

# Zingdish!

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community of businesses

## Zingerman's DELICATESSEN

422 Detroit Street • 734.663.3354  
[www.zingermansdeli.com](http://www.zingermansdeli.com)

### Zingerman's 32nd Anniversary Sat., March 15th • Celebrate with us all day!

The Deli first opened its doors on March 15th, 1982. Join us in honor of 32 years of independent food selling in Ann Arbor, MI. Stop by for a visit on our birthday for lots of free tastes of our favorite foods and some discounts to boot.

### St. Paddy's Day

Mon., March 17 • 11am-7pm • \$14.99  
corned beef and cabbage Plate  
happy St. Patrick's day!



A heaping portion of hand-sliced corned beef accentuated by cabbage and carrots that were cooked in the same pot. Traditional Irish soda bread, with its flavorful tang, complemented by a pad of soft & salty butter, and a portion of hot (like, HOT hot) mustard rounds out this warm, nostalgic feast.

### Tea and Cheese Tasting with special guest Joseph Wesley

Wed., March 26 • 7-8:30pm • \$35

Our newest Chinese tea selections have arrived from Joseph Wesley of Detroit. In honor of its arrival we invite you to taste and learn about it with us. Joseph Uhl, founder and tea enthusiast of Joseph Wesley tea selections will be helping us taste through his fine teas and our own cheese specialists will present you with fun pairings.



### The Secrets of Great Pasta Cooking Revealed!

with special guests

Rolando Beremendi & Ari Weinzwieg

Thu, April 3 • 6:30-8:30 • \$40

Join Ari and Rolando to learn what makes great dried pasta so delicious, how to cook it most effectively, and how to sauce it so that you can serve up a superb meal with a minimal amount of cooking. Guaranteed to help you buy, cook and serve better tasting pasta!

### Hungarian Coffee House

Every Friday and Saturday 5-10pm,  
at Zingerman's Deli Next Door  
Buy any slice of our Hungarian desserts  
and get a small coffee for \$1.00!



## Zingerman's creamery

3723 Plaza Drive • 734.929.0500  
[www.zingermanscreamery.com](http://www.zingermanscreamery.com)

### A Night With Zingerman's Creamery Fri., March 14 • 7-9pm • \$30

For 13 years Zingerman's Creamery has been making small batches of artisan cheeses from local cow's and goat's milk. Our team of proud American cheese makers continues the process of making quality hand-crafted cheeses with love. From the delicately hand-laddled fresh City Goat, to the slightly stinky rich and creamy Manchester, you won't be disappointed. Join cheese maker Stephanie and cheese monger Nikky at Zingerman's Creamery for a guided adventure into our cheeses.

### The Ultimate Cheese Tasting: Beer vs. Wine Fri., March 28 • 7-9pm • \$45

The ultimate battle for pairings: Which one do you like better, grapes or grain? At Zingerman's Creamery, enjoy a night of good conversation with cheese monger Nikky and co-host Jessica from Imperial Beverage as we take you through some of our favorite cheeses, and, of course, the process in choosing which beverage goes best with cheese: beer or wine? Join us for a night of untraditional fun as we taste, score, and talk cheese, beer and wine.

Reserve a spot –  
space is limited!

### Food From the Farm featuring Corridor Sausage & The Brinery Thu., April 3 • 6-8pm • \$45

Will from Corridor Sausage and David from the Brinery join us here at Zingerman's Creamery for a night like no other. From the farm to the table, Will & David will take you on a taste-filled trip.

### A Night of Blue Blue Cheese Tasting Fri., April 18 • 6-8pm • \$30

Got a case of the BLUES? Well, we've got a tune for you! Come enjoy an evening full of FLAVOR and FUNK with Zingerman's Creamery! Our cheesemongers Ben and Sam have managed to track down some of the best and most-unique blue cheese our country has to offer. We'd hate for you to miss out, and be singing the blues for a whole year! So, snag your tickets soon – this event will sell out quickly!

### 1st Sunday Creamery Tour 2pm-3pm • \$10 • First calendar Sunday of every month

March 2, 2014  
April 6, 2014  
May 4, 2014



## BAKE! Zingerman's BAKEHOUSE

3723 Plaza Drive • 734.761.7255  
[www.bakewithzing.com](http://www.bakewithzing.com)

### Savory Baking new! Thur., March 27 • 5:30-9:30pm • \$125

Make focaccia bread with caramelized onions, gorgonzola cheese, and toasted walnuts, tender and tasty bacon cheddar scones, and lángos, a fried bread with savory toppings that is a popular street food in Hungary.

### Dinner Series: French new! Tue., April 15 • 1-5pm • \$125

Make quiche Lorraine, crusty french baguettes, and tuille cookies. Go home with dinner for four, as well as the knowledge to recreate these recipes at home.

### BAKE!-cation® Bread Weekend 2.0

Sat. & Sun., April 27-28  
8am-5pm • \$500



A 2-day baking experience. Make buttery Parker House rolls, chewy bagels and English muffins, as well as classic loaves like fougasse, pumpernickel raisin, and our all time best seller Rustic Italian bread. Your BAKE!-cation® weekend includes two breakfasts and two lunches.

Check out the full schedule and register  
for classes at [www.bakewithzing.com](http://www.bakewithzing.com)  
or call 734.761.7255

## Zingerman's COFFEE COMPANY.

3723 Plaza Drive • 734.929.6060  
[www.zingermanscoffee.com](http://www.zingermanscoffee.com)

### Brewing Methods Three Sessions!

March 9 • March 23rd • April 6th •  
1-3pm • \$25

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

### Comparative Cupping April 13 • 1-3pm • \$25/seat

Sample coffees from Africa, Central and South America, and the Asian Pacific. We will taste and evaluate these coffees using the techniques and tools used by professional tasters. This is an eye-opening introduction of the world of coffee.

Reserve your spot by calling  
734.929.6060  
or go to [zingermanscommunity.com](http://zingermanscommunity.com)

## Zingerman's roadhouse

### A Ballymaloe Cookery School Tuesday, Mar. 18 • 7pm • \$60/person

The Roadhouse welcomes one of our own back to the States with this very special dinner. Long-time Roadie Caitlin Doyle just returned from spending three months at the Ballymaloe Cookery School in Shanagarry in East Cork, Ireland. Caitlin will join Chef Alex in the kitchen to prepare an authentic Irish meal and share stories with us of her time abroad.



### Soul Food: The Surprising Story of an American Cuisine, One Plate at a Time

Featuring author Adrian Miller

Tuesday, Apr. 22 • 7pm • \$60/person

In *Soul Food* (UNC Press, 2013), Adrian Miller delves into the influences, ingredients, and innovations that make up the soul food tradition. Focusing each chapter on the culinary and social history of one dish such as fried chicken, chitlins, yams, greens, and "red drinks," Adrian uncovers how it got on the soul food plate and what it means for African American culture and identity. Chef Alex has created a menu direct from the chapters of the book, and Adrian will share the history of the foods we'll be enjoying.

### The Land of Seven Molés A Oaxacan Mexican Dinner

Monday, May 5 • 7pm • \$60/person

Known as the "Land of the Seven Molés," Oaxaca is blessed with an abundance of vegetables grown in the central valley, fish and shellfish from the southern coast and isthmus regions, and a year-round supply of tropical fruit from the lush area bordering Veracruz. Roadhouse Chef Bob Bennett brings his passion for cooking traditional Mexican food to prepare a menu full of flavor and Oaxacan staples: corn, empanadas, tamales, lentils, black beans and, of course, chocolate and moles.

## Special Dinners

For reservations to all events stop by 2501 Jackson Rd.,  
call 734.663.3663 (FOOD)  
or go to [www.zingermanscommunity.com](http://www.zingermanscommunity.com)



5th Annual

# CAMP BACON



may 29 through

## this year's camp schedule

### 3rd Annual Bacon Ball Dinner at Zingerman's Roadhouse

Thursday, May 29 • 7pm • \$70 • 2501 Jackson Road

Camp Bacon convenes with the annual Bacon Ball at the Roadhouse. No, it's not a formal affair with evening gowns and tuxes. There's no dancing planned, but don't let that stop you if the spirit strikes. It's a family-style dinner prepared by James Beard Award-winning chef Alex Young and his crew and featuring the best bacons we can find. We're hosting guest Nancy Newsom for a pork-centric Kentucky-themed event. Nancy will share stories of her ham curing throughout the evening, and Chef Alex and the Roadhouse crew will put together a four-course Kentucky menu heavy on bacon, ham and other traditional treats. It started selling even before we'd set the date (crazy, but true) and always sells out well in advance, so book like they vote in Chicago—early and often! Call 734.663.3663 (FOOD), stop by the Roadhouse at 2501 Jackson Road, or go online to [www.zingermanscommunity.com](http://www.zingermanscommunity.com) to reserve your spot.



### Bakin' with Bacon Class

Friday, May 30 • TWO Sessions! • 3723 Plaza Drive • 8am-12pm or 1:30-5:30pm

BAKE! is our hands-on teaching facility located right next to Zingerman's Bakehouse on Ann Arbor's south side. Since 2006 the owners and bakers at the Bakehouse have been sharing their passion for traditional baking and sending happy students home with bags full of really great breads and pastries that they made themselves to share with family and friends.

In the Bakin' with Bacon class you'll use the power of cured pork to flavor three amazing baked goods. You'll make a version of our wildly popular peppered bacon farm bread, bacon cheddar scones, and bacon pecan sandy cookies. You'll head home (or on to the next Camp Bacon event!) with the recipes, knowledge and skills to recreate them in your kitchen along with all the food you made in class! Reserve your spot at [www.bakewithzing.com](http://www.bakewithzing.com).



### Bacon Street Fair

Sunday, June 1 • 11am-2pm at the Ann Arbor Farmers' Market in Kerrytown  
A fundraiser to benefit Washtenaw County 4H

The smell of bacon will fill the Kerrytown area as bacon makers and other bacon and pork purveyors offer up tastes of their products and sell their wares. We'll also have an assortment of kid-friendly, bacon-related games!



### Come to Camp and Help Raise Money for a Couple of Good, Food-Related, Causes

Camp Bacon proceeds go to sponsor Southern Foodways Alliance and our local 4H

Southern Foodways Alliance is a non profit organization of which we at Zingerman's are particularly fond. SFA brings together folks from all backgrounds around Southern food, history, and culture of which bacon is, of course, a very important part. 4H clubs help kids across America learn about traditional agriculture and how to contribute productively to their communities.



## THE MAIN EVENT!

Saturday, May 31 at Cornman Farms in Dexter 8am-4pm (7:30am Breakfast)



### A Bevy of Bacon Experts Come to Cornman Farms

This year's Camp Bacon, our 5th annual, has an amazing line up for speakers and pork curers and all sorts of other interesting folk. As of right now, here's the list:

**Nancy Newsom** — The "Lucinda Williams of Country Ham" is making the drive up from western Kentucky. Her family has been curing pork in North America for nearly 400 years, and she is the only commercial producer still using only totally traditional methods. Aside from that, the woman writes poetry and has enough strongly held opinions to fill the entire day's program! And of course, her country ham is one of the best you'll ever taste.

**Steve Carre** — Coming all the way from Down Under, Steve will share stories of the world of bacon and pork in Australia home, of Lance Corporal bacon and other obscure (to us) delights.

**Bob Nueske** — The "Johnny Cash of Bacon" made a rare public appearance at last year's Camp Bacon. Dressed all in black like his hero, Bob's salty wit and well-cured wisdom were the hit of the show. Happily, Bob had so much fun that he's signed up to come back! And he's bringing his daughter Tanya (who, carrying my musical analogy forward, must by rights be the "Roseanne Cash of Bacon"). Both will share the Nueske story, talk about what makes their bacon so special, and what it's like to grow up in the first family of bacon.

**Amy Emberling** — The co-managing partner of Zingerman's Bakehouse will share a whole set of tips, insights and recipes on baking with bacon.

**Raul Martin** — Coming from Spain to share the story of the Iberico pigs and the cured pork that comes from them. The Ibericos are probably the most prized pigs in the world. Their acorn-eating and free-grazing activity make their meat something beyond special.

**Giovanni Bianchi** — Third generation ham curer from Parma and an amazing blues musician to boot, Giovanni is coming all the way from Italy to share his passion and experience with curing world class Parma hams!

**Cristiano Creminelli** — his family has been curing pork in the Italian Alps since the 1600s and the family firm is one of the best known producers of artisan salumi in the country. In 2007, Cristiano brought

the family's four hundred years of experience to the US and set up pork curing shop in Utah. He'll share thoughts on Northern Italian salumi and on what it's like to craft traditional Italian recipes here in the US.

**Chris Eley** — Chris and crew started Smoking Goose in Indianapolis in 2011. Working with the region's best sustainable farms, using old style curing and smoking techniques and bringing his years of experience cooking in some of Chicago's top restaurants, Chris has put together a line up of smoked and cured meats.

**Ari Weinzwieg** — In 1492 the Spanish Inquisition gave the country's thousands of Jews an ultimatum: convert, leave or die. Many went

through formal conversion processes but secretly remained Jewish in spirit if not in practice. Zingerman's co-founding partner will give a history of these Converso Jews and their "porkways."

**Susan Schwallie** — Ever wonder what the rest country's bacon-lovers are doing with their favorite food? Susan Schwallie is the Executive Director of Client Development at the NPD Group, a nationally known consumer trends company based in Chicago. Susan has a high passion for all things pork. She's coming to Camp Bacon to share a whole set of consumer trends and statistics about pork and bacon consumption.

