

## Zingerman's DELICATESSEN Tastings and Events

Deli: 734.663.3354  
Book online at [zingermansdeli.com](http://zingermansdeli.com)

### Zingerman's Holiday Cocktail Party

Wed., Nov. 6 • 5:30-8pm • \$20 suggested donation  
All proceeds benefit Mott Children's Hospital  
Zingerman's Events on Fourth  
(415 N. Fifth Street in Kerrytown Markets and Shops)

Come get in the holiday spirit with Zingerman's Catering and help raise money for C.S. Mott Children's Hospital. Bring your friends and join us at our beautiful event space in Kerrytown for a tasting of holiday foods and beverages. The food is on us! We will be offering samples of our winter holiday menu and a cash bar with beer, wine and signature cocktails. All proceeds to this event will be donated to Mott Children's Hospital and will help them offer the best in children's medicine. While you're enjoying the food and drink you can scope out our amazing event space—the perfect place to host your own holiday party or office lunch. Even better, reservations taken that night will get a discount on your event!

### Cheese of the Alps

Wed., Nov. 6 • 6:30-8pm • \$25  
Upstairs in Zingerman's Next Door



Join guest speaker Jonathan Richardson and the Deli's cheese folks for a discussion of Alpine cheese making. Throughout the talk we will taste a selection of mountain cheeses that Jonathan helps us source and light nosh on the side. Space is limited to 30 guests.

### Ari's Best of 2013 (two dates!)

Wed., Dec. 4 & Wed. 18th • 6:30-8pm • \$45 •  
Zingerman's Events on Fourth

(415 N. Fifth Street in Kerrytown Markets and Shops)

This time of year we pull out the foods that simply amaze us and taste them together. We reflect on the past year and celebrate. Join Ari Weinzweig and the Deli crew for the most anticipated tasting of the year: an evening of story telling, historical narrative, and full of ridiculously tasty bites from the "Best of 2013!"

## Zingerman's DELICATESSEN

### Sandwich of The Month

november

Luis' Rey del Pollo \$12.99/ea.

Grilled chicken breast, caesar dressing, grana cheese, chopped lettuce on grilled focaccia bread.

december

RBR \$11.99/ea.

Equal parts brisket and american cheese, with lettuce, tomato, and mayo on a grilled onion roll.

### Hungarian Coffee House at zingerman's next door

Celebrate Hungarian cuisine and Zingerman's Bakehouse's passion for Hungarian pastry and dessert every Friday and Saturday evening from 5-10pm.

Buy a slice of any of our Hungarian desserts and get a small coffee for \$1! We will have all the goods including Dobos Torta, Rigó Jancsi, Krémes, Cardinal Slice and many more.



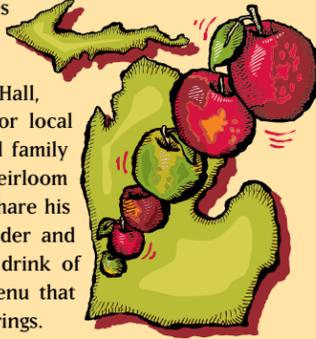
## Zingerman's roadhouse Special Dinners

### Virtue Cider Dinner

Wed., Nov. 13 • 7pm • \$50/person



A Michigan-based company, Virtue Cider uses expertise in modern craft fermentation and aging techniques to produce ciders that embody old world farmhouse styles. Led by founder and brew master Gregory Hall, Virtue Cider shares our passion for local farming and he partners with local family farms to find the highest quality heirloom apples for his cider. Gregory will share his personal history, the history of cider and what makes cider many people's drink of choice. Chef Alex will create a menu that pairs with Virtue Cider's varied offerings.



### Oysters & Beer, featuring Dogfish Head Brewery

Tues., Dec. 10 • 7pm • \$70/person (includes beverages)

"One can almost imagine the beer as the knife that cracks the oyster open," wrote Garrett Oliver in *The Brewmaster's Table*...

The Roadhouse's annual oyster dinner will explore the buttery flavor of an East Coast oyster compared to the delicate fruity taste of a West Coast oyster and pair them with hoppy beers. This dinner features the beers of Dogfish Head Brewery and Dogfish Founder and President Sam Calagione has sent his favorite beers to complement the fresh oysters and oyster dishes Chef Alex has prepared.



The story of Dogfish Head began in June of 1995 when Dogfish Head Brewings & Eats opened in the community of Rehoboth Beach, Delaware. The plan was to bring original beer, original food, and original music to the area. Not only was Dogfish Head Delaware's first brewpub, it was the smallest commercial brewery in America. Through the years Dogfish Head has expanded not only its craft beer offerings but also built a distillery and now makes vodka, rum and gin.



For reservations to all events stop by 2501 Jackson Ave.  
call 734.663.3663 (FOOD) or reserve online  
at [www.zingermansroadhouse.com](http://www.zingermansroadhouse.com)



3723 Plaza Drive • 734.761.7255

### Hands-On Baking Classes

#### Mini Mambo Italiano: Italian Breads

Sat., Nov. 30 • 8am-noon • \$100

Bake your own tender, chewy ciabatta loaves and olive oil-infused focaccia bread in this hands-on baking class.



#### European Cookies

Fri., Nov. 22 • 1-5pm • \$100

Fri., Jan. 3 • 1-5pm • \$100

You'll make three very special cookies: chewy German spiced pfeffernusse, indulgent Italian pine nut, and Hungarian almond kifli. We'll also demonstrate the French classic Florentine.



Check out the full schedule and register  
for classes at [www.bakewithzing.com](http://www.bakewithzing.com)



3723 Plaza Drive • 734.929.6060

### Brewing Methods Class

Sun., Nov. 17 • 1-3pm • \$25/person

Sun., Dec. 8 • 1-3pm • \$25/person

Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to siphon pot. We will take a single coffee and brew it 6 to eight 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.



### West Coast Cheeses

Fri., Nov. 8 • 7-9pm • \$30

Come explore the beauty of the West Coast with us. We will taste seven of our favorite cheeses highlighting California, Oregon, Washington and Idaho.

### The American Cheese Plate

Thu., Nov. 21 • 7-9pm • \$30

Come taste through a great American cheese plate with us. Learn the history of seven American cheeses. Learn how to compose a classic cheese plate in preparation for Thanksgiving.



## Tastings and Events

call 734.929.0500 to register  
[zingermanscreamery.com](http://zingermanscreamery.com)

### Mountain Cheeses from Lots of Places without Mountains

Fri., Dec. 6 • 7-9pm • \$30

Learn with us about the variety of cheeses formerly known as mountain cheeses. This style came about independently in all of the mountainous regions of Europe. Come see how America manipulates terroir and milk to mimic the mountains. We will taste seven of these cheeses, and discuss their perfection for fondue and winter celebrations!

### Local Jams and Local Cheese

Fri., Dec. 13 • 7-9pm • \$30

Our favorite local jam maker is Shannon from Slow Jams out of Grosse Pointe Woods. She uses all Michigan fruit in season and concocts delicious traditional jams. Come and hear from Shannon about her methods and why she loves jam! We will pair jams with Michigan made cheeses.

### 1st Sunday Creamery Open House

Sun., Jan. 5 • 2-4pm • \$10

Come and learn all about the Creamery. The cheeses and gelati we make, the farms we work with, how we still use our hands and love in everything we do.

### Vertical Cheddar Tasting

Fri., Jan. 10 • 7-9pm • \$30

From cloth-bound, to orange blocks, cow's milk to goat's milk, what is the story with cheddar?

Come and get educated about the nuances of American cheddars as we taste through seven artisanal American cheddars.



# ARI'S 2013 HOLIDAY

## 31 Favorites for 31 Years



Each autumn I put together a list of the thirty or so foods that are most on my mind. It's become a great holiday tradition. As always, this year it was tough to trim the list down—there are so many good things to eat around here that it's hard to keep from going overboard.

Ari

### Iberico Bellota Bacon

If you want to taste some truly amazing pork, have a small sliver of anything from Spain that carries the tag Iberico Bellota. The Iberico is an old school black-hoofed hog, harder to raise, but far more flavorful than the now typical standard "white pig" that most other commercial hams around the world are made from. "Bellota" is Spanish for "acorns"—in this case it refers to the Iberico hogs that spend the last three or four months of their lives eating autumn acorns as they fall from the tree. Only about 10% percent of Iberico pigs become Bellota. But the ones that do enter a pretty elite porcine world. The oils from the acorns add enormous richness to the meat and the fat turns into something so delicious, so flavorful, and so memorable that the resulting product really is like no other piece of pork.



The *piece de resistance* of Iberico pork is of course the three-year-old Iberico Bellota ham—the Spanish version of prosciutto I suppose, but that fails to convey how different the flavor of the Iberico is in comparison to the also excellent but very different flavor of its Italian cousin. The Bellota pork is just much earthier, sweeter in a sort of succulent, sensually compelling way.

Of late we've begun to get some of the other cuts of Iberico Bellota pork. Of particular note is this Iberico bacon—it's probably the most expensive bacon you'll buy by the pound but then Iberico Bellota ham is the costliest ham on our counter. What both the bacon and the ham bring to the table is their terrific, complex, compellingly memorable flavor. If you want a holiday brunch that everyone will remember fry up a few slices of this stuff. Or lay a couple slices of it over a chicken or pork roast. You can clearly make do with any of the other wonderful artisan bacons we've got on hand but once in a while, why not treat yourself to something that's super special?

### Fresh Oyster Stew at the Roadhouse

One of our very well-travelled regulars—he lives in LA and spends a lot time in NYC and in Europe, eating in great restaurants everywhere he goes—told me, as he sopped out the last bit of oyster stew from a big white bowl, that this dish was one of the best things he's had to eat in a long, long time. (When he said it, there were actually three or four swear words in there, but I left those out.) The point is that this is really one of those delicious-in-its-simplicity, down home comfort foods we've got on our holiday docket. Fresh oysters from Apalachicola (some of the last wild harvested oysters in the US), fresh fennel, fresh celery (amazingly delicious stuff from Cornman Farms), absinthe, and white wine, all finished off with fantastic fresh cream from Calder Dairy. Extremely rich and drastically delicious. A dish worth driving across town to eat. I like to add a generous grind of black pepper on top before I dive in.



### Krémes at the Bakehouse

I don't know that I can effectively convey the passion that Hungarians seem to have for Krémes (pronounced "Kremesh"). If I just tell you the ingredients it may sound good but it'll probably not compel you to gather up your family and go to the bakery to buy some. And yet, that's what Hungarians seem to do with amazing regularity!

So what is it already? Krémes is a fantastic vanilla cream custard, set between three layers of flaky pastry dusted with powdered sugar. When you eat it, the custard kind of oozes out between the pastry layers. Here's what Hungarian food writer András Szántó said about it in the *Wall Street Journal*: "To know a Hungarian is to know someone who takes dessert very seriously. . . . Nothing embodies this more fully than the krémes: a quivering quadrangle of vanilla crème, sandwiched between layers of crisp mille-feuille and finished with a dusting of confectioner's sugar. . . . The krémes is dessert stripped to the essentials. It's usually consumed on its own, not after a meal. Best to order before noon, when cream and crust are both fresh, their contrasting textures clearly discernible."



To get the full Krémes experience you'll either have to go to Budapest or come to the Bakehouse. We're making it every day now. Most days it sells out pretty fast so get here early!

### Standing Rib Roast at the Roadhouse

One of Chef Alex's favorite things at the Roadhouse right now, and for good reason—this prime rib is ridiculously good. We don't have it everyday but will have it fairly regularly through the autumn and it's on the Roadhouse Thanksgiving menu. The Roadhouse prime rib starts, of course, with beef from Cornman Farms, pasture-raised on our farm in Dexter, slaughtered for us, and then dry aged for four to five weeks. The dry aging is what most every good butcher would have done fifty or sixty years ago; you lose weight but gain a great deal of flavor. The aging process concentrates the natural flavors of the beef. Like so much of our beef, the ribs are prepared



by our in-house butcher, Joel Kapp, then rubbed with Worcestershire sauce, fresh thyme, rosemary,

extra virgin olive oil, and salt. They're roasted at 450° for 12 minutes and then slow roasted at 200° for four hours. All the roasting is done on a bed of carrots, celery, onions (all from our farm) and bay leaves. When the beef is done we take those juices and add a bit of homemade stock to make the gravy. All, of course, served with a sauce of fresh grated horseradish.

### Chocolate Covered Peanut Brittle

What can I tell you? The Candy Manufactory's incredible peanut brittle, dipped into dark chocolate. Great peanuts, dark chocolate, a bit of butter and a snippet of sea salt. What could be bad? This stuff is delicious! In fact, the only bad thing I can say about is that if you're not careful you'll eat the whole package in one sitting! Great stocking stuffer, snack, or something to stick in your pocket if you're getting on a long flight or into the car for a long drive.



