



**zingerman's potato
chips are here**

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their own space**

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and prosciutto**

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culinary zecrets

a “zecret” is a little known fact, product, or special at any of the zingerman’s businesses

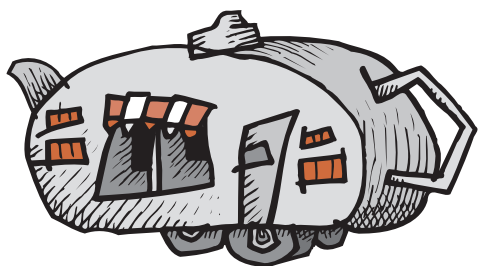
TOP #ZECRET

There’s so much going on at Zingerman’s that no one—not even me—can stay current on every single addition to our culinary offerings. Every day there’s some new special, a little interesting new twist, a new import arrival, an upgrade to an ingredient in a long-standing Zingerman’s classic. Many of our foods, of course, are famous—everyone knows about the Reubens at the Deli; the rye bread or the Magic Brownies at the Bakehouse; our handmade cream cheese at the Creamery; the fried chicken at the Roadhouse...

But this little column looks at things from another angle—it’s a handful of the many (I could probably put down a hundred if you give me a couple hours!) delicious foods and drinks around the Zingerman’s Community of Businesses that, although I think they’re exceptional and I eat them regularly, haven’t yet won the widespread acclaim from the press and the public at large that I would argue they easily deserve!

1. THE BREAKFAST BURRITO AT THE ROADSHOW

It’s easy to forget about these babies, but once you have one, I’ll wager good money you’ll be back for more. Freshly scrambled eggs, Nueske’s applewood-smoked bacon, real Monterey Jack from Vella Cheese (one of only two or three places in the country that still produce handmade Jack the old fashioned way), and roasted New Mexico green chiles, all wrapped in a soft wheat tortilla. Add hot sauce to taste! It’s top notch, terrifically too good to pass up! And since it’s in the Roadshow, you don’t even have to get out of your car to get one!



2. TTEOK BOKKI AT MISS KIM

Since it’s only been a few months since we opened our doors at Miss Kim (rather quietly and discreetly, on purpose) pretty much everything on the menu is still a zecret. Probably not for long, though. Of all the great items that Ji Hye (managing partner and chef) has put on her opening menu, the tteok bokki is my favorite. The formal translation to English says that these are “rice cakes,” but I don’t think that does justice to the dish. To be clear, tteok bokki has nothing to do with the crispy, dry rice “cakes” that are sold in supermarket health food sections. These are more like “rice gnocchi” – tender but firm morsels made out of cooked rice, formed into strips about two inches or so long and maybe half an inch across. They’re cooked with a spicy chili sauce that’s laced with little bits of diced cooked pork. When the rice “gnocchi” are cooked up in the pan, they get a bit of crispy browning to them that makes them slightly chewy to the tooth (“al dente,” we would say with pasta) but tender on the inside. The whole thing is then topped with a not-quite-cooked-through-to-the-middle six minute egg. When the plate comes to the table, you break the egg with your chopsticks (or fork) and... you eat! I could probably eat three plates of them for a main course. And with that egg on there, you could enjoy them morning, noon or night. The tteok bokki, I’m convinced, are destined to leave zecret-dom rather quickly. Be the first on your block to bear witness to their excellence!! Tteok bokki are terrific!

3. JEFFERSON RED RICE FROM ANSON MILLS AT THE DELI

To find this one, walk over to the freezer case, right next to the steps you go up to order your sandwich. You can see why it’s a zecret! Hard to find though it might seem, it’s one of the most delicious things I’ve eaten in the last six months. We have access to it thanks to the always exceptionally good work of Glenn Roberts at Anson Mills. Like the amazing grits and Carolina Gold rice, which many of you already know, this stuff is a hard to find, almost unknown anywhere in the U.S., heirloom varietal. Glenn discovered it by accident in the Carolinas in a conversation with a colleague whose family has been growing rice in the region since the early 18th century. “She took me aside and poured

about 100 grains of very brown rice into my hand...this was her great grandfather’s Huguenot Red Rice from Provence, their family rice...Something struck me from that encounter that will last to the grave...she was crying...over rice.” While the emotional context for me is nowhere near that deep, the rice is so good it could have brought me nearly to tears. Nutty, rich, super delicious. Easy to cook – although I’m sure you can do much fancier things with it, I just boiled it in salted water until it was al dente. It’s amazing as is. It’s as lovely as it is delicious. (Yes, it really is a beautiful rust colored red.) If you want to dress it up, add a touch of good olive oil and some freshly ground Tellicherry black pepper. If rice can be life changing, if eating and appreciating an authentic taste of the American 18th century appeals to you as much as it does me, buy some of this rice. It ain’t cheap, but amazing food is rarely inexpensive (unless you grow it yourself). And by the way, the more we eat it, the more we increase the odds that this wonderful, nearly-lost rice variety will continue to be grown and enjoyed! Biodiversity, super story, fantastic flavor.

4. LÁNGOS AT THE BAKEHOUSE

For those few in the know, this zecret has long since been shared. Every Tuesday and Saturday the Bakeshop offers the chance to enjoy a very delicious version of THE most popular street food in Hungary. While lángos (pronounced long-GAUCHE) is almost unknown over here, in Hungary, it’s almost everywhere. Where someone in Manhattan might buy a slice of pizza for lunch, the average Hungarian would surely have lángos. There are lángos stands all over the country, in much the same way that you can find hot dog carts all over Manhattan or falafel stands all over the Middle East.

The legend of lángos is that it started when bakers would take a bit of not yet fully proofed dough out of the mixing bowl and bake it early in the day in order to stave off their hunger until they could have a more proper lunch. This old style, hearth baked lángos, is on our list for future development. For the moment, though, we’ve started with the slightly more modern, and infinitely more popular, fried version of the dish: brushed with garlic and sour cream, sprinkled with fresh dill, topped with hickory smoked ham, Marieke 1-year Gouda cheese and a dusting of paprika.

Like most fritters, it’s far better when you eat it only a few minutes after it’s emerged from the oil. If you’re looking to add a little life to your lunch next Tuesday or Saturday, think about heading over to the Bakehouse and ordering up a lángos.

