways including Syphon, Clever Dripper and Pourover. I checked out the board this morning and their favorite ways to prepare the Indian right now are Chemex and as an Espresso.

Sesame Halvah from the Candy Manufactory!



I'm particularly excited about this new arrival on our sweet scene. For many decades now I've felt like halvah was an unhappy hold out from an earlier era. We've improved the quality of so many traditional Deli dishes over the decades—better raw meat for our corned beef, much better rye bread (made at the Bakehouse since 1992), hand made cream cheese from the Creamery, really nicely chewy baked-on-the-stone-hearth bagels from the Bakehouse. But halvah has sort of just staying silent in the background, available pretty much just in the same sort of commercial version we'd been buying since we opened in the early '80s.

Happily now we can finally turn the page on our halvah and enter the same positive quality era we've come to for so many other products. This old style Israeli halvah is made with a LOT of fresh whole sesame seeds, lightly toasted and then ground right at the Candy Manufactory. The ground sesame is mixed with some old style, full flavored Muscovado brown sugar and some Michigan wildflower honey. A small sliver goes a long ways. I love it with an espresso. Or drop a small bit of the halvah right into your hot coffee—let it melt into the hot brew and you get a really delicious, slightly sweet, slightly nutty, exotic cup of coffee. Put a block of it out after dinner and let your guests nibble at their leisure. Nikki at Zingerman's Creamery loves to pair halvah with their Manchester cheese which sounds like a great idea to me (I see a lot of potential in chocolate and cheese pairings).

Ari



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

july

Great Lakes Cheshire

\$24.99/lb. (reg. \$29.99)

This cheese is based on a very old recipe that John Loomis learned from a Welsh cheese maker over 25 years ago. It is a quick-ripening variant of the traditional Cheshire that is perfect for the extremely rich milk we get from a mixed herd of cows from a small, regional farm. The cheese sports a natural rind that envelops a supple, slightly crumbly paste with a full and accessible flavor.



august

The City Goat

\$6.99/ea. (reg. \$7.99)

Our hand-ladled, fresh Chèvre round is winning goat cheese fans throughout the country. Slightly tangy with a soft and light texture, this is one of our most versatile cheeses. Roll it in fresh chopped herbs, drizzle it in honey—the possibilities are endless!



FIND US AT THE FARMERS' MARKETS!

Downtown Ypsilanti Farmers Market

Tuesdays 2-6pm, May-October
Ferris street, Ypsilanti
(next to the Post office)

Kerrytown Farmer Market

Wednesdays 7am-3pm
May-November &
Saturdays 7am-3pm
May-December
315 Detroit Street, Ann Arbor

Northville Farmers' Market

Thursdays 8-3 May-October
Northville Downs
301 S. Center Street, Northville

Westside Farmers' Market

Thursdays 3-7pm
June-September
Zingerman's Roadhouse
2501 Jackson Road, Ann Arbor

Eastern Market

Saturdays 7am-3pm, Year round
2934 Russell Street, Detroit,
Shed #2

Canton Farmers' Market

Sundays 9am-1pm
May-October
Preservation Park
500 North Ridge Road, Canton

bringing the cheese to the people!

Gelato

Summer Gelato Flavors Available Through 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

This gelato is a uniquely sweet and spicy treat. Super chef Mario Batali calls it "exhilarating, like a dive into a cool lake."

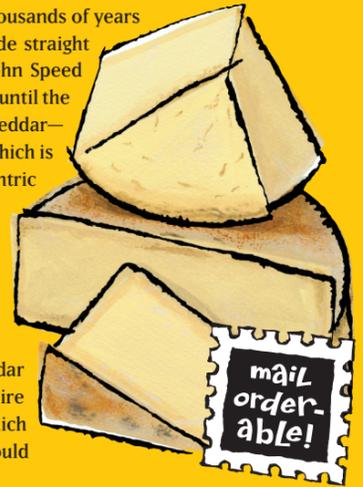
Cherry Chocolate Chip Sorbet

We use tart Michigan cherries and house-made chocolate chips to make this decadent sorbet.



We're really excited about the wheels of Great Lakes Cheshire we've been aging-out here at the Creamery, and we're thrilled to be featuring it as our Cheese of the Month throughout July. Made with raw milk from a regional mixed herd of cows (including a very ancient and rare breed of short-horn), the flavor and texture of our Cheshire just keeps getting better and better. The cheese is currently available at the Creamery and at Zingerman's Deli, and we've got plenty of truly lovely wheels continuing to age here at the Creamery, which should keep us in good stock throughout the Summer!

The original recipe for Cheshire dates back thousands of years to the time of the Romans, and it's been made straight through ever since. 16th century historian John Speed called it "... the best cheese in all Europe...." Up until the middle of the 20th century, Cheshire—not cheddar—was the most popular of the British cheeses, which is hard to believe looking at today's cheddar-centric cheese counters. (While the two names are similar, the cheeses really are pretty different. Cheddar is much more closely textured, aged much longer, and creamier on the tongue; Cheshires are younger, tarter, more crumbly. Technically, while the curd for both is cut into blocks, Cheshire curd is not stacked as cheddar is, but rather broken in half many times. Cheshire curd is also milled through a peg mill, which shreds down to a finer texture than one would do with cheddar.)



But while we're using the name Cheshire, our cheese is actually a cousin (twice removed) of the British original. Leon Downey, one time viola player in the Halle Orchestra in Manchester, England, decided to learn cheesemaking when he felt the desire to leave behind the intensity of city living. (The alternate version of why he moved on, our cheesemaker and founding partner John says, is, "I asked Leon why he left the symphony and his reply was 'Mahler, I don't like Mahler.'") Leon and his wife bought a farm in Wales and he set out to make his own Welsh version of Cheshire, which he called Llangloffan. It was smaller in size, a bit tangier in flavor and—like Leon himself—a bit wilder in its personality than the more proper English original.

On the table, the Great Lakes Cheshire is really a pretty classic eating cheese. It's got a texture and flavor that are clearly related to classic English farmhouse Cheshire, but with a bit of an Ann Arbor twist to it. Cheshire farmers have long taken its English cousin out into the fields with them wrapped in little more than a bit of white cloth; Welsh miners would have done the same to have something to eat underground. The Great Lakes Cheshire is also excellent on a toasted cheese sandwich, which in Britain would be a what's called Welsh Rabbit or Rarebit. Basically it's a thickish, creamy cheese sauce made with mustard, beer, and a bit of cayenne or Worcestershire blended with some grated Cheshire, that's then served bubbly, hot and a bit lightly browned under the broiler over toast. There are a million and a half variations on that main theme—we like the old style "buck rarebit" where you pop a poached egg or two on top of the whole thing (don't miss John Harnois' chickens' delicious eggs at the Creamery—you really can taste the difference). If you want to be on the cutting edge of the rarebit world, take Rachael Ray's lead—she spoons it over burgers then tops it all with a couple slices of bacon. (If you're curious about the name, the theory is that the Welsh were so poor that they referred to cheese as "their rabbit" since they couldn't afford to have actual meat very often. The original name seems likely to have been rabbit, later somehow having morphed into 'rarebit'.)

Or of course, you can just grab a hunk of the Great Lakes Cheshire and eat it like it is and forget all this other fancy stuff. No matter which end of the serving spectrum you opt for it's a pretty darned good cheese and it's a pretty cool piece of history to bring back 'round—raw milk and really good to eat.



Paul

Paul Bower, Zingerman's Creamery

You say "tomato", I SAY "DELICIOUS!"

Cornman Farms bounty makes
its way to roadhouse menus!

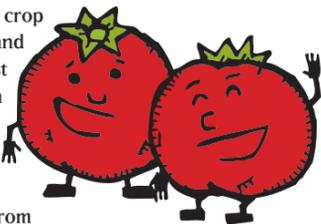


**CORNMAN
FARMS**
established 2005

Since back in the snowy days of winter, Mark Baerwolf and his team have been planning and preparing for this year's exciting garden season! Seed planting began in March, with special emphasis on tomatoes and peppers.