### Ethiopian Aricha Coffee

This is one of the tastiest coffees I've tried in a long, long time. In a year where all the experts have been saying that the Ethiopian crop hasn't been particularly tasty, the crew at the Coffee Company came across this amazing offering. It's big-bodied with that hint of blueberry that marks so many of the best Ethiopian coffees. Get it while you can! I like it best at the Coffee Company brewed as a pourover or French press. I'm drawn to its intensity as well when it's done up as a shot of espresso. It's a different set of flavors than most folks will be expecting in an espresso, but I think it's pretty terrific. However you brew it, if you like an engaging coffee, one that will make you sit up straight and take notice this stuff will do the trick! Get it now while supplies last!



### Charles Poirier's Louisiana Cane Syrup

I don't know exactly how many new foods get sent our way from producers and distributors who would like us to carry their products. We taste them all but bring only a handful here to sell. We've got pretty full shelves already so something's got to be really great if we're going to squeeze out some shelf space for it. Maybe four or five times a year a food grabs me and hits me hard in the best possible way. Charles Poirier's can syrup is truly one of the tastiest new things I've tried in a really long time! Old style, traditionally made down in Lafayette, Louisiana. I probably shouldn't promote the product too loudly. Charles' production is so small that it's only slightly bigger than what would be called homemade. He's doing the entire thing on his farm: growing the cane, crushing it, cooking it down and bottling it.

While artisan cane production and processing for syrup (and sugar) were once found all over Louisiana, they're now almost non-existent. Cane syrup can certainly be bought, but pretty much all you'll find is commercially produced and nowhere near as tasty as Mr. Poirier's. As the local production has petered out over the last century or so, so too has all the infrastructure and community knowledge. Charles spent a good bit of time looking for someone to teach him how to make it. "About seven years ago I found an older gentleman

# GIFT LIST

## Years of Full-Flavored Fun

named Harold just south of Baton Rouge. I was telling folks I was interested and someone gave me his number. He said I could come watch while he made a batch, so I did."

Like so many people in the food world, Charles was driven by the desire to rediscover family tradition. "My great grandfather in St. Martinville used to make syrup. He died in 1941. My father told me about his, and how he made cane syrup before he passed away, and so I've had it in my mind ever since. There used to be mills all over the countryside. I thought I'd enjoy doing it. So I grow all my own cane." The yield is anything but high. "It takes about 15 gallons of juice," Charles explained, "to make about a gallon of syrup. It takes me about 6½ to 7 hours to cook it down. I cut all the cane by hand. At first I was just making it and giving it to family and friends. But now we've started to sell a bit of it." Happily for us he has just enough to be able to sell us a few dozen bottles.

Charles' cane syrup is dark, delicious, sensual, superb. It's like the best traditional brown sugar made into a swirling, thick, sensuous elixir. If we were back in the Middle Ages, I'm pretty sure someone would be recommending this stuff as a cure for pretty much anything that ails you.

For me tasting Charles' cane syrup is the complete opposite of eating standard white sugar. Pick your own analogy; great estate bottle extra virgin olive oil compared to commercially processed pulp? The best maple syrups you've ever had compared to commercial pancake syrup. I'm not a big sweet eater but I could (and actually have) taken a few swigs of this stuff straight out of the bottle. Given its rarity, I savor each sip.

Just a touch of the deep reddish brown cane syrup on sautéed sea scallops is fantastic. It's terrific on corncakes. On pancakes, French toast, or donuts. It's beautiful on biscuits. Drizzled on roast duck. Put a bit on grilled pork chops. On cheese it's terrific—try it on any of the great aged sheep cheeses we've got. Fantastic. Amazing on the stone ground Irish oatmeal we have at the Deli. I mixed some with a bottle of sparkling water and it was so good that I think I could drink that all day. It might be good on almost everything now that I think about it. Or of course you can just drink it straight from the bottle! Three cheers for Charles! Beautiful stuff!

### Paw Paw Gelato from the Creamery

How can you not be biased in favor of a Native American fruit with a name like paw paw? And who doesn't like ice cream? Gotta love that they're also known as the Prairie Banana, the Hoosier Bananas, or the Poor Man's Banana. How about a Prairie Banana Split with toasted black walnuts and whipped cream and a little chopped fresh paw paw?



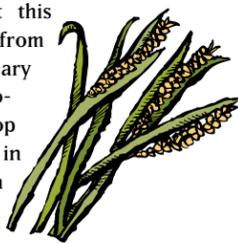
The paw paw is my kind of underdog—it's hard to grow and, like a lot of the old fruits, the yield isn't all that great. It doesn't ship well nor can you keep it indefinitely in the cooler. From a growing standpoint, it's challenging because it's got a long taproot so it's hard to transplant. On the upside, once you get a paw paw successfully planted it's apparently low maintenance. If you're buying for nutrition they're really high in vitamin C, riboflavin, niacin, and magnesium. Apparently paw paw stems and leaves are great natural pesticides, and they're easier than many fruits to grow organically. And you know, there's a town named Paw Paw right here in Michigan.

Paw paws look a bit like mangos but with pear-skin colored flesh. Paw paws are ripe when their skin gets a bit darker and the perfume is more pronounced. If you get some that aren't ripe, just leave them lie (or put them in a paper bag) for a bit to ripen up. When they are ripe, you take the skins off and mash up the pulp. Like avocados, the pulp will brown up pretty quickly so keep refrigerated and away from air. One challenge is that you have to get the seeds out. (Thanks Josh!) Seeds look a bit like lima beans and you don't eat them. You can make the puree into custard, pastry cream, paw paw pie, or . . . gelato.

Slightly citrusy, kind of custardy when ripe, the paw paw's flavor's not strong. Rather it's smoothly persuasive, never intrusive. It's got a hint of lime, a little vanilla, papaya, maybe a touch of ripe pear. Ask for a taste for sure next time you see us!

### Cajun Grain from Louisiana—Best Brown Rice I've Ever Had

I first learned about this amazing brown rice from a ZingTrain client. Gary Perkins runs a program to help develop small businesses down in Alexandria, Louisiana and had come up to our two-day ZingTrain "Creating a Vision of Greatness" seminar. As a thank you gift, he sent me up some rice from a local organic grower. To my happy surprise, the Louisiana rice is exceptionally good. So good that a ways down the road we made the move to bring it up here to cook and to sell. If you like rice, you should definitely make the effort to experiment with a bag of Kurt's.



Kurt Unkel is the third generation of his family to be working his this 170-acre farm near the town of Kinder, in north central Louisiana. When he took over the farm he was doing the same sort of commercial farming as every other family in the area. But about fifteen years ago, he decided to make the move to growing better rice, and doing it in a much more sustainable way. "I started this because I could not see the future in conventional farming," Kurt told the *New York Times* a while ago. "You're dealing with life!"

## TWO TERRIFIC PASTAS

### Filotea Egg Pasta from the Marche

A delicious newly arrived egg pasta from the Marche (pronounced "Mar-kay") region on the east coast of Italy. It's made from an old family recipe: owner Antonio Lupini's grandmother used to add a small percentage of white flour in with the more typical semolina that everyone in the area uses. The family relies heavily on fresh eggs as well—nearly a third of the pasta's weight is accounted for by fresh eggs that come from a farm five kilometers from the pastificio. Like the other artisan pastas we carry, the surface of the Filotea egg pasta is very rough, meaning that it holds sauce much better than standard commercial offerings. It also holds its texture after its been cooked al dente and then sauced, not an easy thing to pull off with an egg pasta. Serve it with butter and cheese, with a simple tomato sauce, or with a bit of meat ragu. Whatever you do with it it's pretty surely going to be delicious.

### Cavalieri Whole Wheat Pasta from Puglia

Down in the town of Lecce, in the region of Puglia (in the heel of the Italian boot) Benedetto Cavalieri continues to craft exceptional pasta as his family has done since the early 20th century. The Cavalieri family actually started in the area as wheat farmers in 1872. Only later, in 1918 as WWI was winding down, did they move into pasta making. With over ninety years of making pasta in the same spot it's no surprise that the place is something like a pasta fun house. The whole place is put together in this intricate patchwork. But it's put together in a way that works. People climb up narrow stairs and down ladders. Archways abound in the storeroom where 300-plus sacks of grain stand ready to be put into mixers.

Speaking of grain, the Cavalieri's use primarily old varieties of low yielding, full-flavored hard durum wheat grown in the hills of the region. On the package Sr. Cavalieri appropriately shares the credit for the quality of his pasta with "the farmer and the miller." Without great wheat, he points out, the pasta maker is helpless. Ever wondered why different cuts of pasta from the

same producer can be notably different? Sr. Cavalieri has a different blend of grains and different dough for each cut of pasta that he makes.

The mixing is done in a six by six foot hopper mounted on a metal platform. Although it makes the dough harder to work and requires extended time for mixing and extruding, Sr. Cavalieri insists on using only room-temperature water to protect the gluten, lysine, and character of the wheat. To the same end the mixers are lined with aluminum, again to help reduce heat. The dough in turn is pushed through the old-style bronze dies mounted onto the front of the extruding machines.

The dough falls out of the dies onto a small conveyer belt and from there it moves to the drying rooms. They have a different dryer for each shape and size. The wooden drying cabinets were built in 1936. They're "the only machine that will dry the short shapes" the way Sr. Cavalieri likes. He takes his time with the drying; thirty six hours for the short cuts, and just under two very deliberate days for the longer pasta shapes. The drying is done at about 100°F, roughly half the temperature employed by speed-oriented industrial pasta makers. The key, Sr. Cavalieri explains gesturing with his hands is "not to shock the pasta" to protect its nutritional value, texture and flavor.

As with Martelli or Rustichella, when you drop the Cavalieri pasta into boiling water you'll be struck by the wheaty aroma that rises from the pot. And you will truly be able to taste the difference. Which leads me to the most recent arrival on our shelves from the Cavalieri family—by far the tastiest whole wheat pasta I've ever had.

In honesty, I generally don't like whole-wheat pasta that much. It usually lacks the chewy texture and fine flavor that I love about artisan pastas from Italy. But through some secret the Cavalieri's aren't quite ready to divulge, this one is different. It tastes great. Its texture is terrific—you can cook it al dente and it holds its integrity long after it's cooked. I've been preparing it in pretty much every manner you can imagine—tomato sauce, with cheese, with tuna and roasted peppers—and all have proven excellent.

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In fact, Kurt's approach to farming is all about energy. When I was down in Louisiana presenting to Gary's group on sustainable business, Kurt stopped by to sit in. I was sharing my belief that because so many businesses have operated in opposition to our natural human desires to be respected, to believe in the work we're doing, to be believed in, and that because we have gone against human nature we have created an energy crisis in the American workplace. To make the point I drew the comparison to what happens in conventional farming—when we farm industrially, we deplete the natural energy in the soil. It can only be made viable through the addition of large amounts of chemicals. But for all intents and purposes we have killed off much, or all, of the life in the soil. Kurt raised his hand and said, "Everything he's saying is right. That's exactly what happens in commercial farming. There's no energy."

Kurt goes to great lengths to protect the energy on his farm. In fact, he's been known to ask people who are bringing bad energy with them to politely stay away. "The energy in our rice is nurtured from the first day of planting," he says. "We grow our rice without the use of conventional fertilizers,

pesticides or herbicides. We talk to the rice when we are in the field, and occasionally turn on the 60s and 70s playlist to entertain the rice. Sound odd? We feel our job is to grow food with vitalizing energy, and this is part of that plan. More research everyday is proving that plants have thoughts, emotions and communication. We cater to that so that our rice is well-rounded. We hope the plant energy sparks the innate energy in the consumer!"

Whatever Kurt and the family are doing to manage that energy, it's working. The rice is amazing. While I've certainly eaten my share of brown rice over the years, it's rarely been because it was the most delicious thing I could imagine cooking for dinner. Kurt's brown jasmine is different. The fact that the natural nutrients are intact is merely an added bonus for me. Their brown jasmine rice is exceptionally aromatic; tasty nutty, terrific in ways that will, as I said, alter your sense of what rice is all about. In order to protect the rice's delicate flavor, the Unkel's mill the rice to order—that means it stays protected in the natural husk until we call to buy some.

When you cook it up your whole kitchen will be filled with a wonderful perfume—the rice is as aromatically excellent as

it is delicious. Just about 25 minutes of simmering in boiling salted water and it's ready to go. Serve it with vegetables, eggs, beef, pork, fish or just about anything you like. Donald Link at the amazing Cochon restaurant in New Orleans makes a fresh shrimp risotto with it. Personally I think I like it best just as it is—maybe a bit of olive oil or butter and a touch of salt and freshly ground pepper and that's it!

Kurt's "Rice grits" are equally delicious. It's the same rice but broken into small bits so that it cooks up into a very lovely porridge. You can serve it for breakfast—they'd be great with a bit of Charles Poirier's traditional Louisiana cane syrup.

### Ortiz Sardines and Mackerel from Spain

Prepared and packed by the Ortiz family on Spain's north Cantabrian coast, these little jarred fish are pretty exceptional. Ortiz have been Spain's premier producer of tinned and jarred tuna, anchovies and other small fish for over a century, and is currently being run by the fifth generation of the family. Their products are recognized by pretty much everyone who pays attention to these sorts of things among THE best anywhere!