5. MOCHA JAVA BREWED IN A SIPHON POT AT THE COFFEE COMPANY

One of my favorite options off the Big Brew Board at the Coffee Company: brewing in the siphon pot. It creates a dense, slightly more intense cup. The Mocha Java—a blend of Sumatra, Papua New Guinea, and Ethiopian coffees—does particularly well this way. Makes for a delicious, nutty, smooth cup of coffee. Highly recommended! Amazing how much a special cup of coffee to start your day or break up your afternoon can make a difference!!



6. MAC AND EGGS AT THE ROADHOUSE FOR BREAKFAST

If you like the macaroni and cheese at the Roadhouse—and clearly a lot of you do since we sell a ton of it—you might try starting your day with this really good dish. It’s the same Martelli macaroni we use for the regular Roadhouse mac, made in the tiny town of Lari by the Martelli family, who’ve been at it since 1924. It’s made with great grain (you can’t make great pasta from mediocre wheat); mixed slowly at cool temperatures (like we do with the bread at the Bakehouse to protect the flavor of the grain); extruded through bronze dies (to get the appropriate and traditional very rough surface); and dried super slowly for about 50 hours (to protect the texture and flavor of the pasta). It is, truly, the best macaroni I’ve ever had. We take that macaroni and toss it with diced up applewood smoked bacon from Nueske’s, and top it all with a couple fried eggs. I like to grind lots of black pepper on top. Great way to start your day!

7. NAVARRICO ICONS WINE VINEGAR FROM GREECE

I love good vinegar, and this is one of the most delicious I’ve tried in a long time. It’s made from white Sultanina grapes, which are left on the vine to dry in the hot Aegean sun. The drying enhances the natural sugars in the grapes, which are then crushed for their juice and naturally converted using traditional methods (nothing fancy—you introduce “mother” cultures and let the wine made from the grapes turn naturally to vinegar over a period of months). The result is moderately sweet vinegar, which has no additional sugar added to it. I love it. Light and delicious. The story is that it came into the U.S. through our importer of Greek specialties, Vivianna Karamanis. The initial offering arrived with the delicious addition of wild Greek thyme and rosemary. But being a bit of a purist, and wanting to let the natural flavors of this incredible vinegar take center stage, I asked her (nicely!) if she could get the producer to send us some without the herbs. Three years later, thanks to Vivianna’s patient persistence, it’s just arrived! Highly recommended to any vinegar lover! It’s high on my own list at home for salads, adding to soups, deglazing fish, pork, chicken, or even just sipping on its own. It’s that good. It’s still a zecret but probably not for long! ■



Zingerman's

CAMP BACON

MAY 31—JUNE 4

highlights

Bakin' with Bacon

Classes at BAKE!, the hands-on baking school from Zingerman's Bakehouse.

The Bacon Ball

Held at Zingerman's Roadhouse, with a menu curated by James Beard award-winning Chef Alex Young.

Taste of Detroit

Hosted by Zingerman's Food Tours.

The Main Event

An all-day event filled with meaty speakers, lots of learning, a whole lot of laughing and, of course, all the bacon you can eat!

Camp Bacon Street Fair

A three-hour street fair with an array of vendors selling, sampling, and showcasing all things bacon.

this year's speakers include:

Susan Schwallie, “Pork the One You Love”

Simran Sethi, journalist and author, “The Social Consequences of Commercial Pork Practices and the Benefits of Biodiversity”

Charles Wekselbaum, Charlitos, “Failure, Cuba, and Salami: A Journey in Meaty Entrepreneurship”

Ji Hye Kim, Chef and Managing Partner at Miss Kim, “Pork Traditions in Korean Cooking”

Ana Cabral, Fortune Fish, “The Beauty of Pork Dishes in Brazil”

David Mueller, Usingers's, “A Century of Marvelous Liverwurst in Milwaukee”

Sam Suchoff, Lady Edison Hams, “How a Vegan Jewish Boy Ended Up Making Marvelous Country Ham”

Fidel Galano, “The Magical Black Beans of Cuban Cooking”

AND MORE!

Sponsors

Fortune Fish, Nueske's, Plum Market, Zingerman's Roadhouse, ZingTrain, Zingerman's Mail Order, Food For Thought, Short's Brewing Company, Biscuit Love, and Big Fork

celebrating
35
years!

you really can taste the difference!™

ISSUE # 259 • MAR-APR 2017



AN OPEN LETTER TO OUR COMMUNITY



save the date!

We are thrilled to announce our 35th Anniversary Street Fair, August 12th, 2017! Join us and our extended ZCoB family for an evening of amazing food, fun, and festivities!

Paul Saginaw
zingerman's co-founder

Ari Weinzwieg
zingerman's co-founder

This March, Zingerman's Community of Businesses reaches a milestone of 35 years. Those three and a half decades are filled to the brim with fantastical food odysseys, magical customer interactions, an endless stream of heartwarming stories, and a humbling amount of press recognition, media notoriety, and awards. However, all that bounty is not what gives us our greatest sense of accomplishment. To be truthful, after all these years in business, we're more proud of what we've been able to give back than of what we've gotten. And our customers are truly a part of every corporate donation we have made over the years. With your support, we have been able to help sustain a multitude of nonprofit efforts. As an aggregate, we generate amazing strength of purpose. It is you, our customers, who have enabled us to feed, shelter and provide job skills to a number of our struggling neighbors and support many of the cultural and educational endeavors that vitalize our community. We offer to you our humble thanks and heartfelt gratitude. Looking back, it's been a tasty, productive and joyful ride that instills in us even higher aspirations for what's ahead!

Paul

It's hard to believe that this March marks our 35th anniversary. I've spent over half my life—and most of my adult life—being part of Zingerman's. I feel so fortunate. Lucky. Blessed. I'm deeply honored and enormously appreciative of the thousands of people who have helped to make what so much of the world now knows as the Zingerman's Community of Businesses what it is. The thousands of amazing people that we've been privileged to work with; the millions of incredible, generous and supportive guests; many hundreds of artisans in Ann Arbor and around the world who make the foods that we work with, cook, sell and eat! Thanks to the amazing community (all the more appreciated in moments when the world at large doesn't put it's most caring or humane or welcoming foot forward.) Thanks to all of the wonderful partners in the organization. To our over 200 staff Community Share owners and our over 700 employees. To our alumni. Very special, deep and loving thanks to Paul for being willing to set out on this journey together back in the winter of 1982. And thanks to YOU. It's an incredible Zingerman's Community and I'm honored and humbled to be some small part of it. Here's to many more good, generous years to come!

