

Zingdish!

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

Zingerman's
DELICATESSEN

422 Detroit Street • 734.663.3400
www.zingermansdeli.com

Call 734.663.3400

or go to events.zingermanscommunity.com
to reserve your spot!

29th Annual Paella Party on the Deli Patio

Sun., Sept. 7 • 11am-2pm

Paella Presentation at noon:

The show is free — the Paella is sold by the pound

Our 29th annual September celebration of the fabulous foods of Spain culminates (as it always does) with a two-grill Paella showdown on Zingerman's Deli Patio. There will be a special Paella presentation at noon, then Chef Rodger and crew deal the goods, serving up three kinds of traditional Paella: Chicken/Chorizo, Seafood, and Vegetarian, all grilled over Mesquite right before your eyes. Those in the know will be lined up for the Padron Peppers.

A Chocolate Tasting with Shawn Askinosie

Wed. Sep. 17 • 6:30-8:00pm • \$35

Zingerman's Events on Fourth
415 N. Fifth Ave in Kerrytown

Shawn Askinosie is our favorite criminal defense lawyer-turned-chocolate maker and we welcome him back to the Deli with open arms! Shawn is a leader in the industry for his chocolate, his packaging, and his business model, which includes directly sourcing cocoa beans and gainsharing with the farmers. Join us as Shawn shares his story and guides us in a tasting of his bean-to-bar chocolates. Sign up early—this tasting always sells out!



Zingerman's 8th Annual Halloween Hootenanny

Thursday, October 23rd, 4pm to 7pm
Zingerman's Delicatessen

The Hootenanny is a fall-themed, Zingerman's style celebration for kids. A fun evening of Halloween treats and activities! There will be Pumpkin Drawing, Kooky Cookie Decorating and more! Whether you're meeting to share costumes and a play date or just stopping by on your way home from school, we welcome you to stop by and play for a while! You'll enjoy music and complimentary snacks as you participate at your own pace. And don't worry about dinner that night; we'll have a tasty hot dog dinner, along with cider & donuts available for purchase. Costumes are not required, but they are encouraged!



Zingerman's
Cornman
FARMS

8540 Island Lake Road, Dexter • 734-619-8100
Reserve a seat: events.zingermanscommunity.com

Tour Cornman Farms! \$20/person

Enjoy a fascinating introduction to Cornman Farms' rich history, agricultural projects and humane raising of animals. We'll even throw in a taste of one of our seasonal vegetables!

September 4, 6-7:30pm	October 9, 5:30-7pm
September 10, 6-7:30pm	October 15, 5:30-7pm
September 19, 6-7:30pm	October 20, 5:30-7pm
September 25, 6-7:30pm	October 27, 5:30-7pm
September 29, 6-7:30pm	

Rum-ember Cocktail Class Monday, September 15, 2014 7:00 pm - 9:30 pm • \$55

Modern-day distilled rum dates from the mid-1600s, although beverages made from fermented sugar have been around for centuries longer. We will discuss the history of rum in the Caribbean and colonial America and its evolution into the many variations of rum we enjoy today.



Zingerman's
creamery

3723 Plaza Drive • 734 929 0500
www.zingermanscreamery.com

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

September 7 • October 5

Join our cheese and gelato makers for an hour-long adventure as we transform local milk into delicious cheese and gelato. You'll watch our fresh mozzarella stretched into shape, taste our cow's and goat's milk cheeses while our staff explain the cheese making process, and sample our delicious fresh gelato. After the tour, make time for tasting our selection of American cheeses and provisions, as well as house made gelatos and sorbets in our cheese shop.

Michigan Wine Tasting with Left Foot Charlie

Fri., Sep. 5 • 6-8pm • \$45

Winemaker Bryan Ulbrich has been in the business since 1993, starting out as a low-level, part-time employee. He soon realized that this career was much more appealing than his intended Political Science major, and pursued a winemaking apprenticeship. In 2004, he was given the opportunity to purchase a failing local vineyard. He and his wife Jennifer successfully harvested a small crop that year, producing a single dry Riesling, and Left Foot Charley was born. Now based in the former Northern Michigan Asylum for the Insane, Left Foot Charley has teamed up with local growers to produce some of Michigan's finest wines. On Friday, September 5, 6pm, we'll pair some of our great house made cheeses with selected flights of Left Foot Charley wines. Please join us!

BAKE!
Zingerman's BAKEHOUSE

3723 Plaza Drive • 734.761.7255
www.bakewithzing.com

German Breads

Sat. Sep. 27 • 1:30-5:30pm • \$100

Learn to bake Dinkelbrot, a spelt bread that has quickly become a Bakehouse favorite, and Vinschgauer, a spicy mountain roll delicious with ham and cheese.

NEW Dinner Series:

British Isles

Fri. Oct. 17 • 1-5pm • \$125

Make Guinness beef stew, baps (a dreamy dinner roll), and classic shortbread cookies. Go home with dinner for 4!

BAKE!-cation,

Pastry Weekend

Sat & Sun, Oct. 25 & 26 • 8am-5pm • \$500

We'll make our favorite pastries including scones, pies, cinnamon rolls, croissants, angel food cake, and pound cake. Also includes breakfast and lunch each day.

See the full schedule
& register for classes
at www.bakewithzing.com
or call 734.761.7255

Zingerman's
roadhouse
Special dinners

For reservations to all events
stop by 2501 Jackson Rd.,
call 734.663.3663 (FOOD)
or go to events.zingermanscommunity.com

Cornman Farms Pepper Dinner

Tue., Oct. 7, 7pm • \$65 / person (price includes tax and gratuity)

Continue the celebration of the harvest from Cornman Farms with our fall Pepper Dinner! This dinner features numerous pepper varieties (including our favorite, the Hinkle Hat) straight from the farm, and Chef Alex will be cooking with peppers in each course of this meal. While we will feature the pepper, you can also expect to see many other Cornman vegetables make their way on to the menu.



Michigan Cheese Tasting

Fri., Sep. 19 • 6-8pm • \$30

Zingerman's Creamery is very pleased to welcome special guest cheesemakers Ben Tirrell, of Tirrell Farmstead Specialties in Charlotte, MI., and Madeleine Vedel of Idyll Farms in Northport, MI., as we highlight (and taste!) some of the very best cheeses that the Mitten State has to offer. Ben specializes in raw milk sheep cheese, while Madeleine's farm focuses on French-style goat cheese. Stop in on Friday, September 19, 6pm to hear what these cheesemakers have to say about the great state of Michigan cheese.

Cheese Mastery Class: Styles of Cheese

Sat., Sep. 27 • 1-4pm • \$50

Join Creamery managing partner Aubrey Thomason for the second class in a series exploring the foundations of cheese. In this session, Aubrey will discuss the wide and varied spectrum of cheese styles. The French say there are just five, while others claim as many as seven distinct cheese styles. Join us on Saturday, September 27, 1pm as we talk technical terms, taste examples of the various cheese styles, and generally learn as much as we can about the wonderful world of cheese.

Vander Mill Cider Tasting

Fri., Oct. 3 • 6-8pm • \$45

Michigan is fast becoming known for its great selection of delicious hard ciders, and Spring Lake's Vander Mill is one of the best. Sourcing fresh apples from nearby Dietrich Orchards in Conklin, MI., Vander Mill presses only the highest quality Michigan fruit into their award-winning hard and sweet cider. Each bushel of apples is hand-sorted, and washed. Vander Mill original Hard Apple, Blue Gold, and Totally Roasted ciders are never pasteurized and no preservatives are used. We'll be sampling these terrific Michigan ciders on Friday, October 3, 6pm, along with pairings of great Creamery cheese. Get your cider on!



American Cheese Tasting Fri., Oct. 17 • 6-8pm • \$35

Join Zingerman's Creamery on Friday, October 17, 6pm, as we celebrate Award-Winning American Cheeses! We'll taste our way through a wonderfully varied collection of the winners of the American Cheese Society Competition over the past few years. From three-time Best in Show winner Pleasant Ridge Reserve, to our very own Detroit Street Brick, we'll see why the American cheese industry is producing some of the best fermented curd available. Don't miss it!

Cheese Mastery Class: Lactic Sat., Oct. 25 • 1-4pm • \$50

Join Creamery managing partner Aubrey Thomason for the third class in a series exploring the foundations of cheese. In this session, Aubrey will talk about the simplest (and most difficult to master!) form of cheesemaking: lactic cheeses. Lactic cheeses are made using little or no rennet to help firm them up. Instead, the lactic cheesemaking process relies on the natural progression of milk lactose into lactic acid, which then binds the proteins together to form curd. This process takes much longer, but the results can be stellar. This is the process that gives both Cream Cheese, as well as our delicious Lincoln Log. Join us on Saturday, October 25, 1pm, as we discuss the chemistry behind lactic cheese, and tasting the various cheeses made using this process.

Call 734.929.050

or go to events.zingermanscommunity.com
to reserve your spot!

Zingerman's
COFFEE
COMPANY

3723 Plaza Drive
734.929.6060
www.zingermanscoffee.com

Comparative Cupping

Sun. Sep. 14 • 1-3pm • \$30

Sample coffees from the Africa, Central and South Americas, 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 tour of the world of coffee.

Brewing Methods

Sun. Sep. 21 or Sun. Oct. 19 • 1-3pm • \$30

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

Coffee and Food Pairing

Sun. Oct. 26 • 1-3pm • \$40

You may be familiar with wine and cheese pairing, but why not a coffee and food pairing? Here at the Coffee Co, we'll be taking some of our favorite coffees and tasting them with some foods to find the best combination. Great for the coffee and food connoisseur who wants to try something different. Class is limited to 10 people, so sign up quick.

Reserve your spot by calling 734.929.6060
or go to events.zingermanscommunity.com

you really can taste the difference!™

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OLIVE OIL

four strange but savoring centuries

I love good graphic design, especially the old stuff. And the seventy-five-year old (or so) label I'm looking at as I write this qualifies on both counts. For me, commercial art like this is the province of all people—everyone can look; it comes free with the can. As Robert Henri wrote in *The Art Spirit* back in 1923, "Art, when really understood is the province of every human being."

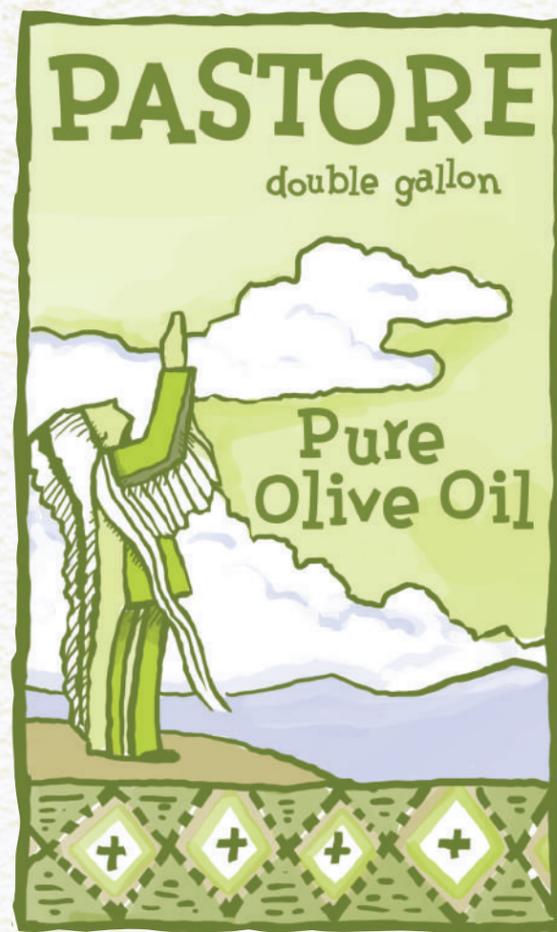
The label really is beautiful piece. It was produced for the Pastore Olive Oil Company, whose name is boldly emblazoned in red lettering across the top. Right below the brand name, the label states that the can contains a "double gallon," and below that, in parenthesis and translated into Italian: "Doppio Gallone." In the designer's creative license the sky is green—I assume, to evoke the color of olive oil—with stylized clouds floating across the top of the can. At left, a Native American elder stands on a crested butte, arms outstretched, palms held open, eyes looking up. Reinforcing the Native look, the designer placed a two-inch wide bead-like band of patterned green, yellow, red, and blue that stretches across the base of the tin. Native design in Anglo artwork was not uncommon at that time. As one well known architectural website explains, "Shapes and decorations inspired by Native American artwork were among the archetypes of the Art Deco lexicon."

That's my literal take on the label. Of course, like all good art it inspires imagination. As Henri writes, "a picture . . . sends out agents that stimulate a creation which takes place in the consciousness of the observer." At an idealistic, fantastical level it gets me thinking. The label could be, one might reasonably conclude, a mid-20th century representation of the North American origins of olive oil, taking us back to a more pristine era when olive oil was so pure that the term "extra virgin" wasn't even needed. A time when nomadic tribes of Native American people could access oil by simply taking olives off some nearby Northern California tree and pressing them on flat stones just before supper. I imagine some of them kicking back after a long day in the high Sierras, roasting a freshly killed buffalo after marinating the meat in olive oil, wild berries, and herbs, the whole tribe gathering slowly around the fire in anticipation of enjoying a fantastic meal. The man on the label does look, to my layperson's eye, like a chief, or certainly some sort of spiritual leader—I assume he was supposed to be praying to the gods for a good olive oil harvest. Since *pastore* means "leader" in Italian, this must have been a tribute to top-notch oil, oil fit for a chief, oil that Ojibwe elders or Comanche *cognoscenti* would surely have been eating.

All of which is a wonderful tribute to the origin of olive oil in the Americas as I would romantically love it to have been. Unfortunately, my fantasy has the story all wrong. It's a beautiful depiction, but it's complete fiction. While Native American peoples have been living, cooking, and eating on the continent for thousands of years, olive oil has been here only for the last four hundred. The 1930s and 40s, when this label design was created, was probably a low point in Native American history. Their destruction by European settlers meant that conflict had pretty much ceased, which somehow seems to have made it

safe to begin the use of Native American images like this one in commercial art. Italians like the Pastore family, on the other hand, are relatively recent arrivals in the U.S., a good number emigrating in the second half of the 19th century, with the majority arriving in the first few decades of the 20th.