For some reason that I haven't yet ascertained, these special sardines fell out of the Ortiz' production for many decades. Last

## FIVE FANTASTIC OLIVE OILS

### Poggio Lamentano Olive Oil from Tuscany

Fritz Maytag, founder of Anchor Steam brewery, once said, "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. I can happily report that we have one more to offer. Poggio Lamentano is a terrific Tuscan olive oil crafted by artist and farmer Michael Zyw. You can check out much of his amazingly colorful and wonderful work online. But, if you stop by the Deli you can see a bit of his work on the label of the oil. It's a pencil sketch, a study in grays and whites, an arresting and complex image which fits because the oil is equally complex. It has much of the bold peppiness 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 oil is unfiltered, which I 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. Maybe it's best at its most basic—poured liberally onto toasted Farm or Paesano breads from the Bakehouse.

### Marqués de Valdehueza from Merida

As a history major I have to admit to being moderately biased toward this oil—you'd be hard-pressed to find any product that's a whole lot more rooted in family and national history than this. The family, formally known as the House of Alvarez de Toledo, has been a fixture in Spanish history for something like ten centuries. I can't tell you it's some romantic rags to riches story—at least for the last nine hundred years, the family has been hugely successful. Best I can tell, quality and care have been a part of most everything they have done, and this oil is no exception.

The Valdehueza oil is very well-made and it shows. No defects, long finish, good complexity. It's made from a unique blend of four different varieties that grow on the farm. By going in person last year I got to taste each of the varieties on its own, as well as the finished Valdehueza coupage. Hojiblanca and Picual are standard varieties from southern Spain and are not uncommon out west as well. The former brings a soft, warm, nutty butteriness; the latter offers hints of artichoke, green asparagus, a bit of earthiness, and a touch of black pepper in the finish. Arbequina arrived in the region only recently, planted for its good yields and round soft flavour; here in Extremadura, at least on the Toledo de Alvarez family farm, it tastes a bit different than what I've experienced in Catalonia where it typically comes from—less apple, more olive. Most interesting to me is the oil from the Morisca olives, which are unique to the area. They offer a fair bit of pepper, and interesting fruit, almost apricot in a way, with a touch of green grass and green tomato in there, too.

For those of you who follow these things (and there are many!) I'd put the flavor profile of the finished oil in about the middle of the range—less green than the Tuscans, less earthy than most southern Spanish Picuals. All told they produce about 30,000 bottles a year—huge by the standards of artisan friend Mariano Sanz, but relatively modest by comparison to any large-scale commercial producer. This past autumn the weather was very dry—not great for yields, but generally, in my experience, very good for the flavor of the oil. As is true of all these high-end, well-made oils, there's a complexity and an elegance (and a commensurate higher cost) that will likely mean that you'll want to use it for finishing—at the table to drizzle on great greens from the market, on top of a bit of roasted meat or vegetables.

If you're thinking of this one as a gift, you'll appreciate its beautiful light blue label. I like it, in part, just because I love the color, but also because I've never seen it on any other olive oil.

### Desert Miracle Olive Oil from Morocco

An excellent, relatively new arrival from the Southern Mediterranean, the Desert Miracle is buttery, sweet and very delicious. An ideal match for vegetables or fish, the Desert Miracle oil is from olives grown at the Aqallal family's El Bourouj farm. The fields are all at an altitude of a 1000 feet (higher altitudes like this generally have lower yields but more interesting flavors). 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 land. The added stress from growing in desert conditions (the trees get very little irrigation) also adds to the complexity of the flavor. The olives are Arbequina (of Spanish origin) and Dabhia (an old varietal that's unique to Morocco). 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, but sure enough, the number is accurate—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 peppiness at the end. It's great on new potatoes, with simple salads of the delicate lettuces from the farmer's market, or on a piece of fresh fish.

### Terroir de Marrakech

A second superb oil from the same family, this one comes from a different farm that's north of Marrakech. In the years before independence, the land belonged to the Rothschild family. The oil is really the Aqallal family's point of pride—it's made only from very old (all over one hundred years) trees, all growing at over 1200 feet. 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).



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 unique—the hallmark, perhaps, of what Moroccan olive oil is all about. Still softer in flavor than Poggio Lamentano, but with bigger fruit and more intensity than milder Desert Miracle. Nicely round, a bit sweet, elegant with hints of tarragon and green asparagus. Serve it on salads, cous-cous. Really good with roasted vegetables. This is a very special oil that shows the world just how good Moroccan oil can be.

### Planeta Olive Oil from Sicily

The boldest oil on our shelves this season, Planeta is big, green, very grassy, and wonderfully peppery. It's not for everyone but it is for me. 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 the 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 olives are primarily a blend of the three main varieties of Sicily—Cerasuola, Biancolilla and Nocellara de 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—Giarruffa (by name at least, my favorite olive varietal), Santagatese and Ogliarola Messinese. All the olives are handpicked, usually a couple of weeks before others in the area. 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 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, or on a simple bowl of pasta topped with nothing more than salt, pepper, Planeta oil and a bit of Parmigiano Reggiano cheese. If you like your oil very big and very bold like I do don't miss this one—you won't forget it easily!

year the family restarted the sardine packing. Aside from looking really beautiful, the sardines taste terrific. They're produced according to an old French recipe that dates to 1824—the earliest years of preserving fish in jars or tins. As with their tuna and anchovies, the Ortiz family are very finicky about the fish they select. They use only true pilchards, the most prized of the many species of small fish that are canned around the world as “sardines.” They cook and pack only fresh sardines, hence production is seasonal—they have only about three months to pack sardines for the year.



The freshly landed fish are taken from the dock directly to the plant in the village. There they're cleaned, fried in extra virgin olive oil then left in a to stand for a few hours in order to drain the naturally occurring water that they still have in them. (By contrast most middle of the pack commercial canneries—though nothing we carry—use frozen fish. This changes the texture and flavor significantly and they cook them with steam once they are put in the tins; then they add the oil, tomato or other sauces. All the water that was inside the sardines remains in the tin, reducing quality and the eating enjoyment.) The Ortiz family prepares them *a la ancien*. They cook skin and bones still on—you get the traditional soft, tender but meaty texture and also all the calcium and Omega 3s as well. Finally they're hand packed with extra virgin olive oil in glass jars.

I put them on salads with great frequency. I eat them on pasta. Try 'em with either a fennel scented tomato sauce, or equally excellent, with a few spoonfuls of olive or caper paste and some grated bread crumbs over top. They're fantastic on the traditional *insalata pantescia*—the traditional salad of the caper growing island of Pantelleria off the coast of Sicily. Cooked potatoes, cherry tomatoes, a bit of slivered red onion, a handful of black olives, and of course, plenty of capers. Toss the lot with a bit of your favorite wine vinegar (I love the Txakoli vinegar that hails from the Basque Country, not far up the road from the Ortiz factories), a touch of sea salt, a little crumbled dried oregano and plenty of extra virgin olive oil and let stand for about half an hour so the flavors come to together. Lay the sardines over top and serve.

Mackerel is far less known in the US but it's equally delicious. Texturally it's more like tuna I suppose than sardines, but it's more full-flavored than tuna. And you can do anything with it that I've already listed for the sardines. I've watched fish lovers ooh and aah over these two Spanish treats too many times to count. In fact, just writing about them is making want to go open a jar right now!

### Yolka Chocolate Ornaments

A bit of my Russian history background combined with my current professional love of good food, all in one very lovely product. They're beautiful foil-wrapped chocolate ornaments wired to hang on your tree or from anything else for that matter. All decorated in the style of Russian Orthodox art and Faberge eggs. Marian Rivkind, who makes them, is a Russian Jewish émigré who's making ornaments for Christmas trees. Marian's family came to Toronto from the Soviet Union. Like so many Soviet Jews, they knew little about Jewish tradition, and, in fact, the family had a series of beautiful glass Christmas ornaments. When Marian and her sister wanted to hang the fragile glass to decorate their tree, her mother decided to make her own, less delicate ornaments by decorating chocolate. Yolka is Marian's effort to take up her mother's work and make it available to the rest of us as well. Exceptional and beautiful gifts for friends of any background!



### Kitchens of Africa Simmer Sauces

Very nice East African sauces made by a Gambian émigré named Jainaba Jeng. She came to North America to go to school in Halifax. After getting her degree she moved down to North Carolina where a few of her relatives had already settled. Over the years she worked, successfully, at any number of jobs but food remained her true love. Finally she decided she would work reproduce the sauces of Africa and set to work—sans preservatives or artificial ingredients. Her efforts to replicate the flavors of her homeland here in the States have netted us these two terrific sauces.



Jainaba's Maffee Sauce is slightly sweet but also a bit spicy. A good bit of peanut, a touch of garlic, some fresh ginger, a few chiles and a touch of tomato, all blended together. It makes a marvelous marinade for most anything. The second, and Jainaba's favorite, is the Yassa sauce, made with lots of onion,

fresh ginger, citrus and a bit of mustard. I spoke to her about it recently and here's what she told me: "I do love a good Chicken Yassa cooked with bone-in chicken pieces, but have to admit, the fish version, it is out of this world, if made with fresh fish. It makes me reminisce of the fisherman pulling into shore back in my native land. We would buy the freshest fish from them and take it home to make the most amazing Fish Yassa. When making Chicken or Fish Yassa, I highly recommend adding 2-3 tsp fresh lime juice at the end of cooking. It makes a world of difference and adds that authentic touch as well."

### Tishbi Onion and Cabernet Condiment

A great new treat that's just arrived in Ann Arbor from Israel, it's the specialty of Oshra Tishbi who's been making it and winning awards for it for many years now. The Tishbi family are anything but newcomers to the world of high quality cuisine. Their farm has been in the family since 1882 when Oshra's great grandparents, Michael and Malka Chamiletzki, came to Palestine from Lithuania and settled in the north of the country. In 1925, the couple hosted the famous poet, Chaim Nachman Bialik, and he suggested they change the family name to the Hebrew Tishbi. Ninety years later the farm and winery are still completely family-run. While the Tishbis make many good products, this onion and cabernet condiment is the one I love most. Onions slowly simmered and gradually caramelized with the winery's Cabernet to make a chutney-like condiment that's fantastic with cheese or meats of all sorts. Great on sandwiches, terrific with turkey or chicken.

### Kifli from the Bakehouse

If you, like me, have a high affection for Mexican wedding cookies or any other powdered-sugar-coated, kind of crumbly butter cookie, I'm totally confident that you're gonna love these Hungarian almond kifli from the Bakehouse. A good number of people who work here have told me that they can't stop eating them. And if you figure that they could pretty much have their pick of all the amazing things that bakers at the Bakehouse bring out of the ovens every day, that's really saying something. A couple of these tasty little crescent-shaped cookies are an ideal accompaniment to coffee or tea. To take things up a notch as well, we're packing them into pretty beautiful gift boxes as well—bring one to any holiday event, give it as a gift to lovers of great cookies and use 'em to win the hearts and minds of pretty much anyone you know with Hungarian roots.



### Marou Artisan Chocolate Bars from Vietnam

Made by a pair of Frenchman, Vincent Morou and Samuel Maruta, who, despite a complete lack of formal career training in cacao, have studied and struggled and finally successfully put together some of the tastiest chocolate bars I've had in a really long time. A quick look at their life paths early on would hardly have led you to believe that they'd be bringing these amazing chocolates to the world. They have backgrounds in banking and marketing, not food, and definitely not chocolate, and neither is from Vietnam, so their story is a rather unlikely one. Vincent and Samuel have been working for six years or so to put this project together. Cacao obviously is not indigenous to Southeast Asia. It originated in South and Central America and was taken to Europe, and then Asia and Africa, by Europeans. But South Vietnam, it turns out, is an ideal climate in which to grow cacao.

As Vincent explained to me, "The French colonialists had tested cacao in the 19th century with success but switched to coffee since they could not compete with the Philippines and Indonesia in the cacao market. What I realized initially," he went on, "was that no one was making chocolate in Vietnam from the cacao that is grown within a 2 hour radius from Saigon. Almost all the Vietnamese cacao is sold to commodity traders like Cargill for export. What I realized later," he said, "was that only a few chocolate makers in the world are making artisanal export quality chocolate locally from within the country of origin. Most mass producers or even artisans prefer buying from traders or farmers and shipping the beans back to their native country. This has been the tradition for hundreds of years. Some traditions," he concluded, "are meant to be broken."

We have three of the Marou bars at the Deli. The first is the 75% cacao bar made from beans from Ben Tre province on Vietnam's southeast coast. Remarkably cinnamony (and yet no cinnamon or other spice has been added) and also hints

**Zingerman's COFFEE COMPANY**  
annual **holiday blend**

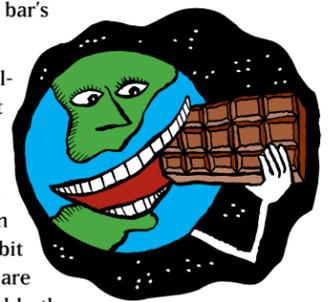
We love creating our annual holiday blend and for 2013 we were thinking of bright flavors and fragrances. We crafted a blend of our favorite estate-grown coffees from Bolivia and Colombia. They are lightly roasted to accentuate notes of bright fruity caramel with hints of lemon and a floral honey. The coffee fills the air with bright aromas as soon as it is ground. We hope you will enjoy it this season.