Ari

Beginning in March and continuing for the next 12 months, the entire Zingerman's Community of Businesses will be celebrating 35 years of fully flavored, traditionally made food and inclusive, people focused business. Each month we will focus on one of our businesses, showcasing the very best of what they have to offer and providing some unique opportunities to see each business a little differently!

Learn more at Zing35.com



Celebrating 35 years

of full-flavored, traditional & Jewish foods. Come to the Detroit Street bricks that pave their way to the land of neverending noshes that is Zingerman's Deli. We're a cornucopia of flavors and a smorgasbord of tasty treats, ready to give your tastebuds a fantastical Zingerman's adventure.

March begins the year-long Zingerman's Community celebration of 35 years in the business. The Deli kicks it off as the flagship, remembering our humble beginnings and honoring our Jewish roots. We've got some exciting things happening and we can't wait to share them all with you!

Since our start in 1982, Zingerman's has been a leader in the world of gastronomy. We continue to be incredibly passionate about all the delicious foods we are lucky to encounter, and over the years we've discovered as many flavors as there are bricks on Detroit Street. Get a chance to taste many of our favorite products—some we've carried from the beginning, at a really great price. While supplies last, we're offering discounts on select items for our 35TH ANNIVERSARY SALE. Pick up a flyer in house for details.

Roll Out The Red Carpet, Introducing...

Sure to be the next two things to make it to the top of our favorites list are two NEW products we're debuting: the Deli's own POTATO CHIPS (see pg. 6 for more info) and for the first time, our famous Old & New Deli-style PICKLES by the jar!

Did You Know Zingerman's Delicatessen Serves Breakfast 7-11 a.m. Daily?

Join us for the most important meal of the day! All year long, we have 16 breakfast plates and sandwiches, from breakfast BLTs to hearty oatmeal, to start your day off on the right food. Top it all off with a cup of joe or a delightful cappuccino! For March only, we have dueling sweet and savory breakfast cereals - Parmesan Pepper Polenta and Sweet Cinnamon Sugar Grits.

It Wouldn't Be A Birthday Without Cake!

Pre-order and purchase your Birthday cake (even if it's months away) on the Deli's Birthday, March 15th, and receive 35% off! (Valid at 422 Detroit Street ONLY)

Own A Piece Of Zingerman's History For A Steal!

Every month at the Deli, our two full-time artists design and hand paint posters to promote our cornucopia of full-flavored, traditional and Jewish foods and events. After their moments of glory on the Deli floor, these one-of-a-kind posters become available for purchase on our website...and our collection has grown so big, there are more posters than we know what to do with!

To celebrate 35 years of Neverending Noshes at the Deli, we're offering \$35 off each of our 1,000+ posters for the entire month of March—just use the code HAPPYBIRTHDAY! on our website. But wait, there's MORE! To celebrate the very day we started noshing, March 15, 1982, all of our posters will be \$50 off, using the same discount code on March 15. Browse our poster selection at www.zingermansdeli.com/zingermans-artfor-sale/.

We're Keeping The Good Feeling Going With Our Tastings With Ari!

We have two awesome opportunities to feast and hang out with Ari for THE BEST OF 35 YEARS with ARI TASTINGS! (see pg 15 for dates and times)

Spend an evening with Ari while he shares his favorite noshes from the past 35 years. It's gonna be an epic evening of stories and lots of amazing food, so bring an appetite ready to feast on our notable noshes and hear about our humble beginnings to where we are today. ■



Zingerman's Merchandising
Collective Member

Come join us for all the festivities!



Zingerman's
DELICATESSEN

Spring OIL CHANGE Sale!

Our annual olive oil sale gives you a chance to stock up on your favorite olive oils and get great deals on some that you may not have discovered yet. Select 2016 harvest olive oils from Italy, Spain, France and California are on sale.

Starting in April:
Buy 1, get 10% OFF
Buy 2, get 20% OFF
Buy 3+ get 30% OFF



MICHIGAN Zingerman's DELICATESSEN MADE

Being a Michigander is something special! And being a Michigan-based company, we are proud to support our local community. Throughout April and May, we're highlighting Michigan-made foods and honoring the individuals and purveyors behind our products made in the Great Lakes state. Just look for the mitten emblem!

Zingerman's
DELICATESSEN

PASSOVER FOODS



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

A few favorites
on this year's menu:

Seder Plate

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

Other menu highlights

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

Gluten-free Gefilte fish

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

Call 734.663.3400 to order!

*Our Passover foods are not kosher.

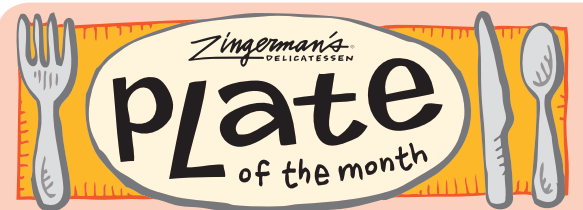
complete seder meal for 4



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

full menu available march 10th

100% of the proceeds from these meals goes to Food Gatherers!



Available at the Deli,
starting at 11am all month long!

march

Notably Noshable Platter \$15.99

Sample an array of traditional Jewish deli favorites. Enjoy slices of slow cooked, tender beef brisket topped with a zesty horseradish cream sauce, partnered with your choice of piping hot baked knish, a piece of noodle kugel and a thick slice of challah with Calder Dairy butter.

april

Tacos Fritos Trio Plate \$14.99

Tacos are for more than just Tuesdays. Feast upon four chicken tacos, spiced with Épices de Cru Mexican spice rub, wrapped in crunchy corn tortillas and garnished with a cabbage and beet salad tossed in a lime vinaigrette.



march

Ortiz Mackerel

now \$9.99, was \$14.99/tin

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 exquisite extra virgin olive oil, they are hard to miss. One taste, and you'll see that their texture, flavor and versatility are equally unforgettable.

april

Ortiz Ventresca Yellow Fin Tuna

now \$10.55, was \$15.99/tin

The prized belly of the yellowfin tuna. Tender, flavorful, luscious and succulent. It doesn't get any better than this. Enjoy straight from the tin, or put atop some tender greens. You simply can't go wrong.



march

Scott's Super Hero - \$16.99/each

Professor Hershovitz carefully combined each ingredient in specific proportion to create a sandwich well grounded in his love for classic Italian fare. He has paired pepperoni with hot soppressata, rich with red pepper, and cloaked them both with provolone cheese. Accompanied by olive oil and red wine vinegar, slices of sharp red onion and roasted fiery New Mexico green chiles. Served on warm, double baked sourdough bread.

april

Tom's Con-Tuna-Uous Improvement!