More realistically, what the label does tell me is that there must have been a pretty good-sized Italian community in the central valley of California in the 1930s. People who don't eat a lot of olive oil don't buy "double gallons," and people who weren't from the Mediterranean would never have used that much in a year, let alone the month it might last before it went off. A good number of those Italian Americans must have been relatively recent immigrants, or second generation at latest. Why else would the designer put Italian on the can in parenthesis? *Pastore* meaning "leader," I assume it was either the name of the founder, or meant to get consumers to consider the product a leader in its field, or maybe both. It's likely the Pastore's product was sold primarily in one of the many Italian groceries that had opened across the U.S. in the 20s, 30s, and 40s. I'm also guessing that the immigrants must have been fairly intent on assimilating and becoming "American." Why else would you put an image of a Native American on your label?



Four Levels of Learning

After we started ZingTrain in 1994, one of the first things that Managing Partner Maggie Bayless developed was the idea of four levels of learning. The concept goes like this: the first level is listening (or, in the moment, here, "reading"). The next level up is reflecting: taking a minute or two, or a few hours, or even days, to process what one has learned, and to think then about how it relates to what we already know and are currently doing. The third level is what we call assimilating and acting: taking what one heard and reflected on, and then putting that learning into action. The fourth and highest level of learning for us is teaching (or here, in the moment, writing). Teaching is at the top, quite simply, because in order to teach a subject with any modicum of skill, we have to really learn it at a much deeper level.

The veracity of Maggie's learning model was reinforced for me for about the 898th time a few months ago when I was asked to do a keynote at a conference on olive oil. The subject I was assigned was something along the lines of "The History of Olive Oil in America." I accepted happily. After all, Zingerman's has been a big part of olive oil in the U.S. for over thirty years now. Back in '82 when we opened the Deli, extra virgin olive oil was almost unheard of in the U.S.; today, it's everywhere. And it's a huge part of what we do here at Zingerman's—five or six-dozen different and delicious estate-bottled extra virgin oils populate a very significant portion of our shelf space. We teach olive oil classes, we write about it, and we sample olive oil in the store like crazy. Through Zingerman's Mail Order, we ship a lot of it to food-loving clients around the country. And we use very large quantities of olive oil—all extra virgin—in the kitchens at the Deli, Bakehouse, and Roadhouse.

At least, that was my initial reaction. Then reality set in. It was only a few weeks after I'd gotten the invite when I realized that I was actually anything but ready for the talk. While I had a solid first-hand sense of the last thirty years, I realized I knew only a small bit about olive oil's previous history on our continent. And I realized that if I didn't get my act in gear before the conference, I was going to embarrass myself in front of my peers. All of which (as it has so often in the past) led me into fourth level of learning, which is teaching.

The good news: as a history major, I know all about studying history. And I do love to learn. The deeper I dive into a subject, the more I excited I get about the material, and the more I want to learn about it. While I know that the most important part of great olive oil is the opportunity to put some on your pasta, tomatoes, or toast. For me, knowing the story behind the food makes the eating experience far more interesting. At some level, it actually tastes better too. I agree with Robert Henri's observation, "There are moments in our lives, there are moments in a day, when we seem to see beyond the usual. Such are the moments of our greatest happiness. Such are the moments of our greatest wisdom. If one could but recall his vision by some sort of sign. It was in this hope that the arts were invented. Signposts on the way to what may be. Sign-posts toward greater knowledge."

11 EXCELLENT WAYS to eat OLIVE OIL

Given my dark skin and my high rate of olive oil consumption it would be a reasonable assumption that my family background was from the Mediterranean, not the chicken schmaltz setting of Eastern Europe. Honestly it's the rare day that goes by that I don't eat great olive oil. I can't really imagine life without it. Just writing about it here is making me hungry!

1) Olive oil and bread

Perhaps the most comforting food I can conceive of. Great bread from the Bakehouse toasted (or better yet, grilled), and then topped with a generous dose of great extra virgin olive oil. Add a pinch of sea salt if you like, or really anything.

2) Olive oil and pasta

I suppose this is another form of the same thing though I think of them as totally different. Just-cooked artisan pasta, quickly drained and then dressed with great olive oil, a good bit of freshly ground pepper, and a pile of freshly grated Parmigiano Reggiano really can't be beat!

3) Olive oil and fish

A wonderful extra virgin olive oil poured atop freshly cooked fish is truly fantastic!

4) Olive oil on Salad

Of course! I eat a salad pretty much every evening! Tomatoes, lettuces, any fresh vegetable will be wonderful dressed with great oil, a bit of aged vinegar, some sea salt, and freshly ground pepper.

N A M E R I C A

of planting & pressing & prognostication

Having One's Way with History

Like the vast majority of Americans of my era I knew pretty much nothing about olive oil growing up. Outside of those whose families immigrated from somewhere in the Mediterranean, olive oil was relatively unknown in the 1960s. My only experience of it as a kid was when my mom put some into her "spaghetti sauce," a recipe she'd learned from "Rosie, the Italian woman who lived upstairs in our apartment building." I doubt that the oil my mother was using was very good and I doubt she used it very much of it. In truth I can't even tell you what it tasted like. I just know she added it the sauce. I couldn't have even imagined bruschetta, as the garlic bread we made to go with the spaghetti was made with butter.

My next encounter with olive oil came when I started to work in restaurants in Ann Arbor in the late 70s. I know we had some in the storeroom, but it was hardly a major contributor to our cooking. It came in gallon (never "double gallon") cans from our big food service distributor. I can't remember the brand, but knowing what I do now, I don't think that oil was very good either.

And then, on March 15th of 1982, Paul and I opened Zingerman's Deli. 1300 square feet, 29 seats, 25 sandwiches, two staff members, some good friends to help out, and a handful of curious customers. Olive oil? It didn't have much to do with corned beef and chicken soup, but our focus then, as now, was on full-flavored traditional food. So, just as we would today, we sought expertise from others who seemed to know much more about it than we did. One morning we hopped into Paul's car and drove down to Gonella's on Oakwood Blvd. in Detroit, about 40 minutes east of Ann Arbor.

Best I can tell, Gonella's opened up in the 1930s. It was another in a wave of Italian food shops that opened in the early decades of the 20th century wherever there was an Italian immigrant community. For the most part, they sold to other immigrant families, all of whom had a much better sense of olive oil—both emotionally and culinarily—than either Paul or I could possibly have had at the time. Thinking back, I can only imagine what Ray Gonella thought—two guys showing up from Ann Arbor wanting to buy olive oil to sell in a Jewish deli?

Of course, as any good merchant would, Ray sent us home with a couple of cases of Pope brand extra virgin olive oil. I can't remember exactly what the label looked like, but I know the tins were bright yellow. The label said it was "packed in Italy" but I have no clue from which region of Italy the oil inside the can actually came from. I had no knowledge of who made it, or what the story was (I do now—stay tuned). I didn't even know enough to wonder what varietal of olive was used, how the olives were picked, or when and how they were pressed. I'm pretty sure there were no Native Americans on the label. All I knew was it was extra virgin, which was generally acknowledged, then as now, as being the best. And Ray Gonella had recommended it. Back in 1982, that was enough for me.

My next experience with good olive oil came later that year when my good friend Maggie Bayless (yep, the same one who started ZingTrain), bought me a tin of Old Monk olive oil from France for my birthday. It was much different than the Pope; lighter, but more interesting, more olive-y in flavor. We started carrying it soon after and we stocked it for many years. The label said it came from Provence, the olive-producing region in the south of France. Packed into white tins with, as I recall, a black ink line drawing of the profile of an "old monk" in the center of the tin.

But going back four hundred years . . . What follows is a sizeable chunk—though not all—of what I learned about olive oil in North America. Along the way there are many of Mr. Henri's signposts. Each propelled me deeper into the history of olive oil on the continent. The learning, as it always does, made me happy, wiser, worked up in a good way. Like good olive oil, good knowledge leaves me wanting more. It's a great story, and one that actually ends, rather than begins, with Native Americans.

The Priests

While the Native American chief on the Pastore label was a creative product of an artist's imagination, Popes and Old Monks actually had a lot to do with olive oil and its arrival in the Americas. To be clear, olives came to the Americas as part of what is now known amongst food historians as the Columbian Exchange—tomatoes, potatoes, chile peppers, corn, vanilla and chocolate (to name just a few) went from the Western Hemisphere to Europe; horses, pigs, cows, sheep, and olives, among other things, came across the Atlantic to the Americas. The first record of olive tree arriving was in 1497—five years after Columbus set sail from Spain. Records show that in 1503, Father Valencia planted series of trees in Mexico City. In 1520, royal Spanish records show that 250 living olive trees and 1200 cuttings were sent out from the town of Olivares near Seville to New World outposts in Cuba and Hispaniola. Ridgely Evers, who started growing his own trees and producing oil in Healdsburg, California in 1982, believes that the original trees were grown from seed. "The ocean voyage was too long for trees to survive at that point. So it has to have been seed."

Between 1769 and 1833 the Spanish built 21 missions extending up the California coast. The two primary purposes of the missions were religion and commerce, to convert the natives to Christianity and, in the process, provide the Crown with a bigger pool of tax-paying citizens to enrich the royal coffers. As Judith Taylor writes in her excellent book, *The Olive in California*, "Colonies were to be exploited for raw materials but not allowed to manufacture anything, for fear of diluting the monopoly of the merchants back home." To become citizens the Native Americans were required to learn Spanish, master Christian ways, and European vocational skills. I suppose some of the Native people gained their approval from god by working with the olive trees that had been planted. Many had no choice, as the European settlers enslaved a large number.



When it came to agriculture and food, the Franciscans, like most colonists in the world, simply set out to (a) reproduce what they knew from home, (b) meet the expectations of those in charge at home and (c) most importantly, simply survive. Olive oil was essential, not just for cooking, but for lighting, the spinning of wool, and for soap. Perhaps most importantly for a priestly order, it was needed for the chrism, a specially scented consecrated anointing oil used to seal baptisms and other sacraments.

The first olive oil in North America was produced at the Mission at San Diego del Acala in about 1800. Father Fermin Lasuen mentions oil from the San Diego mission in an 1803 report to his superiors. The olives—what we now know as the Mission variety—were ground in an old stone press powered by burros, as it would have been then in Spain or anywhere else in the Mediterranean. The mash was packed into cloth sacks and then pressed with an old style screw press. There were no labels for me to take note of as the oil was never sold, only used

5) Olive oil and cheese

In particular fresh cheese, like the fresh goat cheese from the Creamery, or fresh ricotta (from Bellwether Farms) are great. The aged Manchego, and barrel-aged feta are almost as good.

6) Olive oil on beef

I learned this one in Florence many years ago. A great piece of steak, cooked on the rarer side of things, taken off the grill, and then finished with a good bit of very peppery extra virgin oil is superb!

7) Olive oil on roasted vegetables

One of the easiest and tastiest culinary treats I know. Really any vegetable will work well. Heat your oven to 450°F, toss the vegetables with extra virgin olive oil, salt, pepper, some fresh garlic and/or herbs, and cook til the vegetables are a tender and a bit caramelized on the outside.

8) Olive oil fried eggs

I learned this one in Spain—it's about as easy as it gets. Heat the olive oil in a skillet, crack in your eggs and fry til your desired level of doneness.

9) Olive oil on olives

Very few folks realize it, but traditionally cured olives are even tastier if you dress them with a touch of good olive oil. The sweetness of the oil balances the natural bitterness of the olives. Add a bit of citrus rind, garlic, and/or fresh herbs to make it tastier still.

10) Olive oil in baking

Cakes, cookies, and baked goods of all sorts are excellent with olive oil used as the fat. Try the olive oil cake from the Bakehouse! It's a beautiful thing to behold!

11) Olive oil on fruit

This may sound odd but it's actually superb. Fruit salads of all sorts go great with olive oil—remember, the olive is itself a fruit as well! Olive oil on a salad of arugula, watermelon, and feta is fantastic!



in the mission for its own culinary and ceremonial purposes. I suppose it's possible that some of the Native peoples who lived near the missions came to appreciate Spanish cuisine and learned to like eating olive oil. And perhaps tales of eating this oil were handed down from generation to generation until one day someone's ancestor ended up being depicted on the Pastore olive oil label. It's possible, but I doubt it.

In 1833, politics put the kibosh on California olive cultivation. The Mexican government nationalized the missions, and the Franciscans were forced to leave the land. Untended, the olive groves fell into total disrepair. When a government-appointed inspector of missions visited four years later, his report described two untended olive orchards, one of 300 trees and another of 167 trees. Many of the original trees were cut down decades later and used as firewood by campers. Interestingly, in 1860 Abraham Lincoln restored the missions to church control. Thirty-five years later, these "Madre trees" were the source of cuttings used to produce new trees for the California olive-planting boom later in the 19th century.

The President

Moving from the West Coast to the East we come to the second major player in American olive oil history. Although he's best known for the Declaration of Independence and being the third president of the United States, Thomas Jefferson was anything but a one-trick political pony. If Jefferson was alive today, I'm pretty confident he'd be a good Zingerman's customer. Two hundred years ago he was already a big advocate of organic gardening and he ate a lot of vegetables—drawings for Monticello show extensive gardens. He brewed beer, invented the corkscrew, was known as the best fiddler in Virginia, studied Gaelic, and proposed the decimal system for American currency (as opposed to the old British system of pounds, shillings and pence). He served as minister to France from 1784 to 1789 (following in the footsteps of the much-loved Benjamin Franklin), where among other culinary adventures, he drank Perrier purchased from the original brothers in 1786. He traveled extensively in Italy, became the premier American promoter of Parmesan cheese, and was a raving fan of what we now know as macaroni and cheese. Thinking about that last one, I think he'd probably have been a dedicated regular at the Roadhouse!

For the purposes of this piece however, our focus is on Jefferson's favorite fat: he was an ardent, lifelong advocate of the benefits of olive oil. I think he loved the stuff even more than I do. "The olive," was he opined, "the richest gift of heaven." And, he added, "the most interesting plant in existence." It was the plant that, he believed, "contributes the most to the happiness of mankind." From Aix: "I am now in the land of corn, wine, oil, and sunshine. What more can a man ask of heaven? If I should happen to die at Paris, I will beg you to send me here and have me exposed to the sun. I am sure it will bring me to life again."