Ari



# BACON CON ALL THE BEST IN BACON

gh June 1, 2014

## nancy newsom The Country Ham Queen Comes to Camp



Nancy Newsom is as remarkable as her ham. She's one of the few—if not only—women running a ham house in this country. Over the years I've come to think of her as the "Lucinda Williams of Country Ham." The fact that I'm a big fan of both is hardly the only thing the two have in common. Both women are leaders in their fields, something special in an era in which middle of the road and mass market dominate, these two have walked their own less-traveled ways. Both are steeped in tradition yet have found their own way to do what they want. Though she hasn't cut an album as of yet, Nancy, like Lucinda, does write poetry. Both produce something fantastic, full of energy, soul and passion. And it's all very seriously rooted in the Southern culture in which each was raised.

Nancy's family has a very long history in North America. "The Newsoms came to Virginia in 1642 from England," she explained. "The name had been spelled Newsham in England and was transposed to Newsom after they reached American soil." The Newsom recipe for the ham curing "dates to an old will from the late 1700s in which salt and brown sugar were used together calling this process an old fashioned sugar cure method. But by today's standards and thoughts, one would not recognize this as a sugar cure method. They would think, 'honey baked' today in the minds of our modern people. Our Newsoms migrated into North Carolina, taking their curing process with them. The offshoot of the Newsoms closely related to me moved to Kentucky, in my county of Caldwell, in 1823."

You can visit Nancy Newsom and the Newsom Country Store in the tiny Caldwell County town of Princeton. "In the early days of Newsom's store, beginning in 1917, there was no market for selling cured hams—everyone cured their own. In 1933, my father, at age 18, took over the retail store and cured hams for limited sale out on our family farm." Of course ham economics changed as more folks moved from the countryside to the city. "By the 1950s to 1960s," Nancy explained, "my father's hams were becoming well known around the area, and with folks from other states who stopped by. The verification of process by the old will had already been read and applied. By 1975, James Beard had discovered my father's hams through a letter from someone who lived in Virginia, but who came from our city of Princeton. She stated that if he had not tried one of Colonel Bill Newsom's hams, you have not experienced an aged ham. After 1975, James Beard used our hams to teach with at the culinary institutes and wrote avidly about our hams often until his death. Other writers, newspapers, magazines jumped on board to further spread

the word and continue to this day to do so. Thank God."

"The process which my father used, I have never altered," Nancy continues adamantly. "No need to fix that which is not broken!" As per traditional techniques, Nancy still produces ham only around the holiday season. As per her family's 18th-century recipe she and her small staff rub fresh pork legs down with salt, then again with salt and brown sugar, then smoke over green hickory for roughly an entire month. Once the first sixty days of salt penetration have been completed she cures the hams at completely ambient temperatures—in other words, no refrigeration is used to alter the natural environment. Nancy's hams are something special, a national treasure really. "We're the only ones to still use the old fashioned methods of using just the salt and brown sugar, hickory smoke smoldering out of an old iron kettle which fills the whole room from just one small fire, damped with green hickory saw dust. In fact, our process was born before nitrates and nitrites were even discovered. We smoke for weeks, off and on, depending on the weather. We are the last to still do an ambient weather curing process of circulating outdoor weather in and around our hams for the full duration from the time they are out of salt as the spring is warming, going through the hot, dog days of summer, and into the fall when they are finally ready for sale."

Nancy, rightly, takes great pride in her products. "We are small, but mighty. In fact we are the smallest national ham curing business left. I feel that the preserving of this history has made us who we are today. For our forefathers actually developed this process because there were no refrigeration methods. I think that it is a very necessary thing for us to preserve the quality, and also, importantly the process which was handed down."

Nancy never sells her ham any younger than about ten months, most are a year old, and here at Zingerman's we get them at 15, 16, 18, even 20 months. She crafts fewer than 2000 hams a year and the flavor is really pretty incredible. If I weren't putting this in print I'd let loose a long chain of colorful culinary expletives. I'm reminded of a comment that Randolph Hodgson of Neal's Yard Dairy made about the best cheddars being "30 milers," a reference to how long the finish lingered pleasantly in your mouth after you drove away from the farm. This ham, for me, is at least a thirty miler. An hour down the Wendell Ford Western Kentucky Parkway I still didn't want to put anything else into my mouth because the finish was so dangd fine. Like a good Lucinda Williams song, her ham rocks to a really good, hard to forget, roots beat.



## A BIG THANKS TO OUR SPONSORS!



## camp bacon gift box



### Camp never tasted so good.

While we wait for the return of Camp Bacon in 2014, the Camp Bacon Gift Box is a treasure trove of eats and treats for the bacon lover on your list. We pack our cartoon printed gift box with three of our most popular bacons: Nueske's Applewood Smoked from Wisconsin, Peppered Bacon from Arkansas and Broadbent's Hickory Smoked Bacon from Kentucky; an Apple & Bacon Coffeecake from Zingerman's Bakehouse, a Chocolate Bacon Pig from Vosges in Chicago and our Bacon Pig Magnet.

Camp Bacon Gift Box \$125  
SHIPS FOR FLAT RATE





# PASTA ON POINT

## Food Trends and Playing Favorites

Sometimes our push for traditional and full flavored actually means we're going against the commercial current. Which is, obviously, both emotionally and economically harder to do. Writing about pasta right now fits that bill. Pasta in the moment is anything but on "trend-point." Between the current belief that carbs are cause for great concern and the very important focus for many on a gluten-free diet, traditional pasta, which twenty years ago was viewed as a cornerstone of healthy Mediterranean eating, has now, at best, taken a backseat in the food world and at worst, is almost in the culinary closet. Pasta's taken so much flak in the last few years that I'm almost afraid to put this piece in print. But, trends or no trends, I still love it.

## Past Pasta Perfect?

Traditionalist though I am, even I will admit that, thanks to technology, many products actually can be made much better than they were back in our early days. Olive oil, for instance, can be made more quickly and carefully with fewer defects all of which improve both flavor and shelf life. (Please note that that doesn't mean that all of today's olive oil is well made. Technology, combined with the trend to traditional food, has also made it even easier to bottle and ship low quality oil marketed as "artisan.") Wine clearly has been drastically improved by modern technology. Coffee is another product that's been improved a great deal—the roasting and brewing technology on the market today is far more fine-tuned than what was out there thirty years ago. Chocolate, thanks for more scientific fermentation methods, closer connections to the growers and more carefully monitored production is another for this list.

Other culinary categories, by contrast, really haven't been helped significantly by modernization. Bread and pastry baking have remained pretty much what they were. Vinegar making is mostly done as it was hundreds of years ago. Fresh fish is harder to find, but the best fish, caught in the wild, are what they were in our grandparents era.

Artisan pasta is in the latter category. While availability of top quality pasta in the US is clearly higher, the actual quality of artisan spaghetti, machheroni, linguine and the like is pretty much the same as it was in 1982, or for that matter, 1928.

The best news of all that is that great pasta is probably more accessible than ever—top grade dried pasta remains, in my opinion, one of the most affordable of the world's finest foods. If you like really good food and you like to eat really well, take a chance and try some for dinner this month—the risk is very small.

## Buying the Best Dried Pasta

Pasta, as you can probably tell by now, makes very regular appearances on my dinner table. Last night it was the Cavallieri family's new whole wheat pasta, cooked very al dente, then tossed quickly with chopped Piquillo roasted peppers, some arugula, a good dose of extra virgin olive oil, freshly grated pecorino cheese and a lot of black pepper. I eat pasta at least twice, if not three or four times a week, and I love it every time. I feel as Federico Fellini did: "Life is a combination of magic and pasta."

**"Taste and texture make all the difference in pasta, but judging by what most American restaurants and home cooks serve, they are unknown attributes of pasta in this country."**

- Corby Kummer, The Atlantic Monthly

Why are the best artisan pastas so far superior to the mid-range stuff? The basic process for producing dried pasta is fairly simple, and likely familiar, to many folks. Flour and water are mixed into a dough; the dough is extruded through metal dies to create a multitude of shapes and sizes; the freshly pressed pasta is then dried to preserve it. Finally the pasta is packed and shipped for sale.

But while the basic process is consistent, how can you tell which ones are at the top of the market, and which are only at entry level?

From an end user's perspective, there are three key indicators of dried pasta quality:

### 1) Better Pasta Tastes Better

Americans often approach pasta as little more than a convenient way to convey large quantities of sauce from plate to palate. But for serious Italian eaters the point is the pasta as much as it is the sauce. Guess what guys? Although few Americans know it, good pasta actually tastes good. Yes, the pasta itself is supposed to have a flavor and integrity of its own to offer. I'm not talking about the finished dish here. Just the noodles.

### 2) The Importance of Texture

The other key piece of the pasta puzzle is texture; the integrity of the noodle after it's been cooked is critical. Poor quality pastas can literally fall apart in the pot; turn your back and they turn soft and mushy in just a matter of minutes. With well-made maccheroni, on the other hand, when you take a bite you should know you're eating something significant, not gumming your way through an overcooked tuna casserole. How can you tell if a particular pasta meets the above qualifications? Firstly you can feel it in its dry state. Without knowing a thing about the technicalities of pasta making, you'll find the difference starts to show up as soon as you open the box or bag and lay your hands on it.

Never really stopped to feel a handful of uncooked pasta? Well, now's the time. You really can feel the difference. Pick up a fistful of commercial spaghetti. It's shiny, slick, straight as a set of plastic Pick-Up Sticks. The stuff feels as if it's ready to shatter like an old, worn out, piece of plastic. There's no way around it. The factory made product lacks substance.

Now heft a handful of top grade pasta, say the maccheroni from Martelli (more about them in a bit). It's solid. Heavier. More substantial. Two inch-long, curved tubes of ridged pasta, both smooth and rough at the same time. It feels good in your hand.

To test the validity of this thesis, simply cook some up and eat it on its own. At most, add a drop or two of extra virgin olive oil or a tad bit of butter. Though nearly naked, good pasta will still taste plenty good because the flavor of the wheat will come through. Sound strange? It may be, but it works.

### 3. Better Pasta Smells Better

The aroma of pasta? Most people would probably laugh at the thought of it. What kind of smell can unscented noodles bring to your nose? My guess is that if you're laughing, you've yet to experience the flavor of the best possible pasta. Why? Because when you drop a handful of top notch noodles into boiling water, they release an enticing aroma of wheat. No, it's not overpowering. But it's definitely there. Try it with any of the pasta on my list of favorites. Stick your nose over the pot when you put the pasta in. You'll catch a whiff of the wheat right off.

## Less Sauce, More Flavor

To fully grasp why Italians put so much more emphasis on the flavor and texture of the pasta they put on their plates, it's important to understand that in Italy the serving ratio of sauce to pasta is far lower than is considered "standard" in most of North America. Italians generally offer smaller servings, lightly tossed with a sauce, or simply served with a dollop of sauce sitting atop the noodles. By Italian standards, the sauce should accent, never overwhelm; no upstanding Italian chef would ever drown a pasta dish in sauce. With this in mind, it only makes sense that the pasta itself has to have flavor and character of its own.

## Keys To Pasta Quality

So how does a producer go about making a better grade of pasta? Well,

### 1. It Starts with the Grain

If you go into a small pasta plant, the first thing you're likely to notice is the smell of the grain. It's much like the scent of a good bakery—warm humid air, perfumed with the aroma of milled wheat. If you're serious about pasta, don't ever take the role of the grain lightly. In his classic *The Unprejudiced Palate*, written in 1948, Angelo Pellegrini puts it pretty blunt-

ly: "Pasta made with ordinary wheat flour is a phony, and no Italian will use it."

What's the alternative to "ordinary wheat flour?"

All the best Italian dried pastas start with semola di grano duro, (durum semolina), the coarsest grade of milled endosperm from hard wheat (triticum durum). In fact, since 1967 Italian law has actually required it. Unlike flour that is very finely milled to a powder, semolina is granular in structure, almost like sugar crystals or medium ground cornmeal in texture. Durum semolina makes superior pasta primarily because of its high gluten content—when properly developed in the dough by the maker, these glutes trap the starch inside the pasta and keep it from flowing out into the cooking water. Additionally, the glutes help to insure the firmness of texture that is such an essential element in great pasta. Because of its harder nature, durum semolina requires longer kneading, adding time and cost, but contributing mightily to the flavor and texture of the finished pasta. It also gives the glowing golden appearance that is so typical of Italian pasta (as opposed to the whiter look of low end product. Early in the 20th century unscrupulous pasta makers used to add colorings to give their inferior product the look of semolina.)

Unfortunately, only Italy imposes such a requirement for the use of semolina. In other countries it's perfectly permissible for a pasta maker to start with soft wheat (triticum vulgare), which is far less costly, but produces inferior pasta. Angelo Pellegrini writes that, soft wheat pasta "mushes" up, falls apart and sticks to the teeth." You can usually spot soft wheat pastas as soon as you drop them into boiling water; the paste breaks down and leaves the cooking liquid looking cloudy.

Unfortunately, buying the best pasta isn't just a function of finding a label that lists "semolina" in its ingredients. In his excellent 1986 essay in the *Atlantic Monthly*, Corby Kummer reported that, "Italian manufacturers are known for their skill at blending many durums to achieve the color and texture they seek." Just as coffee roasters work with an array of green beans, the best pasta makers are masters at buying and blending durum semolina from various sources. Each producer has his own recipe, his own sources, his own mix; long before the grain ever gets into the pasta machines, the pasta maker adjusts his or her sources annually to take into account alterations in crop yields and flavor. The variety of the wheat is important; as with other agricultural products, older varieties of wheat often yield the most flavorful grain, but also have lower yields and higher risk of disease which keep more cost conscious producers at arms length. Carlo and Carla Latini, wheat growers and pasta makers from the Marché, have done a great deal to develop specific wheat varieties which will yield particularly flavorful pasta. And, of course, the soil in which the grain is grown plays its part as well. Some pasta makers prefer wheat from the various regions of Italy; others won't buy anything but Canadian durum.