\$15.50/each

Contains ingredients that, while fine one by one, together transform and add value to the sandwich experience. Tuna salad, piquillo peppers, and crunchy cucumber on grilled True North bread. Paralleling the attributes of its namesake, this combination empowers and inspires all to get a little better, every day.

The Josephine *Available for Breakfast only 7-11am daily

\$14.50/each

All it takes are a few simple, fantastic ingredients to create an impressively perfect start to the day. Two fresh fried eggs, and prosciutto, grilled until crispy, with a hearty sprinkle of red pepper flakes and a little mayo on an onion roll.

can't get enough of the deli?



Follow us on social media
for daily missives from the Deli!

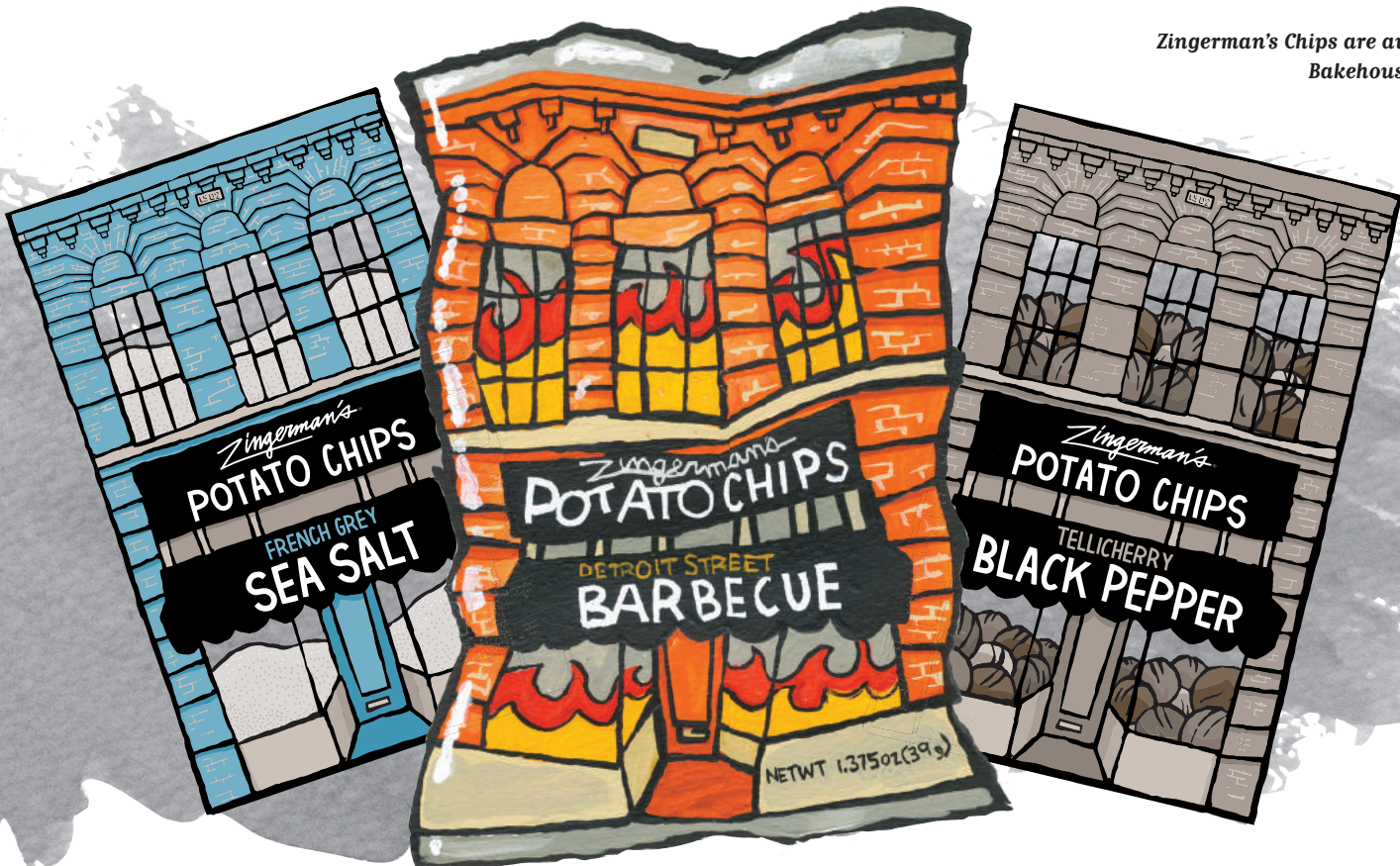
@zingermansdeli



you really can taste the difference!™

ISSUE # 259 • MAR-APR 2017

Zingerman's Chips are available at the Deli,
Bakehouse, and Roadhouse.



INTRODUCING ZINGERMAN'S POTATO CHIPS!

At last, we have our own chips! What took us so long? Quite honestly, we don't know, but, we think the chips we're now making—with the help of two great companies—were worth the wait.

The project first began last year, almost by accident. The holiday months are traditionally the time when Co-Managing Partner and Deli Chef Rodger Bowser retreats to the kitchen. "It's kind of nice," he explains. "There are fewer meetings—and just less stuff to do—and October through December is my favorite time of year to cook because fall foods are the best." It was during one of those sessions that he got the idea to make small batches of chips as a weekend special. He figured it'd be a good way to sample the Épices de Cru spices that the Deli sells.