We like to think of our tomatoes and peppers as examples of wonderfully true SLOW FOODS. They grow for a very long time before they are harvested, turning the summer's sun, rain and rich soil into a product that has incredible flavor.

Our method of growing can best be described in a phrase that we've borrowed from the garden writer Elliot Coleman - Beyond Organic. We're using the organic principles of feeding the soil and not the plant. A fall cover crop brings nutrients to the soil and a spring spreading of compost adds another layer of strength and disease resistance.



Throughout the fall and winter, we've been collecting compost at record levels, from the Roadhouse, the Deli and recently-added Food Gatherers. Everyone else's garbage is our gold! It adds up to a mixture of over 3500 lbs./week of organic material, mixed with high carbon straw and bedding material. We water and weed, but we use no chemicals or pesticides on our plants.

Some tomato varieties are chosen specifically for roasting. We select these roasting varieties for their size (4 oz. or larger) and most importantly for flavor. We want a balance between sweet and tart with a small seed cavity and low moisture. These roasters tend to reduce to the best balanced flavor and their texture makes the final sweetness pleasing without being over the top. The different paste varieties like Italian heirloom, Opalka, Gilbertie, and German Johnson are the ones that we turn into roasted tomatoes.

Others are best enjoyed fresh and raw, often straight off the plant. We checked in with Mark to see what he and the folks have planned for us this summer:

"I'm really pleased with quality of tomato transplants we've got this year; it's looking better than ever because of new seed starting mix from a Michigan company called Dairy Doo. That and Chef Alex's greenhouse addition have made a huge difference for us. Things get even better in 2014 as we'll be able to sell a very select few of our transplants for folks to plant in their home gardens. I'm also excited about growing several rows of Brandywines and Mortgage Lifters in rows with no plastic mulch, side dressed with goat barn straw. These are two varieties I love, but they have not liked the very intense mid-summer heat (90 to 100 degree days). If I can keep their roots cooler with goat straw they will be happier plants and we will reduce our plastic use by over 10%. There's a lot of other varieties I can't



Caprese Salad

Mozzarella with Fresh
Tomato, Olive Oil and Basil

Available at your house or the Roadhouse!

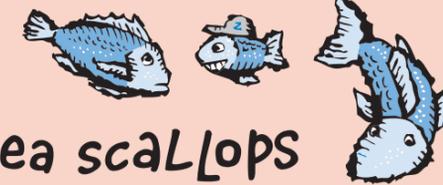
This is the salad that I've probably eaten in the company of more friends over the years than any other. It's so simple, so easy to make, and, when you have great ingredients to use for it, so incredibly delicious.

When we opened the Deli in 1982 this dish was little known in the Italian specialty. Today, it has grown so popular that I'm waiting for McDonald's to put it on their menu. Of course, as with all simple traditional food, the quality of this "salad" is completely contingent on the quality of the ingredients. Made with so-so tomatoes, commercial mozzarella, dried basil and mediocre olive oil, it's barely worth writing about. But with good ingredients, man, it's the best. Fresh mozzarella, fresh basil, really nice ripe heirloom tomatoes. Don't forget a bit of sea salt and a fresh grind of black pepper and then really good olive oil.

Making this salad at home couldn't really be easier—it's all in the ingredients. Ripe, heirloom tomatoes from the market, fresh mozzarella from the Creamery or the Deli, great extra virgin olive oil, sea salt, freshly ground pepper. If you have a really great oil, a full flavored favorite, this is a fine spot to put it on.

wait to try. I always love the Cherokee Purple tomatoes for their salty depth of flavor and deep purple, bruise-y color. This year, we're trialing two other Cherokee toms, Black Cherokee and Cherokee Green. We've also acquired seeds of several other very rare tomatoes that I can't wait to try: Paul Robeson, a dark-skinned, big, ugly and delicious tomato and Stump of the World (from the breeder who basically saved the classic Brandywine from extinction—this is also his own personal favorite). We've also got Ananas Noire (a green variation of the superb Pineapple tomato). Ultimately I can't wait for a good summer tomato, warm from the sun, juice dripping down my shirt. They should start trickling into the Roadhouse by the 2nd week in July and then the red flood begins for real in August and lasts into the first week of October if we're lucky.

Mark

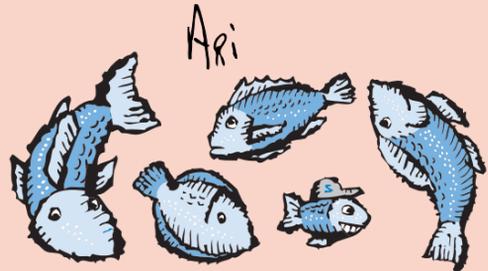


Sea scallops at the roadhouse

One of the most regular customer comments I hear out at the Roadhouse is how good the sea scallops are. Literally almost every night someone will comment on how much better they taste than scallops that they've experienced elsewhere. In part this is a tribute to the skills of the sauté cooks on the line. But it's also about the quality of the scallops we buy, which we get from Foley's in Boston. As Alex (Young, managing partner and chef at the Roadhouse), often says, "A lot of what we do is just about buying good ingredients and then not screwing them up." And that would very definitely be true here.

In that vein, one of the big, if little discussed, "secrets" to scallop quality is that most commercial versions these days are chemically treated to help them retain—in some cases even gain—moisture. Much as "water-added ham" has become the commercial norm (reducing costs, prices and flavor across the board), so too have treated scallops become what most people are served. By contrast we only offer what are known in the trade as "dry-pack" scallops—no treating allowed. And we work with the Foley's folks to take in only the top of the catch—the freshest scallops we can get.

While you can order scallops at the Roadhouse any way you like, personally I go for 'em done in a hot sauté pan so that the outside gets slightly caramelized and the inside stays nice and tender and sweetly succulent. "Succulent" is really a good word for great scallops. The outside sears just a touch and the meat in the middle is still really moist and tender, and they taste of the sea. I should share too though what I learned from Cap'n Phil Schwind, author of a 30-something year old little cookbook called, *Clam Shack Cookery*. Never met Cap'n Phil but according to the book intro he's been called, "the fisherman's fisherman, the cook's cook, and Cape Cod's champion storyteller." He turned me on to what is actually a great way to prepare scallops, one that we will happily do for you if you ask. The "proper" way, he wrote, to prepare scallops is to cook them in hot bacon fat, then sprinkle crisp bits of bacon over top. He says you should accompany that dish with, "... hot, black coffee so strong you dare not stir it for fear it will take the plating off the spoon." I'm not convinced that our coffee is at that level of intensity, though I suspect that since you'll not be eating them (as he did) right on the boat, you might actually opt for a nice glass of wine instead.



CORNMAN FARMS NEW EVENT SPACE OPENS IN MAY 2014!

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**We welcome you, your family and friends to
celebrate on our farm and to learn about
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For more info, email cornmanevents@zingermans.com
or call 734-619-8100

For regular updates, check us out on Facebook
@ Cornman Farms of Zingerman's Roadhouse.

Letters from the Seminar Outpost



The most frequently occurring stages of an awesome, long-term, mutually-extremely-fulfilling relationship with ZingTrain:

At ZingTrain, delivering great training is our *raison d'être*. However, building great, long-term relationships with the people we deliver great training to is what makes us feel happy and fulfilled. So much so, that we created my job – Community Builder – as a full time relationship building job. And I'm such a nerd (read ex-engineer) that I documented the 5 stages of an awesome, long-term, mutually-extremely-fulfilling relationship with ZingTrain. Here they are for you to peruse.

1. Two or three or five key folks from your organization come to a ZingTrain seminar.
2. While at the seminar, you buy some books and training DVDs to help bring the experience home with you.
3. Fired up by what you've learned, and armed with specific tools and techniques, you begin to implement change at your business. You call or email us from time to time to tell us how it's going. Many of you join us for our monthly call-in webinars.
4. Some months later, with implementation of the new ideas going well, you find that you're ready for more inspiration and come back for another seminar with a few more key players in your business. Or perhaps you bring a larger team for a private seminar, based on our regular content but customized to take advantage of having so many of your folks in the room at the same time.
5. We're now officially BFFs and recognize that something is very remiss if we don't hear from each other at least once a quarter—ideally more!