Available at Zingerman's Coffee Company, Delicatessen, and Roadhouse

of cloves, or maybe nutmeg. Margot Miller who used to manage the chocolates so well at the Deli, said the same thing.

"It reminds me of a German spice cookie," she said as we struggled to describe the bar's unique deliciousness.

The second bar is equally excellent. It's made from cacao that comes from farms in the Tien Gang region, just a bit to the north of Ben Tre. The Tien Gang bar is a touch lower in cacao content and just a bit sweeter as a result but both are definitely dark chocolates and both are definitely very good. This one is deep, dusky, sensual, long lingering with a lot more low notes and a finish that I swear is a bit smoky and that gets me thinking of Chinese green gunpowder tea.



The third, Lam Dong is made from cacao beans grown in the country's Central Highlands. Lam Dong province is unusual in Vietnam because it doesn't have a border with any other country. The region is made up of both mountains and plateaus and is the source of seven major river systems. The chocolate bar is, as are all the Marou bars, pretty majestically marvelous. 74% cacao so it's quite dark, it's very creamy, almost fudgy, on the tongue. The flavor is clearly cacao, but with hints of dark fruit. It has a touch of dark black cherry, so much so that it's almost juicy and a sensual spicy finish with maybe a snippet of cinnamon.

Aside from all that, Vincent and Samuel have designed packaging for their bars that's as unique as the flavors. Based on beautiful old Vietnamese rice paper designs, printed on silkscreen by a local print shop, they really are incredible. They've actually won awards for the packaging—the Academy of Chocolate called them "beautiful enough to frame," and I agree. The chocolate itself as been winning awards as well, and for good reason—it really is terrific.

### Sesame Halvah from the Candy Manufactory

I'm particularly excited about this new arrival on our sweet scene. 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 nice, chewy, baked-on-the-stone-hearth bagels from the Bakehouse. But halvah has been sort of staying silent in the background, available pretty much in the same sort of commercial version we'd been buying since we opened in the early '80s.

Happily, we can finally turn the page on our halvah and enter the same 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 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 delicious, slightly sweet, slightly nutty, exotic cup of coffee. Put a block



Continued on page 6

## RIGÓ JANCSI

### Romantic Hungarian Chocolate Torte from the Bakehouse

This is one of my favorite of all the great Hungarian items we've introduced in the last three years. I've put it on this list more than once now, but it's so delicious, and the story behind it is so good.

If you haven't yet tried the Rigó Jancsi, check it out soon. It's a beautiful rectangular torte, covered in a thick coating of dark chocolate ganache, with the name—Rigó Jancsi—written in script across the top. The name, by the way, is pronounced "ree-go yon-chee." The story of the cake is well-known (at least in Hungarian pastry circles). It's named for a Hungarian-born, Roma violinist who fell in love with an heiress named Clara Ward. Unfortunately she happened to be married to someone else at the time. Apparently wired for passion and adventure, she chose Rigó and romance over her husband and a more proper life as a well-mannered princess. The "invention" of the cake came shortly thereafter, when a baker designed it in her honor.

Steve and Jane Voss, who are of Hungarian descent and have visited the home country many times, were raving about how good this Rigó Jancsi is. Steve told me the other night that it was, "Good enough to be served at Gerbeaud," referring to the world-famous, 150-year old café in Budapest's central square. It really is delicious. Two layers of really tender, delicate chocolate sponge cake, sandwiched around a modest layer of chocolate-rum whipped cream, topped off with a very thin, delicate layer of apricot jam and then, finally, finished with a thick dark chocolate ganache. There's both an elegance, and an edge, to it that really resonates, without hitting you over the head. Rigó Jancsi is stylish, subtle, significant, soulful; elegance and romance are the key words I think—all the layers swirl, you swoon. Serve it at room temperature with a cup of the Ethiopian coffee and you're almost guaranteed to have a good day.

### THREE MORE TERRIFIC HUNGARIAN COFFEEHOUSE DESSERTS

If you like great tortes, try out any of the other amazing Hungarian offerings the Bakehouse crew has so skillfully put together.

#### 1. The Cardinal Slice

three layers of crisp meringue and sponge cake separated by whipped cream and Crème Fraîche that is intensely infused with a syrupy extract of caramelized sugar and freshly made espresso. This delicate dessert is available Thursday-Sunday.

#### 2. Esterházy

layers of toasted walnut cake filled with a magnificent mixture of vanilla bean pastry cream, fresh whipped cream and more toasted walnut, decorated with vanilla and dark chocolate poured fondant in a distinctive design used specifically for Esterházy cakes.

3. **Dobos**—traditional Hungarian coffeehouse torte created in 1887 by well known chef and confectioner József C. Dobos (1847–1924). It's five thin layers of vanilla sponge cake and dark chocolate butter cream, all topped with pieces of crispy dark caramel.



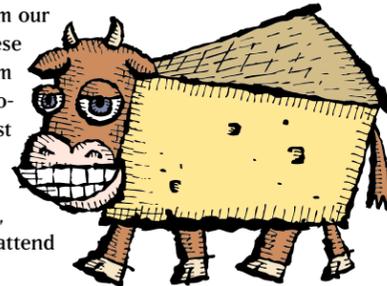
of it out after dinner and let your guests nibble at their leisure. It's also turned out to be a great accompaniment to cheese—its sweet nuttiness is an excellent compliment to the creamy flavors of the cheese. Either way, pick up a bit and give it a try.

### Austrian Fruit Kletzenbrot

An artisan fruit bread from Austria that I'm really excited about serving as an accompaniment to cheese. Produced by the Thurnhofer family, who have been at it in Salzburg since 1936. It's about 80 percent dried fruit, so it's really somewhere between fruitcake and membrillo if that makes any sense. The name is from the German word for dried pears but it also has raisins and dried figs. The Austrian tradition is to start baking it on December 21st, to do a large loaf for the entire family, and then small loaves, one for each family member. The Thurnhofers mix the fruit with a bit of rye and wheat flour and a touch of rum before baking. The whole process is done completely by hand. It lasts for months so there's no rush to use it, but there's no added sugar or preservatives. Kletzenbrot is a particularly nice pairing with almost every cheese from fresh goat cheese to well-aged Comte or Emmental. Also excellent as an accompaniment to tea or coffee, it's a terrific, unusual, and traditional taste of the Alps.

### Reading Cheese from Vermont

Speaking of cheese, one of my current favorites from our ever-growing range of really fine American cheese offerings is made by the folks at Spring Brook farm in the small central Vermont town of Reading (pronounced "redding"). It's semi-firm cheese—the closest comparison I can probably make would be to a Swiss raclette. The folks at Spring Brook actively engaged in getting better on pretty much every front. In fact, owner Jeremy Stephenson was out last year to attend ZingTrain's "Fun, Flavorful, Finance" seminar and is in the process of transitioning his company to Open Book finance as we are here at Zingerman's.



"This is a very inspiring part of my work right now," Jeremy told me. "I just visited the two farms we are working with to buy milk from for the Reading a couple of weeks ago. It was so great to see their herds and hear how they are doing with the dry feed production (their biggest fear about making milk for us being that we cannot allow the use of fermented feed for the milk production). Both of the farmers are earning about 30% more than the high milk price of the year. And we pay them that price every month so they don't have to suffer the ups and downs of the milk market. Our logic is that their costs don't fluctuate and our cheese prices don't fluctuate so why would we pay them according to the crazy milk market pricing system. This federal system (where the price moves with the market) is highly stressful at best and devastating at it's worst. We want them to have a win if we have a win in the marketplace."

Made from the raw milk of two local farms, the Reading we've got on hand is creamy, nutty, with a really nice nose. Great for melting onto potatoes or into omelets, or just to eat on cheese boards.

### Askinosie Dark Chocolate from Tanzania

I love everything about this chocolate. The flavor is fantastic. It's a bit on the softer end of the flavor spectrum than most dark chocolates, yet still intensely chocolatey because of its high cocoa content. It's definitely more cocoa-y than most of our other dark chocolate bars, with a slight hint of cinnamon. Shawn himself says it has "hints of tobacco." The main thing is it's complex and well-balanced, with a nice finish and it really doesn't taste like any other chocolate that I've had. All of which makes it well worth checking out. Mouth watering. Clean finish. Makes me want to eat more every time I taste it.



## Askinosie chocolate™

Then there's the story. Shawn Askinosie, after two decades as a very successful trial lawyer in his hometown of Springfield, Missouri, decided he wanted to spend the second half of his work life doing something he was passionate about, something that also made a difference for people in need. He chose chocolate, which he'd loved for his whole life. He succeeded on all counts. Askinosie chocolate is some of THE best I've had anywhere in the world. Every one of his bars is fantastic—whether it's the Honduras, the Davao from the Philippines, or the bar made from Ecuadorian beans, each has its own unique flavor, and all are delicious. I'm very high on the El Rustico bar that he's been doing for us, to our recipe, for many years now—dark chocolate, more coarsely ground than usual (more in the old style of the Aztecs), studded with snippets of Mexican vanilla bean. In each case he works very closely with the growers, getting to know them, teaching them about quality, paying bonuses to them based on the overall financial performance of the Askinosie Chocolate company. He does an exceptional job of spec'ing super high quality cacao, which contributes enormously to the quality of the finished bar.

At the top of my list right now is this Tenende chocolate bar from Tanzania. On this project, Shawn really outdid himself by stacking up so many good deeds it's even more inspiring than his other already inspiring activity. The work to make this bar started with a project Shawn initiated with the inner city high school that's located not far from his plant. "It was literally a bunch of high school kids that we assigned a project to figure out what country of origin we should use for our next bar. The class was actually also sponsored by Drury University and the college students were mentoring the high school students. The students met once a week for a year to work on it, and at the end of the project they picked Tanzania as the country we should source beans from. Then we worked together to raise money to send the high school students there. I told them from the beginning that we weren't just going to go there to travel, but that we were going to do something good for the people there. We raised about \$70,000 to pay for the travel and to dig a deep water well for the village."

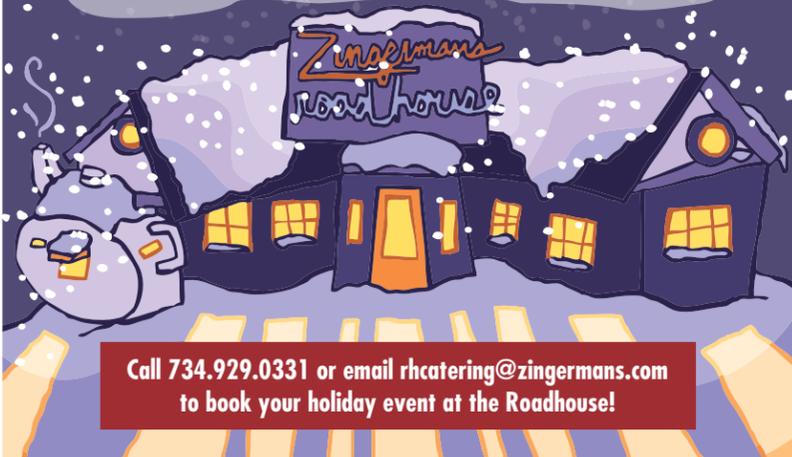
This summer, Shawn went back to Tanzania for his annual trip to meet with the growers. Among other activities, he decided to put the visioning process that he'd learned here at Zingerman's to work with the growers. I'm pretty sure it's the first time anyone in the world has done visioning work of that sort with a group of rural cacao farmers. Here's what he wrote after the session:



## Celebrate the Holidays with the Roadhouse

The Roadhouse is a great place to celebrate the holidays with your friends, family and co-workers. We can accommodate groups up to 40 in one of our dining rooms or we have a private room that seats up to 80 people.

On a budget this holiday season? Whether you are bringing in 8 people or 80 people, we can work together to create a limited menu that fits your budget and tastes great.



Call 734.929.0331 or email [rh catering@zingermans.com](mailto:rh catering@zingermans.com)  
to book your holiday event at the Roadhouse!

We had an afternoon session on a 10-year vision plan for the Mababu Cocoa Farmer Cooperative. I spent the morning touring farms with them on bicycle, then taught them how to make hot cocoa on open fire. By this point I knew them pretty well. I posed the following question to them: When I come back here 10 years from now, what will I see? They started with an enthusiastic discussion right away. After much discussion they listed the following areas of visioned improvement: electricity, housing, trucks to help transport beans, learning about the world thru TV and media. Interestingly, it is not their goal to grow in size but they would like to diversify into other businesses. I asked them to write me a letter in Swahili by the time they ship our beans in October and that they all sign it. They will write it in present tense as if it is 2013 the way Zingerman's does it. When the group was finished, Mr. Livingston, one of the growers, spoke aloud to the group: "I'm an old man but this discussion makes me feel young again."