"We've been working with Épices de Cru for a long time. They're very exciting, and their spices are exciting," says Rodger. Not too surprisingly, the spices from the Montréal-based company, which sources their world-class products from all over the globe, tasted great on the freshly made chips. That got him thinking about making them a regular menu item, but the time and process required to make chips in-house on a daily basis didn't seem feasible.

"I thought, 'I don't want to fry chips. There's got to be someone who's way better at this than me that I could get the spices to,'" he says. Suddenly, he realized what the Deli shelves were missing: Zingerman's brand potato chips! It was what he calls "an ah-ha moment."

The first thing he did was cold call Great Lakes Potato Chip Company, a family-owned business from Traverse City, Michigan, that he was eager to work with. They were very receptive. "The owner, Chris Girrbaach, said, 'This is a no brainer. We're kind of wondering why you didn't call earlier.' The conversation was a slam dunk," says Rodger, who loves what Great Lakes Potato Chip Company is doing and that they're using Michigan potatoes. "They're making a great skin-on potato chip. The flavor's great, the crunch is nice."

When he mentioned the idea to Ari and fellow Managing Partners in the Zingerman's Community of Businesses, his enthusiasm was matched. "We were off and running. Now I had to figure out how to get the product to market," he says, laughing.

He began testing different flavors with Great Lakes, sending them the Épices de Cru spices, which he felt were an absolute must for the chips he wanted to produce. They experimented with 20 different varieties over a few months and settled on three crowd-pleasers to start production: French Grey Sea Salt, Barbecue, and Tellicherry Black Pepper. They discovered some unexpected flavors that worked well, too, and Rodger is planning a few special edition runs that could include Trinidad curry, Spanish paprika (he's the most excited about this one) and maybe even a chip that tastes like Zingerman's famous pickles.

After some serious number crunching, countless spreadsheets, and finding a great distributor (Cherry Capital Foods, another company that Rodger admires, got the gig), the next step was designing the great packaging that Zingerman's is known for to pull the project together. Staff illustrator Ryan Stiner created a fun depiction of the Deli for the new bags. "I was really excited to get to work on this project—potato chips are one of my favorite foods! I knew I wanted to create something iconic—so that whenever and wherever you saw these bags you'd know where they came from and the quality they stood for. I quickly realized that the Deli building looks pretty similar to a bag of chips and the design just kind of came together from there."

Rodger says Zingerman's Potato Chips are a true collaboration of excellence. "It's a trifecta: Zingerman's recipes, Great Lakes Potato Chip Company, and Épices de Cru spices. Three is the magic number." ■



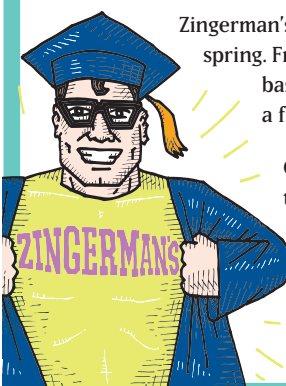
Valentina Silva

Valentina Silva, Communications Specialist



Zingerman's Catering & Events

ZINGERMAN'S CATERING GRADUATION 2017




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

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

NOT YOUR AVERAGE BAG LUNCH

Want to try our new Zingerman's potato chips while finding an easy way to feed your office, students or sports team? We have the perfect grab-and-go solution! Whether you're looking to feed 4 people or 400, our bag lunches have everything you need to feed everyone on your list. You select the sandwiches or salads, and we'll add a bag of our brand-new potato chips, a dill pickle, a piece of fresh fruit, a Zingerman's Bakehouse Black Magic Brownie, napkins and a wet-nap all in a handy-to-carry Zingerman's red bag. All of this for just \$17.50 per person!

Call 734-663-3400 or visit www.zingermanscatering.com today to view all of our bag lunch offerings!



The Cream Rises to the Top

an interview with Creamery Managing Partner, Aubrey Thomason

Zingerman's Creamery has been in business since 2001. Started by John Loomis in Manchester, Michigan as the fifth business to open under the Zingerman's banner, the Creamery has resided on the Southside next to Zingerman's Bakehouse since 2005. Aubrey Thomason came to Zingerman's in 2002 at the age of 17. She started at the Deli taking sandwich orders. By 2007 she had managed to garner an education in sustainable agriculture and production. She raised pigs and worked for Slow Food in Italy, worked behind the counters at our brother business Neal's Yard Dairy in London, and worked on a vegetable farm in Michigan, among other adventures. A love for the hard work of making food by hand was born. She started working at the Creamery in 2007 as a production assistant. She immediately showed a talent for cheesemaking and has been improving the cheeses day by day and week by week ever since.

In 2010 she shared her first long term vision for the Creamery with Ari and Paul, and asked to pursue the Path to Partnership. She became a partner in 2012. A key piece of her vision included a modern production facility. The Creamery has been closed since July 2016 and with a lot of hard work and hope for success, they will reopen in April 2017.

What will the new shop look like? Smell like? Feel like?

AT: The Cream Top Shop (as we have decided to call it) will welcome you with a view of production, and the cheese will be there with open arms. We have aimed for a modern farmhouse look and feel. The walls will have beadboard up to 5 feet, slate gray walls above that, highlights of wood, metal, and red. Production looks pretty stark and sterile through the window as it is all stainless steel, white, and grey (of course with happy, shining cheese and gelato makers inside). You can sit at a counter and eat your gelato, sandwich, or munchable as you look through the window at the gelato being made, and cheese draining. The shop will be populated with beautiful graphics created by our award-winning marketing department. The shop is there as an edible and visual showcase for what the Creamery makes, but it has its own identity. We want you to come and stay awhile!

What kinds of products will be sold in the shop?

AT: We will continue to sell cheese and gelato made by Zingerman's Creamery. We will highlight a variety of ages of our cheeses, as people like them at different stages in their flavor development. We will also be featuring simple sandwiches with our cheeses on them, as well as what we call "munchables." You will be able to build your own munchable with cheese, nuts, pickles, vegetables, olives, dried fruits, sliced meat...Gelato will expand to include shakes, malts, gelato sandwiches, housemade waffle cones, and sundaes. We will also feature more goods from Zingerman's Bakehouse that can be eaten with cheese or gelato. Our emphasis will be on selling only what we are serving, so you can buy it on a cheese tray or you can take it home by the pound. You can eat it on a sundae here, or you can take it home to make your own.