### 2. The Water

Although few people think about it, the flavor of the water with which the grain is mixed is a matter of great concern to quality-oriented pasta makers. Since the water in any given area has its own chemical and mineral makeup, it will alter the flavor of any item it's blended with; it's the same story with brewing coffee or tea. A bag of the same grain, mixed in California instead of Campania, is likely to yield different flavors in the finished pasta.

### 3. The Mixing

As it would with bread dough, excessive heat during mixing is the enemy of the quality-conscious producer. Instead, slow, gentle, low-temperature mixing helps to preserve the natural character and flavor of the wheat. Gentler kneading also allows the pastaii (the pasta maker) to mix for a longer period of time, enhancing the glutes in the dough which are so essential to creating a vital, vibrant texture. Finally, the traditional pasta maker must be ready and able to adjust her mixing to changes in weather and humidity, just as her counterpart, the artisan baker, would do with bread baking.

### 4. The Extrusion

Once the dough has been mixed, it's then extruded through variously shaped dies. The early forms were developed at the end of the 19th century allowing pasta makers to expand the variety of their offerings significantly. Previously noodles



# why authentic artisan pasta can take your cooking to another level

had to be hand cut. But now, for the (not insignificant) cost of designing and making a new form, a pastificio (pasta factory) could produce an additional pasta shape.

Strands of spaghetti or other long pastas are pushed through small holes, then cut at the appropriate length by rotating blades. Short tubular pastas like penne start out by winding their way around a rod suspended from the top of the die, then exit by a smaller hole at the bottom. This narrowing forces the dough to come back to form the hollow tubes and twists we're all accustomed to. Notches in the holes can force the exiting dough to curve or curl, conjuring shapes like "elbow" maccheroni.

More modern operations now extrude through smooth-surfaced, Teflon-coated dies. The Teflon lasts longer, and allows for more rapid (and hence cost-reducing) extrusion. But it yields a pasta so slick it almost seems as to have been shined. When you dress it, your sauce is almost certain to run right off; instead of the well-integrated combo of sauce and pasta Italians prefer, you'll end up with a bunch of nearly naked noodles laying atop a unappealing pool of sauce.

The best dried pastas, on the other hand, are those that are extruded through old-style bronze dies, what Italians refer to as *astafale di bronzo*. An essential component of artisan pasta making, the bronze dies are themselves an artisan product. Although the first phases of their production are now done by machine, the dies must still be checked, adjusted and finished by hand to get them to produce near-perfect pasta. Bronze is a softer metal, meaning the life of the dies is shorter, the extrusion is slower, and replacement costs higher. But the beauty of these old-fashioned forms is that they produce a pasta with a coarser, more porous, surface—the seemingly sea-washed roughness you feel when you hold it in your hand. This isn't just an issue of aesthetics. The little pits embrace the sauce with open arms. As you eat you get effective integration; the flavor of the pasta is intertwined with the flavor of the sauce.

Take note, too, that the speed of extrusion can also impact quality. In pasta making, as on the highway, speed kills; it can cause unwanted heat, and hence, damage to both texture and flavor. Those who take the extrusion process at a more leisurely pace protect the natural glutens in the dough, which in turn insures that the pasta's all important texture is preserved during cooking.

## 5. The Drying

The drying takes the moisture content of the fresh dough down to less than half of its original 25 percent, giving packaged pasta its long shelf life, and arguably making it mankind's ultimate convenience food. Seemingly simple. But as Harold McGee says in *On Food and Cooking*, "Drying is the trickiest step in pasta manufacture."

Up until earlier in this century, all Italian pasta was dried in the sun, often for up to a week, to reach the desired level of desiccation. Pasta makers, it was said, had to be as good at reading the weather as fisherman or farmers. Sadly, in these days of air pollution and depleted ozone layers, sun-drying noodles is no longer an option. But fortunately for food lovers, pasta drying machines were invented around the turn of the last century.

Each pasta maker has a "recipe" for drying, and each seems certain that his or her technique is the best. Faster moving, more cost-conscious factories use high heat to dry the pasta in a mere matter of hours. The problem with this speed-dried stuff is that the excessive heat essentially "bakes" the pasta; the finished noodles are often brittle and easily broken, and many of the subtleties of the grain may be lost.

Smaller, artisan pastaii work at much lower temperatures than their industrial counterparts, taking as long as twenty four, thirty six, forty eight, even fifty-plus hours to dry their pasta. This type of drying takes place in very warm (but never high heat) humid environments in which moisture can be reduced slowly, without damaging the texture of the finished product.

While the production of artisan dried pasta may seem straightforward in theory, it is difficult to do well. Machines may do the actual extrusion, but the human element remains essential. Watching the pasta production at Martelli in Lari, I noticed that every so often, Dino Martelli would grab a piece and pop it—raw—into his mouth. "Are you checking the pasta?" I inquire with a bit of uncertainty. Who eats raw pasta after all? "Absolutely!" he answers adamantly, as if I should

have known that from the beginning. "We check the pasta by taste and by feel all the time." Like cheesemaking or bread baking, traditional pasta production remains a craft, not a science.

## The Pastas; A Great Line Up of Artisan All Stars!

I'm more excited about our selection of amazing artisan pastas than ever! We've got so many wonderful offerings that in truth I wish I was eating pasta three or four times a day instead of three or four times a week just to get to experience and appreciate them all. For the moment here's a rundown on the incredible products we've got on our shelves. For context, remember that what's listed here are really the best of the best there is out there. An All-Star selection of fantastic artisan offerings. While each has its own story, character and flavor every single one of them is excellent. (Assuming that they're cooked al dente) you really will not go wrong with any or all of them!!

### Primo Grano! Great Pasta Comes Full Circle

Primo Grano is the very limited edition pasta that Gianluigi Perduzzi of Rusticella is making. It has a flavor that's very special, sort of luxurious but in a subtle sort of way. It's now a regular on my list of favorite pastas.

I really like this stuff, both for the pasta itself and for the project overall. The latter is really representative of most all of the things I think go into making a special business ever more special. You have someone who's achieved a great degree of success, whose product is sold all over the world and that is known for being amongst the best around. But instead of standing pat, Gianluigi has invested enormous amounts of energy, a lot of time, and I'm sure a lot of money as well, to make something special happen here.

Gianluigi has been working on this for nearly a decade now. "We start to make the pasta in 2004 for the 80<sup>th</sup> anniversary of the company," he told me this summer. "We worked with the University of Foggia in Puglia (a few hours south of his hometown of Pianella) and we started to study the new variety of grain. We finished this variety—what we call 'San Carlo'—in 2002. The yield is lower, but the flavor is very good. We did the first experiment for 2003 to grow three hectares. Just to make a small amount to taste for the 80<sup>th</sup> anniversary." And now many years further down the road, the Primo Grano is actually ready for you and I to eat regularly.

"I wanted to make a product the way it was in 1924," he told me on a Sunday afternoon. His kids were running around the square, but his mind must have been more on generations past than present. As he talked, I realized that while he wanted to recreate the pasta of his grandfather's era, in fact, he was driven, respectfully, to make one even better than that. "In 1928," he told me, "there was this pasta made by my grandfather, with 100 percent Abruzzo wheat. But back then it was made without very good technology. When you cooked it, the taste was good, but the texture wasn't as good as what we have today." While we don't have the muscle of Mussolini to fight off, and the Futurists are long forgotten, modern technology has actually helped to make the pasta better than it ever was back when Gaetano got going. "With San Carlo," he explained, "we can make the pasta again with 100 percent Abruzzo wheat. San Carlo is 80 percent, but we also blend the Varano, Quadrato and Mongibello varieties. And now we have the techniques of today so that the taste is like it was then but the texture is much better."

All the other good stuff I've talked about above then goes into play. The milling is done at Rusticella's usual spot, one of the smallest in Italy now, that specializes in custom work like this. The dough is extruded through the bronze dies, and then dried very slowly. The pasta cooks up fairly quickly actually—Gianluigi says this is because the Abruzzo wheat is a bit lower in protein than the imported wheats that are blended into their other pastas. The flavor is wheaty, delicate, and really pretty delicious.

I've been dressing it lightly and with soft, sensual flavors—just good olive oil and grated cheese; sautéed zucchini and bits of fried pancetta; with white beans, fresh rosemary, a touch of well-sautéed celery and generous dose of good fruity green olive oil.

### Rustichella Pasta from the Abruzzo

While Primo Grano represents one special line from Rusticella, I've enjoyed all their products for years. The fettuccine is my favorite. We've been selling Rusticella since back

**Zingerman's**  
DELICATESSEN

**march-april Pasta Sale!**

**20% off all Rustichella pastas!**

**30% off when you buy a case!**

Now is your chance to put great pasta to the test! Enjoy one of the food world's most affordable luxuries at a special price. You won't go back to regular pasta!



**Only at Zingerman's Delicatessen**

in the early 90s when it started coming over to the states in significant quantities. A lot of people just call it, "the one in the brown bag." The business goes back to 1924, when Gaetano Sergiaco (the grandfather of the current owner, Gianluigi Perduzzi) started up in the Abbruzzese town of Penne. Today they make probably three-dozen shapes of pasta, and we carry quite a few of them.

Interestingly with the artisan pasta like Rustichella the flavor actually improves after its been cooked and cooled! "If you taste now," Gianluigi said last summer, pointing to two bowls of pasta that we'd tried hot a bit earlier, "after ten minutes the taste of our product is like bread. The DeCecco," he added pointing to his far better known competition, "will taste like flour." Since coming home I've tried this taste test and been amazed by how accurate he was.

One of the classic sauces of the Abruzzo is a tomato ragu with lamb, which is ideal for this time of year. You can find recipes online I'm sure. I looked to Joyce Goldstein's book, *Italian Slow and Savory*, which, like all her work, is a good reference for traditional recipes. It's a pretty basic sauce that counts on long cooking. Slowly sauté some chopped pancetta (or you could use lardo, too). Keep the heat moderate so you don't brown it. Add a little chopped onion with a bit of fresh rosemary and cook that in the pork fat. Add some ground lamb and brown it slowly. Add a glass of white wine and cook slowly till it's absorbed. Add some chopped tomatoes and a bit of tomato paste and cook slowly for a long time. You'll want to use the juice from the tomatoes or a bit of additional water because you're then going to cover it and simmer it at low temperature for like 2 hours. For most of us then, this is going to be a day-off dish.

### Pasta Martelli – Totally Superb Spaghetti from Tuscany

Martelli pasta is made in the tiny Tuscan hill town of Lari, which is about half an hour east of Pisa, and not far from the Valgiano (olive oil) estate. Basically, if you want to know what the Martellis do to make their pasta so special, the simple answer is a very honest, "Everything!"

From mixing all the way through to the packing, literally, only Martelli family members work on the pasta. You can't miss the bright yellow bags. For about ninety years Martellis made only four shapes: spaghetti, spaghettini, maccheroni, and penne (quills). Of late they've added a fifth which I'll speculate was under the influence of the Martelli offspring who have come of age (imagine making the same four shapes your whole life!)

The spaghetti and the maccheroni are my favorites—the latter makes some the best macaroni and cheese around, so much so that we've been using it at the Roadhouse (with brief periods where we couldn't get it due to short supply) for our entire ten plus years.

### Cavalieri 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 early in the 20<sup>th</sup> 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 almost 100 years of making pasta in the same spot it's no surprise that the place is something like a pasta fun house.

**you really can taste the difference!**

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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 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. Sr. Cavalieri 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" so that they can protect its nutritional, textural and flavor integrity.

Sr. Cavalieri didn't intend to end up a pasta maker. Instead, at the behest of his mother (I can relate) he set out to become a lawyer. Somewhere along the line to law school he ended up back at the pastificio working with wheat instead of law briefs. Happily for pasta lovers, he's the fourth generation to make pasta in the family business, and I'll lay big odds that his son will be soon be number five.

The end results of all this passion and careful production are great. 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 a 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 intact long after it's cooked. I've been preparing in pretty much every manner you can imagine—tomato sauce, with cheese, with tuna and roasted peppers—and all have proven excellent.

#### Baia Pasta from the Bay Area

For years I've wondered why there was no artisan dried pasta made here in the US. There have, of course, been many pasta factories established here over the years by immigrant families. Many have gone on to become large players in the commercial market, but none that I know of have been making anything close to the pastas I've put down on this page. We've had really great egg pastas (including our own, local, Al Dente), but not the traditional dried (eggless) pasta which plays such a huge part in Italian eating. It's seemed especially odd in recent years—almost every other traditional food of Europe has begun to be produced at a very high quality level in the last decade or two. Look at olive oil, cheese, wine, bread, salumi, cured ham. Thirty years ago it was almost impossible to find any of them produced in this country at the kind of artisan high quality level we're looking for. And yet today all of those items abundantly available in "made in America" versions, all on par with Europe's finest, or often even better!

Pasta has been one of the few exceptions until, I'm happy to say, a year or so ago, when Piemontese partners Renato Sardo and Dario Barbone began to make it in their adopted

home of Oakland—the company name Baia from "by the Bay."