Jefferson was, for all practical purposes, in love. And he wanted to bring his new-found food flame home. As noted in John Hailman's excellent book, *Jefferson and Wine*, in 1817 he ordered "best olive oil, 5 gallons in bottles" from Nice. In 1819, "5 gallons oil of Aix, 100 pounds macaroni, 12 bottles anchovies, 50 pounds Smyrna raisins without seeds if to be had, if not then others." In 1820 it was "24 bottles virgin oil of Aix, 50 lb. macaroni (those of Naples preferred), 6 bottles of anchovies." And again in 1824, "3 1/2 dozen bottle s virgin oil of Aix, 12 b anchovies, 80 lb. macaroni." Clearly the man was consistent in his diet.

The Plantations

The land that now comprises the state of South Carolina was claimed by Britain in the early 17th century. The colony was established first as a defensive bulwark against Spain (which had settled in Florida), and to make money. In contrast to New England—where many of the early European arrivals came in search of a place in which they could have religious freedom—South Carolina was originally settled by wealthy British nobles. And unlike the small hardscrabble family farms of New England, it was very much a place of early monoculture and finance-focused entrepreneurialism, often in the worst possible ways. South Carolina had more enslaved people than any other state, in great part because of the work and culture that accompanied planation rice cultivation.

Jefferson was convinced that olive oil was more economical, healthier, and tastier than the pork fat that most everyone using at that time. He wrote that, "A pound of oil which can be bought for 3d. or 4d. sterling, is equivalent to many pounds of flesh by the quantity of vegetables, it will prepare and render fit and comfortable food. Notwithstanding the great quantity of oil made in France, they have not enough for their own consumption; and, therefore import from other countries. This is an article, of consumption of which, will always keep pace with the production. Raise it, and it begets its own demand. Little is carried to America, because Europe has it not to spare; we, therefore, have not learnt the use of it. But cover the Southern States with it, and every man will become a consumer of it,

within whose reach it can be brought, in point of price."

The first shipment of olive seedlings finally arrived in Charleston in 1791. Henry Laurens, a South Carolina merchant and rice planter who'd spent a good portion of the Revolution imprisoned in the Tower of London, secured a shipload of olive cuttings upon his return. From these, he harvested 50 to 100 bushels of fruit each year. Later, trees bought by Jefferson arrived and were distributed and then planted by members of the South Carolina Society for Promoting Agriculture in various spots across the Low Country.

Unfortunately nothing much came of the plantings (a problem about which Jefferson later complained quite vociferously). While South Carolina's climate had initially seemed akin to the Mediterranean, it turned out to be quite different and not very good for olive growing.



The Profiteers

One of the hallmarks of American agricultural history is the constant search for the next big thing—the fruit or vegetable that's about to "make it big." It was—and is—farming based on speculation, not on subsistence. In the middle of the 19th century, most olive oil was still being shipped over from Europe. But Anglo growers looking to make their fortune calculated European production and consumption figures and determined there was plenty of market to be had here in the States. Thus, olive cultivation became the "next big thing." Since European olive oil was commonly diluted and adulterated, American alternatives were frequently marketed as "Pure Olive Oil."

Olive entrepreneurs like William Wolfskill, General John Bidwell, Ellwood Cooper, and Frank Kimball went west to the olive-friendly climate of California to make their fortune, not in gold ore (like the miners of that era), but in the green gold of olive oil. In 1871, the Del Valle family offered the first commercially produced olive oil for sale. Another grower, Charles Gifford, came out from Pennsylvania and settled in San Diego area. He first planted stem fruit, but then his neighbor, the American counsel to the Azores, bought him a pickled olive. He liked olives and began to pickle them himself. He started planting olives in his own ranch at Hamacha near San Diego, and in 1906 he built C.M. Gifford Olive Oil Works where he pressed oil and cured his own olives. He traveled around the town with horse and wagon selling oil and olives door-to-door.

But by 1897, the boom was over and bust had set in—too many olives, too little market. About this time, table olives began to grow in popularity. Cured olives had always been made at home or bought in bulk in retail markets. Using new technology developed at University of California at Berkeley, olives were cured using a gentler method and then packed in jars for shipping. Very effective marketing made the green olive the garnish for the Martini just as its popularity started to surge. At the same time, black olives became an essential ingredient on the ever-more-popular "relish tray." As the demand for table olives increased, oil making became a secondary business and it passed from the Anglo fortune seekers to the Italian immigrants who knew olive oil at a much deeper level.

Pompeian Olive Oil, one of the best selling early brand-name olive oils sold in the U.S., is perhaps a good example of early globalization. The firm was "founded amidst the hills of Tuscany" in the late 19th century. The company set up a bottling facility in Baltimore, and in 1906 Nathan Musher bought it from his Italian neighbor. A Russian-born Jew who had moved to Palestine, and then to the U.S. to work as a traveling salesman for Singer Sewing Machine Co., Musher built a large factory to process oil arriving from Lucca and bottle it under the Pompeian label. A lovely little WWI-era Pompeian promotional pamphlet shows a drawing of the three-story brick building that served as Pompeian's plant, prominently positioned right next to a building that housed the Bureau of Chemistry. Whether Mr. Musher chose the site on purpose I don't yet know. But it turns out that the Bureau was the predecessor of what today we know as the Food & Drug Administration, and that it was in the forefront of the late 19th century government focus on finding ways to prevent adulteration and fraud in food products.

The booklet itself is beautiful. A bottle of golden-colored Pompeian oil stands against a background of faded pink, white, and gold that might have been meant to resemble a Florentine fresco. On the first inside page it shows the firm's newly won medals from competitions in Paris, and then an etched panorama of Lucca, which it bills as, "The home of the Pompeian Co." The pamphlet provides consumers with a dozen recipes for salads, and a half-dozen more for various oil-based sauces. There's green pea salad, string bean salad, celery salad, beet salad, and, most intriguing to me, the Bread and Oil pudding (bread pudding with olive oil), and the Chocolate Bread Pudding (olive oil, chocolate, milk, and eggs baked on bread). Again, the pamphlet promotes health: "Olive Oil added to your diet will add years to your life" is printed on the bottom of the front cover. Inside is a lengthy discourse on the value of health and how much good olive oil could improve yours. "Olive oil is not a medicine" the pamphlet makes clear (remember they were located right next to the fraud-hunters at the Bureau of Chemistry), "Yet it is so perfectly adapted to the needs of the body in many directions it corrects many of the evils from which humanity is suffering."

Another late 19th and early 20th century purveyor was a company every American now knows by name, though I doubt anyone would associate it with olive oil. But a hundred years ago Heinz was probably better known for its olive oil than its ketchup. In fact, in hindsight I'd say that Heinz is a hero of the American olive oil world. Although the company had no cultural roots to the Mediterranean or to olive oil, Heinz probably did more to get salad-eating introduced into the American mainstream than any of his contemporaries! The little Heinz promotional pamphlet I have at my house is one of the most beautiful little period pieces I've seen. On the cover it reads, "Heinz Imported Olive Oil and Olives"—it's three shades of green with elegant, art deco, olive branches, and lovely green olives hanging off each. On the back, more olive branches and olives, with three bottles—one each of Heinz Stuffed Olives, Heinz Queen Olives and Heinz Olive Oil—nestled inside. "This is the product of a Heinz factory situated in the heart of the wonderful Olive groves near Seville, Spain. The fruit of selected orchards is gathered at an exact point of ripeness and taken immediately to a mill equipped with modern appliances. Only Virgin Oil—the result of the first, light pressing, is produced as Heinz Olive Oil. This is packed in tins and hermetically sealed. This is the great distinction between Heinz Olive Oil and other olives oils which are often the products of two or three pressings and packed in a way that does not protect the quality."

An Italian Influx

Until the 1880s most Americans were of British, Irish, Scandinavian, or German background or, of course, members of the Native peoples. But from 1850 to 1885, following unrest in Europe, there was a large influx of Italian immigrants into the U.S. About 80 percent of them went west to California, and by 1860 the state had over 2800 Italian residents, the country's largest Italian population at that time. Most of these mid-century immigrants were from the north, primarily Ligurians and Tuscans, many from the province of Lucca. Many planted vines to make their own wine as they had in the old country. The early vineyards generally grew olives as well, primarily to provide shade, as well as for table olives and oil.

After the turn of the century an even bigger group of Italians arrived—3,000,000 between 1900 and 1915. Most were artisans and peasants, mostly from southern Italian regions like Campania, Calabria, the Abruzzo, Molise, Puglia, and Sicily. It was in the first half of the 20th century that Italian groceries began to open in cities with a significant Italian population. Places like Providence, Boston, Chicago, New York, Cleveland, Philadelphia, New Orleans, San Francisco, and families like Di Palo, Todaro Brothers, Balduccis, Di Bruno Brothers, Molinari, Salvatore Lupo (who invented the famous maffuletta sandwich at Progress Grocery in 1906). It wasn't long before most major cities in the U.S. had a grocery specializing in the foods of Italy.

Most of the oil sold in those shops was in bulk, not in cans. As

Louie Di Palo, whose great-grandfather started Di Palo's in NYC, said, "Much of it was private labeled. There wasn't much with the producer's name much like you have with tomatoes today. It's they way it was. Back then almost all the oil came in 55-gallon drums. They used to pour it for people. But the reality is most of the people who came were poor and unless they had relatives sending or bringing it they were buying not very good oil."

Another family of Italian immigrants who got into oil out west was the Orsi family. Angelo Orsi emigrated to the U.S. in 1911 from Tuscany. He eventually set up shop in Roseville, California where he built his business in 1932 (in the heart of the Depression, I should point out). Unlike Pompeian and Heinz, the Orsis used only local oil. The family history page explains that, "Each fall they would harvest the olives on their ranch and send out notices telling local farmers to bring in more olives. The entire family helped out at the plant with the weighing, sorting, crushing, filtering, and packaging, working all hours into the night." The product was clearly from California, but the culture remained eminently Italian. "Traditionally, after the first press of the olives, a celebration ensued. Zio Angelo would break out the accordion, wine would flow and large quantities of Baccala and Polenta cooked for the revelers, and oh how they danced through the night."

The Orsi tin is terrific. The family website explains that, "The label on the original Orsi Olive Oil tin was designed by April Orsi, Angelo's daughter. She was 12 years old, when her father asked 'Baby, (his term of endearment for her), make me a label for the cans', and she did." April's sky is light blue (in contrast to the Pastore green) sky. "She sketched the olive tree you see on the label from an actual olive tree located on the ranch, then she drew the bears surrounding the olive tree. Orsi means "Bears" in Italian, so her design was fitting. We have affectionately come to call those bear's 'April's Bears.'"

In Detroit, one of those Italian markets was Gonella's, where Paul and I had gone to purchase our first few cases of Pope olive oil. The story of Pope olive oil turns out to be much more interesting than I'd ever imagined. Less so for the oil itself, which was probably so-so, but rather because of its namesake, Mr. Pope. Born Generoso Papa in 1891 in the Campania region of Italy, he came to the U.S. in 1906 at the age of 15. He got a job hauling water at construction site, put himself through school, and eventually became the owner of Colonial Sand and Stone. In 1912, he started Pope foods (Papa means Pope in Italian) to reconnect with his culinary upbringing. He changed his own name to Pope and was a millionaire by the age of 36. In 1928, he bought the most prominent Italian language newspaper in the U.S., and eventually owned all the Italian newspapers in NYC through which he advocated for literacy, learning, voting, etc. I would never have known all of that from those yellow tins we were buying from Mr. Gonella!

The Post War Period

In 1963, olive oil took a step towards its modern day market presence when University of Minnesota researcher Ancel Keys issued his 7 Countries study demonstrating how much olive oil was contributing to the health of those ate it in large quantities. (Keys was quite a guy—he was also the inventor of K-rations, and he lived to be 101). Gourmet Magazine issues of that era featured multiple ads offering to ship olive oil, and for most of the brands mentioned in the above paragraphs, this would have been the primary way they marketed their oils.

Olive oil awareness began to grow in the '70s. In 1973, Marcella Hazan's *Classic Italian Cookbook* was published. "No other ingredient [olive oil] is so critical to the good taste of Italian cooking." In 1977, Gulianni Bugialli's *Fine Art of Italian Cooking* came out. In 1986, Patience Gray—whose mother's name was Olive, whose father was an English pig farmer, and whose grandfather turned out to have been an Orthodox rabbi in Poland, later becoming a Unitarian minister when he arrived in England in 1861—published her poetic and marvelous memoir of life in the Mediterranean. "Home-made bread," she wrote, "rubbed with garlic and sprinkled with olive oil, shared—with a flask of wine—between working people, can be more convivial than any feast." Two years later, Pino Luongo's *Tuscan in the Kitchen* came out. "Olive oil," he instructed, "can always be added to top off a soup or stew; it's like a heavenly coat."

In the late '70s, Bob Bruno had just returned from living in Italy and landed a job working with an importer who was bringing in Colavita olive oil from Italy. "I ordered a whole pallet of it and everyone thought I was crazy," he told me. "No one was buying extra virgin olive oil then. I remember going up and down 9th Avenue, selling it door to door to chefs and retailers. If things went well I would sell a bottle or two at a time. Any time I sold a whole case it was a huge success!"

3 (SORT OF) SIMPLE STEPS TO Scoring Great OLIVE OIL

All the buzz about good oil and its radically increased availability hasn't really solved the same problems consumers had a hundred years ago. A lot of the mass market olive oil today is still adulterated. Other oils have been mishandled at one or more stages of their distribution and are rancid by the time innocent consumers take them home. Others are packed into fancy tins and bottles with beautiful labels but it frequently doesn't taste all that great. Despite efforts at government regulation, it's still hard to know how good an oil is. And even if an oil accurately meets certification standards when it leaves its place of production, there is no guarantee that it will still be good when the consumer carries it home from a retail shop—heat, light, bad storage, etc. can turn even the best oil rancid in a matter of days (or in intense heat, literally, hours!)

So what's a well-meaning consumer who's not enrolling in the oil tasting certification program at UC Davis to do? Really there are two main things:

1) Learn to taste

While I know that most of us would like a surefire certification that an oil is excellent, the reality is that oil-buying (and other food shopping and cooking) will always go better after you've educated your palate. I don't want to put the burden back onto you but, at the end of the day our own palates are a big piece of the quality assurance process. It's really only by regular tasting WITH someone who knows that they're doing that you will develop your own palate. While you're welcome to buy bad oil if you want, the reality is it's not all that hard to learn to taste effectively. And once you do you'll be rolling—no need to ever end up with lousy olive oil again.