For more on the visioning process that inspired Shawn and Mr. Livingston, see *Zingerman's Guide to Good Leading, Part 1: A Lapsed Anarchist's Approach to Building a Great Business*. Or better still, come to ZingTrain's 2-day Creating a Vision of Greatness seminar on March 20-21, 2014 or June 9-10, 2014. I'll be leading and we'll be providing plenty of Tanzanian chocolate to everyone there to stimulate your creative energies!

### Custom Cakes from the Cake Studio!

While it's not Santa's workshop, there is in fact an entire room—cool in both spirit and in temperature—out at the Bakehouse where our team of Stephanie Gasinski, Emily Grish, Katie Robinson, Ellen Tondreau and Rachel Reining work all week to make these amazing works of culinary art. In the last few weeks, I've personally ordered cakes for the Cornman Farms barn raising (a beautiful farm scene) and then again for Michael Paterniti's talk about his new book *The Telling Room* (the cake was done up to look like the tin of the Paramo di Guzman cheese that the book is all about). Custom cakes are perfect for any occasion. Birthdays, anniversaries, graduations. Ball games, bar or bat mitzvahs. New jobs, retirements. Any place in your life that has something special about it. Check out photos [www.zingermansbakehouse.com](http://www.zingermansbakehouse.com).



## 3 WAYS TO BRING BACON THE BACON LOVER IN YOUR LIFE



Give the Gift of Camp Bacon, support the Southern Foodways Alliance, and blow away the bacon lover in your life all in one fell swoop!

It may seem like the cold of winter is just setting in but if you like to plan and to think ahead like I do, take note that it's only about six or seven months 'til Camp Bacon. If you aren't familiar with it, Camp Bacon is our annual celebration of all things bacon—a four-day festival of bacon eating, bacon history, bacon cooking, bacon poetry—basically all the bacon you can eat, learn about and laugh over in the process. Like sleep-away camp for bacon lovers. While the details of the whole deal will be filled in soon we know a lot about the main event. Saturday May 31 will be a smoky, bacon-filled day of eating, learning and laughing. Proceeds from the event go to raise money for one of our favorite non-profit organizations—the Southern Foodways Alliance down in Oxford, Mississippi.

This year's main event will followed on Sunday by our annual bacon street fair, and preceded by classes at BAKE and the Bacon Ball dinner at the Roadhouse. This year we're also adding a bacon brunch on Sunday morning to take care of those that may experience a bacon hang-over. Tentative speakers for this year include Bob Nueske (the "Johnny Cash of Bacon"), his daughter Tanya Nueske (who then must be "the Roseanne Cash of Bacon"), Nancy



Newsom whose country ham has been acclaimed by traditionalist food lovers all over the country, and Cristiano Creminelli from Creminelli Salami, one of the country's leading charcutiers.

The reason I write it out here is that a ticket to Camp Bacon could be the ultimate gift for that very special bacon-lover you know! A ticket to Camp could win you squeals of delight for days! Followed, I'm sure by even louder and happier squealing come June 1 when they actually get to take advantage of your generosity. It's not your everyday gift, but a lot of us know we have some pretty special bacon-loving friends and family in our circle.

### Bacon Club

The Bacon Club comes in either a 3-month or a 6-month version. Either way it's a monthly supply of artisan bacon with a different bacon every month! (see page 8!)



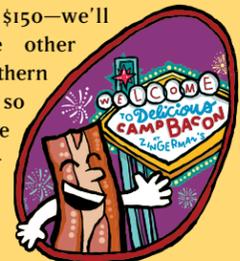
### Camp Bacon Gift Box

Can't wait to get to Camp Bacon? Here's a great alternative—bring Camp Bacon to your house, courtesy of Zingerman's Mail Order!

A whole range of artisan bacons—Applewood Smoked Bacon from Nueske's in Wisconsin, Arkansas Peppered Bacon, Broadbent's hickory-smoked bacon from Kentucky, a chocolate bacon pig (you read that right) from Vosges Chocolatier in Chicago, an apple-bacon coffeecake from the Bakehouse. Plus a Pig All-Star Magnet and a Camp Bacon Explanation Pack to shine some light on all the smoky goodness in the box!

### Want to send a bacon lover over the moon?

Make them so happy they'll remember you fondly for the rest of their life? Send the Camp Bacon Gift Box AND a ticket or two to Camp Bacon! If you order tickets during November or December, take 20% off the regular \$150—we'll donate the other \$30 to Southern Foodways so our favorite food non-profit will still get the full benefit.



Zingerman's DELICATESSEN

## Holiday Chocolate Picks from the deli's "chocolate lady" emily

### 1. Askinosie Peppermint Bark

Artisanal made peppermint bark made in Springfield, Missouri. Few things say holiday cheer quite like layered slabs of single-origin dark chocolate, buttery white chocolate, and all-natural crushed peppermint.

### 2. Hanukkah Super Zang Bars

Our very own Candy Manufactory has festively wrapped 13 glorious inches of peanuts, peanut butter nougat, and caramel dipped in dark chocolate just in time for the holidays.

### 3. Chocolate Moderne Drinking Cocoa

This entire suite of flavors from Joan Coukos features Valhrona chocolate, with a cocoa content in excess of 70%. Add a bit of milk, you've got a silk smooth potion on your hands.

### 4. Charles Chocolate, Chocolate dipped organic nuts

Tins featuring darkly roasted toasty tasting California almonds and buttery rich Oregonian hazelnuts dunked in a blend of milk and dark chocolates and dusted with cocoa powder.

### 5. Askinosie Malted Milk COLBARationBar

A specially crafted bean to bar chocolate made in Springfield, Missouri. Askinosie has paired up with their favorite ice cream maker to create a decadent milk chocolate bar with a barley malt sweetness that is creamy, and velvety. Sure to please any milk chocolate lover.

### 6. Bequet Confections French Style Caramels

Thrill the caramel purest with these buttery, brown-sugary and rich caramels crafted in Bozeman, Montana. Available in salt, salt chocolate, chewy, and chipolte



### 7. Bell Stone Toffee

An indulgent gift made with simple ingredients (chocolate, pecans, butter & sugar) mixed to create a sublime texture and the perfect balance of salty and sweet.

### 8. Truffles, Caramels and Bonbons

Delight those on your gift list with a special custom box of handmade confections. The Next Door's truffle case features chocolates from producers located all over the world. Come peruse the selection or let one of our staff cull together the perfect assortment of flavors and textures.



### For the Bakers...

### 9. Michel Cluizel Mini Grams

Treat a baker in your life or bump your own holiday recipes up a notch with fine-flavored chocolate drops. Available in 63%, 72%, 85%, or white.

### 10. Mindo Chocolate Makers, unsweetened chocolate baking disks

Bean to bar made right up the road in Dexter, these full-flavored and smooth Ecuadorian cocoa disks are sure to liven up your holiday baking endeavors.

# HOLIDAY GIFT ZINGERMAN

## it's better with bacon



### When Pigs Fly:

#### American Bacon Club

Six to date. That's how many vegetarians I know who've fallen off the bandwagon thanks to bacon. I'm not using that as a proposal for torturing anyone. I'm just saying any food that's so good it can break a strong will has to be worth trying. We'll ship to the lucky recipient from October to April, just in time for weekend frying.

Each shipment contains bacon stories, histories, recipes and great bacon.



### — BACON CLUB —

#### Three Months

Applewood Smoked  
Kentucky Dry Cured  
Arkansas Peppercorn

#### Six Months

Previous Bacons plus  
Virginia Dry Cured  
Tennessee Dry Cured  
Balinese Long Pepper

#### Quarterly Club

Four shipments  
Each contains 2  
packages of bacon  
Sent every 3 months

### FREE SHIPPING

Chef Michael Symon chose this as  
The Best Thing I Ever Ate on The Food Network



### BONUS!

Bacon refrigerator magnet

### DOUBLE BONUS!

Guide to Good Bacon Booklet



## fancy schmancy holiday cookies

### Fancy Schmancy Holiday Cookie Box

Three different styles of Christmas cookies baked with all-natural ingredients and gift boxed at Zingerman's Bakehouse. Makes a great host present. Toasted Pecan Butter Balls, Orange Anise Shortbread and Chocolate Cherry Chewies with Valrhona chocolate and dried cherries. SHIPS FOR FLAT RATE



## stealthy

### Zingerman's Spiced Pecans

Pecans toasted with butter, lots of freshly ground Tellicherry black pepper, Jamaican allspice, ground ginger, cloves and more. The nuts cluster together in little caramelly-spicy handfuls, making it way too easy to eat too many. I recommend two: a bag for eating and a gift tin (illustrated) for those times when a quick host present comes in handy.

SHIPS FOR FLAT RATE

## our most popular gift box

### The Weekender

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

The Weekender, hand assembled in our cartooned gift box has a loaf of Zingerman's Artisan Bread, a couple of Brownies (Walnut-studded Magic Brownie and a Caramel Dulce de Leche Buenos Aires Brownie), Borsellino Salami, Zingerman's Handmade Peanut Brittle, a half pound of Zingerman's Nor'easter Cabot Cheddar and a nosher-sized version of our extremely popular, extremely good Sourcream Coffeecake. SHIPS 2 BUSINESS DAY

### The Long Weekender

packed in a handsome wooden crate, includes all the items in the Weekender plus Zingerman's freshly roasted Coffee, Smooch Lion Natural Gummies, Zingerman's Banana Bread, Spanish Chocolate Covered Figs and our Chocolate Sourdough Bread. SHIPS 2 BUSINESS DAY

## our most popular

### Sourcream Coffeecake

A legend. This is a Zingerman's classic and perennially one of our most popular gifts. Rich, moist Sourcream Coffeecake, loaded with Indonesian cinnamon and toasted walnuts, baked in a traditional bundt pan. All in all, it's very impressive, extremely delicious. And it lasts. A week or two after delivery, wrapped, it'll still be soft and scrumptious, melting in the mouths of a family or hungry office staff. In theory at least. Personally, I've never seen one last more than an hour or two.

NOW WITH FREE SHIPPING



# SETS FROM ANS.COM

We're  
answering phones  
24/7 beginning  
December 1!

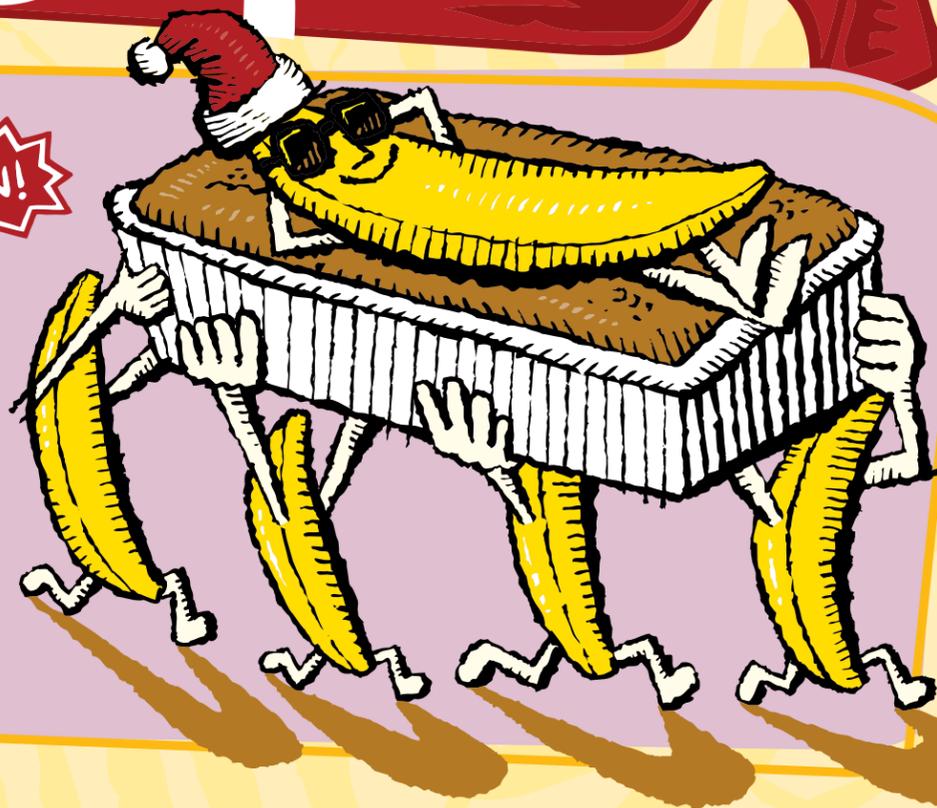
## two ways to go bananas

new!

### Banana Bread & Chocolate Banana Bread

New! This year the diabolical pastry enablers at Zingerman's Bakehouse focused their dark magic on classic banana bread. Like our hugely popular sourcream coffeecake and magic brownies, banana bread instantly conjures up nostalgia for home baking. The thing is, this loaf tastes better than what mom used to make (no offense intended, moms, it's just hard to beat our Bakehouse). There are no nuts in these loaves, just the classic charms: flour, cane sugar, real butter and fresh eggs, a touch of Madagascar vanilla and two freshly peeled bananas per loaf. Chocolate banana bread is the same story, with the addition of huge chunks of chocolate. Wrapped in tissue, each loaf comes packed in its own colorfully illustrated box. Each serves 5-7.