Renato and Dario are doing all of the things I've written about above, and the results are equality excellent. "We are producing all of our pasta using only organic flours from North America," Renato wrote. "For the moment we offer pasta in durum wheat (the classical semolina flour), whole durum wheat, spelt and whole spelt. The production follows the practices and techniques of the Italian artisans: we use brass dies which scratch the surface of the noodle, causing it to suck up more sauce; cold water in kneading; and low drying temperature. I was born and raised in Italy, eating good dried pasta practically every day — fresh pasta is generally eaten on special occasions or weekends when you have big meals with the whole family — and I thought it strange that in the Bay Area I could find the same brands as at my grocer in Piemonte. At the same time, the only dried pasta produced in the States I could find was bland, made with industrial flours that are probably produced very efficiently, but that are not very flavorful."

If you want to try out the latest contribution to the artisan pasta cosmos try any of the Baia offerings. My personal favorite is the Pac-Macs, short pasta made in the traditional central Italian pinched off macaroni known as Paccheri. I really like some of their shape creativity, too. "Spinners" are modestly sized conch-shell shapes that are great for thick sauces. "Nutshells" look like half walnut shells and are also great for picking up sauces. And you gotta love what they call "mohawks," a perfect product to come from the Bay area and to be sold in Ann Arbor! Renato and Dario are also working with a nice selection of grains. The Kamut (aka, khorosan), is an ancient wheat variety that was passed over in all the efforts at genetic modernization and more recent modification. The result is a nutty, brownish wheat that's both very tasty, and also, easier for some folks with a gluten intolerance to enjoy.

#### Pastificio dei Campi

I've been working to get this stuff here for four or five years now and I'm happy to report, it's finally headed our way! Like Baia out in the Bay area, Pastificio dei Campi can be credited to a new generation of pasta makers. Giuseppe and Giovanna di Martino have used technology to their advantage in new ways. The pasta is all about the old ways. But, in a nod to modern technology, they use what they call a "total tracking system." You can type the code from each box into your computer browser and see on Google maps the field in which the wheat grew, when the field was sown and when it was harvested, when the pasta was made and when it was packed. Pretty impressive really for any one passionate about transparency.

The tradition of making pasta in the town of Gragnano and in the district of Naples is over two thousand years old. "The name Gragnano comes from the Latin word Grania (wheat) as the Gens Grania (wheat merchants) founded the town over 2100 years ago," Giuseppe told me. By 1500 pasta making was so common there was a trade association in the town for vermicellari (vermicelli makers) and the King of Naples issued licenses accordingly. By the middle of the 19th century (around the time of the American Civil War) the town had over 100 pastifici, and over 70 percent of the town's population worked in the production of pasta.

The town's altitude (it sits 350-600 meters above sea level) and the steady hot sun made it ideal for pasta making. Because it faces the Gulf of Naples the sea air also contributed. The city's water is also said to be special. It comes from Mt. Faito and is particularly low in calcium. Back in its heyday pasta was known in the area as "white gold." The Gragnano tradition is so strong that its pasta has been awarded an IGP (protected geographic indication), the first in the European Union. Giuseppe is the first president of the Gragnano pasta consorzio which guarantees the quality of the product.

Although Pastificio dei Campi is new, pasta making is a long standing tradition in Giuseppe's family. "We are third generation pasta maker, our family business is in Gragnano as well, and is called "Pastificio Di Martino Gaetano e F. Lli S.P.A." It was established in 1912 by my grandfather Giuseppe who was a worker in the factory since he was 8 years old, and as his employer did not have children he sold the factory to him. Today the Pastificio Di Martino is a very traditional and well established company in which me and my sister are still involved as shareholders with my dad and my uncle. It exports in many countries.

"Five years ago," he said, "my sister and I decided we want-

ed to start a completely new company with a different and more innovative project, obviously different from the family business. The project was: Total Traceability, Traditional Orthodox Gragnano Method, Complete Transparency, and a group of people across the supply chain involved from the beginning and without prejudice on quality. We began in a building that we rented in Gragnano—a printing company gone financially wrong, and left the place, the address was 50 Via dei Campi Gragnano. From the address we took the name of the company. The question was: 'What will it take to make The Best Pasta Ever?' As you can imagine it was a challenging question. It took, anyway, 3 years from that meeting, before we were able to produce the first kilogram of wheat like we all wanted. And then one more year to make the first portion of pasta that could be called 'Pasta Dei Campi.'"

What they make is all in accordance with the old ways. "Pastificio Dei Campi is 14 percent protein, 100 percent Italian durum wheat produced in Gragnano, extruded through bronze die, dried in static cells on wooden trays for minimum 24 hours and maximum 60 hours." The grain is all grown in Italy, in particular from Puglia, and they put great care into picking the best of the best of the grain growers. Every box is packed by hand to protect the pasta. Each element of the box is recyclable. We have a half a dozen of their many shapes on hand to get you going. Each has its own flavor and texture. As Giuseppe says, "There is a direct relationship between the shape and the recipe. Every shape was invented for a recipe, or the other way around."

I'm partial to:

**Fresine** — a bit like linguine but wider. Traditional to the town of Gragnano.

**Mezzanelli** — a long pasta with a hollow center in the same family as bucatini or perciatelli but wider. Typical of southern Italy.

**Ziti** — the typical Sunday pasta of the south, these are in the traditional long form. Break them into smaller pieces before you put the long thick tubes into the boiling water. Traditionally served with a Neapolitan red sauce.

**Caneroni** — a smaller version of canelloni. The name refers to a barrel, which they sort of resemble, and also, in Neapolitan dialect, to the throat which I suppose the also resemble. Very good for soup or for baked pasta.

#### Faella Pasta

Another long standing pastificio in the village of Gragnano, this one was started a few years earlier in 1907. It was quite the boom era for making maccheroni. The first decade or so of the last century was to commercial pasta production in the region what high tech was to Silicon Valley in the first decade of this one. A century later it's still in the hands of the Faella (pronounced "Feye-ella") family. Today it's the third generation in the form of Luca and Sergio Faella, but the son of the founder, Mario Faella, still goes to work every day (a man after my own heart) even though he's now in mid-90s! Like every other pasta in this piece, the Faella production relies high quality semolina—the family has been using many of the same wheat suppliers for decades now. Slow cold water mixing, extrusion through bronze dies and then slow, low temperature drying. The result is very, very good. I'm partial to their linguine but all of the shapes really are quite tasty. Like the pasta from Pastificio dei Campi, the Faella has the IGP seal of authenticity on it to make clear that it really is made in the town of Gragnano. And it's the only one left in the town center. The factory was moved there when Mario Faella was four years old!

#### Old Style Pasta with Germ from the Morelli Family

Very delicious pasta from a small artisan producer near Pisa in the western part of Tuscany. The Antico Pastificio Morelli is in the tiny town of San Romano (pop. of about 1500), which is half way between Livorno on the coast and Florence in the center. It dates back to 1860 and the current couple are the 5th generation to be running it.



## ARTISAN PASTA

Very hard durum wheat

Mix at low temperatures

Extrude through bronze dies to get the old style very rough surface pasta (so that the sauce clings to the pasta, not the bottom of the bowl).

Dry for 50-60 hours at modest temperatures to protect fragile flavor of the wheat.

Takes a lot longer to cook - 10-13 minutes - but you can smell the wheat when you drop the pasta in the pot.

Actually has flavor!

## COMMERCIAL PASTA

In the US, often soft wheat. In Italy, it's durum, but less costly varieties of wheat

Mix with warm/hot water and mix much more quickly

Extrude through Teflon which is much quicker; yields a smooth textured pasta that sauce runs off quickly.

Dry at high heat for 6-8 hours

Cooks quickly, but no wheaty smell

Bland and pretty much tasteless.



For whatever reasons the Morelli family today is probably best known in the food world at large for their flavored pastas. While they're certainly good, as you know, flavored stuff like that is generally not really my thing. As a result of which I'd always kind of respectfully not paid a huge amount of attention to their products. But my lack of attention to their work changed when I met the Morellis at a food show in Barcelona a few years ago. Although their flavored pastas were featured—it's what most everyone buys, and as flavored pastas go they're good—I still politely started to pass by. I told them I wasn't all that high on flavored pastas, thinking that would be the end of the conversation. But, much to my surprise, they shifted the conversation entirely and started to tell me about a pasta I'd never had, nor actually even heard of. Which, as you'll likely have guessed, is the one I'm writing about here.

So as we talked they walked me over to the side of their booth where they had these bags of pasta that was a bit darker in color. It turns out that this, not the flavored pastas, is their true passion. In Italian it's simply called pasta germe di grano—pasta with germ still intact. Sr. Morelli explained to me that this is much the way pasta was made a century or so ago, before milling techniques were "perfected" enough to whiten the grain as we've become used to it today. This is akin to the germ-restored wheat flour we use in the French Mountain Bread, or the germ-still-in Irish oatmeal, Carolina Gold Rice, Anson Mills grits and cornmeal, or Marino family polenta. To me this is what whole wheat pasta should taste like. More flavorful but not over the top. Really damned delicious I thought. The color is darker, the water turns darker because of the germ, and the flavor is bigger.

Dressed with just oil and cheese it's great. You can of course serve it with most anything but I tend to stick with saucing options that allow the fuller — though certainly not at all strong — flavor of the pasta itself to be the star. I did it the other night with just a bit of sautéed squash, a good bit of good olive oil, a lot of black pepper and some sea salt.

There are three varieties of this germe di grano pasta on hand right now. My favorite is the paccheri—wide, flattened tubes that are about two inches long and an inch and a half across. There's also one made with a "double dose" of germ, which is, of course, then darker and more intensely flavored. Try 'em all! Great gift for a food lover who's "had everything."

### M'hamsa Couscous from the Mahjoub family in Tunisia

To get this straight from the start, here's a simple but extremely strong statement. This is THE best couscous I've ever eaten in my life. And trying it for the first time like five years ago gave me an entirely new view on the subject—(other than my continual efforts to test and try every good looking food I can find) will probably never buy another couscous again. The Mahjoub family's couscous is so freaking good that it literally changed my entire perception of the product. The Mahjoub's hand rolled sun dried super delicious couscous now makes very regular appearances in my kitchen! And the truth is I could eat it almost every day.

Back when I first I started to study Tunisian cooking I called Paula Wolfert who's most definitely one of this country's top experts on the foods and culture of the region. Her book *Couseous and Other Good Food from Morocco* is a total classic and has been one of my favorite cookbooks for well over

twenty years. I didn't have to wait long to find out how high she was on it. She wrote me back in a day to tell me that, "I entered into a new place in a couscous lover's heaven when I tried the M'hamsa couscous from the Mahjoub's. I love the delicate nuttiness and how it can carry a bright sauce and still hold its own." That's exceedingly high praise from a person who takes high quality food very seriously, and won't lend her name to anything she doesn't feel strongly supportive of.

It's incredibly easy to cook at home—1½ parts water to couscous, bring to a boil. Cover. Turn off the heat and steam for seven to ten minutes (I like it more al dente so lean more toward the seven). To quote Paula further, "It's a bit like the couscous you find in Lebanon and Israel, but smaller, lighter, artisanally made and also tastier with a nutty flavor."

You can serve it with pretty much anything the way you would other pasta. I've done with meats, vegetables of all sorts, fish and of course, harissa. In the summer of course you can make your own tomato sauce, but this time of year we have a set of seriously excellent bottled sauces in from the Mahjoub's as well that are really good on the couscous.

### Al Dente Egg Pasta from Whitmore Lake

Long America's leading artisan egg pasta, Al Dente is made just down the road in Whitmore Lake by Monique and Denny Deschaines. She learned her technique from none other than Marcella Hazan, about as good a teacher as one could possibly ask for. "Her thing for this kind of pasta," Monique told me, "was that you have to sheet it and you have to use some fresh egg (nothing frozen or dried). That's where you get the tenderness." She swears by a blend of semolina and extra-fancy durum flour that she blends with fresh eggs. Monique prefers that her pasta not be exceptionally eggy so it's less intense in that area than comparable Italian offerings. Sheetting the dough as she does means that the finished fettuccine are as close to home made as possible. As a result, Al Dente noodles are very light and delicate and cook up in a mere two to three minutes. Al Dente makes many fine flavored—wild mushroom and the spicy sesame are my favorites—but I'm still partial to Monique's original recipes for the egg fettuccine. The spinach noodles are also noteworthy, made exclusively with fresh spinach.

One of the great things about Al Dente egg fettuccine is that kids love the stuff. I don't know if it's the delicacy of the noodles, the quick cooking or what but it's got a lot of fans who are in the under-fourteen set to go along with all the adults who eat it regularly, too.

### Filotea Egg Pasta from the Marche

A delicious egg pasta from the Marche (pronounced "Markay") region on the east coast of Italy. It's made from an old family recipe from owner Antonio Lupini's grandmother who used to add a small percentage of white flour in with the more typical semolina that everyone in the area uses (not unlike what Monique makes at Al Dente). 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

of 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.

### Gluten Free Pasta Options

Nationally known blogger Gluten Free Girl wrote that, "My favorite gluten-free pasta of all time is a rice pasta from Italy, called Il Macchiaiolo. Soft and pliable, with a long stretch shape to hold sauces, this is impeccable pasta." Try the corn pasta as well! Both are good alternatives to wheat pastas for making mac and cheese or pretty much any pasta dish you're pondering.