2) find brands you like

Through regular tasting you can get a good sense of which regions and which producers you prefer. Remember regions are much more important than countries. The latter are merely political lines drawn on maps, mostly in the 19th and 20th centuries. The olive oils of Liguria on the Italian Riviera have more in common with those of Provence to the west, than with Tuscany farther to the south, though still in Italy. And then, as you taste and identify brands that are best for your taste, and your table, you have a great starting point for your shopping.

3) buy from a store you trust

At the end of the day, if you buy an inexpensive oil from a sixty foot long shelving unit under fluorescent light, odds are that it's not going to be very good. At Zingerman's—and it's much the same at all the other good retailers I've written about above—we don't stock oils that we don't like. Every oil is taste-tested before we decide to sell it. we taste all the oils regularly throughout the year to make sure they're still tasting good—olive oil mellows and changes in the bottle so don't assume that what you liked last January will still be judged excellent when you taste it today. And then we taste samples from every new harvest to see how it holds up—is it as good as last year? better? worse? If it's worse, we might choose to pass on a particular harvest and wait til next year.

Best of all, of course, is to combine all three steps into one rewarding shopping—or shipping—experience. Shop at a store you trust, one that carries brands you like, and that also allows you (or better still, actually encourages you) to taste before you buy! Please, take us up on our offer—come taste with us any time!!! We have a selection of about 50 carefully curated oils on our shelves every day. And every offering has a sample bottle that's already open and ready for you to taste from.

The Golden Age of Olive Oil in America – 1980 and beyond

Coincidentally, the meaningful moves toward great estate oil becoming available in the U.S. started right about the time we opened Zingerman's Deli. We were lucky, I guess. I feel fortunate to have been a part of it, and to be able to benefit so much, both personally and professionally. I've eaten a LOT of great olive oil over the last thirty years, and it's become an integral piece of our work here at Zingerman's. The passion for high quality oil took off, with hundreds of producers, retailers, chefs and consumers catching the bug. The passion and push for ever better olive growing, pressing, and bottling hasn't slowed at all. In fact, I feel like the energy is higher than ever. It is as Robert Henri writes in *The Art Spirit*, "When the artist is alive in any person, whatever his kind of work may be, he becomes an inventive, searching, daring, self-expressing creating. He becomes interesting to other people . . . where there is the art spirit there will be precious works . . . (and) happiness that is in the making."

Henri's insight holds true in this golden—or maybe I should say, "green-golden" world of extra virgin olive oil in which we are lucky enough to live. I can still remember a lot of the details from that era. In the early '80s, wine merchant Leo Shaw began to bring the estate bottled oil from the Tuscan estate of Badia a Coltibuono. Around the same time, the Zyw family began to send over their very excellent Poggio Lamentano olive oil from western Tuscany. Like Patience Gray's grandfather, Michael Zyw's ancestors were Jewish in Poland, but his father, en route to becoming an internationally renowned artist, escaped during WWII to Scotland where he married Michael's mother and converted to Christianity. The family, as many artists did, ended up with a small bit of land in Tuscany where the light was ideal for painting. "The light is so amazing there that you can't help but paint beautiful paintings. The land looks out at the Tyrrhenian Sea," Michael said. "It's one of the reasons that you can paint there so easily. It's an amazing sunset every evening."

The Zyws produced their first oil in 1964. Michael's mother, Leslie, was, he says, "an amazing olive oil maker." She had the gumption to send some of their olive oil to food writer Elizabeth David, who loved it. Small quantities of the oil came to the U.S. soon thereafter, around the year we opened, as Michael remembers it. We didn't get the oil at that time, but we have it now. It remains remarkably delicious. But as Michael point out, "The problem is still the same as it was in the 80's in that thousands

or even millions of bottles of oil of uncertain origin are being sold at prices that a small producer could never compete with let alone make a profit, even though world wide knowledge of and demand for olive oil has multiplied enormously. On the contrary," he points out, "profits are lower."

1982 Ridgely Evers, who, while working at Intuit developed the popular QuickBooks software, switched from the software business to agriculture and started DaVero Olive Oil in California's Dry Creek Valley. He went to Tuscany where he found a family farm that had been growing olives and producing oil for eight centuries, probably 400 years before the first olive trees were planted on North American soil. After a great deal of work, he managed to bring over 2400 Tuscan trees from the farm. This time, the voyage was quicker than when the first trees arrived with missionaries so long ago, so the trees came over fully formed. He and Colleen McGlynn continue to farm—now biodynamically—and to produce oil and wine on their land just outside of Healdsburg. Others did similar work—Bonnie Storm, Albert Katz, B.R. Cohn, the Yaguda family at Pasolivo -- and the new era of California olive oil production was under way.

For the Franciscans, olive oil was mostly about religion and survival. For the oil entrepreneurs of the 19th century olive oil was mostly about making money. But the late 20th century planters were different story altogether. Making great olive oil became an agricultural and culinary challenge, and one they embraced and devoted enormous resources—financial, emotional, intellectual, and agricultural—to making happen. In general their drive was simply to show that they could make an amazing olive oil in California, to bring something special to the world and to produce it with their own hands. Primarily, the work came from folks like Ridgely whose main focus was to make exceptional American oil. I remember him telling me the story of how he was once demo'ing his oil in a store when a woman stopped to taste. She loved the flavor but nearly fell over when he told her the price (which was akin to that of the best Italian oils, and certainly far more than what most Americans were used to.) "I'll tell you what," he said, "you can have the oil for my cost, or for the price on the bottle. Which would you like?" She paused, thought about what he was saying, and made the right choice. "I'll take it for the price on the sticker," she said.

By the late 80s we were already selling a fair few estate bottled Italian and Spanish oils at Zingerman's. The number went up when in 1988, Rolando Beremendi, an Argentinian of Italian

origin, started Manicaretti Imports. His hard work accelerated the arrival of great estate-bottled Italian oils. We were one of his first customers. "When I think of what happened to the EVOO market during the 25 years of Manicaretti, and if I include my studies in UC Davis prior to that. I can't believe how it has changed, and sooooo fast and sooooo much! Extra virgin oil then was an exotic ingredient. For most people, very strange, expensive and obscure." But things have improved. "The olive oil has followed a similar road of wine. The labeling, the honesty, the terroir, the harvest date, the proprietorship and variety in many of the stores resembles at times a good stock wine shelf. There is still more to be done so that it stops being so freaking expensive, but the supply is there, and in many cases, better than in Europe! There is still lots of junk, and lots of bad stuff. But I am a firm believer that any food tastes better when you use a good oil. I can taste the difference, can't you?!"



As our olive oil business grew, and I traveled and tasted and sought to understand what made one olive oil so much more interesting than another, I pushed myself to that same 4th level of learning that I'm engaged in again here. In 1995 we self-published a little pamphlet I wrote called *Zingerman's Guide to Good Olive Oil*. We did all the design work and printed it here in town. It sold well and later the copy was revised and rolled into what became *Zingerman's Guide to Good Eating*. When I wrote the book, there were really no California oils whose quality was catching my attention. I loved the effort but wasn't sold on the results. Today, that's totally changed. California now produces some of the best oil in the world. And just as California wine now holds an appropriately prestigious place in the food world, California oils now frequently take home prizes for their excellence. In the 2003/2004 harvest there were an estimated 306,000 gallons produced. Ten years later 2013/2014 harvest was estimated at ten times that—over 3.5 million gallons of oil. While Arbequina is the most predominant variety, there are over 50 varieties for olive oil planted in California. In 2004 there were just 27 operating mills, now there are over 40. And this year, voters authorized the creation (with the approval of olive oil producers) of the California Olive Oil Commission, which is empowered to conduct research and recommend to the Secretary of Food and Agriculture the adoption of olive oil grades and labeling standards.

Since the turn of the 20th century we've seen a significant number of oils come into the U.S. from Tunisia and Morocco, and from the Southern Hemisphere producers like Australia, South Africa, and Chile. Today we regularly stock—and I regularly serve—delicious oils from the Mahjoub family in Tunisia and the Terroirs des Marakech from Morocco, Olave in Chile.

The Oil is Better now than Ever

Here's the good news and a big reason why I feel confident calling this the Golden Age of Olive Oil in America. The quality of fine olive oil is far, far better than it's ever been. The best of what even high-end consumers like Jefferson would have been eating would pale in comparison to the exceptionally high quality oils you and I can purchase. The truth is that olive oil has never been better than it is today!

I don't say that lightly. As a traditionalist, I often feel that the best we can probably do is equal the foods of the pre-industrial past. My sense is that's true with cheese, cured ham, cured ol-

ives, fish, and produce. Not that everything in the past was good, but I feel fairly certain that the most carefully grown or crafted offerings from the late 19th century would have been as good or better than the best of what we get today. Clearly there was far more variability; food safety was little understood, and consumers didn't have many options to choose from, so market pressure was relatively minimal. But the farmer who really knew what they were doing, or the cheesemaker who took great care of their herds and with his cheese, well they might have produced some terrific food.

But there are some exceptions to my preference for the traditional. Technology has helped raise the quality bar for a number of things. One is coffee. Another is olive oil. The best oils we get today are so much better than what anyone would have eaten in 1899. The technology has changed improved things dramatically. In the old days, olives were generally allowed to ripen on the tree in order to increase the amount of oil. Today most good producers pick early. Yields are much lower, but the flavor complexity and quality are much higher. In the past, olives were often stored for days before the producer got them to the press. The wait time increased oxidation and off flavors. Olives for the best oils are now generally being pressed within a day, often within hours, preserving polyphenols, flavor complexity, and quality. (The Dessert Miracle oil we get from Morocco is pressed within twenty minutes!)

When I wrote that little book on olive oil, three-phase closed-system production was a suspicious anomaly. Today there are only a few places left that still use traditional stones. Pressurized, oxygen-free storage tanks are almost standard. Better refrigerated shipping, selling in bottles or tins, and increased usage have all made for a wonderfully delicious and diverse world of olive oil in America. While the romance and my love for the old labels remain high, I think the quality comparison from then to now would be night to day. We are living an era in which we can and do enjoy really amazing, exceptionally high-quality olive oil every day.

Today I could write a long essay about almost every olive oil we sell at Zingerman's. I've probably been to visit half of our producers, and someone else from Zingerman's has most likely visited most of the others. I know about the producer's family history, the styles of oil that emerge from their region, the way olive oil is used in the local cuisine. I know which olive varieties it was made from, how the olives were taken from the tree, and about how long it took to get them from the tree to the press. I know the pressing method, and how much oil the producer made that year. I always know the "vintage" of the oil (olives are picked and pressed only once a year—in the Northern Hemisphere that time comes in the fall). I can often tell you how this year's harvest compares in flavor to last. And best of all, most of the staff working the Deli floor can probably do the same thing.

The Future is Bright

A funny thing—in a really good way—is that there are now kids who are regular customers at Zingerman's who could pick good oils more adeptly than their Italian great-grandparents probably could have done a century ago. Those kids give me great hope for the future. As Robert Henri wrote in *The Art Spirit*, "I have never respected any man more than I have some children. In the faces of children I have seen a look of wisdom and of kindness expressed with such ease and such certainty..."

One of the people who solidifies my confidence in the future of great food in general and olive oil in particular is young Maia Genisio. Maia is seven going on eight, and has been eating at Zingerman's regularly since the day she was born. Her dad's ancestral families are of Italian origin; one from Sicily, the other from Piedmont in the north. Maia and her family visit a couple times a week. Like Robert Henri, she is an artist and I've benefited from her handmade books and drawings for many years now. She's not alone. Whether it's with oils on the canvas or olive oil on the plate, we're all really artists in the making. As Henri argues, "To some degree every human being is an artist, dependent on the quality of his growth."

I feel lucky to have been a part of Maia's growth. Tasting olive oils is part of her regular routine. So I asked her what her thoughts were on the subject. "I like good olive oil!!" she said. "I like how it's really smooth and how it's sometimes tangy in my throat. I like how many different options there are. I like olive oil on top of bread. I like it with broccoli! I also like beets with salt and olive oil." Remember, this girl is seven! I then asked her what else she thought people should know about good olive oil? "Sometimes olive oil feels buttery. I like stuff with butter. When people think about olive oil, they think it's something they use for cooking. Zingerman's taught me it's something good for sampling and eating."

Maia, I realize as I'm writing, is living out all three of those things I've recommended. She tastes regularly, in the process developing her palate. She's coming to the brands and bottles she likes. And she buys her oil in a store that she has known her whole life, and trusts implicitly. It's a beautiful thing to behold. As Robert Henri writes, "To a child all the different colors [or in this



case, I'll say 'flavors'] are a romance, and romance is all that is true." Tasting and talking olive oil with Maia is an inspiring act. She (and other kid customers of her peer group) is a very big part of our future.

Blue Skies and Golden Oil

Coming back to the beginning of this piece, I'll share another label with you. This one is new, designed a few years ago by Jim Guerard for the Seka Hills olive oil. While this label shows no image of a Native elder praying for a good harvest, it was actually produced by Native Americans. In this case, it is a product of the work of Yocha Dehe Wintun Nation near the town of Brooks in the central valley of California. In case you aren't familiar, the Yocha Dehe Wintun are one of the Native Nations of in the area. Where they once lived across the lands outside of what is now Sacramento, they suffered enormously as Europeans imposed their rule through enslavement, disease, government forced relocations, and confiscation of their traditional lands. They were essentially decimated. There are fewer than one hundred members of the tribe left.

The good news—if one can frame violent devastation over a four hundred year period in a positive light—is that the Yocha Dehe Wintun are now doing great things. Through gaming legislation they have turned their economic fortunes around in recent years. Through the insight and forward-thinking vision of their leadership, they have taken most of the money their casino has created and turned it back into sustainable work to ensure a positive and enduring future for the Yocha Dehe Wintun Nation. A major part of this work has been to plow a great deal of effort and economic resources into local agriculture. Through return and repurchase, the tribe now owns 13,000 acres of farmland, of which 1389 are being farmed, much of it organically. A big piece of their work is this olive oil project. Growing Arbequina olives (originally from Spain), they're making a very nice oil that we're privileged to purvey at the Zingerman's Creamery. It's got a mellow, accessible flavor with the hint of green apple that's characteristic of Arbequina oils. And like most Arbequina oils, its shelf life isn't as long as more those with more pronounced levels of polyphenols like those from Tuscany. Which is why, given all that we've learned about olive oil in the last thirty years, we're now waiting somewhat impatiently to get word from out west that the new crop oil is ready to ship. Because of our connection with the oil, we've been able to arrange a special shipment that should get to us within a few weeks of this season's harvest—we're hoping to have it on the Creamery shelves by late October.