An Interview with Jason Cormier, co-Founder of Room 214

And here is Room 214, one of the clients that inspired the documentation of the aforementioned 5 stages! I asked Jason Cormier, co-founder and co-owner of Room 214 in Colorado to tell you about Room 214 and how we got to the BFF stage!

Gauri Thergaonkar: Tell us a little bit about your business.

Jason Cormier: Room 214 is a digital marketing and social media agency that helps companies connect with the people that matter most to them – from new leads to current customers and industry influencers.

My best friend and business partner, James Clark, and I started the company in 2004. His background, starting from the mid 90's, was public relations and mine was web development. We actually went to high school together and eventually were dorm roommates our freshman year in college at Colorado State. Can you guess the room number?

James and I had a unique opportunity to be partners in a previous start-up company with three others in 2003. Our job was to build the brand and reputation of this new company, in addition to driving leads and sales. James and I were experimenting with how online content was getting indexed in search engines at that time. We had also taken a huge interest in Google's new Adwords advertising platform – and developed a system for generating tons of leads via the web.

In the end, the collective partnership and business model wasn't sustainable, but James and I realized we could take what we learned and apply it for almost any company interested in using the Internet to grow their business.

Room 214 was born the following year, and by the time the phrase "social media" was being kicked around in 2006, we were already knee-deep in it with podcasting, blog development and YouTube. By 2007, with only five employees, we were the fastest growing company in Colorado.

Today, we have around 30 employees. Although we've had our fair share of challenges – we've stayed clear from outside funding and have enjoyed annual profitability since we started.

GT: How did you hear about ZingTrain and what was it that you heard that made you want to come to a seminar?

JC: We heard about ZingTrain from a close friend and trusted advisor to our agency, Bill Flagg. Bill has had some great business success over the years, and is invested in many local (Boulder) companies through his company – The Felix Fund (He changed its name to Felix Fun! after coming to a ZingTrain seminar!) He's the kind of guy who actively pursues bettering himself as a businessman and individual. When he goes to a seminar or event, his advice might be something like, "yea – just buy the book... or look at the PDF summary they put together." In the case of his experience with ZingTrain, he told us "you just have to go."

This was last year (2012), and to be honest with you James and I were feeling like the business was in a rut. The same opportunities were present, but we were feeling like we were on a treadmill. As a business owner, it's never a good sign when you dread coming back to work from a vacation. Both of us were lacking in our excitement – and knew we needed to seriously shake things up if we were going to keep it real. Essentially, we needed a vision.

GT: What seminar did you come to?

JC: First, four of us attended the taster seminar – The Zingerman's Experience. Then we followed up a couple months later to attend the Fun, Flavorful Finance seminar which is all about Open Book Management.

GT: What did you think about those seminars?

JC: All we could focus on was how quickly we could get the hell out of Michigan so we could begin to actually implement everything we were learning. Those seminars were true game changers for our agency, unlike anything we've experienced in the eight years we've been in business.

GT: What happened next?

JC: We went all in with open book management, starting with the creation of our own 5-week training program (2 hours per week) to get every employee up to speed on what we had learned. We created a 2020 vision for the agency, and had all our employees participate in creating shorter-term visions specific to their business units.

The rubber met the road on "214 Day" (February 14), when we had our first weekly, agency-wide huddle that included our monthly scoreboard with designated line owners. We developed a 6-month plan to begin with and are soon to engage in similar plan-building to cover the remainder of this year. Our first full annual plan will be developed later this year for 2014.

GT: What do you think people should know about ZingTrain and Zingerman's?

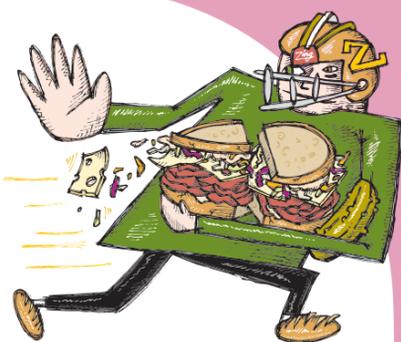
JC: One thing that really sticks in the minds of all who attended the ZingTrain seminars from Room 214 is that we actually got to see how the principles were being applied in real businesses (the Zingerman's Community of Businesses). I think that is a huge part of why Bill said you just have to go.

It's one thing to sit in a great training seminar and get inspired, but there is an entirely different value that comes with touring businesses, observing real practices and talking to people that actually work within the model you are learning about in real time. That's powerful.

Another thought that comes to mind is the eye-opening experience these seminars facilitate. When you see and learn about how things could be done, compared to how your company is doing them now, you get a jolt of awareness that compels you to act. Of course, there are similar attributes like any other incredible training experience. Once you leave, it's up to you to make things happen—whether that's dragging your boss to the next ZingTrain seminar or dragging your employees to internal trainings inspired from the same concepts.

On a final note, even after only having implemented open book management since February—it's difficult for me to consider how we ran our business the way we did for so long. I believe everyone in the agency now, James and I included, know they are part of something really special here. Not because it's a different way, but because it's a better way.

Gauri Thergaonkar,
ZingTrain Community Builder



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And now Charlie has taken it one step further and enrobed his brittle in the same delicious dark chocolate that coats his Zzang! Candy Bars!

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"A peanut brittle so simple, yet so compulsively munchable, that it could reverse the decades-long trend of brittle under-appreciation."
— Kate Bernot, Serious Eats



SUMMER SALE



Roi OLIVE OIL

Mellow yet rich in its unfiltered state, the latest harvest from fall 2012 is delicately delicious. It's a little more bitter and assertive than in past years but still flowery and feathery light, perfect for pesto making with sweet basil. The flavor starts buttery, slowly builds to a mild peppery finish, then fades slowly, smoothly, leaving your tongue a little tingly. 500 ml.

was \$24.99
now \$15

Mahjoub SUNDRIED GARLIC SPREAD

It takes a long time and lots of care to make this spread, but its effect in the kitchen is instantaneous. It all begins on the Mahjoub estate in the Medjerda Valley, outside of Tunis, Tunisia. There, the organic garlic is grown and harvested. Each clove of garlic is released from its bulb and spread in the hot desert sun to dry. Sun drying concentrates the flavors of the garlic, bringing out the sweetness beneath the surface. Open the jar, take a sniff and start imagining all the dishes it'll improve. The flavor is deep and savory but not overpowering, like a fresh clove might be. Drop a dollop atop grilled meat, or mix a bit with olive oil and vinegar for salad dressing. Slice up a baguette, lather on a bit of spread, top with fresh tomatoes from the market and voila! Instant hors d'oeuvre!

was \$12.99
now \$8

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We looked long and hard for an oil to call our own. We finally chose this one. Zingerman's Olive Oil is made by Marina Colonna on her ancient estate in the Molise, a little over 100 miles due east of Rome. Made from hand picked Peranzana olives pressed the same day they're taken from the tree, this extra virgin olive oil is hugely flavorful. It has a pleasing aroma with notes of fresh cut grass and black pepper. Its lively olive flavor is very fruity this year. It finishes with that great green olive bitterness and a bit of a peppery kick. It's excellent on just about everything—salads, soups, seafood, steaks, beans or, of course, bruschetta.