### Simple Steps to Proper Pasta Cooking

Great pasta poorly prepared is waste, and almost guaranteed to leave your guests feeling they've been tricked instead of well treated. Proper cooking technique is as imperative as proper purchasing of the raw materials. To cook the best dried pastas properly:

1. Bring lots of cold water to a boil. The emphasis is on lots. You want to have plenty of room for the pasta to move around in the pot, and plenty of water for the dried noodles to absorb. You need enough water that the addition of the pasta won't completely cool off your cooking liquid. For a pound of dried pasta, give yourself a good six to seven quarts of water.
2. When the water has come to a rapid boil add a tablespoon or two of sea salt. A little sea salt unlocks the flavor of the grain, all the more important with better quality pastas where you want to really taste the pasta itself, not just drown it in sauce. (I recommend doing what Tamar Adler advocates so eloquently in *The Everlasting Meal*—taste the water to check the salt!)
3. Add the pasta to the rapidly boiling, salted water. Although when I was a kid we always broke up long cuts of pasta into more manageable lengths, Italians almost never do so (though there are regional exceptions to this rule). Simply add the pasta as is, then stir well to make sure the pasta strands don't stick to each other or to the bottom of the pot.
4. If you've got a good amount of water and a high source of heat, your cooking water should come back to the boil quickly. Remember, the water should be actively boiling, not just simply simmering. To avoid sticking and ensure even cooking, keep stirring every now and again.
5. Test the pasta. The better the pasta you've bought the more reason you've got not to overcook it. As I'm sure you already know, properly cooked pasta is done when it is al dente, tender on the outside, slightly firm on the inside.

Pastas made from harder wheat will take longer to cook than those of soft wheat. Similarly, those that were dried more slowly will usually require more cooking time than those dried more quickly and at higher heat. Regardless, don't adhere blindly to cooking times on pasta packages. Depending on the quantity of water, the particular batch of pasta and the strength of the heat source, actual cooking times will vary. So keep taking out a piece or two of pasta and tasting it to check for doneness.

6. As soon as the pasta is done, get it out of the cooking water as quickly as possible. Don't dally. Most American cooks will drain through a colander—make sure your sink and drain are free of unwanted debris. If you're drain is slow, be ready to lift the colander out of the sink quickly. Alternatively, Italians often do the deed with pasta tongs which help keep long pastas from tangling. Pasta pots that come with colander inserts give the best of both worlds, allowing you to remove the pasta all at once while avoiding unneeded tangling.

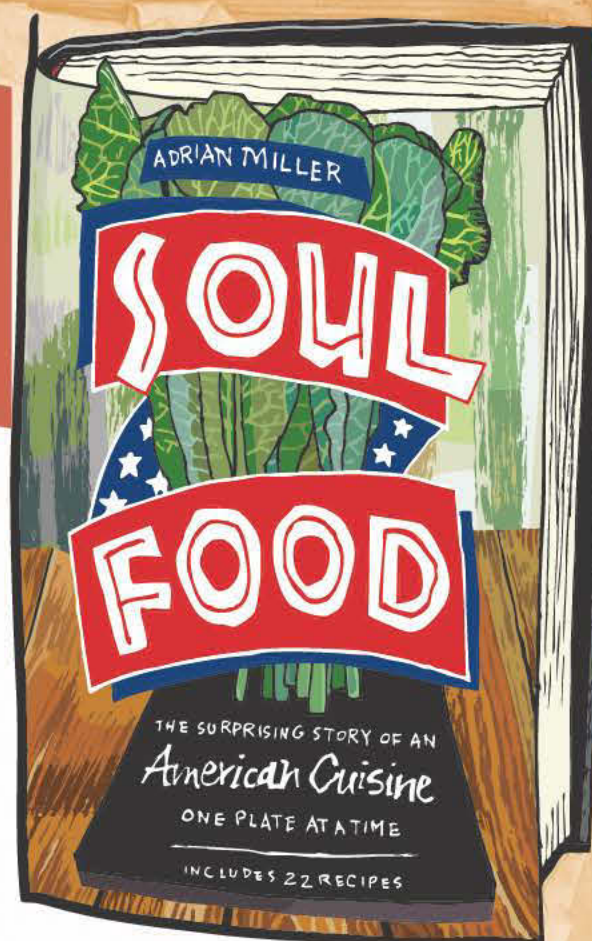
If you're serving the pasta hot, never, never rinse it with water. Instead, moving as quickly as possible transfer the pasta to pre-warmed plates or bowls, and dress with sauce. Serve ASAP—the sooner you get the plates to the people, the better. As Nancy Verde Barr relates in *We Called It Macaroni*, "The only other rule about which (my grandmother) was unbending was that when she served the pasta, we had better be at our places." Although nearly all of us wait eagerly to eat pasta, the finished pasta itself waits for no one. As soon as it's ready eat and enjoy!

Ari



# The Soul Behind SOUL FOOD

## Ari interviews Adrian Miller, author of Soul Food: The Surprising Story of an American Cuisine, One Plate at a Time



**Ari:** I loved the book. I think anyone who's interested in food and history should definitely read it. Can you give folks a sense of what the book covers?

**Adrian:** The book is an edible tour of African American history from West Africa to the American West. Since culinary history can be a vast subject, I thought the best way to tell a concise story was by way of an "anatomy of a meal." I created a representative soul food meal, and I wrote a chapter on every part of the meal and explaining what it is, how it got on the soul food plate and what it means for the culture. In most chapters, I include traditional, health-conscious and fancy recipes. One of my main objectives is that people get in the kitchen and cook soul food.

**How do you think this historically accurate description of soul food differs from what the average American thinks about it?**

In my experience, the average American has maybe heard the words "soul food," but they really don't know what it is. For those in the know, they think of something boiled for hours, deep fried or gloriously sweet that ultimately is unhealthy eating. It raises the questions the food writer Donna Pierce asked more than a decade ago: Does soul food need a warning label? Others have adopted the narrative that soul food is the master's unwanted food or leftovers.

**What are some of the lessons that surprised you during the writing?**

Three big things jump out at me right away. The first surprise is that when I discovered what enslaved African Americans actually ate, the cuisine came close to what we now call "vegan." They were eating vegetables in season, there was very little meat, and processed foods were a luxury. The second surprise is that, in most situations, master and slave were eating from the same pot. That information completely upends the idea that soul food is slave food. The third surprise is the high-class pedigree of so many soul foods. We tend to think of foods that black people eat as "poverty food" but rich folks were grubbing on it, too. Context is important.

**You say that the book is a love letter. Say more about that?**

Soul food has such a horrible reputation that I believe it causes people to discount the culinary genius of soul food cooks. I thought it was high time that some celebrated these cooks instead of denigrating them.

**What are some of the roots of soul food that go back to African culture and cooking?**

Jessica B. Harris has done a lot to show the culinary connections between West Africa and the Americas. In terms of the soul food story, we see similar food habits from West Africa replicated here in what would eventually become the United States. Soul food meals usually involve more fish, more green, leafy vegetables and more seasoning with chilis than the typical American meal.

**Greens seem particularly important! Tell**

**me about them.**

West Africans figured out a long time ago that eating green, leafy vegetables were good for you, and that culinary legacy is very strong in soul food cooking. Just as tropical climate bitter greens are consumed in West Africa, temperate climate bitter greens get top billing in soul food circles. The most popular are cabbage, collards, kale, mustard and turnip greens. Now that the mainstream has discovered the nutritional benefits of this food, what used to be called "weeds" when African Americans primarily ate them is now called a "superfood." When I speak on my book tour, I tell kale lovers "Welcome to the party, black folks have been eating that for at least three centuries."

**Catfish?**

As I mentioned earlier, West Africans are big fish eaters. I had no idea that there were species of catfish in West Africa, and that smoked catfish is essential to many stews. Knowing this partly negates the idea that enslaved West Africans arrived to the Americas and were forced to eat completely foreign foods. Now we see that were some things that they would have recognized, thus continuing a West African food tradition in a different part of the world. Anyway, African Americans remain big fish eaters to this day, and catfish is the connoisseur's choice.

**To be clear, the life of enslaved people was very, very difficult. Can you talk more about it and what it meant for people's cooking and eating?**

Yes, the difficulty for most enslaved people was getting enough food to eat that was edible. Enslaved people were given, on average, a weekly ration of 5 pounds of cornmeal (or some other starch), a couple of pounds of meat that was dried, salted or smoked and a jug of molasses. That's it. Thus, the enslaved had to figure out how to supplement their diet by fishing, foraging, gardening and hunting outside of the sunup-to-sundown work schedule. They managed successful strategies to survive, but persistent hunger is a consistent theme in slave narratives.

**What about mac 'n' cheese — how did that get in there?**

Yes, another surprise because there's not a lot of dairy in soul food, and this is clearly an Italian dish. Though, I must tell you that there are several older African Americans who believe that white people "stole" this dish from us just like they did rock 'n' roll. Mac 'n' cheese gets onto the soul food plate by way of the African Americans who cooked in the Big House. Mac 'n' cheese was royalty food as far back as the 1300s and remained a prestige dish for centuries, ultimately making its way to the American South. When the plantation owners entertained with mac 'n' cheese, it was the enslaved cooks who often made the dish. After Emancipation, it became a popular item for Sunday meals and special occasions.

**And it sounds like it's a similar story with pound cake and peach cobbler?**

It is! These desserts are made from ingredients—white flour, white sugar, whole milk—of

which enslaved cooks had little access. In the antebellum South, cakes, cobblers and pies were dishes that appeared on African American tables only on the weekends and on special occasions. Just like other high-end dishes, enslaved African Americans were often the ones tasked to do the cooking.

**This is your third trip to the Roadhouse to do one of these special dinners. Excited to be coming back?**

Definitely! I had such a great time when I did my "Black Chefs in the White House" event on the night of President Obama's first inauguration. It was a lively crowd! The same was true when I did the tribute to street vendors. On each occasion, Chef Alex "put his foot in it" so the food was wonderful.

**Some of your research was done here at the Longone Culinary Archive at U of M. How was that experience?**

The Longone collection is such an incredible resource! For a researching geek like me, it's akin to going to Disneyland with an E ticket. You can go on any ride through history with the rare cookbooks in that collection. It helped me connect some dots in my research.

**How did the Great Migration impact African American cooking?**

I firmly believe that the movement of people from the American South to other parts of the country is the key part of the soul food story, more so than the migration from West Africa. Soul food is really the cuisine of migrants who left a particular part of the South (the Deep South) and tried to recreate home, just as other migrants do. They tried to procure, cook and eat the familiar foods of the South, but when they couldn't they made substitutions and also picked up a few things from their foreign neighbors. Soul food, at its core, is really a limited repertoire of Southern cuisine that draws heavily on the celebration foods of the South.

**Your family went west rather than to the north. Can you give us a bit of your personal history?**

I'm born and raised in the Denver, Colorado area. This information immediately loses me street cred in soul food circles. I win most of them back by sharing that my mother is from Chattanooga, Tennessee and my father is from Helena, Arkansas. My mother followed an older sister to Denver and my father was in the military and came out here because of the Air Force base. They met in church in the late 1960s. Because I had southern-born parents who embraced the region's food rather than distancing themselves, I grew up eating soul food.

**In reading the book it struck me that nearly every single item you described is either a regular on the Roadhouse menu or appears fairly often as a special. I realized we actually have a darned good soul food restaurant on our hands!!**

Ha! That's good to know. I believe that if soul food is to survive, it has become accessible. That means people who are not African American need to feel comfortable making and eating this cuisine at home and in restaurants. Some African Americans will have to let go of the notion that white people can't cook, in general, and in particular with this cuisine. I heard that a lot in interviews! Accessibility explains the profound popularity of other ethnic cuisines like Chinese, Italian and Mexican (really Tex-Mex). Much like African Americans, these ethnic groups were at the margins but their food became socially acceptable.

**You and I have known each other ten years ever since we met at the Southern Foodways Alliance symposium. Can you tell folks a bit about the SFA?**

I love the Southern Foodways Alliance! Not only because it celebrates the diverse food cultures of the South, but also because it creates a space for very different people to connect through food. It shows that if we just took a moment to learn more about what we cook and eat, we'll see that we have a lot more in common than what supposedly divides us.

**The weekend of May 31 and June 1 we have our 5th annual Camp Bacon which is a fundraiser for SFA (see page 2).**

**Maybe you should come back for it?**

I would love that! Dig this, I never went to camp when I was a kid. It would be awesome to go to a really fun camp when I'm an adult!

### MEET ADRIAN MILLER IN PERSON AT OUR SPECIAL DINNER!

**Soul Food: The Surprising Story of an American Cuisine, One Plate at a Time**  
Featuring author Adrian Miller

**Tuesday, Apr. 22 • 7pm • \$60/person**

In *Soul Food* (UNC Press, 2013), Adrian Miller delves into the influences, ingredients, and innovations that make up the soul food tradition. Focusing each chapter on the culinary and social history of one dish such as fried chicken, chitlins, yams, greens, and "red drinks," Adrian uncovers how each got on the soul food plate and what it means for African American culture and identity. Chef Alex has created a menu directly from the chapters of the book, and Adrian will share the history of the foods we'll be enjoying.

**RESERVE YOUR SPOT AT  
EVENTS.ZINGERMANSCOMMUNITY.COM  
OR CALL 734.663.3663**



# Specials at

# Zingerman's Creamery

## WE'RE SELLING WINE (AND BEER) AT ZINGERMAN'S CREAMERY!

The Creamery is extremely excited to be able to offer great American wines to go with our great American cheeses. And we're kicking off April by featuring some of Michigan's crown jewels.

Despite our state's long and storied history of wine making, until recently, Michigan was not known for the production of fine wines.



With the early French settling land so thick with wild grape vines that they named one of the tributaries La River Raison (The Grape River) it should come as no surprise that wine making had an important role in early life in Michigan and has gone through a unique evolution from the early pioneers, to prohibition and into the modern era of world class wines being produced in our state. This story has been well captured in a recent book by Lorri Hathaway and Sharon Kegerreis, *The History of Michigan Wines*.