On this positive note—the resurgence of a Native Nation and the production of a high quality oil by native peoples—I should mention that the word Seka, in the Yocha Dehe Wintun's Patwin language, is a reference to the color blue, a description of the shading that the mountains of the region take on in the afternoon sun.

The oil is golden green, the hills are blue, and the future is delicious. I'm honored to be a part of it all.

Ari

ZINGERMAN'S HALLOWEEN CANDY
 BE THE MOST POPULAR
 HOUSE ON THE BLOCK



MILK CHOCOLATEY

KARAMEL KRUNCH

why settle for ordinary, overly sweet treats on halloween?
 4 reasons why zingerman's candy tastes great!

- 1. it's handmade from great ingredients
- 2. it's always sold fresh
- 3. it's made without preservatives
- 4. "it puts the vending machine stuff to shame"
 -Oprah

AVAILABLE AT

Zingerman's
COFFEE
 COMPANY

Zingerman's
 roadhouse

Zingerman's
 DELICATESSEN

Zingerman's
BAKEHOUSE

Zingerman's
 creamery

you really can taste the difference!

ISSUE # 246 • SEPT.-OCT. 2014

mustardpaLooza

Zingerman's Deli and zingermans.com have long been great sources for some of the world's tastiest mustards. Val Neff-Rasmussen from zingermans.com takes on two of her favorites

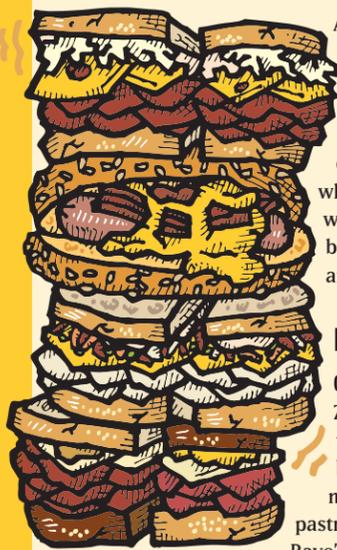
raye's down east schooner

If you're like ninety percent of Americans, you have mustard in your kitchen. Not so a hundred years ago. Back then, most mustard in the US was sold as a powder to be "constituted" at home—and it was really hot. In the 1880s, Robert French, he of the most common mustard brand in the states, had the idea that Americans would prefer a milder mustard. Though Robert passed away before he could see his idea come to life, at the 1904 St. Louis World Fair his brother introduced a fairly mild, creamy mustard. Copying the most popular British mustards of the day, he added turmeric to make his mustard bright yellow. Business took off. A century later Americans are still wolfing down fairly mild yellow mustard.

Nostalgia for summers at the ballpark aside, most yellow mustards are pretty boring. They're thin, they taste more like vinegar than mustard seed, and the flavor doesn't last too long. But that doesn't have to be the case. Take Raye's Down East Schooner mustard. It tastes just like you'd expect yellow mustard to taste, but more mustardy—more yellow. The flavor is complex, and it lasts a long time.

Raye's makes their mustard with a century-old set of 2,000-pound quartz millstones. The set of eight stones was quarried and carved in France in 1900, and J.W. Raye started making mustard with them in Eastport, Maine that same year. The eight stones make four mills: one stone lays flat while the second stone slowly spins above it, grinding the mustard seed, water, and vinegar into a paste. It's nearly the same process that was traditionally used to make olive oil (and is still used by a very few oil producers, like Roi). Each batch of mustard passes through all four mills, getting smoother and creamier with each pass. Because the stones grind slowly, the temperature stays low, keeping more of the volatile compounds of the seed intact. These days, most mustard is made with machines that either crush the seeds at super high speeds or heat it up, essentially cooking it. The result is increased yields but decreased flavor.

Raye's is the only mustard maker in the US using traditional stone mills, but that's not the only thing that differentiates them from the rest of the yellow mustard pack. They're still using the same recipe they developed 114 years ago. One ingredient in that recipe is water from a 400-foot deep well. That well water is very cold—ground water absorbs the sun's heat, but well water stays chilly in the cool ground all summer long just like a basement stays cooler than the rest of the house. The cold water helps to keep the temperature down during milling. After the mustard is made, it's stored in big barrels for about six weeks before being jarred. Aging the mustard like that mellows its heat level a bit and creates a more balanced flavor. In contrast, commercial yellow mustard is bottled in less than a day. Even small-batch, hand-crafted mustards are generally bottled after just a couple of days.



As an aside, the aging barrels used to be made of wood. Raye's actually used to employ a cooper just to make all the barrels. But a while back, the FDA decided that wood was a no-go and the barrels needed to be made from plastic instead. The same issue has been up for discussion lately in the cheese world, with concern as to whether the FDA would ban the practice of aging cheese on wooden planks. However, unlike the decision for mustard barrels, it sounds like wood isn't leaving the cheese caves any time soon.

Raye's is the house yellow mustard used on sandwiches at Zingerman's Deli.

Zingerman's cofounder Ari Weinzweig's favorite sandwich, the Oswald's Mile High, has just three ingredients: corned beef, Jewish Rye bread, and Raye's mustard. Its full flavor makes it great for slathering on a sandwich with brisket, pastrami, salami, cheddar, you name it. If it's got a lot of flavor, Raye's can match it.



violet mustard

In French there's a saying: "se croire le premier moutardier du Pape." Roughly translated, it means, "he thinks he's the Pope's mustard maker." It describes someone who's perhaps a bit too proud of himself. The story goes that Pope John XXII got a hankering for the unique purple mustard of his hometown in southwestern France, so he called up his nephew (or sent him a letter, or a papal carrier pigeon—however popes got in touch with their nephews 650 years ago) and invited him to the papal palace to be his own personal mustard maker. I wonder if he just liked purple for its royal connotations, or if he couldn't bear meals without his hometown mus- tard?

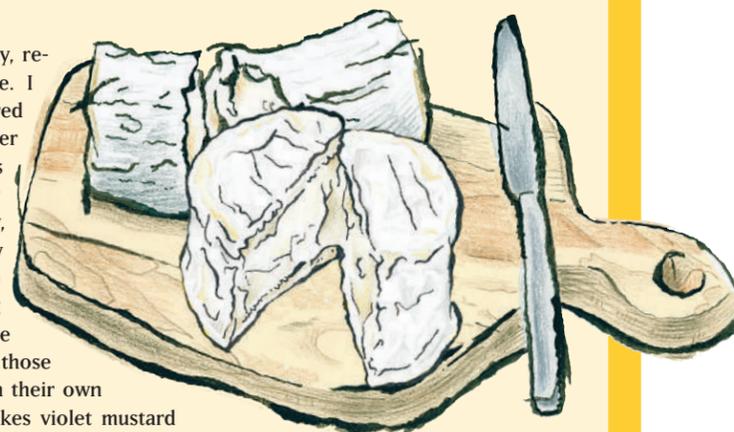
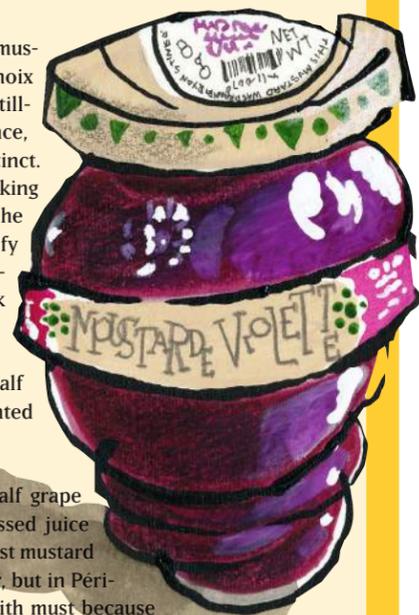
Despite the Papal seal of approval, that purple mustard never made it big. When Elie-Arnaud Denoix started making mustard at his family's cognac distillery in the Périgord region of in southwestern France, the purple mustard of his childhood was all but extinct. He decided to revive it, and after a year of making batch after batch of it he landed on a recipe that he thought tasted like the traditional product. To verify his tastebuds' intuition, he took it to a nearby village and gave it to as many of the older townsfolk as he could, the ones who grew up eating it. He asked them if it was the mustard they remembered. Half of them told him it was exactly right; half of them said it was completely wrong. Elie counted that as success and started production.

Denoix's violet mustard is purple because it's half grape juice. More specifically, grape must: freshly pressed juice that includes stuff like skins, seeds, and stems. Most mustard is made by mixing the mustard seeds with vinegar, but in Périgord the mustard has traditionally been made with must because vinegar was more precious for its medicinal uses than as a food. Elie usually uses local grapes, and he looks for ones with a lot of color and sugar. After the juice is pressed it's heated to evaporate the water and concentrate the flavor. Then he adds the must to a blend of two mustard seeds: mostly there are a lot of milder yellow seeds, but he also includes a small amount of more pungent black seeds. The mix is ground very lightly in a stone mill, leaving lots of the seeds intact and making the mustard a bit crunchy.

Mustard is at its spiciest about 15 minutes after it's mixed together, but unless we make our own it's unlikely we'll ever get to try it that fresh. From there it gets mellow with time. Since the violet mustard is meant to be sweet and mellow, Elie ages each 200-pound batch for eight weeks before jarring it. The result is a remarkably soft and sweet mustard with only the barest whisper of heat.

By the way, there are no violets—as in the flowers—in this mustard, as I assumed when I first heard about it. The "violet" in the name is because violet is the French word for purple.

Violet mustard is really, really good with cheese. I especially love it paired with the Manchester made by Zingerman's Creamery—together they're earthy, tangy, creamy and crunchy from the caviar pop you get from biting down on the whole mustard seeds (We sell those two paired together in their own gift box). Elie really likes violet mustard with blue cheese. He also likes it with boudin sausage and cooked apples, a traditional way to serve violet mustard in Périgord. Blended with a bit of balsamic it also makes an incredible sauce for a steak—and if the current Pope had his own personal violet mustard maker, I'd bet that, given his Argentinian roots, that's how he'd want it served.



Check out our Mustard Pop-up Shop at Zingerman's Mail Order! A dozen new mustard finds for sandwich slathering, salad vinaigrettes, hot dogs, hamburgers—you name it. Online now at zingermans.com through September 30!

tuna buyers guide

Can you really taste the difference? Reviving an old practice.

Decades ago, chefs used to select their preferred tuna batches in person at the Ortiz cannery, Spain's highly esteemed fifth generation tinned fish titan. Batch-tasting is still a common practice among cheese-mongers. In fact, it's a specialty of some exporters like Neal's Yard Dairy and Essex Street Cheese, but for some reason it fell out of practice in the fish world. Last fall I visited Spain to revive the tradition.

We landed in Barcelona on a sunny November Sunday, a couple weeks after the six month tuna season had ended. It is a four hour drive northwest to Getaria, a small town on the Bay of Biscay, where the environment got progressively more Irish along the way: wetter, mistier, greener. Tasting was 9am Monday and the first question on all of our minds—including the folks from Ortiz, who, being in their 30s and 40s, had never batch-tasted either—was "Will we be able to taste a difference?"

That was answered quickly. The second tin we tasted was very different than the first. Revelations continued throughout the morning with some batches good, some excellent, and a couple extraordinary. Turns out, there is a big difference between batches of tinned fish, much like there is between batches of cheese, or wine vintages.

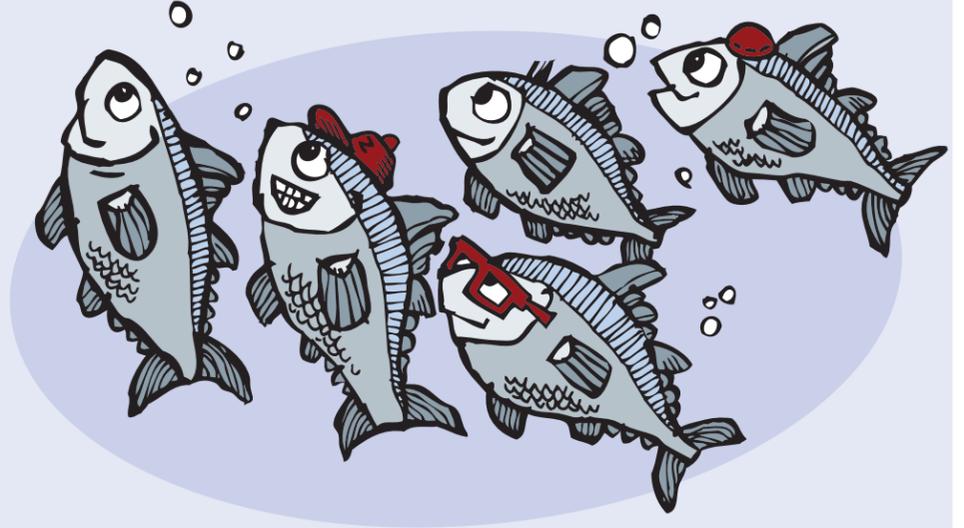
One thing that you may be asking is, "What constitutes a batch of tinned fish?" It's a little more complicated than with cheese, where a batch is a single day's make, usually a mix of the previous night's and current morning's milk. A tuna batch is a single catch from a single boat, brought in at one time and sold to one buyer. That's how fish are managed in the Biscay auction market,

and Ortiz stays faithful to the one boat/one batch cooking. This means that the tin you get from Ortiz is traceable back to a single boat on a single catch (note: a catch may last longer than a day, but it always comes from a single shoal of fish). It may take several days to cook a big catch and, since the fish in it are different sizes and different ages, there's bound to be more variability than with a single batch of cheese.

The main differences between tuna batches' flavor are complexity, balance between sweetness and brine, and length. The best tunas have a range of high and low notes, are never just sweet or salty, and have a long finish. Color foreshadows flavor: if a tuna is rosier, it is often better tasting. Texture plays a smaller part on just-tinned tuna, but over time it has a much bigger role. The older a tin of tuna in olive oil gets, the softer its mouthfeel becomes.

We decided on a single catch of bonito, caught in summer, but brought examples of nearly every tin we tasted back to Michigan so we could taste again later to confirm what we thought. A second round of tasting is one of those steps that I've learned, over time, is really important when I'm making a big flavor decision. Sometimes, out on the road where everything is more exciting, I can talk myself into liking something that, second time around, doesn't live up to the hype.