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This is an exceptionally delicate, subtly sweet and really delicious vinegar. It's crafted by Sante Bertoni on his family estate outside of Modena, Italy. Described as a bit of a mad scientist, Sr. Bertoni is giving the vinegar extra maturing just for us, making its flavor more complex before it hits your kitchen. Agrodolce is super smooth, light on the tongue, subtle, and very, very long in the finish. You can use it in place of balsamic since it's similarly soft and sweet. Wherever it's employed, your cooking will be enhanced by one of the most elegant vinegars I've tried in a really long time. 500 ml.

was \$24.99
now \$15

Ortiz BONITO DEL NORTE TUNA

Tuna in tins, especially these from the fourth-generation family firm Ortiz, is one of the jewels in Spain's culinary crown. Ortiz's fish are all line caught—not netted—hand filleted at sea and quickly tinned in good olive oil. The olive oil is key. It adds flavor and makes the texture silky over time, unlike water, which tends to leach flavors from the fish. Bonito—or albacore, as it's commonly known in America—is the most mellow and highly prized species. It gets my vote for top everyday eating tuna. It's nearly the ultimate in convenience food. A quick turn of the lid, and you can serve it with salads, beans, appetizer platters or on its own, dressed with some top-notch olive oil, a squeeze of lemon and a sprinkling of sea salt.

was \$5.99
now \$5

Ortiz BONITO DEL NORTE TUNA Case of 12

was \$72
now \$48

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- Butternut Squash Oil was 16.99 - now \$10
- Rioja Red Wine Vinegar 375ml was 8.99 - now \$6
- Orduna Wine Vinegar was \$19.99 - now \$15
- Roi Ligurian Pesto was \$9.99 - now \$7
- Il Mongetto Pomodoro Tomato Sauce was \$10.99 - now \$8
- Virginia Peanuts Salted or Butter toasted was \$6.99 now - \$4.50 each
- German Mustard All Varieties was \$14.99 - now \$7.50
- American Spoon Strawberry Jam was \$9.99 - now \$6

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a Lapsed anarchist's MANAGING YOURSELF

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.

Secret #30: Managing Ourselves

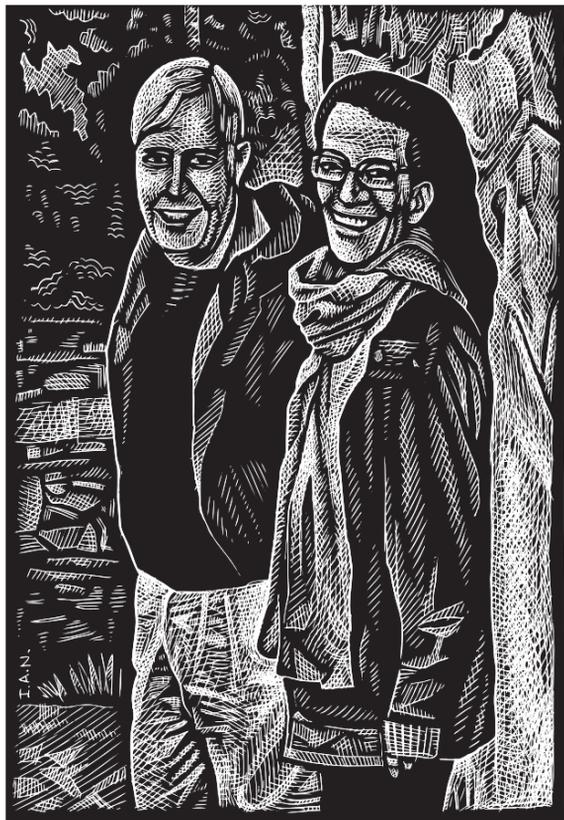
If the idea of looking inward isn't of interest, this secret is probably a good one to skip.

When all the big business stuff is said and done—missions and visions written, strategies and systems set, values and cultures established—our long term success will still really come down to this: the effectiveness with which we manage ourselves will almost always make or break the rest of the work we do. While it's true that a once in a lifetime quality breakthrough or a quickly implemented stroke of genius might bring us success in spite of ourselves, ultimately, I would argue that about 98 times out of a 100 the effectiveness with which our organizations operate is all, really, about the way we work within ourselves. The better we manage ourselves, the better we, and everyone around us, will do.

What does good self-management look like? Ultimately I think it's about doing for ourselves what every constructive leader will most likely say they want for their most valuable staff members—being in touch with our hopes; owning both our dreams and our self doubts; getting clear on a vision of greatness and going steadily after it; keeping our energy high and staying productively focused on even the most of difficult days; making sure that what we're saying and doing is in synch with our values; keeping the power of our passion at the center of what we do every day; creating peaceful and positive energy in the midst of an often seemingly mad and chaotic context.

Effectively managing myself is rarely about externally apparent activities. For me, self-management has meant going for greatness in my internal work in much the same way that I'd far earlier decided to pursue excellence in more easily identified categories like quality control and financial performance. It's definitely not very glamorous work. Hardly anyone—especially at first when we're still feeling our way into the first steps—will even know we're doing it. Even when we start to make headway, no one will remark on the ways we're remaking ourselves. It's only later, far after the fact, that someone might say "You know, you really have changed the way you . . ."

What follows is a list of the stuff that's helped me to manage myself with ever greater effectiveness over the years. Pick and choose what you like (or if you'd rather, poke holes in it all). All I can say is that this stuff has surely helped me enormously. I hope it gets similarly good results for you and yours.



1. Get to Know Yourself

Getting to know ourselves is always the first and most foundational step towards effective self-management. Like it or not, for better and for worse, for richer and for poorer, wherever you go at work, you're stuck with yourself. Others may come and go, equipment will wear out, economic cycles ebb and flow, customers leave, but you, alone, are sure to still be there. The more mindful we are of people's strengths and weaknesses the better our odds of effectively managing them. In the context of this essay, that means each of us taking time to learn more about ourselves.

To paraphrase Charles Handy in his excellent book, *The Hungry Spirit*, "We must know ourselves to be of any use to others." I'm not talking here about just reading our own resume, looking in the mirror in the morning, keeping up on Facebook, or other surface level stuff. The work, I think, is about really getting to know the way our minds work, to know our biases, our beliefs, our backgrounds, and all the other filters through which we experience the world. Although, as leaders, we're all charged with "being objective," the truth is that that's pretty much an impossibility—the ideal of objectivity is alluring but the reality of life is that we all look out at the world from our own perspectives.

The anarchists have long argued the importance of actively improving self-knowledge. Gustav Landauer wrote that, "... there is nothing more important for anarchism than to delve into the depths of our mind and our spirit and to explore our inner being, our personality, our character and our human nature." When all else is said and at least somewhat done, if we don't know and understand our own internal workings, we have little chance at achieving the sort of greatness—in anything—that we're after.

2. Honor Your Emotions

Whether we want to admit it or not, we all have emotions; learning to read them, accept them and manage through them is one of the most important elements of effective self-management. Though I suppose the standard business line is to leave your feelings at home (along with your problems, right?) that approach is impossibly absurd. Our feelings come with us wherever we go; all we can do is learn to monitor them and manage ourselves so that they don't get in the way of what we're trying to do. To be clear, we can't avoid having feelings, but we can deny their existence even to ourselves. That, I can say from experience, is never productive.

The most effective leaders in any field excel at reading their own emotions, and, then mindfully managing their reactions. A thousand images of what that looks like come to mind but for the moment let's say that great leaders learn to read their own emotions the way an all-pro quarterback reads defenses. Or the way an experienced Ojibwe elder might walk the north woods of Wisconsin. Neither controls what's coming at them (and, btw, they know that) but they're able to prepare, get their own emotional act into an effective place, anticipate, process their own reactions in a timely way, then respond in ways that are respectful of themselves and others around them. That sort of self management reduces stress, increases both personal and organizational effectiveness, improves our ability to appreciate what's around us and makes it much more likely we're going to get done what we want to get done.

In truth, it's never our emotions that get us in trouble. Rather, it's the unmindful and not very responsible decisions that come as a response to our emotions that cause problems—things like firing an employee in the moment because they pissed you off, giving someone a raise on the spot just because they did one really great thing, yelling at a supplier who seriously screwed up, or shooting your mouth off in a meeting (I've definitely never done that :). While they may all feel totally great in the moment, they will rarely beget brilliant big picture results. More likely they just cause problems that take days, weeks or months to mend. Honestly if all you learn from this essay is to be wary when emotions feel particularly strong I would feel like the work on this has been well worth it.