At the very beginning of the 18th century, from his position at Fort Michilimackinac, Cadillac, lobbying for a settlement at the strait of Detroit, wrote to the governor of New France about stories he heard of southeast Michigan:

"On both sides of the straight lie open plains, where deer roam in graceful herds, where bears, by no means fierce and exceedingly good to eat, are to be found, as are wild ducks and other forms of game. The islands are covered with trees; chestnuts, walnuts, apples and plums abound; and, in season, the wild vines are heavy with grapes, of which the forest rangers say they made a wine that, considering its newness, was not at all bad."

In addition to his glowing, bucolic descriptions and his odd, but somehow quaint affinity for the gentle disposition of our bears, Cadillac, planted a vineyard devoted to wine making at Fort Pontchartrain in 1702.

Of course, what passed for "not at all bad" in the 18th-century wilderness of Michigan was, in all likelihood, undrinkable by today's standards and the growth of our wine industry up to recently was not what you would call "quality driven."

The 1970's ushered in to Michigan a new type of pioneer: winemakers dedicated to creating world-class wines. They planted 'old world' grapes more suited to fine wines and all but abandoned native and concord grapes. Skilled craftsman and vine-fera vines have catapulted the quality of Michigan wines to some of the finest, not only in the country but in the world, and Zingerman's Creamery is very proud to showcase their results.

John Loomis, Creamery founder and co-managing partner

*John*

### A few of our favorite wines now available!

#### Left Foot Charley Traverse City, Michigan Dry Riesling 2011

Winemaker and owner Bryan Ulbrich has taken one of Michigan's best grapes and created his Dry Riesling, ranked by the *New York Times* as one of the country's best wines for under \$20.

The *Times* notes, "While all 50 states produce wine, Michigan is one of a handful making wines with excellent potential. Left Foot Charley's Dry Riesling is bone dry with an almost decadent aroma of dried flowers and is exceedingly refreshing."

While most Rieslings are relegated to the end of the meal, this Dry Riesling can be enjoyed throughout, but you'll especially want to save some to pair with the Creamery's Chelsea goat cheese (on special in April!), one of those rare pairings that makes both the cheese and wine even better.

Gold Medal: 2013  
International Eastern Wine Competition

#### Forty-Five North Leelanau, Michigan • Peach Cremant

Leelanau County is home to some of this country's finest sparkling wines and together with Michigan's abundant peach crop, the folks at 45 North Winery have taken up one of Italy's great traditions of combining the two, invented in Venice at Harry's Bar in the 1930's.

Taking the Italy and Michigan connection one step further, Ernest Hemingway, when he wasn't fishing the rivers of northern Michigan, was credited with putting Harry's Bar on the map, in his novel *Across the River and into the Trees*. We suggest pairing this iconic combination with our Aged Manchester or the Chelsea, a rainy day and Hemingway's *A Moveable Feast*.

#### Sandhill Crane Jackson, Michigan • Moulin Rouge

One of our area's great resources, Sandhill Crane winemaker Holly Balansag has created unique wines featuring locally grown fruits. One great example is the Moulin Rouge, combining Cabernet Sauvignon, Cabernet Franc and Chancellor grapes.

Much like its Paris namesake, Moulin Rouge is lush, fun, seductive and spicy. In a eulogy to the Moulin Rouge founder it was said that: "you had a knack of creating popular pleasure, entertaining crowds with subtlety, according to the status of those to be entertained." We find pairing this wine with our super-rich, double cream Bridgewater cheese to be very entertaining.

Silver Medal: 2011 Michigan Wine Competition

### Stop by the Creamery at 3723 Plaza Drive

and check out our selection of wine and beer. We'd love to talk wine and cheese pairings and help guide you to the perfect fit.



### March Great Lakes Cheshire

\$26.99/lb. (reg. \$29.99)

Made with raw cow's milk, the Great Lakes Cheshire is a very old recipe that John Loomis learned from a Welsh cheesemaker 25 years ago. It is a faster-ripening variation of Cheshire, designed to accommodate the richer milk of the winter season. It is perfect for the extremely rich Jersey cow's milk we get from a small, seventh-generation local dairy farmer. The cheese sports a natural rind that envelops a supple, slightly crumbly paste with a full and accessible flavor.

## cheese of the month

#### Serving Suggestions

The Cheshire is a versatile table cheese which feels perfectly at home as the center of a cheese plate. However, our favorite way to eat it is to take a hunk of it, a few pickles (any kind), a nice thick slice of crusty farm bread, some sliced tomatoes and onions and tomatoes, and then wash it down with a bottle of Huma Lupa Licious from Short's Brewery (available at the Creamery). The distinctive hoppiness blends well with the earthiness of the Cheshire.

### April Aged Chelsea

\$10.99 ea. (reg. 12.99)

Inspired by the much beloved cheeses from the Loire River Valley in France, the Aged Chelsea is a mold ripened goat log coated in edible vegetable ash. The ash helps draw moisture to the cheese's surface, developing a well-balanced flavor while providing an appealing grey exterior. At room temperature, the Chelsea oozes richness and its creamy, spreadable texture releases the naturally gentle flavor of the goat milk.



#### Serving Suggestions

The Chelsea's striking visual appearance makes it perfect for slicing into discs on a bias and arranging on a cheese plate. Because of its delightfully creamy texture, this cheese is a perfect candidate for baking inside of puff-pastry. It's more robust than traditional bries, and its ashed rind results in a beautiful presentation once cut open. The Chelsea is magnificent when spread on a crusty baguette and served with one of the classic, slightly sweet white wines of Michigan, like Left Foot Charlie Dry Riesling, Chateau Fontaine Pinot Blanc (Best in Class award winner), or Sandhill Crane's Vidal Blanc.

According to a traditional French rural legend, if you cut the smaller end of the *Bûche* (log) first, the goat whose milk was used to make the cheese will dry up. So, for the sake of our farmers, please start at the larger end!

## March Featured Gelato: Guinness! Brown Bread!

**Guinness:** Made with real Guinness Stout, this gelato is toasty and malty. Super limited availability, we'll be making this one from March 1st until the 17th. Tasty by itself, doubly tasty as an adult soda floated in a pint of stout.

These flavors are great on their own but they do especially delicious stuff when paired together and with Dark Chocolate.



### Ship gelato at zingermans.com!

If you're not in town, won't be in town, or want to share with someone from out of town, we are featuring these flavors in a special March gelato box: Vanilla, Dark Chocolate, Guinness, Brown Bread, Mint Chocolate Chip, Hazelnut



# A Tale of Two Terrific Rices

Although these rices are grown on opposite sides of the world—one in north central Louisiana, the other in Tanzania, they have a lot in common. Both are delicious and both come to us from people who, in their own small way, are actively working to make the world a better place to be.

## Kyela Rice from Tanzania

### Sales of Special Rice Feed Hungry Students

One of the most deliciously aromatic white rices I've ever tasted. In Tanzania, Kyela is the most renowned rice. Many unscrupulous vendors sell other rices with the "Kyela" name to take advantage of unsuspecting consumers. The Kyela district lies in central Tanzania along the northern shore of Lake Nyassa. The rice is planted each year in November and harvested in late spring. Its aroma fills the air in June during the post-harvest drying stage.

Thanks to one of our favorite chocolate makers in the world, Shawn Askinosie from Springfield, MO, we're getting the real thing! And, every bag helps to support the education of kids at the Mwaya Secondary School in this rice-growing region. The rice is hand-packed into cloth back by kids in the school. Before Shawn put the rice program in place, each of the students in the school ate only one meal a day. Thanks to the quality of the rice and Shawn's caring entrepreneurialism, over 200,000 meals were served last year! I love this stuff and I love the story! Easy to cook, delicious to eat.

You can see more on the rice and the students at the Mwaya School's Facebook page.

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

I first learned about this amazing brown rice from a ZingTrain client (for more on ZingTrain see page 11). Gary Perkins runs a program to help develop small businesses down in Alexandria, Louisiana and had come up to our two-day "Creating a Vision of Greatness" seminar. As a thank you gift he sent me up some rice from a local organic grower. Much to my happy surprise, the Louisiana rice was impressively, uniquely, exceptionally deliciously flavor. So good that a little ways down the road we made the move to bring it up here to cook and to sell. If you like rice, you should most definitely make the effort to experiment with a bag of Kurt's rice.

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 that every other family in the area was doing. 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!"

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 violation of our natural human desires to respected, to believe in the work we're doing, to be believed in, 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 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."

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. I eat it because it's so darned good. 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 pretty surely with a wonderful perfume. Just about 25 minutes of simmering in boiling salted water and it's ready to go. Eating it is even easier still. 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! I could eat a whole bowl that way!

Kurt's "rice grits" are equally delicious. The same rice but broken into small bits so that it cooks up into a very lovely porridge. You can serve 'em for breakfast—they'd be great with a bit of Charles Poirier's traditional Louisiana cane syrup. Excellent as well served as a savory porridge, for a main course or a side dish, same as you would polenta or corn grits.

Ari

Both of these delicious rices are available at Zingerman's Delicatessen at 422 Detroit Street in Kerrytown!

# Ann Arbor's Family Learning Institute

The Family Learning Institute's core program provides free, one-on-one literacy and math tutoring to Washtenaw County 2nd-5th grade students from low-income households. Sessions take place after school and away from school to provide a safe, private environment where children can learn. FLI offers:

- Intake assessments to measure each child's baseline performance and identify the skills they should work on
- Individualized lesson plans for each child based on their intake assessment
- Private tutoring rooms to protect privacy and eliminate embarrassment
- Group writing and discussion sessions to foster writing and analytical skills, self-confidence, and classroom participation
- Follow-up testing to chart progress and refine lesson plans
- A lending library tailored to students' interests and reading levels
- A book giveaway program to build each student's home library and foster reading at home
- Summer programs to prevent summer learning loss ("backsliding") and prepare 6th graders for the rigors of middle school.
- Adult volunteer tutors ("coaches") who are paired with an individual student and trained by our professional teachers to deliver that student's lesson plan—a one-on-one teaching and mentoring relationship

## An FLI Success Story

David was in 3rd grade at Bach Elementary School when his teacher noticed he needed extra help; he was progressing slowly, not performing at grade level, and seemed distractible and insecure. Spanish had been David's only language until he was four. His mom, Xinia, speaks little English, and felt powerless to help. His dad, Julio, is working on his English, but is often busy with work. David's teacher recommended The Family Learning Institute, which has served many Bach families.

Founded in 1999 to address the gap in academic achievement between low-income and other students, FLI specializes in out-of-school, individualized, one-on-one, long-term academic intervention. Available at no cost to eligible families, FLI each year leverages its small cadre of professional teachers to train and deploy about 100 volunteers who serve as educational mentors. FLI also offers summer programs, outreach at schools and community centers, family literacy programs, and more.



Diane, David and Xinia at the Family Learning Institute

David was matched with Diane Amerman, a former Saline schools literacy tutor and current Zingerman's associate (David was also matched, for math, with longtime FLI volunteer Ken Kirkpatrick). "I am amazed by the passion and set up at FLI—the staff and other volunteers," says Diane. "The workspace is small, but runs flawlessly. Each shift is like a changing of the guard. The parents and kids know exactly what to do. My compliments to FLI's leadership and their passion. FLI is not what they do, it's who they are. FLI is very compatible with what's in my heart, and I'm thankful I found it."

Last year, David's lesson plan focused on vowels, which are so different from Spanish to English, and word endings. To increase fluency reading aloud, they practice reading silently first, a technique recommended by FLI's reading specialist; "then, the decoding is already done," Diane explains. Ken, meanwhile, is working with David on angles and story problems.

Diane loves being David's cheerleader, convincing him he can do it. David works hard, but doesn't always believe in himself. That has changed. "At school, I didn't really learn that much because the mornings I didn't catch up on math and I couldn't read with [his ESL tutor]," David observes. "Now I do a lot of reading at FLI. Last year I wasn't catching up. Then I caught up on a lot. Before, I needed someone to explain the instructions;

now I can just read them." Xinia adds that, before FLI, David didn't even want to try. Now, he tries, and he reads. And, his reading has helped him make faster progress in math and science.

David's parents now worry less about his schooling, while Diane is honored to work with a family so committed to education. Julio arranges his work schedule to read with David at bedtime, and David shares proudly that when they encounter a word they don't know, they write it down and translate it. Julio is always trying out books at the next hardest level, to challenge David. "David used to be more frustrated," he says. "He didn't want to go to school. His teacher at Bach pays more attention to him now. FLI and school come together. I tell David that, in time, he will be my teacher."

save the date!

Family Learning Institute's  
Eighth Annual  
Spelling Bee Fundraiser  
bee on board for Literacy

Friday  
May 2, 2014  
7:00 pm

Morris Lawrence Building  
Washtenaw Community College

the Family Learning Institute  
www.familylearninginstitute.org





## Muddy's Merchandising Makeover

How a fabulous little bake shop in Memphis, TN,  
became more fabulous with lessons learned from ZingTrain

Kat Gordon is the founder of Muddy's Bake Shop in Memphis, Tennessee. Kat sometimes wears her hair in unexpected and glowing shades of pink and purple. She is the only person I know who can carry this off with the grace and aplomb that she does. Having gotten to know Kat a little over the last couple of years, I have come to think of it as her bright, sparkling intelligence and joie de vivre escaping out of her head and into her hair! Kat has her own explanation for her hair color, and I would highly recommend that you make the time to visit Muddy's Bake Shop in Memphis to sample their delicious treats, check out a business that is as strongly based on its values as it is on flour, butter, and sugar and, of course, to ask Kat about her hair!