The good news is that our batch passed with flying colors and we can enjoy it for most of the next year, at which time I'll return to select again. I can hardly wait.



five reasons why ortiz tuna is special



1. Line Caught

It means less bruising than netted tuna and more care overall, including no bycatch.

2. Small batches bought by auction

The boats that fish for Ortiz are small, they ice their catch generously, then return to harbor quickly. Ortiz buys every tuna at auction personally, reviewing the fish first.

3. Patient cooking

Ortiz takes several steps during cooking that take more time but leave you with a fish that's not sour, never tough.

4. Hand cleaning

Each loin is meticulously cleaned with paring knives: scraped and rid of every bruise, every discoloration, every chance for the flavor to go off. Only pristine fish find their way into the tin.

5. Whole fish in olive oil

Whole chunks of fish and olive oil. That's it. No flakes, no water. Flake tuna deteriorate faster and water leaches flavor from fish. Ortiz only packs in olive oil, which amplifies the tuna's flavor and gives it a silky, rich mouthfeel.

tuna selections

Last fall, we tasted all the batches of tuna that Ortiz tinned for America during the 2013 fishing season. We were looking for tuna that was full-flavored, juicy, and had a complex finish. Being one of the most consistently great tuna canneries in the world, I wasn't surprised that we didn't find a bad batch among them. But we did find some superior ones. We reserved those and now, a year into their life (tuna in oil gets better with age), they're ready for you. Dig in!

Bonito Whole Loin In Round Tin

This is a whole loin, a near-solid chunk of tuna, packed in a tin. It's much thicker than the pieces in the classic tin which means the olive oil hasn't penetrated as much making the texture drier. It makes a good tuna for salads and pasta where you need it to keep its integrity. Part of tasting loins involved touching them, pressing down like you'd do on a steak in a pan to test its doneness. Softer loins were tastier. This one, from a shoal fished just north of Galicia in the summer of 2013, had a lingering sweetness and a long, saline finish.



Bonito in Classic Oval Tin

Our best-selling, tuna, now even better thanks to our selection. We passed by some very fine batches of tuna for this one, a stellar example of line-caught bonito that was fished in the Bay of Biscay last summer and tinned at Ortiz's original century-old cannery in the village of Ondarroa. It has a lovely sweetness, a lightness and delicacy, and a fine finish. It also tastes great out of its oil. It was by far the best batch we found so we bought all of it.



Bonito Whole Loin in Glass Jar

The same tuna batch of Galician tuna in the tin above, a thick, whole loin, but hand packed. The hand packing means the fish is visually perfect—use it whenever the tuna is going to be the star of the plate.



TINNED FISH OF THE MONTH

33% off

SEPTEMBER
ORTIZ MACKEREL

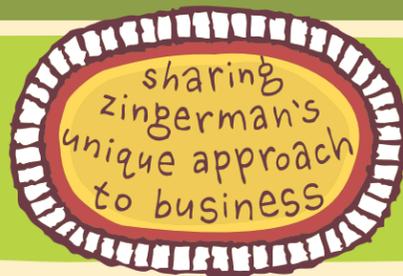
You may have seen these gorgeous, slender little fillets of heaven on the tinned fish shelf at the deli. Packed upright in a beautiful red and gold labeled jar soaking in luscious extra virgin olive oil, they are hard to miss. One taste, and you'll see that their texture, flavor and versatility is equally unforgettable.
\$9.99 (reg. \$14.99)



OCTOBER
LES MOUETTES D'ARVOR VINTAGE SARDINES

Much like certain wines, well tinned sardines only get better with age. These beautiful French pilchards are cooked and then preserved in extra virgin olive oil. Choose between several different vintages, all of which are rich, meaty and delicious in their own special way. Toasted bread topped with butter or olive oil and a sprinkling of sea salt is all that you'll need!
\$10.00 (reg. \$14.99)





ZingTrain Turns 20!

A Tribute to ZingTrain a celebration of twenty years of terrific teaching

This year ZingTrain is celebrating its 20th anniversary. While few of the folks who come in for a sandwich, a baguette or bagel, ribs at the Roadhouse, a piece of peanut brittle, or order from us online even know it exists, ZingTrain has played a major role in making Zingerman's what it is. As Steven Johnson writes in *Where Good Ideas Come From*, "There are good ideas, and then there are good ideas that make it easier to have other good ideas." ZingTrain was one of the latter. While its product is most properly defined as training, it's pretty clear to me that exchange and incitement of ideas, insights, and inspirational learning are its most immediate impacts. And those impacts have blessed us here at Zingerman's in a really big way.

ZingTrain is really quite an entrepreneurial success story. What started as an idea and a vision in Maggie's attic in 1994 is now a nearly \$2,000,000 a year training business with a full-time staff of ten and a global intellectual reach. Maggie Bayless's original vision of a small Zingerman's training business that might actively teach the world about our ways of working has proven itself exceptionally productive. The active sharing that she initiated, and that ZingTrain now routinely organizes, has benefited thousands of organizations around the world. It's really raised the bar on our own learning here at Zingerman's as well—when you teach something, you learn it at a far higher level than if you only need to understand it. ZingTrain has radically improved the way we share ideas and information within our own organization.

So much of the intellectual and educational infrastructure that underlies the Zingerman's Community of Businesses has come from ZingTrain. The work that Maggie and the rest of the crew (Ann, Katie, Gauri, Elnian, Anne, Mara, Stephen, Dan and Timo, and the recently retired Stas Kazmierski,) generates so much insight it's impossible to sum it up here.

Our Training Compact, Four Levels of Learning (see page 2 of the Olive Oil essay), Four Training Plan Questions, Bottom Line Change process, Visioning work, and much more, has come about only because of ZingTrain. Over the last twenty years business people, non-profit leaders, and educators have come from every state in the Union, as well as Germany, Singapore, Chile, Mexico, the Netherlands, Israel, Japan, and more, to learn about Zingerman's approach to doing business. And ZingTrain has travelled far and wide to bring the same information to where it's wanted. Rarely a week goes by that someone from ZingTrain isn't training, teaching, or speaking offsite.

"Who knew, creating success could actually be fun. Zingerman's mentoring changed our lives. We have evolved a more cohesive team, relooked at where we were going and created a functioning vision that informs our decisions. Yes it is work but it is the best kind of work!"

Over the last two decades, ZingTrain has impacted literally tens of thousands of people interested in making their businesses more sustainable, their workplaces more positive, their service better, their finances more open, their training improved, and their leadership work more productive. All of that training has been down-to-earth, practical, easy-to-implement, and entertaining in the process. As Eileen Crane, CEO and chief winemaker at the renowned Domaine Carneros winery said, "Who knew creating success could actually be fun. Zingerman's mentoring changed our lives. We have evolved a more cohesive team, relooked at where we were going and created a functioning vision that informs our decisions. Yes it is work, but it is the best kind of work!"

Wheatville Co-op in Austin, Texas is a long-time ZingTrain client. GM Dan Gillotte wote, "With ZingTrain's help we've grown from a \$7 million 1 store co-op with 65 staff people to a projected \$30 million 2 store co-op with 230 co-op staff! ZingTrain helped us envision a positive future for our co-op and instilled visioning as a practice into our business; implement a passport training system that has greatly improved our staff training; become a co-op trendsetter with our introduction of Open Book Management in 2011! And, I have to specially recognize Maggie who I honestly consider to be not just the best consultant we've ever worked with but may very well be the BEST PERSON I've ever known. Maggie is smart, compassionate, tough and just plain good. She is a paragon who many of us at Wheatville aspire to be like."

2014-15 Seminar & Workshop Schedule

ZingTrain offers 2-day seminars and 4-hour workshops at our training facility in Ann Arbor, MI. We cover a range of business-related topics, from customer service and leadership to marketing and HR. Best as we can tell, there's nothing else out there quite like the seminars and workshops we offer. The ideas and concepts we present are unique and uniquely successful but also tested by 30+ years of implementation in each and every one of the Zingerman's businesses. Also, the food at our seminars rocks. We pamper you with chair massages. And we've been know to regularly go the extra mile. Or four!

2-Day Seminars

[\$1250-\$1500/person, check out our multiple seat discounts]

THE ART OF GIVING GREAT SERVICE
November 10 - 11, 2014
February 2 - 3, 2015
May 7 - 8, 2015

LEADING WITH ZING!
August 14 - 15, 2014
October 20 - 21, 2014
February 16 - 17, 2015
May 11 - 12, 2015

BOTTOM-LINE TRAINING
September 8 - 9, 2014
February 19 - 20, 2015
May 18 - 19, 2015

THE ZINGERMAN'S EXPERIENCE
September 15 - 16, 2014
December 8 - 9, 2014
April 13 - 14, 2015

FUN, FLAVORFUL FINANCE
September 22 - 23, 2014
January 19 - 20, 2015
March 19 - 20, 2015
June 8 - 9, 2015

CREATING A VISION OF GREATNESS
October 6 - 7, 2014
January 26 - 27, 2015
June 1 - 2, 2015

ZINGERMAN'S MARKETING SECRETS
October 13 - 14, 2014
March 9 - 10, 2015

WORKING WITH ZING!
November 3 - 4, 2014
April 27 - 28, 2015

4 Hour Workshops

[\$295/person]

CUSTOMER SERVICE EXPRESS
November 19, 2014
February 12, 2015
June 11, 2015

THE ART OF GIVING GREAT SERVICE OVER THE PHONE
September 11, 2014
December 4, 2014
April 30, 2015

BOTTOM LINE CHANGE
October 8, 2014
March 18, 2015

KEEPING SCORE ON SERVICE
October 31, 2014
March 4, 2015

CREATING A PERSONAL VISION
November 7, 2014
April 17, 2015

Buy 2 seats, get a 3rd for 25% off!

Buy 3 seats, get a 4th for 50% off!

Buy 4 seats, get a 5th free!

Buy 5+ seats, get 20% off every seminar!

[applicable to 2-day seminars only]



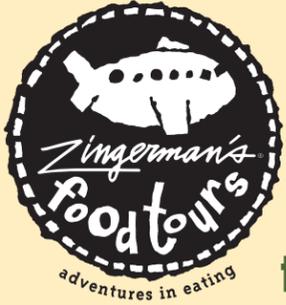
Dana Tomlin, Fresh Foods Manager said, "Maggie has been a role model for me since the first time I saw her! Honestly, I was so impressed with her presence and delivery that I knew she was someone that I could really look up to. We are a much better place because of her and I hope she knows that. If I could have one person that I have affected the way that Maggie has affected lots of people, I would feel pretty satisfied with my life." Co-manager Niki Nash added, "I am forever grateful for the several months Maggie spent working with me on maximizing my skills and minimizing my shortcomings. She is an amazing communicator, a confident leader, and also a fun person! I've said it many times, I want to be Maggie when I grow up"

Maggie's alma mater, the U of M Ross School of Business are believers as well. Wayne Baker, Professor of Management & Organizations at Ross writes, "Continuous education and training are hallmarks of a positive business, and there is no better example than Zingerman's and ZingTrain. I recommend ZingTrain seminars and workshops to anyone who would like great training on a great business model—and eat great food, too! Congratulations to ZingTrain, Maggie, and the ZingTrain staff on 20 years of sharing the Zingerman's experience."

And down in Memphis, Kat Gordon, owner of Muddy's Bakery says in the poetically powerful way that only Kat can: "Maggie Bayless is a powerhouse blend of wisdom, kindness, shrewd perceptivity, and badassery. She listens carefully and responds thoughtfully. She asks the tough questions and teaches others to question as well. Maggie and her team are so genuinely passionate about helping others succeed and they expertly coach businesses and individuals to be the best they can be. Basically, Maggie Bayless is a magical unicorn of wonderfulness and I'm so happy to call her a friend."

On a personal level, I'll run with all of that and more. The Zingerman's Community of Businesses is a far better place because of ZingTrain's contribution. I have learned so much, been pushed to master new techniques and rise to ever more effective levels of educational insight. Whatever I have learned, and learned to teach over the last twenty years, is to a very great degree because of ZingTrain. My life—and I would guess the lives of so many others—are so much richer for it. Thank you Maggie, and the entire ZingTrain team for all your creative and caring contributions!

Ari



guided travel

to the source of great food!

Tour Hungary!

May 18-28, 2015

We've so much enjoyed our journeys to Hungary that we want to take you on our next trip! 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!



Tour Traverse City and the Leelanau Peninsula!

May 29-31, 2015

Come with Zingerman's Food Tours to explore amazing artisanal food right here in Zingerman's own backyard, in the foodie paradise that is Michigan's beautiful Traverse City / Leelanau Peninsula area.

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

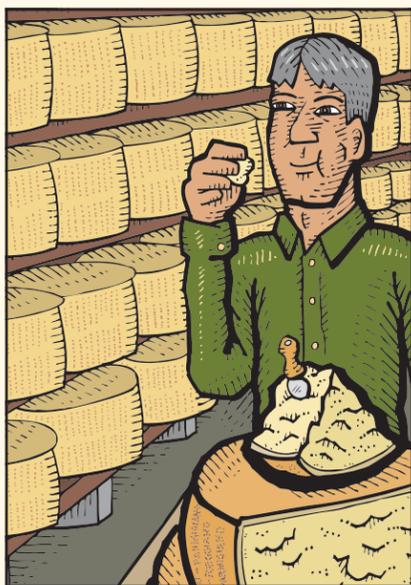


Tour Tuscany!

October 3-12, 2015

With Peggy Markel, long-time fellow culinary adventurer and food guide, we'll experience the wonderful food, culture, and landscape of Tuscany. 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 Florence.

Jillman & Elph
Zingerman's Food Tour



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

888-316-2736 • foodtours@zingermans.com



Holiday Party Planning at Zingerman's Events on Fourth

Zingerman's Events on Fourth is our intimate, charming, exposed-brick meeting and dining space nestled in the Kerrytown Market & Shops, just west of Zingerman's Deli. And it's perfect for your next gathering of 10 to 80 guests!

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

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

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

Early Booking Special

Book a weekday or weeknight (Mon-Thurs) party for November or December by October 31st, and receive half off the rental fee!



Sandwich of the month

September

Tiger's Toothsome Treat
\$13.99

A generous helping of our thick, peppery pastrami, sliced warm, layered with mayonnaise, honey mustard, crunchy leaf lettuce, tomato and sliced onion, all served on our crusty Bakehouse Farm bread.