SHIPS FOR FLAT RATE



Call 888 636 8162 • HOLIDAY HOURS  
8am-12am Nov 1-30; 24 hours a day until Dec.

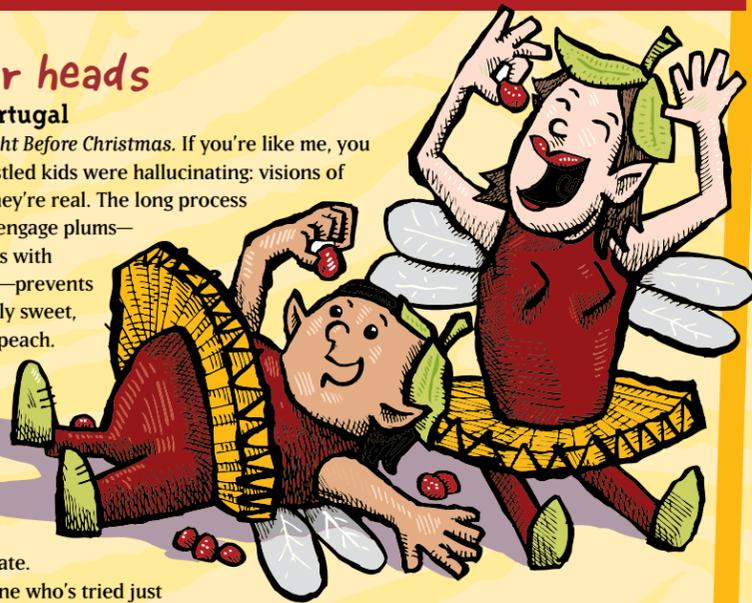
## dancing in their heads

### Elvas Sugarplums from Portugal

We all know the line from *The Night Before Christmas*. If you're like me, you might have thought the snugly nestled kids were hallucinating: visions of sugarplums? Let me assure you, they're real. The long process of preserving and sweetening greengage plums—somewhat similar to what happens with marrons glacés candied chestnuts—prevents the sugar from crystallizing. Slightly sweet, green, fuzzy on the outside like a peach. (They have a pit, so watch out.)

Remarkably, the texture is firm, like a plum you've just picked. An English and Portuguese tradition, they're almost impossible to find in America. Nine sugarplums in a round wooden crate. Makes an exquisite gift for someone who's tried just about everything.

SHIPS FOR FLAT RATE



## exotic fruits

### Robert Lambert's Rare Citrus Fruit Cake

Full disclosure: the price on this cake may cause sticker shock. Where most fruit cakes are cheap, somewhat industrial and terrible, this is another species altogether. It's by far the best of its kind I've ever tried. Robert told me, "The recipe is British, Victorian era. It's based on my grandmother Flora's cake, but instead of the store-bought glacéed fruits she used I make my own candied fruit." He chooses blood oranges, bergamots, Rangpur limes and more, many that he picks himself. Each cake is soaked in cognac and aged for a few months, then garnished with a slice of candied fruit and a bay leaf, all wrapped gently in cheese cloth. A slice cut thin while the cake is cool—he recommends serving it chilled—looks like a stained glass window and tastes fresh, clean and lively.

SHIPS FOR FLAT RATE



## christmas tradition

### Zingerman's Holiday Stollen

Our delicious German style holiday cake is a long-standing Zingerman's holiday tradition for folks looking for unique dessert ideas, great gifts and fine food for weekend brunch. If you haven't had Stollen and wonder what all the fuss is about, just take a look at the ingredients: real butter, Bacardi® white rum, glacéed lemons, oranges, cherries, fresh lemon and orange zest, fresh lemon juice, almonds, golden raisins, Red Flame raisins, real vanilla beans and our very scent-sual Indonesian cinnamon. Toasted and spread with a little sweet butter, it's delicious and is perhaps rivaled only by our own coffeecake as a great afternoon snack cake. Each Stollen comes gift boxed, serves 6-8 and, barring extensive snacking, lasts for weeks.

SHIPS FOR FLAT RATE

you really can taste the difference!™

ISSUE # 241 • NOVEMBER-DECEMBER 2013

# creating



This is an excerpt from Zingerman's Guide to Good Leading, Part 3: A Lapsed Anarchist's Approach to Managing Ourselves. As we get this newsletter ready to print we're also getting the book to print and hope to have it on our store shelves in early December!

Creativity is a nearly universally sought-after attribute. I really can't think of anyone I've ever met that didn't want to have more of it. The funny thing is that unlike baking a cake or building a cathedral, you can't really design and create creativity—it kind of just happens. What you can do, though, is actively build an environment in which creativity, encouraged rather than encumbered, is much more likely to occur.

The interesting thing, though, is that until I started work on this essay, I really couldn't have explained to you what it was we were doing to make that happen. But having given it much more thought of late, it's clear to me that we were all, by training standards, unconsciously competent: good at being creative but clueless about what we were doing that was making it happen.

One caveat before we begin. Although everyone is interested in the idea of being in a creative setting and living a creative life, I'm not sure that all of us are ready to do what it takes to really increase the odds of it happening: sharing information widely; releasing control; encouraging the crazy, can't-figure-out-what-to-do-with-them kind of ideas that challenge the status quo and our existing realities. The essay that follows, then, is my only recently realized take on how we, and other creative companies and individuals I know, have cultivated our minds and our methods to make creativity an everyday, even ordinary, occurrence.

## Calling for Creativity

Let me take you back a few years, to the dark days of the economic morass of 2009-10. After fifteen years of doing ZingTrain work and speaking all over the country, we suddenly started getting a whole mess of requests for me to present on a subject I'd never ever spoken on. You guessed it—the calls were all about creativity. Each was some version of, "With the economy tanking like this we really need to crank up our creativity! You guys are so great at it. We want you to come speak and share your secrets." Or, "We want you to help our people learn how to build an innovative organization the way you guys have!" I was honored, but at the same time caught off guard. The problem was that we'd never done a day—or an hour, or even ten minutes—of training, teaching, or writing specifically focused on the subject of creativity.

Over the years we'd developed effective organizational "recipes" for service, quality, and complaint handling. I'd presented extensively—both within our own organization and around the country—on visioning, customer service, servant leadership, Open Book finance, training techniques, marketing, and management. But we had nothing—not even an idea of an outline—on innovation. How, I wondered to myself, could we have been so out of it that we'd completely missed such an important concept? Stumped, then, I decided I'd spend some time talking to the clients from whom we'd gotten the inquiries to find out more about what they wanted.

The good news was that they were quite enthused about the idea of me coming to talk. One said, "Just tell 'em what you do!" Others asked more specific questions. One guy who runs an innovation department at a big company wondered, "Who at Zingerman's is responsible for innovation?" Heck. I had no idea.

Who was responsible for our creativity? It's as if he'd asked me who was responsible for breathing. I stuttered and stumbled a bit before muttering, "Everyone, I guess." (It turns out that was totally the right answer, but at the time, I was very unsure of what I was saying.) "Do you give people dedicated time for innovation?" another woman wanted to know. That really left me feeling foolish—we didn't set aside any time at all. I'd never realized we should. "But don't you teach classes on it?" still another person asked. "Well, no," was my honest answer. "We've never taught one at all."

I was starting to feel like an innovation imposter. Clearly, our clients were convinced that we were really creative, and that we had the kind of caring-capitalist-cool they were looking for. And yet, here I was, basically coming up empty when it came to talking about it. We had no constructs designed for creativity, no corporate program for it, no classes to teach it. Somehow, though, we'd made it happen anyways.

## Why Good Work Creates a Creative Culture

In truth, I couldn't understand how it could be otherwise. How could you have an even kind of successful company, or employees who you thought were doing a good job, if creativity weren't involved? The question caused me consternation, but it also made realize that we must have a different definition of what it means to do a "good job" than most mainstream organizations. The difference I realized was partly in the wording. When you hear about someone who does a "good job," more often than not they're being praised for following orders, completing tasks they've been assigned by their "superiors." But, I realized, what we're trying to do here at Zingerman's is to provide more than a good job—we've set our organizational sights on good work!

Good work, to me, means doing work we love, defined in part as a challenge we freely and mindfully choose to take on. By definition it requires focus. According to Mihaly Csikszentmihalyi, "People seem to concentrate best when the demands on them are a bit greater than usual, and they are able to give more than usual. If there is too little demand on them, people are bored. If there is too much for them to handle, they get anxious." When the demands are perfectly in synch, and we're working "in the zone," or, as Csikszentmihalyi calls it, "flow." As he defines it, flow is basically the best of good work—it's fun, it's fantastic, it's educational and entertaining and exhilarating all at once. I work hard to have as many moments in that state as I possibly can. It's immersion learning at its most inspiring. And, as Csikszentmihalyi says, "Creative achievements depend on a single-minded immersion."

Good work like this is, by definition, all about creative energy. It's work that helps people be themselves, that taps their natural abilities, work people care about, in a workplace that cares about them. When people do good work, they're enjoying what they do and feeling fulfilled and rewarded by it. As Sir Kenneth Robinson writes in *Out of Our Minds*, "Real

creativity comes from finding your medium, from being in your element." It happens best, I believe, when we work in harmony with the Natural Laws of Business (see [www.zingtrain.com](http://www.zingtrain.com)). When people are doing good work, feeling good about themselves and what they do, in an environment that encourages them to think freely and be frank about both their fears and their fantasies, creativity comes naturally. So much so that most people who are doing good work in this context don't even know they're being creative! They, like me, and most of the folks who work at Zingerman's, probably can't imagine life any other way.

## Everyone Is Creative

On the surface at least, nearly all the social credit for creativity seems to be given to the superstars. Media focus is almost always on the talented artists, the brilliant writers, the prize winning scientists; the people who cut the edge and then sew it back together in unique, attention-getting, world-changing ways. In the corporate world, creativity is often attributed to "R & D," "marketing," or maybe a carefully cultivated "innovation team." These folks are treated as if they're some special "creative class," privileged enough to have been given some innovation gene that the rest of us don't have access to. While much of what comes from that upper class of creativity is certainly worth admiring, I'm far more focused on everyone else. The creative organizational edge, I would argue, isn't to be found by CEOs getting more brilliant or by innovation experts being more insightful—it's in tapping the generally under utilized creative force of the folks on the front lines.

Although skill levels in most fields may range widely from one person to the next, we're actually all pretty equally endowed when it comes to creativity. I like the way writer Hugh MacLeod, in his excellent book *Ignore Everybody*, puts it: "Everyone is born creative; everyone is given a box of crayons in kindergarten. Then when you hit puberty they take the crayons away and replace them with dry, uninspiring books on algebra, history, etc. Being suddenly hit years later with the 'creative bug' is just a wee voice telling you, 'I'd like my crayons back, please.'"

Which is hilarious because one night not too long ago, a guest at the Roadhouse told me that when they got seated for dinner, the hostess gave her artistically oriented child three or four crayons to draw with. When the hostess walked back by a few minutes later, the kid politely asked for a few more. And, his mother explained, "She came back and gave him a whole box! He was thrilled. And I realized right then that that was my metaphor for coming to Zingerman's. Everywhere else you go, they just give you a couple of crayons to work with. But when you come to Zingerman's, it's like you get a whole box of crayons to color with every time you come in!"

Brenda Ueland, whose insights changed the way I write, had this to say on the subject: "Everybody is original, if he tells the truth, if he speaks from himself. But it must be from his true self and not from the self he thinks he should be." Left to play on their own children consistently prove themselves way more creative than the average adult; playfulness provokes positive energy, which in turn cultivates creativity. Science fiction writer Rod Serling, who I'm sure knew more about UFOs than IPOs, said, "Ideas are probably in the air, like little tiny items of ozone. That's the easiest thing on earth, to come up with an idea."

Which brings me back to Emma Goldman's great line: "Anarchism is the spirit of youth against outworn tradition." Thinking creatively, she clearly knew, need not depend on chronological age. It's all about attitude. Acting young, thinking youthfully and anarchistically, without the standard constraints of a conservative adulthood, consistently brings about the kind of positive energy that underlies pretty much everything good you can imagine. When it comes to creativity, the people really do have the power!

# creativity

## How Hierarchical Thinking Hurts Creativity

It seems reasonable to assume that experience and education would make for better-rounded, more effective individuals. But when it comes to creativity, the data is that advanced degrees, seniority, and impressive titles make no difference whatsoever. Steven Johnson shows statistically that there's absolutely no correlation between creativity quotients and any of the usual credentials that earn people social and organizational status. Moving up the org chart, growing older, having a bigger office or a fancier car may matter to some, but they count for naught when it comes to being creative.

To the contrary, if we're not careful, creativity levels can actually decrease as we mature and move up the corporate ladder. Old-school organizations still tend to confine creative activity to a certain department, or to owners and managers; everyone else is instructed to just implement the ideas the elites initiate. Since so much is filtered out and lost as it moves up through the hierarchy, there's actually limited access to real-life information from the front lines. As people grow more attached to the status quo, it becomes harder to bust out and break down barriers everyone has accepted for so long. If you sketched out a creativity pyramid, it would probably work in reverse to the way the hierarchical organization operates. Decisions are mostly made at the top, but the potential for innovation and insight are more readily found at the wider base.