I recently interviewed Kat, veteran of many ZingTrain seminars, about her experience with all things Zing!

Here is what she had to say.

**Tell us a little bit about Muddy's. What do you do there?**

Muddy's is a bakery in Memphis. We make delicious home-style treats like cakes, pies, cookies, brownies, cupcakes, banana pudding, and coffeecakes. You know, the kind of food you go to when you want to eat your emotions!

We were recently named one of the best bakeries in America by *Travel + Leisure* magazine, and we work really hard to constantly be a better version of ourselves.

**What is it that you had heard about ZingTrain that made you think "I want to go!"?**

Everything. I especially loved that it seemed to be mostly brass tacks and how-to's, not 2 days of theory and teasers to "read the book and find out."

**What is the one thing you'd like everyone to know about ZingTrain? Worth. Every. Penny.**

**How did your relationship with ZingTrain start? How did it get hot and heavy (just kidding)? What made you want to come back?**

Oh the relationship is tooootally 'hot n' heavy'; if ZingTrain had a letter jacket, I'd for sure be wearing it.

My brother and I attended **Bottom Line Training®** my first Zing-inar, and we both just fell in love. There was so much REAL information! Great mix of people in the class, dynamic energy, and a ton of information, tips, and ideas to take home and put into immediate use. That more than anything had us both feeling that this was not only money

I've got my trusty ZingTrain marketing class binder under my arm. Y'all sent us home with so many bonus materials, written guides, and diagrams to reference after the class—it's a lifesaver! Also, I really loved all the hands-on time spent in the seminar. Doing exercises to determine great signage, write marketing copy, etc. really cemented the learning, and when I left I felt like I'd already started on the makeover.

*"ZingTrain note: All ZingTrain attendees receive a three ring binder as part of their seminar materials. It covers all the content that the trainers are presenting and is chock full of what Kat calls "bonus materials."*

**How easy was it to apply what you learned?**

First, I made a long term plan and a short term plan. Long term, I wanted some better fixtures and shelving to really make my retail area POP, but I also didn't want to use that as an excuse to not do the work and use what I learned. So short term, I just started practicing!

I whipped out my ZingTrain binder and got to work arranging my merchandise, making sure my shelves were full, and most importantly, getting some of my coworkers in on my new-found knowledge. We added some lights to the area and also spruced up our menus and our online product copy. It's an ongoing project for sure, but it gets easier and easier!

I'm really proud of our Christmas catalog this past year. Instead of just a menu, we did a full color, 8-page catalog of our special Christmas items along with gift ideas of items we sell, like locally made honey, aprons, tea towels, and coffee beans. We also helped pay for this sexy marketing piece by asking those suppliers to pitch in with a small product credit toward our next wholesale order—and it worked! The idea for the catalog originated in the marketing class and guess where the idea about supplier credits came from... Yes, the marketing class. Return on my investment right there.

**How easy was it to apply?**

Most of it is really easy! The class really focuses a lot on working with what you have, not going out and buying a bunch of stuff or redoing your store layout. The tips are mostly around writing good copy, arranging your product, and planning promotions—all totally doable at a variety of price points and sizes.

**What changes have you seen in response to the changes you implemented? In your staff? In your customers? In yourself?**

We've definitely sold more of our merchandise, and I've personally heard a lot of customers oohing and aahing over the area, some mentioning 'I've never noticed you carry x-y-z before' or 'is this product new?' The staff definitely seem to enjoy having a nicer looking retail area as well as clear expectations about how it should be stocked. I am just really proud of the area now.

*Gauri Thergaonkar,*  
ZingTrain Community Builder

Go to <http://zcob.me/tf> to check out Muddy's Marvelous Makeover.



Seriously, if I won the 50 million lottery, I truly think I'd just round up about 30 of my favorite business owners and give them all gift cards to ZingTrain-- and then maybe even fly them there and treat them to dinner at the Roadhouse. Oh! Or why fly when you can rent a party bus? Thirty small-business owners, the ZingTrain team, 1 two-day seminar, and a party bus road trip... That just seems ripe for a TV reality show.

**How did you hear about Zingerman's?**

I first read about Zingerman's in Bo Burlingham's book, *Small Giants* and was so inspired that I internet-stalked the business for quite a while before becoming formally introduced.

**And ZingTrain?**

While sleuthing and stalking, I, of course, found my way to ZingTrain on the Zingerman's website. Before I knew it "Attend a ZingTrain class" became an item on my wish list to save up for, and when I finally took one I couldn't believe it took me that long to actually attend!

well-spent, but that we wanted to come back for more.

This was only strengthened when we emailed a question weeks after the seminar and not only got a quick reply, but an invitation to continue the conversation and a few attachments of Zingerman's internal resources to use as a template. We were blown away by the generosity and enthusiasm of the ZingTrain group!

**You recently attended the Zingerman's Marketing Secrets seminar. What was it about that particular seminar that really stayed with you?**

My binder! When I head out into our retail area to implement the next phase of development, believe you me,

### ZINGERMAN'S MARKETING SECRETS

APRIL 7-8, 2014

Next session : October 2014

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

\$1250 per person, Go to [zingtrain.com](http://zingtrain.com) to register





# passover specials

Erev Passover is Monday, April 14



## Chocolate Orange Torte

A Zingerman's classic

We take a layer of chocolate cake made with matzo and ground almonds, flavor it with real orange oil, cover it in dark chocolate ganache and sprinkle it with toasted almonds. This 6" cake serves 6 to 10.



## Lemon Sponge Cake

A light and lovely end to any feast

We've baked up a modern twist on the traditional Passover sponge cake! We've dressed up this tasty holiday standard with fresh lemon zest and our own lemon curd inside and caramelized meringue outside. This 6" cake serves 6 to 10. Wheat free!



Passover specials are available throughout April at Zingerman's Bakehouse, Delicatessen or Roadhouse.



## Passover Baking

Sunday, March 23rd • 1-5pm

Together we'll make really great vanilla coconut macaroons, chocolate orange almond torte, and matzo! You'll leave BAKE! with everything you made in class, our recipes, and the knowledge to recreate them at home for many Passovers to come!

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



## PASSOVER FOODS AT ZINGERMAN'S DELI

Full menu online at [www.zingermansdeli.com](http://www.zingermansdeli.com)

First pick up is April 14, 11 am

We've been preparing and serving full-flavored Passover dishes since we opened in 1982. We make everything from scratch in our kitchen and use the best ingredients we can find. Over the years, our annual Passover menu has built up a loyal local following thanks to traditional dishes like our home-made gefilte fish (try it if you think you don't like gefilte fish!), mahogany eggs, and beef brisket. Call 734.663.3400 to order!\*

A few favorites on this year's menu:



### Seder Plate

Charoset, Mahogany Eggs, Fresh Horseradish, Roasted Lamb Shank, Passover Greens, Parsley and Matzo Crackers.

### Other Menu Highlights

Charoset, Fresh Horseradish, Chopped Liver, Jewish Chicken Broth, Matzo, Chocolate Orange Passover Tortes, Bakehouse Macaroons and more!

### Gluten Free Gefilte Fish.

Our handmade Gefilte Fish is made with freshwater fish, matzo meal, fresh eggs, sea salt and white pepper, then poached in fish broth. And, now they're available gluten free!

\*None of our Passover foods are kosher.

### Complete Seder Meal for 4

Choose from Roast Beef Brisket OR Whole-roasted Free Range Chicken with Housemade Golden Mashed Potatoes and Gravy, four handmade Gefilte Fish, Potato Kugel, and Passover Greens, Jewish Chicken Broth with Matzo Balls, and a 6" Chocolate Orange Passover Torte made at Zingerman's Bakehouse.

100% of the profits from our complete seder meal for 4 goes to foodgatherers!

To see the full menu, stop by the Deli or go online at

[www.zingermansdeli.com](http://www.zingermansdeli.com)

Order ahead at 734.663.3400

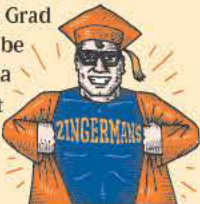


## Zingerman's Catering and Events

Leave Ann Arbor in good taste with Zingerman's Catering! Call 734-663-3400

## Graduation 2014

Zingerman's Catering is ready to create a memorable University of Michigan commencement party this May. From delicious deli trays to superior sandwiches, beautiful breakfast baskets to our Grillin' for the Grad package, you'll be able to fashion a full flavored feast fit for your parents, grandparents and friends!



Call 734-663-3400 to chat with one of our expert caterers. They can take care of all the details so you can focus on finishing up for the big day. One of our sales staff will ask all the right questions and walk you through your order in a flash. For \$25, our delivery drivers will bring the food to your door and help you get set up (but we also make pick-up real easy - you won't even need to get out of your car!)



## Roaster's Pick

### March Zambia Kaleya Valley

This coffee boasts super rich and earthy body, floral nose with hints of Earl Grey tea. Flavors of ripe bosc pear with a pleasant dry finish of walnut.



### April Burundi Dukore Ikawa

We love this bean for its notes of rhubarb, lime, and black tea and its crisp acidity.



## Sandwich of the Month

### March

#### Captain Rob's Portrait Pork

\$12.99

Porchetta is one of the products that we are bonkers about, but have only showcased a few times. Rolled in fennel and marash pepper, it's roasted and sliced thick - it's one of the most aromatically awesome house made products! Porchetta, hot mustard, and kimchi layered together on a grilled paesano roll.

### April

#### Storm of Shawarma

\$12.99

We had yet to try in our sandwich explorations the multi-dimensional crunchy - soft, spicy - meaty, sauce-packed and vegetable filled combination of the Shawarma! Ours is made with warm Amish chicken breast, spicy pickled carrots, tomato slices, lettuce, house made hummus and garlic aioli on grilled rustic Italian bread.



## Starting in April:

Buy 1, get 10% OFF

Buy 2, get 20% OFF

Buy 3 or more, get 30% OFF

Our annual olive oil sale gives you a chance to stock up on your favorite olive oils and get great deals on some that you may not have discovered yet. All of the 2012 harvest oils from Italy, Spain, France and California are on sale. Look for the 1-2-3 sticker and stock up!



Look for the 1-2-3 sticker and stock up!



# easter treats

Easter is Sunday, April 20



Call 734.761.2095 to reserve yours!

## Hot Cross Buns

4/17-4/20 only

A traditional treat on Good Friday, this soft, yeasted bun is made with a bit of potato (to keep the dough moist), raisins, currants, candied orange peel and decorated with an icing cross.



## Hot Cross Buns Class

Saturday, April 12th, 8am-12pm OR  
Saturday, April 19th, 1:30-5:30pm

Learn to make these traditional Good Friday treats at home. They are so yummy fresh from the oven and your family and friends will be so impressed you made them yourself!

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

## Somodi Kálacs (sho-mo-dee-ko-loch) every weekend in April

A traditional Hungarian Easter bread we learned to bake in a village in Transylvania on our trip there last year. This soft, golden loaf is made with fresh eggs and a sweet butter and cinnamon sugar swirl. The smell is amazing. The taste is even better. Enjoy it while you can!



## Marshmallow Bunny Tails!

Handmade marshmallows in two delicious flavors: raspberry and coconut. No off tastes from chemicals or flavorings. Just pure flavor from raspberry preserves or Italian coconut paste and toasted coconut. You could say they're from Italian bunnies! Each half-pound package contains both flavors.

## Milk Chocolate Peanut Butter and Jelly Fudge Eggs

Made with browned Kerrygold butter and whole Guernsey milk!

## Chocolate Almond Fudge Eggs

A NEW treat from candyman Charlie Frank with marzipan and chunks of toasted almonds

## Special Easter Chocolate Covered Peanut Brittle

For the ultimate Easter basket! Our fresh, crackly brittle dipped in luscious dark chocolate.

## Easter themed Zzang!® Bar 4-Pack

The perfect way to sample all four of our hand-made candy bar flavors

## Zzang!® Original

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

## Ca\$hew Cow™

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

## What the Fudge®

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

## Wowza™

Raspberry chocolate ganache, raspberry nougat and raspberry jellied candies.

## Easter Super Zzang!® Original

A foot-long version of the candy bar that Oprah said "puts the vending machine stuff to shame."



33% off

## march

### Conservas La Gondola

La Gondola has been producing some of the best tinned fish Portugal has to offer for almost 75 years. This month, we're putting everything they have on sale. Take home some of their sardinillas or mackerel for a classic Portuguese treat. Feeling a bit more adventurous? Try a tin of sticklebacks or sardine roe! Any and all of them can be a great addition to your next culinary journey.

Sardinillas in Olive Oil - \$5.25 (reg. \$8.00)

Mackerel in Olive Oil - \$5.25 (reg. \$8.00)

Stickleback in Escabeche - \$5.25 (reg. \$8.00)

Sardine Roe in Olive Oil - \$19.80 (reg. \$30.00)



## april

### Conservas Ramón Peña

When you open a tin of anything that Ramón Peña produces, you will realize before your first taste why they are considered the best that Spain has to offer. Whether it is tender sardines, colorful octopus, or velvety squid, everything is handled with great care in order to present you with a superior product. And, wait until you taste them!

Sardines with Padron Peppers - \$13.15 (reg. \$19.99)

Squids in Ink - \$13.15 (reg. \$19.99)

Squids in Olive Oil - \$13.15 (reg. \$19.99)

Octopus in Paprika Sauce - \$13.15 (reg. \$19.99)

Octopus in Olive Oil - \$13.15 (reg. \$19.99)

## ONLY AVAILABLE AT THE DELI

422 Detroit St. • 734.663.3354 • [www.zingermansdeli.com](http://www.zingermansdeli.com)



## CORNMAN FARMS

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 May 2014 we'll open our own pastoral event venue with a lovingly restored pre-Civil War dinner barn, farmhouse and grounds designed for weddings, bar and bat mitzvahs, family reunions, birthdays, anniversaries and hands-on educational tours!