Engaging with our emotions also opens us up to a kaleidoscope of cool stuff that we totally miss when we close off access to our emotions. "Feeling," Sam Keen conveys, "opens us to intercourse with the world. We agree to be engaged to enter into life—for better, for worse, for richer, for poorer. There is no guarantee that by deciding to feel you will feel better. Only that you will feel more—more of everything." But, for me at least, feeling more is

mostly a lot more rewarding; a much richer, way more interesting way to live. Knowing how we feel won't stop the pain, frustration, anger or any of the rest the other challenging emotions that emerge every day. It just lets them into the room with us where we can fairly quietly and constructively coexist with them, rather than trying to isolate them with denial and force them out of their rightful place in our internal dialogue. Even if we successfully hold them at bay, bar the door or board up our mental windows we will, by definition, expend enormous amounts of energy fighting to keep from letting our own emotions overwhelm us.

The most powerful thing I've ever read in this regard is in Viktor Frankl's *Man Search for Meaning*. If you don't already know his writing, I'd recommend making time for it. The few sentences I'm sticking in here do little justice to the depth of his wisdom and his life experience. He was a brilliant neurologist and psychiatrist, born and raised in Austria, who, at the age of 37, was sent to the concentration camp at Theresienstadt. I've heard this quote a thousand times but I still take pause to process it anew every time. "Between stimulus and response," he said, "there is a space. In that space lies our freedom and power to choose our response. In our response lies our growth and freedom."

3) It all starts with self-respect

It took me a long time to actually make peace with this one. I had a hard time believing that what was going on inside my mind could ever be "heard" by others on the outside. But, now that I get it, it's as logical and clear as can be; learning to adjust the way that I speak to myself was one of the most effective things I've ever undertaken in an effort to improve the effectiveness of my leadership work. But like it or not, it's true. If we don't respect ourselves, ultimately we'll fail to be respectful of others. When there's incongruity—expressed respect for others, but a destructively critical view of ourselves—the disconnect will almost always be directly manifested in what we say to ourselves in the privacy of our minds. Like it or not, it's true: the tone we take when we talk to ourselves is directly tied to what others will hear, regardless of what we actually say.

I'm not sure any more exactly what it was that made me finally realize the veracity of this point. I probably heard it from a host of smart people but never really believed it to be true. I do, however, remember realizing one day that if I were to speak to the people on our staff with the same tone of harshness and lack of empathy with which I was engaging myself in my mind, they'd pretty likely have quit. They would surely never have tolerated my tone, let alone my lack of patience. In truth, I'd never work anywhere that treated me so harshly with so little positive reinforcement. Even if I'd have stayed, I would have surely ended up with a cynical, angry attitude. Which is, not surprisingly, a lot of what people were taking from conversations with me even though that was far from what I was trying to convey.

The consequences of negative self-talk are huge. Think about it. If the tone with which we talked to ourselves was so severe that it would drive people out of our organization if we talked to them that way, what would that say about how little peace we must have with ourselves? As Robert Greenleaf wrote about Servant Leadership, "Criticism has its place, but as a total preoccupation is sterile." That's certainly true for the way we treat others, and it's equally and totally true of the way we treat ourselves.

This realization helped me finally understand why in our early years in business so many more people in the organization wanted to share their struggles by talking to Paul and not to me. Knowing what I know now, the reason was clear—Paul was just much more at peace with himself than I was. I was putting out vibrational energy that reflected the same critical voice that was active in my head. I judged myself harshly and gave myself little slack when I screwed up. And, no matter how much I modified my words, that was still exactly the angry, negative energy people picked up when talking to me. Not shockingly, people who are upset, uncertain or angry would prefer to talk to someone who's emitting peaceful emotional energy. If you're stressed out and want to get centered, the most quickly rewarding person to go to is one who is calm, centered and confidently sure of themselves.

To make matters worse, I actually got angry with people for not wanting to talk to me. How's that for an unhealthy cycle? My actual words were fine—it wasn't usually anything I was actually saying. It was all about the uncertain, critical, vibrational energy behind it. Which, I can now say with the benefit of hindsight, was just them picking up on my own internal dissonance and my self-critical internal conversations.

S approach to YOURSELF

Let me restate it for emphasis because I think it's a really amazingly big deal—if you allow low self-esteem to bog you down, you will bog your staff down in that same sort of self-critical mindset that dominates your own mind. I have no doubt that making peace with ourselves is the foundation of a positive life. To quote the Dalai Lama, "We have to show (people) to become a peaceful individual. That eventually will create peaceful family, peaceful community, and through that, a peaceful world."

4. Skillfully Schedule Time And Resources

Given Natural Law of Business #10 from the first book in this series (which says that our strengths lead directly to our weaknesses) it only makes sense that as a high achiever you likely find yourself lamenting how little time there is to do all the things you want to do. Having internalized Natural Law #9 ("Success means you get better problems"), I've mostly made peace with that reality. But in any case, how and where I spend my time is important to me; more so, to me, than my money.

Wherever I CHOOSE to spend my time (remember, I never have to) is a mindful decision, one that's based on what gets me the best bang for the time buck. And, by the way, when in doubt, it's pretty much a given that doing good things for others will help them and you at the same time, and that's always a good investment!

5. Get In Touch With Your Gut

This is one of those pieces of advice that's entirely easier to give than it is to actually do. It's taken me years of self study to get back at being able to fairly quickly identify my own voice and set it above all the other voices that are going at it in my mind. Paying attention to intuition while pushing the other voices gently out of the way is no small achievement. As Robert Greenleaf insightfully says: "Unless one trusts intuitive insights, one doesn't get them. 'I had to read the line like two or three times before I finally really got it. But it still makes me smile every time I think about it or tell others about it. And, he went on to hammer the point home, "Unless insights are acted on, they don't speak with assurance."

The emphasis is mine, but the point is his, and spot on at that. We have to take risks and take chances to test out our intuition to make sure we're truly in touch. Mind you, I don't mean that we should immediately order others to adhere to every intuitive insight we have. But at the same time, ignoring or wasting those intuitive feelings is usually a big mistake. Everyone asks for examples but they're so woven into what we do now it's hard to excise them for the purpose of this exercise but I'll try. In the last few years, I can point to a feeling I had that pushed me to implement what we learned about energy from Anese Cavanaugh; to pursue our passion for Hungarian cuisine; to increase training during the recession rather than cut it down as everyone else has.

Conversely I'll say that almost every big decision that I regret having made was, in hindsight, a situation in which I went against my gut feeling. When we're not tuned in to intuition we're increasingly adrift in a world awash with data, deluged with dozens of well argued positions on every point. When we're totally out of touch with our gut, we will surely struggle, bounced between the conflicting advice we get from others like an organizational pinball. Regardless of how good everyone else's input might be—and as you know, I'm a big believer in asking for help—the process is hollow when it's missing the magic that intuition brings. But things won't rise right when we're missing the leaven that intuition naturally adds to the mix.

Being able to sort out healthy gut feelings from other not-all-that-helpful voices isn't easy. The only way I know to sort out which is which is to track them. Journaling has been a hugely helpful tool for me in this regard. It allows me to say (to myself) what I'm excited about or what I'm worried about. And then, as I act, or don't act, on those feelings I can continue to catalogue the signals, voices or feelings, that are healthy indicators of intuition to follow through on, and which are the ones to move aside. The drive to honor

intuition is, I believe, imperative. Without it, we are lost. Søren Kierkegaard, considered the archetypal Christian anarchist, assayed that, "The most common form of despair is not being who you are."

6. Manage Your Energy

Energy management is not on the topic list for most corporate management training sessions (yet!) but one day, I'm sure, it will be. Don't let the fact that it's last on this list lead you to think it's not important. In a way it's the culmination of everything I've already covered. All of the insights above feed into the energy any of us bring to the workplace (and the world of course) every day, which in turn feeds, and then leads, the energy of our entire organization. As with so much of what I've written about, it's all about a virtuous and sustainable cycle. The better we manage ourselves in all the ways I've written about above, the better our energy is going to be; the better our energy is, the more effectively we'll be able to do all the things above. And the more we do all of it, the more effective our leadership, and our life, is sure to be.