October

Case's Celebration de Canard
\$16.99

A sandwich showcase for duck confit. We take the traditional approach of curing duck legs in salt, and then cooking them slowly in their own fat. We top the velvety, shredded duck meat with melted Swiss cheese, sweet peppery arugula, and present it on our Bakehouse Rustic Italian bread.

new deli sandwiches!

Our new menu has hit the floor and these fantastic creations are making their debut!

#214 aubrey's milk & honey

Thinly sliced hot sopressata salami, Zingerman's Creamery fresh goat cheese, drizzled with honey on grilled rustic Italian bread.

#194 second city dog

All-beef hot dog topped with onions, yellow mustard, relish, pickles, tomatoes & celery seed salt.

#236 rucker's raucous reuben

Grilled tempeh from the Brinery, Switzerland Swiss cheese, Brinery sauerkraut & Russian dressing on grilled onion rye.



Mozzarella Mania



Some foods really are super-seasonal. Strawberries—local ones at least—come in the spring, and that's it. Around here the season's a short one. Peas pop up in May. New season maple syrup starts in March. Tomatoes start in July and go all the way 'til mid-September. It's not like we can't get this stuff the rest of the year; out of season they ship in any number of forms—dried, frozen, canned, sous vide, or some other slightly altered state that I'm not thinking of right now. But still . . . everyone knows the real season here is short, and appreciation runs appropriately, high.

Other foods, by contrast, kind of feel seasonal even though they really aren't. Lemonade, for sure, seems like summer time stuff, but of course we neither live near lemon trees, nor is any citrus at its peak in the summer. Still, it's hard to argue against the idea that a cool glass of homemade lemonade just feels like summer. Same goes for mozzarella. Truth is, it has no real season. We make it every day, 360-something days a year. But, still, it's so closely tied to the tomato season that July through September just feel like the months when mozzarella is at its height. That fresh, white, milky majesty laid down between slices of ripe tomato and topped off with some top-notch green fruity olive oil is hard to beat.

Seasonality aside, we're making hundreds of pounds of it every week by hand at the Creamery, Deli and Roadhouse. There are dozens of ways that we put mozzarella to work around here, and many dozens more you can do at home with a modicum of effort and a maximal measure of deliciousness. Fresh mozzarella opens the imagination, I think. It's like this milky white canvas on which one can "paint" pretty much any good flavor: add harissa or fresh herbs; put it in pasta sauces or on pizza; pair it with pesto at the Deli on the #55 (Gemini Rocks the House) sandwich. The number of good things you can do with fresh mozzarella is probably as close to culinarily infinite as one could imagine. Some stuff you know, others you may not, many more we have yet to make up. Buy a bunch this month and indulge in your own Mozzarella Mania.

Ari

12 Amazing Ways to Use Mozzarella

1) Mozzarella with Fresh Tomato, Olive Oil And Basil

available at your house or the roadhouse!

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

2) The Same On a Sandwich—MoTo

Looking for a good lunch? This one's easy. Just take those same top notch ingredients listed above, stick it all inside a Paesano roll from the Bakehouse and you've got a great meal. The rolls are substantial enough to hold up to the oil so it's easy to make these ahead, wrap in foil and take them to work, the park or pretty much anywhere else you like.

3) Mozzarella with Anchovies

I love this combo, truth be told, almost more than the tomatoes. Lay one on the other, drizzle a bit of olive oil and eat as is or in a sandwich. I'm very high on the Gran Anchoa, from the Ortiz family, which are the bigger and better of their anchovies (for more on Ortiz, see page 5). Cured for a minimum of six months in the (firmer, slightly drier) Cantabrian style, then hand-filleted and packed in extra virgin olive oil.

5) Mozzarella with Roasted Peppers

When our all too short season of high-quality tomato eating comes to an end, the truth is that I'm just as happy eating my mozz with sliced roasted peppers. You can most definitely do your own; the market's full of peppers. If you want to just get some from us, we have a couple of really amazing, already roasted, easy to open and great-to-eat peppers to put on your plate. Next time you're at the Deli check out the Piquillo and Cristal peppers!

7) Pasta With Tuna And Mozzarella

This sounds a little crazy but it's really good. It comes from Naples where they buck the unwritten Italian rule about never serving fish with cheese. I learned it from Micol Negrin's really fine book of regional recipes, *Rustico*. Basically you mash the tinned tuna (I'm a big fan of all the Spanish Ortiz tunas) with some capers (try the wild Tunisian ones from Moulins Mahjoub), anchovies (Ortiz again), and thin it with a bit of olive oil. Then you toss that sauce with just-cooked, *al dente* thick spaghetti or bucatini, and cubes of fresh mozzarella. Works with well with a few chopped piquillo peppers, too. Feel free to sub in smoked mozzarella as well. Either way, it's delicious and not hard to do!

8) Harissarella

The much-loved, secret, spicy, culinary super-heroine of my table, Harissarella, when called upon, can swoop in and add positive energy to just about any meal any time of the year. A generous dose of the amazing-on-pretty-much-anything harissa from the Mahjoub family in Tunisia tossed with chunks or slices of fresh mozzarella. The mozzarella tradition comes from the north shore of the Mediterranean, the harissa from the south. By the map alone they probably ought to meet somewhere around Malta, but for me they meet in my kitchen. It's not hard to do at home. Just buy some of the Mahjoub's harissa and some fresh mozzarella. But if you're in a hurry, we make it regularly at Zingerman's Creamery. Harissarella is a kickass combination—the heat and flavor of the smooth textured, spicy harissa sauce (three varieties of sun-dried peppers, sun-dried tomatoes, sun dried garlic, and extra virgin olive oil, a touch of ground caraway and wild capers, all from the Mahjoub's farm), make a mighty good marriage with the mellow milkiness of the mozz. Enough to bring a sunny spirit and a spicy smile to any overcast autumn afternoon.

12) Smoked Mozzarella from The Creamery

Our fresh mozzarella slowly smoked over cherry logs. It's meaty enough to make a carnivore think they were eating meat. Particularly great I think with those Mahjoub sun-dried tomatoes. Toss little bits of it with stuffed tortellini or melt onto a pizza. Or eat it at the Deli on the #32—Big Al's Saturday Night.



Grilled Mozzarella and Anchovy Sandwiches

So simple, yet so good. I think I could eat these for lunch every day for a week without getting tired of them. Makes 2 sandwiches.

Extra virgin olive oil for coating the bread before frying
4 slices country bread
1/4 pound fresh mozzarella, sliced thin
6 anchovy fillets, packed in olive oil
Freshly ground Telicherry black pepper to taste

Lightly brush one side of each bread slice with olive oil.

With the oiled sides down, lay the mozzarella slices on two pieces of the bread. Top the mozzarella diagonally with anchovies, about 3 filets per sandwich. Drizzle a bit of oil from the anchovies over the filets and top each sandwich with another slice of bread.

Place a good sized skillet over medium heat. The pan should be hot enough to toast the bread to a golden brown and heat the sandwich through, but not so hot that the bread will burn. When the skillet is hot, place the sandwiches in the center. Set a bowl or plate on the sandwiches to weigh them down. Cook until the bottom of the bread is lightly browned, about 3 minutes. Turn the sandwich over and repeat on the other side.

Note: if you want to gussy these up you can add other ingredients like roasted peppers, arugula, fresh basil leaves, red pepper flakes, etc.



ROASTER'S PICK



September: Uganda bugisu

Gumutindo is a coffee producing co-op in the east-region of Uganda. All of Gumutindo's coffee is processed by its individual farmer members with the result that the farmers retain more of the value of each cherry they pick and process. The co-op provides cupping training for its farmers so they can recognize the different quality issues that arise when coffee is not harvested and processed well. This coffee has a naturally sweet flavor with notes of dark fruit and a hint of toastiness.

October: blossom Peaberry/bourbon Peaberry

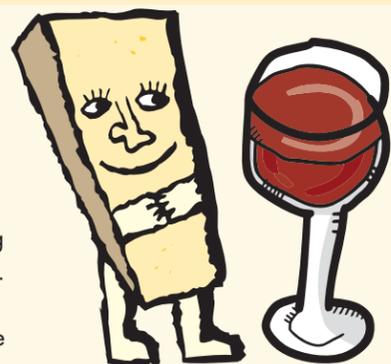
This is Daterra's first crop of Blossom Peaberry in their 20-year history. The Blossom is a single varietal coffee grown at the Daterra Farm in Minas Gerais, Brazil. It originally earned its name for an amazing lily-like fragrance.

The peaberry, also known as caracole or mocha bean, is the bean found inside the coffee cherry and generally represents less than 5% of a coffee tree's production. For this special coffee, the peaberries were separated from the Blossom bean, producing a lot of only 586 pounds. Zingerman's Coffee Company has purchased the entire lot, so you have the exclusive opportunity to enjoy this exceptionally rare and flavorful brew!

Zingerman's Creamery Specials

BEER, WINE, CIDER, AND MEAD AT ZINGERMAN'S CREAMERY!

Did you know that when you stop in for our award-winning cheese and gelato, you can also head home with your favorite Reislung or IPA? Michigan is lucky to so many great craft brewers and winemakers, and the Creamery cheese shop carries some of the best. We've got beer from Short's, Founders, and Oddside, meads from B Nektar, wines from Fenn Valley, and Left Foot Charley, and cider from Vander Mill. Oh, and we also have a knowledgeable staff that loves the stuff, and will happily guide you to our favorite wine/beer/cheese pairings!



The Fenn Valley estate is a 240 acre farm located five miles from Lake Michigan, just south of Holland, Michigan. It is a family owned and operated vineyard and winery established in 1973, and their goal has always been to produce world-class wines from grapes grown along the shore of Lake Michigan. Due to their proximity to the Lake, they experience a delicate weather balance referred to as "the Lake Effect." They're close enough to enjoy a moderation of winter temperatures and far enough away that the summer months bring a mild cooling effect. A look at an atlas of the world will show that the major viticultural areas are almost always located near a large body of water that serves to moderate the climate in some manner. California, Washington, Oregon, Australia, Germany, Italy, France, and Michigan all meet this criteria. The wines they make are incredibly approachable, perfect for the dinner table, or a gathering of friends. Here are a couple of their wines we currently carry at the Creamery.

Capriccio - This big, soft, red wine shows the right balance between fruitiness and dryness. A big, jammy, berry fruit flavor with a subtle backbone of tannin, it is designed so you do not have to wait five years to enjoy a great glass of red wine. Serve this wine with chicken, red meats, pastas, and blue cheese.

Meritage - The name (merit-heritage) was coined by a small group of American winemakers to identify handcrafted wines blended from the traditional noble Bordeaux grape varieties. In January, as the winemakers at Fenn Valley were preparing red blends for the coming year, they noted that a blend of these three varieties was superior to any of the wines by themselves. The Cabernet Franc contributes a black cherry fruit flavor, the Cabernet Sauvignon gives a it black pepper quality, while the Merlot brings a light, earthy, fruit character. As expected, no one variety stands out; they all work together to create a harmonious blend of flavors that complement each other. We paired this wine with our Brûléed Manchester and the results were delicious.

Vino Verde - Literally, it means "green wine." It is made from the Seyval grape variety harvested about two weeks early. The resulting wine is dry, crisp, and refreshing, with low alcohol and a touch of natural carbonation. It is a fun wine, not to be taken seriously - perfect to serve over ice on a hot summer day. When thinking about cheeses to serve with this wine, think goat. Our Lincoln Log and Little Napoleon cheeses are perfect partners with the Vino Verde.

Upcoming Wine and Cider Tastings

Michigan Wine Tasting with Left Foot Charley Fri., Sep. 5 • 6-8pm • \$45

In 2004, winemaker Bryan Ulbrich was called upon to create one of the best Dry Rieslings that Michigan has to offer. Left Foot Charley is a small winery located in the Old insane Asylum of Northern Michigan. They produce small artisan batches of vino as well as picking up a few awards on their way to greatness. Come to a night of wine and cheese as we pair Zingerman's Creamery house made cheese with a flight of delicious wines from Left Foot Charlie Winery.

Vander Mill Cider Tasting Fri., Oct. 3 • 6-8pm • \$45

Working out of the Dietrich Apple farm on the West Coast of Michigan, Vander Mill Cider Company works hard to provide top-notch hard cider with some of Michigan's sweetest apple varieties. In the fall you can catch some live action cider process and learn the in's and out of what they call "real" cider. Join us in the off season of production to taste some of Michigan's finest hard apple cider paired with a collection of Zingerman's Creamery Cheeses.

cheese of the month

Available at
Zingerman's Creamery,
Deli Next Door and Roadhouse

September The Bridgewater Log



This month marks the 12th anniversary of our Bridgewater cheese, so we're celebrating this event with the launch of the Bridgewater round's sibling, the Bridgewater Log. This is technically the same cheese, but in a larger two-pound log. The log has less of a cheese to penicillium rind ratio, and it's more convenient for buying as much or as little as you need. Slice it thick or thin to top crostini, salads or pasta.

The Bridgewater has come a long way since its rather inauspicious beginning and remains, to this day, the only cheese we've created purely by mistake. One morning at the original Creamery location in Manchester, MI, we walked into the dairy and discovered three bags of cream cheese curd that we'd missed from the day before. The curd had over-drained and was too dry for cream cheese, so we added some fresh-cracked pepper, formed it into rounds, and sprayed the surface with the same penicillium used for Brie cheese. Within about ten days, the cheese was covered with the fluffy, white penicillium mold and we had our first batch of Bridgewater.

The next challenge was, "Would anyone like it?" So, I went to the Deli to have the cheese buyer, Carlos Souffront, taste it and give his feedback. Unfortunately he was out of town, so back I went to the creamery. About two weeks later, my daughter asked me why the car smelled funny and that was when I discovered the now-aged Bridgewater in the trunk of my car. I again drove to the Deli and had Carlos taste the cheese (I probably should have mentioned they'd been sitting in my car for two weeks...). He really liked the flavor, and we started making Bridgewater that week. We also found a better place to age it.

The Bridgewater remains one of our most popular and versatile cheeses. When young, the paste is velvety and milky, with the earthiness of the fresh cracked Tellicherry pepper and the mushroom flavor of the penicillium rind. When it's aged well, the cheese becomes more dense and the pepper flavor intensifies, creating a great accent to cooked pasta or served over a summer salad.

\$20.99/lb.