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

## Host your event with us in our inaugural season!

For more info, email: [cornmanevents@zingermans.com](mailto:cornmanevents@zingermans.com) or call 734.619.8100

For regular updates, check us out on Facebook at: Zingerman's Cornman Farms







# Guided travel to the source of the food

For 32 years, Zingerman's has brought the best and most flavorful foods of the world home to America. Now, Zingerman's can take you to the source!

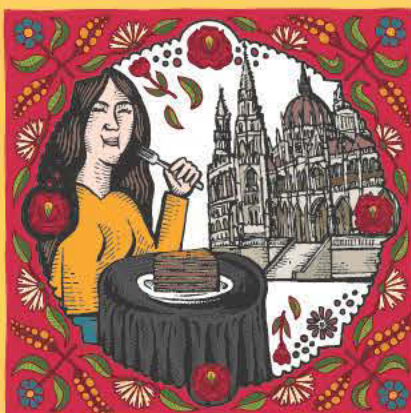
To have an artisan food maker invite you into her life, share her passion and traditions, then feed you the food you only read about in culinary journal. This is something few people get to experience in their lifetime.

"I'd recommend this trip to anyone. I had a great time...it's definitely something I could never have experienced if I had just gone on vacation on my own." —Kelly, Sicily 2009

Come see the world as Zingerman's does! We go behind the scenes in beautiful regions of the world that have really great traditional food. We visit producers of traditional artisanal foods in their homes and workshops. They and their families share their stories and teach us about the amazing foods that they make, and then feed us!

We pick unique, quality hotels with excellent service and stay for a few days. We aim to minimize travel time and allow enough time and depth to really connect with a place. We balance group time with free time.

Our meals are made of the freshest local, in-season ingredients, prepared in traditional ways for each region we visit. And on almost every tour we spend some time in the kitchen, learning how to prepare local dishes, so we can take the knowledge home with us.



We keep our group sizes small — only 12 to 15 guests depending on the tour, and there are always one or more Zingerman's tour leaders to make sure of your comfort. Our guests are of a very wide age range, come from all parts of the U.S., and share a love of exploring, of learning about a place and a culture through the food, and, of eating really great food!

Your travel experience with us will deposit you home with an understanding of the historical, cultural, and food uniqueness of the locale, your head full of the images of the people and places you have visited, where you've learned about the food and eaten your fill.

*Jillian & Eph*

## Upcoming Tours

### Hungary May 18-28, 2015

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

### Tuscany Oct 3-12, 2015

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

Log on for more information about all of our tours and to sign up for our e-news. Call or email any time or find us on Facebook. We'd love to hear from you!

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



## a tale of two townies (and how they ended up at Zingerman's)

Eric Olsen, our social media manager, and Josh Pollock, manager of the Bakehouse bake shop, both grew up in Ann Arbor and ended up working at Borders. Following that, they landed at Zingerman's and sat down together to discuss living and working at two local icons.

**Eric Olsen: What's your background?**

**Josh Pollock:** I grew up in town as a faculty brat. My dad was a professor at the UM School of Engineering. I went to Newport, Forsythe and Pioneer. After high school, I was ready to get out of town, so I left for about 10 years and during that time is when Zingerman's really established itself. I lived in NYC for a couple years and had a lot of great food experiences there, including going to all the classic Delis like Katz's, the Carnegie Deli, the Second Avenue Deli and some of the great old kosher dairy restaurants there, too. When I came back to visit a couple of times, I visited Zingerman's Deli and it was great to get that high-quality corned beef sandwich right here in Ann Arbor.

**EO: What was your first sandwich at the Zingerman's Deli?**

**JP:** I'm pretty darn sure it was hot corned beef on rye with mustard.

**EO:** Okay, so I was born here at UM hospital. I went to Wines, Forsythe, Pioneer and Community. In fact, while at Community, we used to go to the little store on Detroit St. that eventually became the Deli. We also used to go to Kerrytown for lunch at Kosmo's. I was first exposed to a Reuben sandwich on trip somewhere with my family, and I really liked that sandwich. When the Deli opened back in '82, they immediately

had a reputation for great sandwiches, so I had to give them a try. And there at #2 was the Zingerman's Reuben. I'd never tasted one quite that good, quite that BIG--

**JP:** (laughter)

**EO:** So, I was a regular customer and fan for the next few years. Moved to San Francisco, came back after a few years and Zingerman's was doing better than ever and it was really nice to stop in and say hello. Moved to Washington DC, came back. Zingerman's always made returning to Ann Arbor really nice, you know?

**JP:** Yeah.

**EO:** So many things in Ann Arbor have changed. It was nice to see that Zingerman's was not only still there, but had grown considerably.

**JP:** It's one of the things you do in Ann Arbor. You've got your list of things, and going to Zingerman's is on almost everyone's.

When I came back to Ann Arbor permanently in the early 90s (I'd been working publishing in NYC), and I was attracted to working for Borders because they had a passion for books, and they had great bookstores. And at that time, Borders didn't really consider itself a chain, they considered themselves a collection of fine bookstores, and that was the line.

**EO:** I remember!

**JP:** When Borders came to an end, I was really looking for something that had a lot of the same attributes that existed in the early Borders. A passion about what they did, a desire to do it incredibly well, and culture that really supported giving great service and being the best at what you did.

And this is what's made Zingerman's such a nice fit. Like the early days of Borders, they know exactly what they want to do. Instead of chasing the money, they've concentrated on chasing the three bottom lines: great service, great food, and great finance.

**EO:** I was attracted to working for Borders for the same reasons you mention above. And I love to read, so it was hard to imagine a more perfect job!

I was a legacy staffer at Borders, as my mother worked for Tom and Louis Borders at the old State St. store back in the 1970s. It was very much part of the fabric of Ann Arbor. When they became successful, it felt like our great hometown bookstore had caught on and that was a pretty neat feeling.

I had a long and fun career at Borders. And, as you said, for a time Borders and Zingerman's really resembled each other in terms of culture and passion and service.

So, after that ended, I wanted to work for another organization that really mattered to me. I wasn't sure I'd ever be able to have that sort of experience again. It was sort of a high-water mark with regard to quality of work life. And, lo and behold, I found it all these years later here at Zingerman's.

**JP:** Yes, yes! Managing the bake shop, I see a lot of the same things I used to see managing the Borders downtown. You see a lot of people you know. You see their parents!

**EO:** (laughter) Yes!

**JP:** You hear from everyone you know about every detail of their experiences at every one of the Zingerman's businesses! It's a lot of fun and it's also a lot of responsibility, because

you have to carry the banner. And it's a great banner to carry and the company makes it very easy to do. It's a great place to be because just as with Borders, you get to know people and their tastes, and you can personally recommend a book. It's the same thing with food.

**EO:** Absolutely!

**JP:** So when something new comes in, some new Hungarian dish, you can say "You've got to try this" and to see the look on their faces when they make that food connection. You watch their face light up as they get it, and that's so exciting.

**EO:** It is! If you grew up in Ann Arbor, you have a unique relationship with a large percentage of your clientele. These are friends and neighbors, the people you know and so I think there's a heightened sense of responsibility. I'm going to see this person again soon, and I can't just not give my best because...

**JP:** They're gonna tell my parents!

**EO:** (laughter) Right! And so there's that personal investment in the people who come into our businesses. I feel like I'm recommending something that I love and I have no qualms about doing so. I mean, for YEARS, I recommended Zingerman's before working here, so it's been a pretty seamless transition.

**JP:** There's something here for everyone, and chances are if we make something you like it will be among the best, if not the best, you've ever tasted. We've had people who say they don't like something, they try our version, and they like it. That's exciting.

And now, I must get back to my Sólet!

**EO:** Mmm, Sólet!



# What's Bakin' at

**Zingerman's  
BAKEHOUSE**

## 9 Reasons to Visit The Bakehouse On Sunday

1. Because we're open! 7am-7pm too!
2. Plentiful free parking. (Everyday, really.)
3. Be a Sunday morning hero & bring home breakfast.
4. Obama Buns! Pecan sticky buns we only bake on the weekends.
5. NEW strata, served hot only on Sunday mornings.
6. You might score some sôlet (a.k.a. cholent) from the case for lunch.
7. Pick up soup & bread for an easy Sunday dinner.
8. A Sunday splurge, krêmes for dessert.
9. Our smiling staff would love to see you. That's everyday too!
10. Craquelin – our newest bread!



## special bakes

Irish Brown  
Soda Bread  
Mar 1-17



Chernushka  
Rye Bread  
Mar 28-29



Black Olive  
Farm Bread  
Apr 11-12



Olive Oil Cake  
Mar 7-8



Somodi Kálacs  
cinnamon swirl bread  
every weekend  
in April

Hot Cross Buns  
Apr 17-20

Green Olive  
Paesano Bread  
Mar 14-15



Barches  
paprika egg bread  
Apr 4-5

Tsoureki  
Greek Easter egg bread  
Apr 19-20

Loomis Bread  
Mar 21-22



Pumpernickel  
Raisin Bread  
Apr 26-27



## Michigan Wheat & Rye

All good things take time!

For many years we have been working to source more local ingredients to bake with. On some fronts we have been successful, on others not so much. You might be surprised to know Michigan grown and milled flours for baking are very hard to come by. I guess the story of using Michigan grains in Bakehouse breads started with rye four years ago. Back then, we joined up with the Moore Family Farm in Elsie, Michigan about 100 miles away from the Bakehouse. Phyllis Moore agreed to sell us some of her family's rye and we would see if we could use it in our baking. We bought a few hundred pounds in 2011, tested it and happily found it worked in our recipes. We were determined and inspired to expand on our project. So in 2012, we asked Phyllis for several thousand pounds of rye. This quantity enabled us to



nearly go the entire year with every loaf of our traditional Jewish Rye bread having 25% of it's rye grown in Michigan. This past year, we committed to more rye and our hope is that we will be able to have every loaf of rye bread baked this year have 25% of its rye come from the Moore Farm in Elsie. In addition, our Vollkornbrot loaves will be entirely made with Michigan rye!

Nearly all of the rye flour that we use at the Bakehouse is "medium rye", a term that describes its grind and indicates that some of the rye bran has been sifted off. When we purchase rye from the Moore family we have it milled as "whole rye" and as such are only able to substitute 25% of what normally goes into our traditional Jewish Rye. This substitution adds a great deal more flavor and integrity to the loaf – adding any more compromises the loft and necessary size of the loaf.

We have more exciting bread news. In March 2014, for the first time in our 21 year history, we'll be making our signature Farm Bread entirely with Michigan grown wheat flour. Wondering how that could be? While we live in a state of incredible agricultural production, Michigan has not really produced wheat for bread production since the late 19th century. Since then nearly all of the wheat grown has been targeted for pastry and cake production, a lower protein and "softer" wheat. We were lucky to cross paths with Phil Tocco, from MSU about 4 years ago and he has helped con-

nect us with farmers in Michigan who were willing to take a chance on growing varieties of wheat that we could bake bread with. We got enough flour from the 2011 growing season to bake a few dozen test loaves, and then from the 2012 season to bake a couple of hundred loaves. Then this past year Phil found a farmer about 85 miles from the Bakehouse who grew enough wheat for us to make about 8,000 loaves of our Farm Bread. We had this wheat milled into bread flour.

In addition to working with Phil from MSU, I met Ron Doetch from Solutions In The Land and Patrick Judd from Conservation Design Forum to discuss growing wheat for the Bakehouse bread production. We had been unable to connect with farmers willing to grow wheat for us during the 2012 season but continued to meet and last year managed to get a couple of farmers to plant some hard red wheat for bread making. While the wheat planted in Washtenaw County was eventually plowed under (because of the weather conditions this past summer), we were able to get 8,000 pounds of whole wheat flour from the Ed Heinze Farm in South Haven, Michigan. This will be used in our Country Wheat bread.

It's been a long process, but it's worth it. We're looking forward to you all enjoying these truly Michigan made loaves of bread in March.

Frank Carollo, Bakehouse founder and co-managing partner

Frank

## Bread of the Month



**March**  
**Farm bread**

Imagine sitting around a French farmhouse table waiting for dinner to be served—this would be the bread they'd bring out.

**\$4.50 a loaf this month**  
(reg. \$6.25)



**April**  
**Paesano bread**

Pass this bread it around the table for ripping and dipping in great olive oil, soup or pasta.

**\$4.50 a loaf this month**  
(reg. \$6.25)

## Cake of the Month

20% off!



**March**

**Boston Cream Pie**

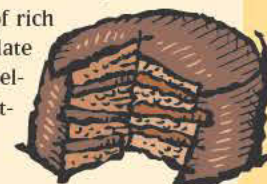
In spite of its name Boston Cream pie is a cake and the official dessert of Massachusetts, in fact. Ours is two layers of moist vanilla chiffon cake, filled with fresh vanilla bean pastry cream, covered in vanilla butter cream and dark chocolate ganache. Take one bite and you'll know why it has a whole state and Bakehouse regulars so devoted to it.



**April**

**Hunka Burnin' Love Chocolate Cake**

A Bakehouse classic that our customers have been in love with for years. Who can resist layers of rich buttermilk chocolate cake covered in Belgian chocolate butter cream?



you really *can* taste the difference!

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