Energy management, I would argue, is the unspoken essence of our success. If you manage your energy well, if you stay positive in the face of adversity, if you have fun with friends, family and coworkers, if the energy you emanate out into the world is enjoyable, calm and confident, good things are almost sure to happen. Check out this quote from author Shawn Achor. "Only 25% of your job successes," he says, "are predicted based upon intelligence and technical skills, though we spend most of our education and most companies hire based upon this category. The 'silent 75%' of long-term job success is based upon your ability to positively adapt to the world: optimism, social support creation, and viewing stress as a challenge instead of as a threat."

If you like to work off of data rather than intuition, I'd say try out the two extremes for a couple of weeks. First, spend seven days trying to stay as grim as you can get, not completely horrible but clearly not happy. Forget fun, just stay serious, focused, more negative than not. No letting up. I want to see frowns and scowls aplenty. Then, switch gears. For the second week work things the other way around; this time, I'd ask you to be as positive and upbeat as you can. Smile often, laugh a lot (even on difficult days), share liberally, appreciate others, and be as supportive and sensitive as you can be. You don't have to have a PhD in positive psychology to forecast how each week is going to go.

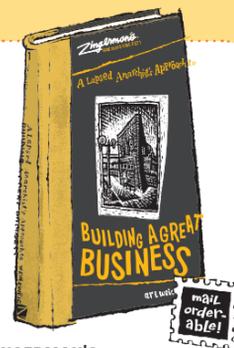
7. Write a Vision

If you want to get to greatness you're going to be much more likely to succeed if you set aside a half an hour or so to draft up a vision of what that greatness—to you—actually looks like. As always, there are no "right" or "wrong" visions—it's your future, your feelings, your finances, your friendships, your . . . whatever else matters to you. Visioning, as we view it, is all about going after our dreams, living our own values, pursuing our passions, and in the process designing a job that we love to do every day! It's about intentionally going after what we call good work—work that's meaningful, that makes a positive difference in the world, work that's as much fun as it is fulfilling. To cut to the creative chase, visioning works. My experience is that when we come clear with ourselves and when we have the courage to write it out on paper, when it's inspiring and strategically sound, when we believe in it and share it with others, it will mirror what Paulo Coelho wrote in *The Alchemist*: "It's the possibility of having a dream come true that makes life interesting. And, when you want something, all the universe conspires in helping you to achieve it."

8. Ask for Help

While I've got you thinking about your vision of success as a leader, you might want to consider including something about how frequently and how effectively you seek assistance from others. While most of the world looks askance at leaders asking for assistance, at Zingerman's, not shockingly, we see it the other way around. We all need help. None of us, no matter how insightful, are going to consistently get it all right without support, input and assistance. While this concept is simple, getting ourselves to do it is often harder than you might think—for most of us, the idea

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GUIDE TO GOOD LEADING



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What we (and other like-minded folks around the country) are trying to do is create a new, more constructive, sustainable way to work. The books in the *Guide to Good Leading* series are, basically, "how-to" handbooks to help you make this new way to work a reality. They are all about learning ways to lead that bring out the best in everyone in an organization. It's about creating a workplace that is both rewarding to be part of and also more productive. It's about working in sync with the Natural Laws of Business (see www.zingtrain.com), and crafting an organization that's focused on quality, care, and collaboration; a community that benefits the greater good; a place that's more fun while still functioning effectively in the field of the free market.

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Business Secrets 6–9 from Volume 1 of *Zingerman's Guide to Good Leading* are all about what we call "visioning"—a planning process that starts with the end in mind. Any of these four essays will be helpful on their own, but we think all four taken together will make for the best balanced "meal." This special PDF collection brings you everything you need to learn the power of visioning.



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of asking for help runs completely counter to the way we were raised and the way the rest of society works. Successful business people in the U.S. are said to stand alone—society says those who never need help are “strong” and “independent.”

Musician and artist Amanda Palmer (who, by the way, starts one of her songs, “I am an anarchist”) has eloquently advocated for the art of asking. “Through the very act of asking people,” she says, “I connected with them. And when you connect with them, people want to help you. Asking,” she adds quite accurately, “makes you vulnerable.”

Help can come from many quarters—peers, employees, bosses, customers, coworkers. It can come in the form of reading or seeking out seminars and study programs. It could be in the form of regular counseling or spiritual support. The point is that the more we gather insightful and helpful input from others, then balance that with our own views and intuitive insights, the more effective we’re going to be.

9. Get around the right people (Don’t stay down with the Joneses)

One good way to get help is to get around good people, people who share your values, and who have already traversed the same path to success on which you’ve more recently embarked. Just their calm and experienced presence can increase the odds of you succeeding, avoiding impulsive decisions and effectively staying the course.

To that end, young teams bound for the playoffs almost always bring in a veteran or two to help them win a championship. It’s not that the more experienced players are necessarily going to contribute all that much on the court, but rather that they can offer advice, insight, good grounding and effective energy man-



agement for younger, less experienced teammates. The same goes for organizations of all sorts. I’m not suggesting you trade in your current set of colleagues and a friend to be named later in order to add a set from some new found elite. I just mean that if you’re doing new things, you’ll more than likely benefit from a new-to-you, “been-there-done-that” set of advisors and mentors. Could be people in the organization or outside it, or best of all probably, a bit of both. It can be people you know, or actually, people you know only through their writing—reading Emma Goldman, Brenda Ueland, Robert Greenleaf, and Murray Bookchin and others has had a huge positive influence on my work and my life. Remember—if you’re up for reading (and so many studies show that successful people almost always are) you have access to the most amazing minds and consummate creativity the world has to offer any time you want.

It’s been a long time since I made that move myself. The issue appears in my life more when I’m helping others adjust to the realities of their new roles. To help encourage them, I usually share what I heard a long time ago from my friend Lex Alexander. I’ve learned many things from Lex over the years and this is one of the best. Although everyone says that they’re “trying to keep up with the Joneses,” Lex accurately pointed out to me that most people are actually afraid to move up. Their fear of advancement actually means that they unconsciously hold themselves back. So Lex turned the old adage around: “Don’t stay down the Joneses!” is the way I always heard him say it, and it still resonates for me. That others might be less than enthusiastic about a friend’s decision to move past the place where everyone else has been comfortably residing is neither surprising nor unnatural. To quote from Hugh MacLeod, in *Ignore Everybody*, “Good ideas alter the power balance in relationships. That is why good ideas are always initially resisted.” In this case, I’m going to assume that

a good idea includes you deciding to go for greatness. MacLeod is, as usual, right on the money. “Plus,” he added, “a big idea will change you. Your friends may love you but they may not want you to change. If you change, then their dynamic with you also changes. They might prefer things the way they are, that’s how they love you—the way you are, not the way you may become.” I think it’s true. In Ireland they call it “cutting the tall poppies.” On the East Coast here I’ve heard it called “crabs in a barrel,”—the other crabs will always pull down the one that’s starting to crawl too high up the sides. The point in all instances is the same—moving up and/or out from the middle of pack is sure to provoke some problems with peer groups.

10. Be Willing to Work Harder Than You Have To Just Get By

The simple reality is that being great at anything—leading, loving, or being a comedian—is a lot of work. I’ve yet to meet anyone who’s great at what they do that doesn’t work their butts off. I don’t mean that they don’t do other things, I don’t mean they don’t have days off, or great family lives. I just mean that in whatever way they figure out how to divide their time, they work really, really hard at whatever it is they do well.

I have lodged in my mind the story that Mac McCaughan shared with me four or five years ago. Although I met him as the man who’s married to my friend Andrea Reusing (the James Beard-nominated chef/owner of Lantern in Chapel Hill), Mac is better known in the world as a member of the band Superchunk and the guy who co-founded Merge Records. I have this memory of him, successful musician though he’d been, sharing this story about touring with the band Yo La Tengo. He was talking about how most bands he’d worked with took travel time on the bus between towns to sleep, read, drink, or whatever. But when he toured with Yo La Tengo he was shocked that as soon as the bus headed out from their hotel they all immediately started reviewing the previous night’s performance, practicing subtle changes to the way they played the songs and working on the next night’s set. Mac said at first he was a bit miffed, but he pretty quickly came to realize that that little extra bit of work was a big part of what kept Yo La Tengo at the top of their game—you may not have heard of them but they’re highly esteemed in the indie music world and have been for over two decades—no small feat in an industry that “shoots” stars faster than the Milky Way.