October Liptauer

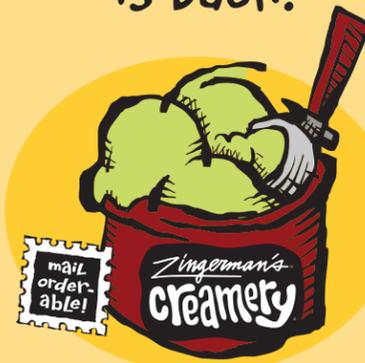
In our never ending effort to bring back great flavors of days of yore, we're excited to offer up this taste of Hungarian tradition. To make Liptauer (pronounced "Lip-tower") we start with a base of our Farm Cheese, spice it up with fresh garlic, Hungarian paprika, capers, toasted caraway and just a touch of anchovy. It's moderately spicy and exceptionally complex, with a big burst of flavor in every bite!

Liptauer is great on rye bread or bagels from Zingerman's Bakehouse, used as veggie dip or hors d'oeuvre, or as the base for spicy finger sandwiches. This cheese is quite powerful, so you'll want to grab a stout or a heavy-duty IPA to complement it!

\$12.99/lb. (reg. \$15.99/lb.)



Paw Paw Gelato is back!



Made with fresh Paw Paw from Nash Nurseries in Owosso, this fruit is picked at its peak and comes straight to the Creamery. We use Calder milk, Guernsey cream and just a bit of sugar to bring out a lovely taste of the tropics grown right here in Michigan. The Paw Paw harvest is short and sweet, so get yours today!

Available at
Zingerman's Creamery,
Deli Next Door and Roadhouse

ROSH HASHANAH SPECIALS

Erev Rosh Hashanah Is September 24



Zingerman's
DELICATESSEN

Let the deli do the cooking this holiday!

Available for pick up starting Wednesday, September 24 at noon • Call 734.663.3400 to order

Whole Roasted Harnois' Chicken

Tasty free-range chickens from Harnois and Son Farm. Roasted whole with lemons and fresh herbs.

Roast Beef Brisket

Longtime staple of the Deli. Marinated and braised for hours with herbs and garlic. Served thick-sliced with a side of beef gravy.



Lamb and Honey Stew

Straight from the *Zingerman's Guide to Good Eating* (pg. 378), lamb slow-cooked with rosemary honey, Spanish saffron and organic potatoes from Tantré Farm.

Jewish Chicken Broth

Traditional Jewish chicken broth made daily with free-range chickens, celery, onion, and parsley, slowly simmered, then strained for a clear broth.

Handmade Gefilte Fish

Made in our kitchen from freshwater fish, matzo meal, fresh eggs, sea salt & white pepper, then poached in fish broth. Also available in a gluten-free version.

Sweet Carrot Tzimmes

Special Rosh Hashanah edition of tzimmes made with sweet organic carrots from Tantré Farm and slow-cooked with dried fruit and spices. We are making a big tzimmes!

Matzo Balls

Homemade from matzo meal and chicken schmaltz.

Fresh Horseradish

Ground fresh in our kitchen and made with Gingras organic apple cider vinegar.

Chopped Liver

Chicken livers with caramelized onions and hard-boiled eggs. Ari's grandmother's recipe and the one we've been making at the Deli since we first started.

Potato Kugel

One of our all-time favorites; a smooth batter of potatoes & onions, with just a little matzo meal, eggs & schmaltz.

Noodle Kugel

Traditional noodle "pudding" of Al Dente egg noodles, fresh farmer's cheese from Zingerman's Creamery, plump raisins and a hint of vanilla.

Tupelo Honey

White Tupelo Honey from Moonshine Trading Co. in Florida. The honey is amazingly smooth & pourable. It has a balanced sweetness that hints of green apple. It is the perfect honey for dipping.

Baked Potato Knish

A modern version of the classic Jewish pastry stuffed with golden potatoes, onions, and herbs.



Smoked Whitefish Salad

Made with whitefish from the Great Lakes of Michigan and loads of Calder Dairy sour cream, fresh dill, and fresh lemon juice. A Deli classic for years.

This is just a small sample of the feast we're preparing. Go to www.zingermansdeli.com to see the complete menu and call 734.663.3400 to order!



Zingerman's
BAKEHOUSE

Limited Time Rosh Hashanah Breads and Pastries!



Buckwheat Honeycake- Sept. 17-Oct. 4

Made from a long list of luscious ingredients including a healthy helping of buckwheat honey from a beekeeper in the Pacific Northwest. With a big, bold, fruity flavor, the buckwheat honey adds extra zip. Add in freshly cracked eggs, golden raisins, toasted almonds, fresh orange and lemon zest, cinnamon, cloves, ginger, nutmeg and a few secret ingredients and you'll get the New Year off to a good start.



Moroccan Challah- Sept. 17-Oct. 4

A sensually spicy North African way to ring in the New Year, this is the challah of the Moroccan Jewish community. Rich, egg-based dough sweetened with honey, woven into a beautiful five-braid loaf, and then rolled in generous amounts of anise, poppy, and sesame seeds.



Challah Turbans- Sept. 17-Oct. 4

These challah "turbans" come in small and large sizes and two varieties! With or without Myer's Rum-soaked raisins.



Apple Rétes- available every day

Rétes (ray-tesh) is a Hungarian specialty, you might know it as strudel. We take our own fresh dough and carefully hand stretch it over an 8-foot table until it's thin enough to see through. Then it's folded and layered with melted butter and a sprinkle of cake crumbs, wrapped around fresh Michigan apples, baked until golden brown and dusted with powdered sugar.

Applesauce Cake- Sept. 25-28

A moist cake made with applesauce and butter, full of chunks of fresh Michigan apples, toasted walnuts, and red flame raisins.

Flodni- available every day

A Jewish Hungarian specialty for the holiday. Buttery pastry layered with three distinct fillings: honey poppy seed, raisin walnut, and cinnamon apple. Available by the slice or whole.

Traditional Jewish Pastries Gift-Boxed for the Holidays!

Rugelach

Rugelach ("ruge!" means royal in Yiddish) is the royalty of traditional Jewish pastries. We make a butter and cream cheese dough and wrap it around very special fillings. Our handsome gift box is filled with a pound of these royally good cookies. Choose from half dark chocolate ganache & half red raspberry preserve, or half apricot & half currant walnut.



Marvelous Mandelbread

Biscotti's Eastern European cousin! "Mandel" means almonds in Yiddish, and these are loaded—not laced but literally loaded—with toasted almonds. Made with sweet butter, fresh eggs, lots of fresh orange and lemon zest, and scented with real vanilla. Just the aroma alone is enough to make us excited about these traditional cookies.



Almond Kifli

An irresistible Hungarian treat. The name kifli originally referred to the crescent shape and to savory breads in this shape (it was the precursor to the croissant!). It is available in many parts of Europe by different names. This particular cookie is very popular in Hungary and Austria today. Ours are made with ground almonds and real vanilla bean. They're addictive, so watch out!



Get the New Year Off to a Sweet Start with Handmade Candy from Zingerman's!



Bring Home A Limited Edition Rosh Hashanah Super Zzang! Bar

Try the treat the Oprah called "Chewy, crunchy, sweet, salty, and highly addictive—this luscious handmade candy bar puts the vending machine stuff to shame." Big enough for the whole family to share!

Peanut Brittle And Chocolate Covered Peanut Brittle



Choose your pleasure - jumbo runner peanuts cooked perfectly in our deep amber, butterscotch-rich, shatteringly delicious brittle, or all of that covered in amazing dark chocolate. On second thought, why not some of each?



Sesame Halvah

We're taking candy, and halvah, back to the days before industrial food production. We toast and grind the fresh sesame seeds ourselves and mix it by hand in small batches. Ours is the only handmade halvah that we know of in the U.S. There are no shortcuts to flavor! Toasted fresh sesame seeds, dense and dark muscovado brown sugar, pure Michigan honey, and naturally harvested coarse sea salt all combine to make our halvah radically more flavorful!

PIE FLAVORS

There's nothing quite like planning the changing of pie flavors to prepare me for the changing of the season. It's a task which I approach with a little melancholy and a little optimism all mixed together.

Why Melancholy? Well as I write this, I'm enjoying what I think of as the best of summer days in Ann Arbor. They are the relatively quiet and usually hottest weeks we have which start on the Sunday after Art Fair and end with University of Michigan Move-In Week. Having grown up in cool Nova Scotia there's no weather I enjoy more than hot and humid Ann Arbor summer days and nights! I also appreciate the seasonality of energy around town. These quiet weeks have a leisurely energy. It's a good time for porch sitting, meandering, and musing. And for enjoying the last of the summer pies -- blueberry, cherry, peach...

But this is all coming to an end and we get to think about what's next. Luckily what's next is equally good, just different. Here's the optimism happily pulling us into the next season.

Our fall pie flavors are richer, more complicated than summer. Spicy pumpkin, buttery apple, tart/sweet/nutty cranberry walnut. I think their richness matches the cool fall air and stands up to our busy autumn lives. They are assertive flavors. They give us fortitude to do the work of the Fall. Okay, I'm ready for them. I hope you are too.

Amy

Bakehouse co-managing partner & baker

pie popularity contest



FALL PIE MENU

Perky Pecan Pie

This is our all-time best-selling pie. It's a pie so good even Southerners happily pay for it. Why? It's a pile of toasted pecans, literally, surrounded by a rich brown sugar custard made from unrefined Mauritian brown sugar, real butter, and vanilla. It's intensely flavorful and sticky finger-lickin' good.



Cranberry Walnut Pie

This is a pie we look forward to each year. It mixes rich brown sugar custard with tart cranberries and toasted walnuts. Its beautiful to look at on a holiday table and tastes remarkable.



Jumbleberry Pie

Filled to the brim with a jumble of juicy berries- raspberries, blackberries, blueberries, and cranberries. Not too sweet, not too tart filling inside; flaky buttery crust on the outside. Inside and out, a delight to eat.

Chocolate Chess Pie

Chess pie is a Southern tradition. Our version is a creamy baked chocolate custard in an all-butter crust. For us, it all starts with a very special dark chocolate from Mindo chocolate makers in Dexter, MI.



Pumpkin Pie

Pumpkin was a native North American squash that was widely eaten by Native Americans long before Europeans arrived. Pumpkin pie really was on the menu at the Pilgrims' second Thanksgiving in 1623. Hundreds of years later it's still on the menu in most homes. Now that's staying power. Creamy pumpkin filling spiced with Indonesian cinnamon, ginger, clove, Michigan honey and made as rich as a person could stand with the addition of cream from Guernsey dairy, a family-owned Michigan dairy.

Rustic Apple Pie

It's a classic! A mound of fresh Michigan apples tossed in cinnamon sugar hand-folded inside a rustic-looking all-butter pie crust. The whole thing is sprinkled with cinnamon sugar streusel.

What's Bakin' at Zingerman's Bakehouse

BREAD OF THE MONTH



september
Paesano bread

NOW \$4.50 was \$6.29

The traditional bread of the Puglia region of Italy. Pass it around the table for ripping and dipping in great olive oil, soup or pasta.



october
Farm bread

NOW \$4.50 was \$6.29

Imagine sitting around a French farmhouse table waiting for dinner to be served--this would be the bread they'd bring out. It has a thick crust and soft white chewy interior with a flavor that tastes of toasted wheat.

HANDS-ON PIE CLASSES AT



fried Pies, Pocket Pies & key Lime Pies

Pies Version 3.14

Saturday, October 4th, 1:30-5:30pm

Love American pie and already have the classics down? Join us to add these variations to your repertoire fried fruit pies, pocket jam pies (a.k.a. the original pop tart) and key lime pie with a buttery graham cracker crust! You'll be most popular at the pot luck after taking this class. You'll leave BAKE! with several tested recipes, the knowledge to make them at home and all the pies you made in class.

new maple Syrup Pie

Magic of Maple

Thursday, October 16th, 5:30-9:30pm

We have so many wonderful agricultural products to bake with in Michigan. One of our all time favorites is our maple syrup. In this class we'll teach you how to make maple bran muffins, maple leaf sandwich cookies and maple syrup pie. We'll also include a maple syrup tasting so that you can be an expert purchaser. Be Local! Three Cheers to Michigan!

egg pie!

Dinner Series: French

Saturday, October 18th, 1:30-5:30pm

Let's make dinner together! Learn to bake a few classics and go home with a fine French inspired meal you made yourself. We'll make quiche Lorraine from scratch, including the buttery pie crust and the egg and savory bacon filling. We'll also bake crusty french baguettes and crispy tulle cookies. You'll go home with all the recipes, the knowledge to recreate them at home and dinner for four.



traditional Pies, apple and pumpkin

Baking Pies a Plenty

8 November dates to choose from!

Find them at www.bakewithzing.com

You never stood on a chair to help Grandma bake a pie? You don't get many second chances in life but here's your opportunity to learn how she did it. We'll deliver the basic techniques of creating an all-butter crust and a crust using lard and butter to take the mystery out of our pie making. Everyone takes 2 pies home to enjoy- different flavors depending on the season! You'll leave BAKE! with a few recipes, the knowledge to make them at home, one unfinished pie crust and 2 pies you made in class.

chocolate & coconut custards

Cream Pies

Friday, November 21st, 1-5pm

Love custards and puddings? Love buttery pie crusts? Eat whipped cream by the spoonful? Yes! Yes! and Yes! Then this class is for you. Join us to make two of our Bakehouse best: chocolate cream pie and coconut cream pie. We'll also demonstrate key lime pie. Since it's baked it's not really a "cream" pie but it's definitely creamy and delicious.

See our full schedule and sign up for a class at 0

SPECIAL BAKES

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

september

Margaret's Sweet Wheat 9/12-9/13
Honeycake 9/17-10/4
Challah Turbans 9/17-10/4
Moroccan Challah 9/17-10/4
Applesauce Cake 9/25-9/28

october

Green Olive Paesano 10/10-10/11
Somodi Kálacs 10/17-10/19
Hungarian Cinnamon Swirl Bread
New Deli Crumb Cake 10/23/-10/26
with pistachios and sweet Indian spices
Loomis Bread 10/24-10/25
with Creamery cheshire cheese
& Cornman Farms roasted red peppers
Barches 10/31-11/1
Hungarian Egg Bread with Paprika



Call ahead to order yours:
BAKESHOP 3711 Plaza Dr. • 761.2095
ROADSHOW 2501 Jackson Rd. • 663.3663
DELI 422 Detroit St. • 663.DELI (3354)

CAKE OF THE MONTH

20% off whole cakes & slices

september

24 Carrot Cake



october

Dobos Torta