Jonah Lehrer, in his book *Imagine*, makes a comparable case. "The people deep inside a domain often suffer from a kind of intellectual handicap. As a result, the impossible problem stays impossible. It's not until the challenge is shared with motivated outsiders that the solution can be found." In the old model, the people "inside the domain" are those at the top of the organization. The "outsiders" are all around them—the front line folks they employ but rarely engage with. Instead,

upper level execs hire high-end firms and spend big bucks to gain innovative insight. I'd suggest at least experimenting with a lower cost option: creating a constructive framework in which everyone in the organization is involved. As Whyte writes, "Companies need the contributing vitality of all the individuals who work for them in order to stay alive in the sea of changeability in which they find themselves. They must find a real way of asking people to bring these hidden, heartfelt qualities into the workplace." Or, as Pablo Picasso famously said, "All children are artists. The problem is how to remain an artist once he grows up."

What all of this comes down to is bad organizational algebra—if all of the insights are supposed to come from the top of an organization (small or large, for- or not-for-profit), then by definition we're missing out on the majority of our collective creative ability. As Sir Kenneth Robinson says, "The role of a creative leader is not to have all the ideas; it's to create a culture where everyone can have ideas and feel that they're valued." Business writer Steven Johnson (sounding very much like an anarchist) maintains, "Hierarchical filtering of ideas constricts creativity.... No matter how smart the 'authorities' may be, if they are outnumbered a thousand to one...there will be more good ideas lurking in the market than in the feudal castle." And anarchist Colin Ward warns, "the knowledge and wisdom of the people at the bottom of the pyramid finds no place in the decision making leadership hierarchy of the institution. If ideas are your business, you cannot afford to condemn most of the people in the organization to being merely machines programmed by somebody else."

## Conclusion: A Quick Look at Leaders and Creativity

Personally I've started to focus particular attention on how we attempt to spread our creative mindset, optimistic outlook, and openness to ideas to people we've newly hired into

our organization. The way we welcome them into the organization makes an enormous difference. Many will unknowingly have been taught that they have no influence over anything in their organization. In which case, why get creative?

This helpless feeling is, unfortunately, endemic. It feels more and more to me than that the most important creative work we can undertake is an effort to encourage those who are new to our organizations, our social circles, or our families, to undo that difficult state of mind. We can teach people that rather than wait for their bosses to make things better, they'd do better to think boldly, to go for greatness, to wonder why, and to release a bit of their natural wildness into the world. Whether your organization employs five people or fifty, five hundred or five thousand, think of what amazing things might happen if we could unleash all of their naturally occurring creative abilities.

Pulling a couple of my favorite themes together, maybe I'll leave you with this thought from Basque performance artist Esther Ferrer. Writing to composer John Cage, she articulated that anarchism, like creativity, is "choice, which engages only yourself and which you decided to practice. . . . One can practice it alone, even if others are not at all interested. . . . These ideas, John, at bottom, are simply natural creations of free thought . . . capable of inventing imaginative and joyful solutions."

So, I say, let's get to work and have some fun while we're at it. Go wild, read books, connect all the dots you can, and "embrace the anarchist." Whatever you do, don't worry—the creativity will come, and when it does it's sure to raise our spirits, our effectiveness and our enjoyment of life. At the least we'll breathe better. As Julia Cameron says, "Creativity is oxygen for our souls."

Ari

## ARI WEINZWEIG BOOK SALE November & December ONLY at Zingerman's Deli



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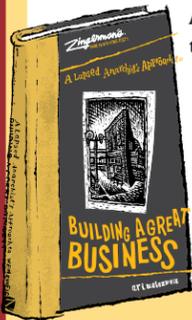
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#### A Lapsed Anarchist's Approach to Building a Great Business

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#### A Lapsed Anarchist's Approach to Managing Ourselves

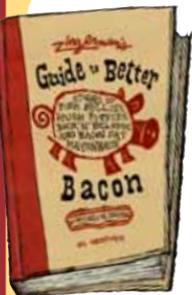
#### Coming Soon!

The third volume in the series reveals tools, tips, and insights that we need to effectively manage ourselves and define a new style of leadership for the 21st century.



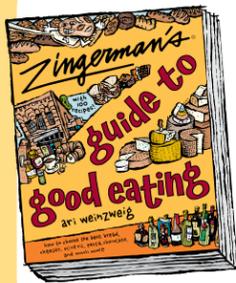
### ZINGERMAN'S GUIDE TO BETTER BACON

A personal tour of bacon's long and curious history that brings you right to the smokehouse door of some of Ari's favorite bacon curers in the U.S. "Bacon is so integral to the culinary history of this country. The roots are so deep in our cooking, I think of it as the olive oil of North America."



### ZINGERMAN'S GUIDE TO GOOD EATING

An excellent resource for experienced cooks and an inspiration for those of us who are just starting down the road and written in a fun-to-read, approachable style.



### ZINGERMAN'S GUIDE TO GIVING GREAT SERVICE

Based on the principles that have made customer service a bottom-line at Zingerman's, Ari clearly lays out the steps we teach our staff for how to give great service. Full of tips and tools that are easy to understand and implement.



# BUILT-FOR-LIFE BOOTSTRAPPER BILL FLAGG ZINGS ON ZINGTRAIN

If you met Bill Flagg, you wouldn't be surprised that an interview with Bill Flagg doesn't quite go like a traditional interview might. Bill will ask as many questions as he answers. His are usually the thought provoking kind that are meant to teach you something. Bill will answer questions you didn't ask, not directly anyway. And Bill will extemporize on the topic he thinks you should be talking to him about rather than the one you'd decided on, but it's such interesting stuff that you feel fine with letting go of your agenda and just running with it.

Bill is a wiry, compact man with a lot of happy energy. He isn't buzzing with it, but you wouldn't be able to be dour around him. He told me something from his wild, single days that made me laugh out loud and also characterized him perfectly. Bill would walk up to women and ask them "What do you have going for you besides your good looks?" I think he does the same thing now—but with CEOs, not women!

Bill Flagg's company is called The Felix Fun! It used to be The Felix Fund until he attended The Zingerman's Experience seminar and dropped the D. That's Bill for you.

### What made Bill look beyond the food at Zingerman's:

Bill describes an experience on the Zingerman's Deli floor. The staff member offered him a taste of a 100 year old, \$500 a bottle balsamic vinegar. Bill demurred. "There is no way I'm going to buy that," he said.

The staff member insisted. With an energy and enthusiasm that Bill noted with some amazement, the staff member said, "Just taste it. I want you to have this experience. That's all."

What Bill realized then was that this guy truly "got" Zingerman's mission. That impressed him and, Bill being Bill, he decided to find out more.

### On Bill's first ZingTrain experience :

"I couldn't believe it when I first came to The Zingerman's Experience seminar.

"I had come as a curious skeptic. There are a lot of similarities between the Felix Fun and Zingerman's: unique and diverse businesses, organic growth, en-

trepreneurial, boot-strapped and planning on sticking around, not built to flip. But you all were much bigger and had stuck around for 30 years. Plus your practices have a good bit of credibility in the business world. I was impressed. I was also a little skeptical—were these people really going to share their 'secret sauce' with me?

"But you guys just roll it all out there. You're not worried about competitors. You're not putting on a public face. There was such a feeling of open-ness about everything—the

seminar material, the tours of the businesses, the staff panel. As a seminar attendee, I did not feel like an audience-member, I felt like a participant. And you guys let me poke around anywhere! There are not too many companies out there that are this naturally open. For me, The Zingerman's Experience seminar was like a gateway drug!

"What I particularly loved is that The Zingerman's Experience seminar is not for people who are looking for recipes and techniques for problem solving. It is a framework for building a great business."

### On why Bill and the Felix Fun CEOs are so drawn to ZingTrain:

Bill, and by extension the partners he chooses to work with, have similar values in some ways: they want their businesses to grow organically, they don't want to eventually flip the businesses for money, they think about their businesses in terms of organizational culture and long-term value. And they are huge fans of continuous learning and personal growth.

Bill quotes John Mackey, co-founder of Whole Foods, who credits the growth of Whole Foods to his personal growth, because the organization follows.

"Some people are built for learning," Bill says. "We're like that. In fact, we are your target customer."

"We're excited about ZingTrain because you provide us with a framework on which to improve our businesses. All businesses face motivation and drama issues. What Zingerman's is doing is providing a framework that takes the drama away because the employees feel empowered and complain less because the responsibility to act is shared across all levels of the organization in an Open Book business."

**"ZingTrain is totally comprehensive. It lays out the entire framework for building a great business."**

**"ZingTrain's true value is to entrepreneurs who want to deliver an experience, not just maximize profits, but don't want it to all be on their shoulders. You show us how to do it."**

Bill was the co-owner of RegOnline, which he sold to The Active Network in 2007. He hopes to never sell another great company. In 2008, Bill started The Felix Fun to be an angel partner in helping other entrepreneurs grow great companies and thrive through organic growth. His four Felix Fun companies collectively have approximately 100 co-workers, \$15 million in revenue, 25% profitability and are growing 20% per year. When he describes the kind of companies he wants to invest in, Bill uses the tag line – 'Built for Life'. I want to change it to 'Bill-ed for Life!'

Bill Flagg now lives in Boulder, Colorado, but he first encountered Zingerman's as a student at the University of Michigan. Bill is a huge fan of Zingerman's in the most intellectual way. The food isn't irrelevant; he does have a weakness for Landjaegers, amongst other things. It's just that he really, really gets off on good ideas.

Which is all to say that interviewing Bill Flagg turned out to be more of a conversation than a question and answer session. I'll report it to the best of my ability but do excuse the variety of reporting voices and styles – it was the only way I could really capture the conversation.

"ZingTrain is more comprehensive than any books, workshops or seminars I've encountered. A lot of people do a great job in one particular dimension of the business world—Danny Meyer on Hospitality, The Great Game of Business on Open Book Management—but ZingTrain is totally comprehensive. It lays out the entire framework for building a great business—Visioning, Open Book Management, Service. When we sit in your seminars, we're just bouncing off the ceiling with the ideas that you are inspiring. This is the biggest value I have ever seen!"

### And here, Bill began to extemporize about ZingTrain:

"If you ask me—ZingTrain is best for smaller to mid-size businesses with 1-2 million dollars in revenue. Or to put it another way, ZingTrain is best for businesses that have leaders who can implement change quickly."

"ZingTrain's true value is to entrepreneurs who want to deliver an experience, not just maximize profits, but don't want it to all be on their shoulders. You show us how to do it."

"In fact, now that I think about it—there should be an application process for your seminars! You should ask people who want to attend to write a vision about what they want to get out of the seminar and how they'll use it and then you can pick and choose who attends!"

We're not about to create an application process for ZingTrain seminars, but thanks for yet another great conversation, Bill!



**Gauri Thergaonkar,  
ZingTrain Community Builder**



Visit our website at [www.zingtrain.com](http://www.zingtrain.com) for a listing of the public seminars we offer.

Interested in setting up a Private Seminar for your business?

Call 734.930.1919 or email [zingtrain@zingermans.com](mailto:zingtrain@zingermans.com)

## BOOK NOW FOR THE ZINGERMAN'S EXPERIENCE SEMINAR

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

\$1500 (includes dinner on Monday night at Zingerman's Roadhouse with co-founder Paul Saginaw)

**ONLY TWO SESSIONS LEFT THIS SEASON!**

February 3-4, 2014  
May 12-13, 2014

Register at [www.zingtrain.com](http://www.zingtrain.com)

# thanksgiving dinner FROM ZINGERMAN'S DELI



## Complete Thanksgiving Feast

We've put together a complete feast for your guests to gobble! It includes our butter-basted & sage-rubbed bone-in turkey breast, mashed potatoes, homestyle gravy, cranberry sauce, sage & celery stuffing, wild rice, maple syrup sweet potatoes, Bakehouse Farm bread along with fresh Michigan farm butter, plenty of our amazing spiced pecans for snacking & Pilgrim Pumpkin pie from the Bakehouse for dessert. \$185/generously feeds 4 (leftovers too!)

## Harnois & Son Farm Turkey Breast

Pastured poultry from John Harnois & Son Organic Farm in Washtenaw County. Each bird will be hand selected by Chef Rodger and John Harnois. Butter-basted and sage-rubbed bone-in turkey breast, roasted to perfection and ready for your Thanksgiving table.

\$100/whole breast, \$65/ half breast  
Whole breast 6-8 pounds, serves 6 to 8  
Half breast 4-6 pounds, serves 4 to 6

## the thanksgiving that really gives!

We'll will donate 100% of our profits for all "Complete Thanksgiving Feast" sales to Food Gatherers to help feed lots of hungry people in our community this holiday season. For more info about Food Gatherers call (734) 761-2796

## a special thanks

to the growers, producers, and their families, whose hard work contributes the very special ingredients that make up our Thanksgiving menu. Thanks to John Harnois & Son, Tantré Farm, Apple Schram Orchard, Chestnut Grower's Co-op, Garden Works, Goetz Farm, Zingerman's Creamery, Zingerman's Bakehouse, Cornman Farms, Zingerman's Coffee Co., Grazing Fields, Shane Powers, Calder Dairy, DeGrandchamp Farms, Seeley Farm, Green Things Farm, and the . Family.