You can turn to a hundred others to get pretty much the same message. Malcolm Gladwell’s *Outliers* references Anders Ericsson’s 10,000 hours theory; that those are super successful in anything will almost always have turned out to have worked at whatever it is they do a LOT. Actually, he adds, at the least, 10,000 hours. Gladwell makes a good argument for the theory and uses Bill Gates and the Beatles as examples. The number of hours they worked is clearly just one way to monitor their effort—the hours have to be productive and focused on achieving something special, not just mindless hours devoted to a repetitive and time consuming task. But you get the point—dabbling doth not lead to high achievement.

The idea of working harder isn’t just about external skill development, it’s just as essential to the idea of effective self-management, emotional engagement and mindfulness. Whatever I’ve learned on this subject has come from a twenty or thirty years of study, and so many thousands of hours of mindful self-monitoring. So many recent studies are showing strongly that we all have the ability to rewire ourselves to get different reactions. To learn to manage our emotions more effectively, to learn to listen better, or breathe more evenly all require more work—a LOT more work—than just passively putting up with the status quo. But the sense of success, the improvement in energy, the positive approach to work on oneself that replaces unproductive worry, are really positive stepping stones en route to a successful and rewarding life.

Remember—Everything We Do Sets an Example.

As much as we may not want them to, the reality of every workplace is that the staff is watching our behaviors very closely. They watch how we deal with customers, how we handle money, how well we meet our commitments. The look at little things and big things alike. They see it all. They hear it all. And, through our vibrational energy, they actually feel it all too. What that means is that we need to mindfully manage our own behavior in order to set the tone we desire on all fronts. Certainly, just leading by example won’t insure that our organizations are successful. But it always improves the odds. And there is absolutely no down-side to modeling the behaviors you want your staff to pick up on.

In *The Corporate Mystic*, the authors, Kate Ludemans and Gay Hendrickson, argue that, “When you are the source, you take full responsibility for bringing into being the corporate culture you want.” The culture of our organization begins with our own behaviors.

The good news is that one of the most effective ways we can improve the performance of our organization and change its culture for the better is to alter our own behavior, which, by now, having done all of the above (right J?), we’re much better at self-managing. Regardless of what others do, when we change the way we work we will always create some sort of impact on the organization. It may not always be easy. But given that energies are always appropriately limited, given that everything we choose to do is basically an investment in something we believe in, here are

some of the more significant areas of operation in which changing our own behavior will influence our organization:

a) What we pay attention to, measure and actively manage

As we know, whenever we opt to measure something it will get better, so what we choose is sure to have a meaningful impact on the rest of the organization. If we measure individual performance more than anything else, we’ll get a group of individual performers; measure group achievement and the team is pretty sure to steadily pull together.

b) The ways we define success

This is in essence, about vision—it’s where we’ve dedicated ourselves to going. What goes in the vision (and what’s left out of it) will surely send strong messages about what we value, what we think about others in our lives, and how we see the world around us.

c) The way we react to critical incidents and crises

This is especially important where there are ethical issues at hand, which is, of course, pretty much every day. The quickest way to undermine our principles is not to abandon them under pressure.

d) The criteria we use in allocating rewards and promotions

When you reward those who model desired behaviors, those who have come through on commitments, who are creative, principled, etc. you send a clear message to the organization that these are the things you value. On the other hand, if you promote someone who is clearly not living your guiding principles, you send a message that your principles aren’t really all that important.

e) The little things matter

To quote my partner Paul, “Small kindnesses, small considerations and small courtesies habitually practiced will give a wonderful charm to your personality and make people want to be around you, listen to you. No one owes you their attention, you need to earn it.”

f) Who we trust

Paul, I think, is a master of this, and I’ve learned a LOT from him on the subject. His advice? “Start out by trusting others. I think that this is essential. It is so easy for us to believe that we are personally trustworthy but doubt the motives of others. We are not authentic, sincere or worthy of trust if we don’t begin with mutual trust.”

g) What we teach

As you improve your leadership you’ll find yourself teaching more and more often. Whether in formal or informal ways, what you teach to your staff will have a significant impact on the way they learn and the way they view their workplace.

This is, I know, a long list. The good news is that anyone can embrace any or all of its components. Implementing any of these tips will get you at least moderately good results. Even a modest effort will make a meaningful difference.

One last thought though—please don’t wait until you’re “ready” to move forward on these things. If you’re waiting for the day to come when you feel completely comfortable with doing all of the above, well . . . that day might likely never come. Honestly it’s never really come for me. I just started doing the work anyways. As someone (I can’t remember who) much smarter than I said a long time ago, often, “the action must precede the emotion.” You start working on this stuff, and then, only much later, can you get comfortable.”

What you’ll likely find if you do fight through the discomfort to do some of the work I’ve written about, is that as you practice it, you’ll gradually need to devote less mental energy to conscious, cautious, careful self-management. Which means that, in turn, there’s more time and energy freed up to deal with other things. The more effectively you manage yourself, then, the more successes you’ll have, the fewer shortfalls, the more time and resources you’ll have for “investment” in the results you seek for yourself and your organization. Fun goes up, and frustration, while not eliminated, is at least reduced.

Success, to sum up, always starts with a successful commitment to ourselves, to sensitivity, hard self-reflective work and very mindful, self-management. But one thing I’ve learned, which was summed up succinctly and superbly by writer Sam Keen, is that: “We are seldom too tired to do what we really want to do.” If you want to make your management—of yourself and of others both—more effective, then the stuff on this list will surely help.

I hope you enjoy the ride—I know I have.

Ari

beat the heat

AND STAY ON YOUR FEET!

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COFFEE
COMPANY[®]



When people first taste Zingerman's Cold Brewed Coffee, they might think that we add sugar because it's so smooth and sweet but that's not the case. Zingerman's Coffee Company co-owner and roaster Allen Leibowitz explains: "This coffee has a very low level of acidity compared to a hot cup and that often leads our customers to ask if it's been sweetened. Cold brewed coffee gets its sweetness by NOT using hot water. The more heat introduced in the brewing process, the more acid gets extracted. Because we use cold water, it takes a REALLY long time (about 16 hours) to extract enough of the solids that give the coffee its flavor. But that long, slow extraction process is what makes it so sweet. It also gives is a pretty high caffeine level!"

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coming this summer!

THE TELLING ROOM

A Tale of Love, Betrayal, Revenge and the World's Greatest Piece of Cheese

Bestselling author Michael Paterniti's new book is about a subject that is near and dear to our hearts (Cheese!) and, he also features Zingerman's! Before becoming a world-famous writer, Michael worked briefly at our little Deli on Detroit Street which he lovingly evokes to kick off his latest book. One day, in the summer of 2000, Michael found himself in the presence of a hulking, heartbroken cheesemaker named Ambrosio. And the story that Ambrosio told—about a magical piece of cheese called Páramo de Guzmán—stirred not only Michael's emotions but his sense of intrigue. Little did he know that he was about to be sucked into the heart of an unfolding mystery—one involving accusations of betrayal and theft (this is where the cheese comes in) and a murder plot. He would spend the next decade chasing the truth while finding himself implicated in the story's outcome.

Pick up a copy at your local bookstore in AUGUST and check out our September/October Newsletter for an interview with Michael and info on his September book event at the Deli!

you really can taste the difference!

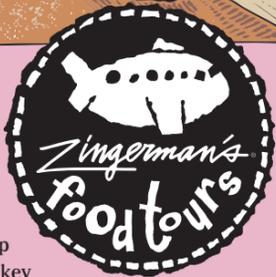
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Zingerman's Food Tours is about connecting with people and places through the food. We take a small group, settle in, and explore a cuisine and culture at a reasonable, balanced pace. We cook, we eat, we talk with locals, and we learn directly from 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.