Will you have space for classes?

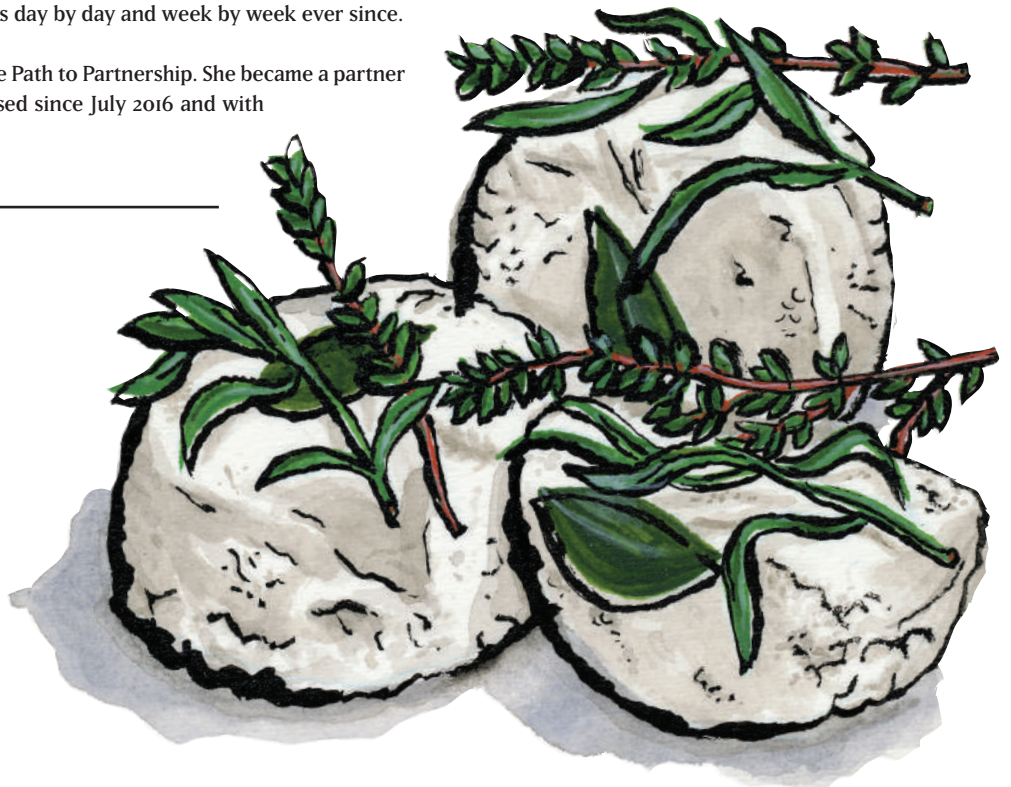
AT: We will have our own public tasting room, which is super exciting! We will continue to teach classes on cheese and cheese styles, as well as classes on pairing outstanding beers and wines with our cheeses and other great American cheeses. We may do public cheese-making classes at some point in the future, but first we need to see how the space works.

What are the top 3 improvements in the new Creamery you are most excited about?

AT: Top on the list is environmental control. The production space will have segregated, conditioned HEPA filtered air, meaning the cheese and gelato can be kept at a consistent temperature throughout the process. Second is a dedicated maturing room, with a fancy air handling system that monitors humidity and keeps the conditions constant while the cheese is aging. We will be able to make our already excellent cheeses world class and do so consistently. Third, I am really stoked to have our own public tasting space!

What's the biggest thing you learned undergoing the construction process?

AT: This process has taken almost 5 years to complete. I have learned a tremendous amount about sanitary design, architecture, and construction. We thoroughly vetted every version of this project that could happen. Throughout the process I've built so many business cases, and dug into every number concerning our business. This process has given me much more awareness about what is necessary and important, and what can wait.



What role has food safety played in the design of the new space?

AT: The production facility is built around sanitary design principles. Mainly this means that processes are segregated (Raw Milk Receiving, Processing, and Packaging). The design also maximizes flow so that milk moves in one direction. Looking to the future, we had to build a facility that could pass a third party food safety audit. We already make excellent products, and now we will be able to have them distributed coast to coast. We will have a lot more control over a lot of factors in our facility, which will give us peace of mind in producing a safe product.

What has been most challenging?

AT: I have been working on getting this project off the ground for about 5 years. It took a long time to get to the right size project, that would cover our needs, and that we could pay back. The iterative process was the most challenging. Also, I have been telling my staff and everyone at Zingerman's for 5 years that "this is going to be the year we get a new Creamery". The years where it did not happen for one reason or another, it was hard.

What surprised you?

AT: I have learned so much about my business. I have really gotten a chance to reinvent the Creamery brand. Because I was not the founding partner, it was what it was when I got there. Going through this process gave me the chance to go through the opening of a business, so now I feel like the Creamery truly belongs to us who are there now. We have written new long-term visions together, we have picked out fixtures and flooring, brainstormed the name for the shop, and shared dreams about what this space means to us. ■



Summer gelato

Blueberry Sorbet
Bursting with ripe Michigan blueberries

Black Raspberries & Cream Gelato
American black raspberry purée swirled into decadent cream

Luciano's Lemon Gelato
Lemon curd gives this a velvety texture and a lemony zing

Coconut Macaroon Gelato
Toasted coconut macaroons folded into creamy coconut gelato

Milk Chocolate Macaroon Gelato
Chocolate macaroons and coconut folded into decadent milk chocolate gelato

Coffee, Candy, Creamery
Zingerman's Cold Brew Coffee in our gelato, with chocolate-covered espresso beans and chocolate chips from Zingerman's Candy Manufactory

Strawberry Cream Cheese Gelato
Ribbons of Michigan strawberries in a Zingerman's Creamery Cream Cheese Gelato

Lavender Honey Goat Gelato
Lavender and Michigan honey highlight this delicate goat cheese gelato

Available locally at Zingerman's Creamery's Cream Top Shop, Zingerman's Delicatessen, Busch's Stores, Plum Market Stores, & Ypsilanti Food Co-op

flavors arrive april 1st!