Thanksgiving foods available for pickup: Mon. Nov 25th at 12pm until Wed. Nov. 27th. Place orders in advance to ensure availability. Open 7am to 10pm daily. Closed on Thanksgiving Day. Have a Happy Thanksgiving!

To view complete menu: [www.zingermansdeli.com](http://www.zingermansdeli.com). Call 734-663-DELI(3354) to order

Zingerman's  
roadhouse

## THANKSGIVING MEALS TO-GO!

HOLIDAY MEALS AVAILABLE TO PICK UP  
NOVEMBER 26, 27 & 29TH  
(we're closed for Thanksgiving)



- #1 Order  
(Call 734.663.3663  
48 hours ahead  
of time)
- #2 Pick-up  
(Drive up to the  
Roadshow)
- #3 re-heat  
& serve!  
(Use our instructions)

## Family Feast \$345

The Roadhouse has you covered! We've got everything you need for a complete holiday meal—even the leftovers!  
Serves 8 - 10

- Whole Free Range Turkey, or Roast Angus Beef
- Roadhouse Mashed Potatoes
- Traditional Roadhouse Gravy
- Really Fresh Cranberry Relish
- Savory Cornbread Stuffing
- Mark's Stuffed Cornman Farms Squash
- Roadhouse Bread
- Bakehouse Pumpkin Pie

## Turkey For Two \$80

A Thanksgiving meal made for two. Just the right amount of fixin's for two with a little leftover for the next day.

- |  |  |  |
|--|--|--|
| Traditional Oven Roasted Turkey Breast | Roadhouse Turkey Gravy (1 pint)            | Savory Cornbread Stuffing (1 pint)           |
| Roadhouse Mashed Potatoes (1 pint)     | Really Fresh Cranberry Relish (1 pint)     | Zingerman's Bakehouse Rustic Rolls (4 rolls) |
| Mashed Sweet Potatoes (1 pint)         | Roasted Cornman Farms' Vegetables (1 pint) | Mini Pumpkin Pie (2 pies)                    |



## MONTHLY cheese specials



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

## NOVEMBER Cream Cheese

\$10.99/lb. (reg. \$12.99/lb.)

Old fashioned cream cheese made much as it was in small dairies a hundred years ago. Crafted completely by hand from fresh local milk mixed with nothing more than a little rennet, salt, a generous dose of cream and the patience to let it drain naturally for a good six hours. The curd is ladled completely by hand and it contains no preservatives or artificial additives. Most importantly it has a delicious, fresh milky flavor and a wonderful, light, fluffy texture.



## DECEMBER Manchester

\$12.99/lb. (reg. \$14.99/lb.)

A soft-ripened double cream cheese, the Manchester, through gentle pasteurization and slow culturing of the milk, retains an amazing expression of the character of the milk. More than any cheese we make, the Manchester exhibits the distinct flavors and the seasonal changes of the milk, from the springtime earthiness of early grazing to the rich, creaminess of the winter.



## Seasonal flavors

### November

#### Paw Paw

Paw Paws grow throughout the upper midwest and share many similar characteristics with tropical fruit trees. We're fortunate to have a farmer about 10 minutes away who supplies us with them at the end of summer.

#### Harvest Pumpkin

We use a blend of spices and cooked pumpkin to make a gelato which tastes uncannily like a home-made pumpkin pie.

#### Cinnamon

Genuine Korintje cinnamon from India gives this gelato a signature robust spicy flavor that pairs absolutely perfectly with apple pie.

### December

#### Paul's Peppermint

Made with Hammond's peppermint candies this gelato is seriously minty and will hold its own alongside just about any dessert you throw at it.

#### Pistachio

Made with 100% pistachio paste from the Piedmont in Italy, this is sure to impress any pistachio lover!



## Gelato

## gelato 6 pack by mail

Our gelato travels! Just go to [www.zingermans.com](http://www.zingermans.com) or call 888-636-8162 and you'll have fresh, delicious gelato heading across the country faster than you can say "Gianduja!"

### Standard Box

Roadhouse Vanilla  
Dark Chocolate  
Dulce de Leche  
Peanut Butter  
Mint Chocolate Chip  
Raspberry Sorbet

### Thanksgiving Collection (Nov.)

Roadhouse Vanilla  
Dark Chocolate  
Dark Chocolate  
Harvest Pumpkin  
Cinnamon  
Paw Paw  
Burnt Sugar

### Holiday Box (Dec.)

Roadhouse Vanilla  
Dark Chocolate  
Peppermint  
Mint Chocolate Chip  
Gianduja  
Maple Pecan

[www.zingermans.com](http://www.zingermans.com)  
888.636.8162

# Travel with Us to Leelanau

May 30-June 1, 2014

We have created a very special 3-day tour, packed full of tasting, eating, drinking, and learning about great food and beverages directly from the artisans who make them!

These producers will open their workshops to us and share their passion for what they do. The local food scene up there is thriving—from farmers and cheesemakers to chefs and winemakers, everyone we talk to in that area is really excited about what's happening there, and how vibrant, and delicious, their local food web has become. And they are proud to share their knowledge, and the delicious fruits of their labors, with us.



*Jillian & Eph*

- [zingermansfoodtours.com](http://zingermansfoodtours.com)
- 888-316-2736
- [foodtours@zingermans.com](mailto:foodtours@zingermans.com)

## TINNED FISH OF THE MONTH

33% off

<p><b>november</b></p> <p><b>Les Mouettes D'Arvor Vintage Sardines \$10.00</b> (reg. \$14.99)</p> <p>Much like certain wines, well tinned sardines only get better with age. These beautiful French pilchards are cooked and then preserved in extra virgin olive oil. Choose between several different vintages, all of which are rich, meaty and delicious in their own special way. Toasted bread topped with butter or olive oil and a sprinkling of sea salt is all that you'll need!</p>	<p><b>december</b></p> <p><b>Ortiz Vintage Bonito Del Norte \$8.25</b> (reg. \$12.99)</p> <p>The Ortiz family selects the best of their line-caught albacore, preserves it olive oil and allows it to develop for a year before releasing it. Our batch is from the 2007 season and has developed an amazingly elegant flavor. Use it to add depth to a special recipe or make your next tuna salad something extraordinary!</p>
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Special ONLY Available at Zingerman's Deli

# CORNMAN FARMS

## New Event Space Opens In May 2014!

For the past 8 years, we've been providing abundant harvests to Zingerman's Roadhouse, growing tomatoes by the ton and raising goats galore. In 2014 we'll open our own pastoral event venue with a lovingly restored pre-civil war Dinner Barn, Farmhouse & Grounds designed for weddings, bar and bat mitzvahs, family reunions, birthdays, anniversaries and hosting hands-on educational tours! Our roots are deep in Washtenaw County.

**We welcome you, your family and friends to celebrate on our farm and to learn about sustainable farming & seasonal eating!**

For more info, email [cornmanevents@zingermans.com](mailto:cornmanevents@zingermans.com) or call 734-619-8100

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



# Holiday Party Planning at

*Zingerman's*  
**EVENTS**  
o n f o u r t h

### What is Zingerman's Events on Fourth?

An intimate and charming exposed brick meeting and dining space nestled in the Kerrytown marketplace two blocks west of Zingerman's Deli, Zingerman's Events on Fourth is the perfect space for your next gathering of up to 60 guests.

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

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

### What are the menu and service possibilities?

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

### How do I get started planning an event?

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



Get your party started with a call to 734.663.3400 or email [catering@zingermans.com](mailto:catering@zingermans.com)

# Holiday Specials



## Elegant Desserts

A special meal calls for a memorable finish. We have a collection of cakes and tortas that are sure to impress your guests.

### Buche De Noel

Our version of the traditional French holiday dessert: a light, vanilla chiffon cake filled with walnut rum buttercream, rolled up and covered in chocolate buttercream. It's decorated with handmade edible sugar mushrooms, holly and freshly fallen sugar snow. Each log serves 8-12 so it's plenty for a good-sized holiday party and it keeps long enough that you can enjoy for a few days after a small family gathering. Either way it's a great centerpiece for a holiday table and fun to decorate with edible treats of your own.

### Esterházy Torta

Our version of this famous torta is made up of layers of toasted walnut cake filled with a magnificent mixture of vanilla bean pastry cream, fresh whipped cream and more toasted walnut, decorated with vanilla and dark chocolate poured fondant in a distinctive design used specifically for Esterházy tortas.

### Rigó Jancsi

(ree go yon chee) This Hungarian torta is made of two light layers of chocolate sponge cake filled with chocolate rum whipped cream and iced with apricot glaze and dark chocolate ganache.

### Cardinal Slice

Known in Hungary as kardinális szelet (cardinal slice), this classic dessert is sure to please the most discriminating pastry and coffee lover and makes an impressive showing at dinner parties. This pastry is built of three layers of crisp meringue and sponge cake separated by whipped cream and Crème Fraîche that is intensely infused with espresso couleur, a syrupy extract of deeply caramelized sugar and freshly made espresso. This delicate dessert is available Thursday-Sunday.

### Dobos Torta

(doh bosh) Five thin layers of vanilla sponge cake and espresso dark chocolate butter cream, all topped with pieces of crispy dark caramel. One of Hungary's most popular tortas.

### Krêmes

Krêmes (krem-esh) is a beloved Hungarian pastry sold in practically every Hungarian pastry shop. Eating krêmes in Hungary is an event, like how we go to ice cream shops in the U.S. Our krêmes is made of three layers of buttery puff pastry with a filling made of vanilla bean pastry cream mixed with soft meringue (egg whites whipped to soft peaks with sugar). The pastry is very golden brown and flaky. The filling emphasizes vanilla flavor and a creamy smooth texture. We're making our krêmes fresh daily in very small batches.



### Paris Brest

This traditional French dessert was originally created to celebrate a bicycle race (shaped like a bicycle wheel) from Paris to Brest in France. To make it we pipe a ring of pate a choux pastry, bake it till golden brown, then it's sliced and filled with vanilla bean pastry cream, slices of fresh strawberry and vanilla bean whipped cream. The first time Toni, one of our partners at Zingerman's Mail Order, tasted this, she said "It's plate lickin' good." Available in three sizes. Go for the large ring, it's a real show stopper.



## Appreciated Gifts!

### Gift Boxed Cookies

These handsome presents are ready to give, great for your host and handy for travel. Six to choose from:

- apricot and currant walnut rugelach
- raspberry and chocolate rugelach
- citrus almond mandelbrot
- chocolate and vanilla bean macaroons
- Hungarian almond kifli cookies
- fancy schmancy holiday cookies

includes pecan butter balls, orange anise shortbread and chocolate cherry chewies



### Cranberry Pecan Bread Available EVERY DAY in November & December

When we sample it, there's a phenomenon of customers who grab a piece as they're leaving and come back a few minutes later asking "What did I just eat? That's amazing!" This bread is a magic combination of our San Francisco Sourdough, toasty pecans, and dried New England cranberries.

Available at Zingerman's Bakehouse, Deli, and Roadhouse and at [www.zingermans.com](http://www.zingermans.com)



### Stollen

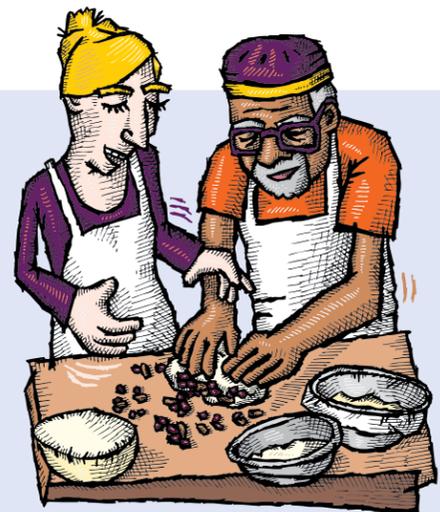
A holiday staple at the Bakehouse that seems to get more popular each year we bake it. Stollen is a traditional German holiday bread made with sweet butter, Bacardi rum, candied lemon and orange peel, oranges, Michigan dried cherries, citron, currants, almonds, sultanas, real vanilla and more.



### Olive Oil Cake

You might think our butter-laden coffeecakes would be the most luscious cakes we bake, but you'd be mistaken. Extra-virgin olive oil is the fat du jour here and it makes this cake's texture especially luxurious. Olive oil retains more moisture than butter so it's soft and silky, like it just came out of the oven, even days after you take it home.

Made with toasted almonds, lemon zest—nearly a whole lemon's worth per cake—and lots of extra-virgin olive oil. It has a great balance of sweet, savory and tangy that lingers long after the last bite.



### Give the Gift of BAKE!

Is dad ready to learn how to make his first perfect pie crust? Want your friends to join you for a pizza-making party? Do you want to send mom on a BAKE!®-cation?

Give 'em a BAKE! gift card and let your loved ones pick the class that's right for them!

Call 734.761.7255 for more information about giving the gift of BAKE!