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July Bolivia La Paz

This coffee comes from Asociacion de Productores Caficultores de Taipiplaya (ASOCAFE) located in the canton of Taipiplaya. The cooperative has approximately 300 members drawing from 32 communities. ASOCAFE members have actively participated in Bolivia's Cup of Excellence competitions. The cooperative produces primarily organic coffees and carefully sorts and produces varying grades of coffee. Individual producers pre-select coffees on their farm delivering only the better ones to the washing stations. At the washing stations, they are paid depending upon the quality of delivered cherries. The depulped coffee is fermented 5-8 hours before being washed in three connected washing channels. In these channels, the coffee is sorted by density. The washed parchment is then dried. Our experience with this coffee has been uniformly excellent from the description from the importer to our first sample to our production roast.

Brewing Highlights: Particularly well suited to brewing with a drip filter. Even the body seems most balanced with some filtration. Brewing in a press-pot brings out more of the floral notes and a silkier body without the bright notes.

Cupping Notes: Sweet and complex. Floral, honey and lemon up front leading to flavor of graham cracker. Finishes with round butterscotch flavor.

August Sumatra Ulos Batak Peaberry

This fine Sumatran coffee comes from the Lintong region from the southern part of Lake Toba. Lake Toba was formed by an earth-changing explosive eruption which left the deep lake and surrounding highlands. These highlands are relatively flat and surprisingly more plains-like than mountainous. Very little top soil covers the 75,000 year old volcanic sand and the farmers amend the soil with organic matter.

We roast this bean a little darker than most of our coffees to bring out the some of the intense flavors in this coffee which benefits from the additional heat.

Ulos is the name of the traditional cloth worn by the Batak of North Sumatra.

Look for these limited-time libations at
Zingerman's Coffee Co., Delicatessen
and Roadhouse!



TINNED FISH OF THE MONTH

33%
off

July
Cases of Ortiz Bonito Del Norte
Everyone's favorite tuna is back, and it's bigger than ever! Fresh, meaty and delicious, this line-caught classic from The Ortiz Family in Spain is on sale in 12-tin cases. Stop by for a taste and see why everyone will be stocking up on what's sure to become the only tinned tuna you'll ever eat again!

Case of 12 for \$48 (reg. \$72)

ONLY Available at Zingerman's Deli

August
Holy Mackerel!!
When it comes to the different styles of delicious, line-caught Portuguese Mackerel we carry, it can be hard to pick a favorite, so we decided to put all three of them on sale! You can choose from Mackerel in Olive Oil, Smoked Mackerel or Mackerel in Piri Piri sauce. If you can't decide and end up taking home all three, we'll be the first to understand!

\$5.35/ea. (reg. \$7.99/ea.)

westside
FARMERS' MARKET



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 musicians and the community together.

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

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 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

What's Bakin' at

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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.

Blueberry Buckle
July 4-7

Loomis Bread
July 26-27

Olive Oil Cake
Aug 16-17

Porter Rye Bread
July 5-6

Pumpnickel Raisin Bread
Aug 2-3

Potato Dill Bread
Aug 23-24

Green Olive Paesano Bread
July 12-13

Chernuska Rye
Aug 9-10

Peppered Bacon Farm Bread
Aug 30-31

Cranberry Pecan Bread
July 19-20

Scallion Walnut Bread
Aug 16-17

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Bread of the Month

July

Better than San Francisco Sourdough Round

\$4.50 each (reg. \$6.25)

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

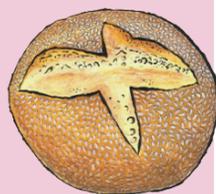


August

Sicilian Sesame Semolina Round

\$4.50 each (reg. \$6.25)

A golden loaf made with semolina and durum flours, rolled in unhulled sesame seeds. It is even better when toasted or grilled.



Cake of the Month

20% OFF
whole cakes & slices

Cupcakes

July

Cupcakes make people smile. They can be a party for one, or a crowd pleaser. This is a great time to try out our line up of regular and stuffed flavors. Cupcakes are 20% off in July!



Buttermilk Cake

August

Buttery yellow cake filled with raspberry butter cream, all covered in vanilla swiss butter cream. The cake itself has an enticing aroma from the sweet Wisconsin butter and the Guernsey family dairy buttermilk. 20% off in August.



We want to BAKE! with you



new cooking classes this year!

Over the years we've occasionally tapped into the skills and experience of our colleagues in the Zingerman's Community and our friends in the food world at large to develop unique cooking classes at BAKE! This year we have a handful of special classes covering everything from traditional Korean cooking to a classic American Thanksgiving (which happens to be taught by a Brit!)

now online!

BAKE! classes thru January 2014
Visit www.bakewithzing.com soon



Seven years ago when Frank and I started BAKE! we had no idea if anyone would come to a class. We didn't write a business plan, or even "run the numbers." We took a leap of faith and built a teaching bakery because we were inspired by the idea. We had a desire to connect with our customers in a new and different way. We wanted to share our baking knowledge in a fun and supportive atmosphere, so that people could bake successfully at home. Our idea blossomed beyond our wildest expectations. Many of you come to class frequently (often with friends and family) and you've really advanced your baking knowledge and regularly bake at home. That was our number one objective and wow, it's happening!

Many thanks for sharing your love of baking with us.

Amy -Amy Emberling
Bakehouse co-managing partner
& BAKE! instructor

Pot Pie with Rodger Bowser

Price: \$150

Meet seventeen year veteran, chef and managing partner of Zingerman's Delicatessen, Rodger Bowser. He'll lead you in making their famous chicken pot pie, including the aromatic filling and the flaky crust. Rodger will also demonstrate a fall flavored green salad to compliment your pot pie. Head home after class and enjoy the comforting meal you created. Sharing optional.

Thu, Oct 3, 12:30-4:30pm
Thu, Oct 3, 5:30-9:30pm



Korean Bossam with Ji Hye Kim

Price: \$125

Meet the woman behind San Street, a blossoming Zingerman's business bringing traditional Korean food to Ann Arbor, currently by way of food carts and pop ins. In this class you'll make two types of kimchi—the traditional fermented cabbage dish and another more fresh and quick version. She'll demonstrate the curing and roasting of pork belly and make ssamjang, the accompanying dip. This meal together is called bossam. Ji Hye will share her years of research with you including the history of kimchi, ssamjang and the importance of fermented food in Korean cuisine.

Wed, Oct 16, 12:30-4:30pm
Wed, Oct 16, 5:30-9:30pm



Thanksgiving Dinner With Kieron Hales

Price: \$125

Kieron Hales, Chef at Zingerman's Roadhouse, has probably made more turkey, stuffing and gravy during his tenure at the Roadhouse than any of us will ever make in our entire lives! Come and learn from him how to do it up right!! Don't be surprised by his British accent. He's now a Yankee by choice! This class will be a combination of hands-on cooking, demonstration, tasting and lots of discussion. We'll teach you to roast a turkey, discuss how to choose one and explore brining. Next we'll make a stuffing, gravy (no lumps allowed) and a delicious side dish.

Wed, Nov 6, 12:30-4:30pm
Wed, Nov 6, 5:30-9:30pm



Roadhouse Classics with Alex Young

Price: \$150

Learn to cook with Zingerman's own James Beard Award Winning Chef Alex Young. He's ready to teach two Roadhouse favorites – Classic Mac 'n Cheese and Ancho Beef Chili. You'll learn how to make a classic and useful béchamel sauce, how to properly choose and cook pasta and how to think about creating variations of this basic recipe. Onto the chili, you'll hear all about Alex's adventure into cattle raising and how to develop depth of flavor in a dish like chili. You'll receive a hero's welcome from friends and family after this class.

Thu, Jan 16, 12:30-4:30pm • Thu, Jan 16, 5:30-9:30pm



BAKE! classes are really popular! Call or go online today to book your spot!



One of the "best, most affordable" cooking classes in the world. — Every Day with Rachael Ray

you really can taste the difference!

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