CHEESE | GELATO | LUNCH



CREAM TOP

s h o p



HOME OF


Opening April 2017

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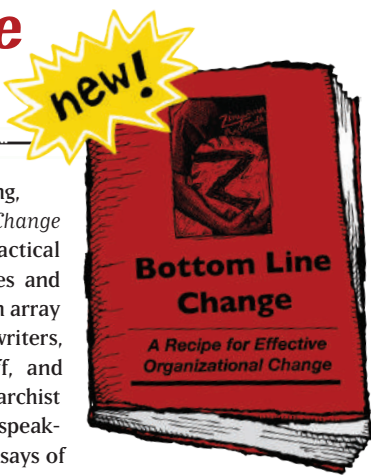


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ISSUE # 259 • MAR-APR 2017

new “secret recipe” for effective organizational change

Time-tested approach to “Bottom Line Change” revealed in Zingerman’s newest pamphlet



Effective organizational change rarely wins headlines. When change management is done well, it goes almost unnoticed. In fact, the spotlight is generally only directed towards change efforts that fall flat: when a change turns out to be wholly ineffective, when a leader unwittingly creates chaos, causes disruption, or evokes anger and anxiety, the change gets a great deal of attention.

The new *Bottom Line Change* pamphlet from Zingerman’s co-founding partner Ari Weinzwieg shares an approach that will lead you away from those stressful scenarios and into a new and different, collaborative and creative approach to changes in your organization. The opening head notes from the pamphlet frame the piece:

Back in 1899, Boston-based anarchist Benjamin Tucker wrote, “Nothing is ever accomplished until the minds of men have been convinced that the change in view is wise.” Around the same time, Emma Goldman said, “You cannot force or impose a revolution.” Some years later, Miles Davis declared, “To keep creating you have to be about change.” And no one knows when an anonymous individual in Africa came up with the proverb: “If you want to go fast, go alone. If you want to go far, go together.” This essay is about how you take these four insightful assessments and turn them into a systemic approach to making effective change a regular part of your organization’s routines.

The key to that work is the 5-step recipe for “Bottom Line Change,” known to the staff in the Zingerman’s Community of Businesses, who use it regularly, simply as “BLC.” Ari explains: “BLC is a simple, clear, exceptionally effective practice for creating compelling change—large or small—in an organization of any size. It’s a recipe we write down, teach, use, refine, and reuse regularly so that over time we would get as good at making constructive change happen as we are at making chicken soup or teaching service techniques.”

The BLC approach has certainly been well used. It’s been an integral piece of helping the organization grow to its current annual sales volume of over \$60 million. Rarely a week goes by that it’s not put to use in at least one of the ten Zingerman’s businesses. The recipe is taught internally to Zingerman’s staff, and through ZingTrain (Zingerman’s training business) to the world at large in its 2-day “Leading with Zing” seminar. Now the recipe is available to readers world-wide in this newly published pamphlet.

Unlike the other pamphlets of Ari’s writing put out by Zingerman’s Press, this essay is not yet in any of the four volumes that make up *Zingerman’s Guide to Good Leading* books. “It will eventually be included in a future book,” Ari explained. “But we didn’t want to ‘keep the secret’ to ourselves, hence the publication of this stand-alone pamphlet.”

As with all of his business writing, Ari’s approach to *Bottom Line Change* includes lots of hands on practical experiences, stories of successes and failures, insights gleaned from an array of other progressive business writers, Zingerman’s partners and staff, and an assortment of interesting anarchist thinkers. Nationally recognized speaker and author Anese Cavanaugh says of Ari’s business writing: “The entire *Zingerman’s Guide to Good Leading Series* is, simply put, brilliant. Ari’s wisdom, heart, and leadership prowess is something that has gifted everyone he touches for the last many, many years — after all, anything the man says is gold. Wisdom, insight, gold — information that will save you time, connect you to your heart and purpose, and give you the keys to your own personal and business kingdom.” ■

This pamphlet, and all of Ari’s writing, are available at Zingermanspress.com, ZingTrain.com, Zingermans.com, Zingerman’s Delicatessen, Zingerman’s Coffee Company and Zingerman’s Roadhouse. For wholesale inquiries so that you can retail the pamphlets in your shop, email zingpress@zingermans.com.

Is it Magic? or is it just good change management? ZingTRAIN

ZT : Tell us a little bit about Lexington Co-operative Market and your role there.

TIM BARTLETT: The Lexington Co-operative Market is a customer-owned natural foods store started in 1971 by people who wanted access to local, seasonal, and organic foods. Lexington has 4,500 retail square feet, will generate \$14.5 million in sales this year, and has 13,000 consumer owners. I have been the General Manager since 1998. I am responsible to our Board of Directors for all business strategy, owner engagement and operations.

ZT: Where did you first encounter ZingTrain?

TIM: My first training with ZingTrain was in 2006 when I attended the 2-day seminar Small Giants (now called Creating a Vision of Greatness) taught by Ari.

ZT: What brought you to ZingTrain in the first place?

TIM: My friend Dan, who manages the Wheatsville Co-op in Austin, TX had been working with ZingTrain for a few years and spoke highly of what he had learned. He told me some of what he had implemented at the Wheatsville Co-op. Almost as soon as I heard the recipe, I loved how ZingTrain had simplified giving great customer service into three easy-to-remember steps. So much of our work in a small business is figuring out how to make it easy for our staff to help customers and get the work done.

ZT: What impact has ZingTrain had on the way that Lexington Co-op does business?

TIM: To be honest, there’s almost too much to describe here. We have “stolen” Zingerman’s 5 Steps for Handling Customer Complaints and teach them to all our new staff on their first day on the job. It’s amazing how many complaints get handled by line staff that used to rise to my desk.

In 2011, we also hired ZingTrain to teach us Open Book Management (OBM). More than anything, our weekly OBM huddle (staff meeting) stages a regular conversation with our staff about what our customers need from their co-op and what drives our business. Sales, margin, and productivity have all increased significantly since we adopted Open Book! But the most impactful (and my favorite!) ZingTrain tool has been the Bottom Line Change® (BLC) method.

ZT: Really? Our recipe for organizational change? It’s certainly not our most “glamorous” recipe! Why were you interested in a recipe for organizational change?

TIM: We are a democratically run business that is owned by 13,000 customers, so it is critical for us to have a good change management process if we want to get anything done.

When I first encountered the Bottom Line Change recipe at that seminar I came to in Ann Arbor, we had just used an awful change process to end our longest-standing owner program—our owner-work program. Our owners were furious at us, and trust in the Co-op and its leadership was at an all-time low.

It was one month later that I learned about Bottom Line Change, and I immediately recognized that if we had used BLC to end the owner-work program, we could have created positive change while building trust.

ZT: So when did you end up first using it at Lexington Co-op?

TIM: We first used BLC in 2008 to end discounts at the register. Discounts to owners had been a beloved owner benefit since the early ‘70s but were costing the Co-op \$65,000 per year. Using the principles of BLC, we created and articulated a clear vision for owner benefits and the compelling reasons for ending discounts, and our owners ended up 98 percent in favor of the change.

ZT: For those who are considering using the recipe, which bits of the recipe made total sense to you? And which bits are harder to grasp?

TIM: The BLC recipe just immediately had that ping of truth—especially the clear vision, compelling reasons, and ACES (Advisory Content Experts). At first, I could not understand the transition from rollout team to action plan that’s embedded in Steps 3 and 4. It was only through practicing the system that I understood those steps and came to see just how powerful it is.

ZT: What have you learned about organizational change from using the Bottom Line Change recipe?

TIM: Resistance is : 1. always present; 2. a good thing.

ZT: You continue to use Bottom Line Change at Lexington. How have you used it and how has the team reacted to it?

TIM: We have used BLC on many large and small changes in our business. Bottom Line Change is very much embedded in the way we do things. In fact, at any given moment there might be 10-12 changes going on with compelling reasons, visions and change leaders.

Visions: When we feel we need to make a change to some aspect of our business, our first step is to write a vision for what that system, customer experience, etc., will look like when it is perfect. This is an amazing process and ends up clearing out a lot of the compromises we might make if we only focus on what seems possible today.

Wage Scale Rollout: We used the BLC process to roll out a two-dollar increase to our starting pay last year. Coupled with this change was a dramatic increase in expectations and a commitment to saying goodbye to people who weren’t a good fit anymore. The Management Team made the decision in closed door sessions, and

then we used a Rollout Team to help create the communication plan and roll out the change. It amazed me to hear the Rollout Team say things like, “I love that I was involved in the decision!” Even though they weren’t involved in the creation of the plan, they felt a great deal of ownership for the change. Later, when staff had questions or doubts about the new expectations, they usually went to their peers from the Rollout Team rather than to me or others in the Management team. More than anything, Bottom Line Change helped drive the change through our staff culture and solidify the new way of doing things.

ZT: And to wrap it up, tell us a little bit about how your relationship with ZingTrain has evolved over time?

TIM: We have so much respect for ZingTrain. We have hired you all to teach us Open Book Management, Bottom Line Training, and Bottom Line Change. I was honored to co-present aspects of implementation at a recent Bottom Line Change workshop that Maggie Bayless taught at the National Co-op Grocers conference.

Our relationship with Maggie Bayless (ZingTrain founding partner) has grown over time, but perhaps more importantly, our relationship with the tools grows over time. We deepen our understanding of Open Book Management the more we use it to solve the current challenges of our business. We deepen our understanding of Bottom Line Change the more we apply its principles to changes big and small. We even deepen our understanding of the 5 Steps for Handling Customer Complaints the more we teach it and practice it. ■

ORGANIZATIONAL RECIPE: ZINGERMAN’S BOTTOM LINE CHANGE RECIPE

- Step 1:** Write up the Clear and Compelling Purpose for Change.
- Step 2:** Create a Positive Vision of the Future and get Leadership Agreement.
- Step 3:** Engage a Microcosm to manage the way we tell people about the impending change.
- Step 4:** Tell everyone impacted about the change and then have them develop an Action Plan to implement it.
- Step 5:** Implement the Change Plan.

To learn more about Bottom Line Change, go to ZingTrain.com and:

- Check out the free samples (essays and webinars)
- Get yourself our newest Pamphlet—first time in print!—*Bottom Line Change*®
- Come to our 4-hour workshop on Bottom Line Change

An Insider's Look at MICHIGAN GARDENING & CORNMAN FARMS

ZINGERMAN'S Cornman farms

Field Notes

I peer out at the seemingly sleepy frozen gardens and am amazed that they are still working away growing our winter spinach and carrots. Knowing this motivates us to begin planning for the upcoming season and gives us time to reflect on the successes and failures from seasons past.

As a Master Gardener, working at Cornman Farms allows me to engage in the planning, growth and evolution of the vast production gardens that service our kitchen and our guests. While I would love to be able to replicate this selection and variety in my own garden, I ultimately face space and time limitations when it comes to gardening at home. Therefore, I like to think of my garden as an edited version of the farm that continually provides my family with fresh vegetables, herbs and a beautiful landscape during the summer season.

I am excited to share with you both personal and professional obstacles and success stories as I reflect on 2016.

Laura Giles

The Last Word

A Classic Cocktail from Cornman Farms

This is a classic gin-based cocktail that we love to serve at the farm. It's super tasty and simple to make, plus it has local roots. It was created at the Detroit Athletic Club during Prohibition. The recipe makes one cocktail and is easy to scale if you decide to make a larger batch for entertaining a group of people.

Ingredients:

- 0.75 oz. gin
- 0.75 oz. green Chartreuse
- 0.75 oz. Luxardo Maraschino liqueur
- 0.75 oz. fresh lime juice

Instructions:

1. Combine all ingredients in a cocktail shaker with ice. Shake vigorously.
2. Strain into a cocktail glass or our personal favorite, a coupe glass.
3. Garnish with lime peel and serve.

2016 Successes in my Michigan Garden

Biodiversity

Whether you are planning a small garden at home or a larger production garden, I suggest curating an array of unique plants to promote biodiversity. The farm boasts many unique and beautiful plants with a mixture of annuals, perennials and herbs all growing alongside each other. These varieties eventually become the ingredients for our seasonal menus or design of our centerpieces for our brides and grooms. To learn more about biodiversity and read a clear and concise explanation of how to introduce this aspect into your own garden, visit the Missouri Botanical Garden's website.

Columbines and Self-Seeders

For me, self-seeding is a fun and exciting aspect of gardening. It is the flowers I don't plan for that are always a pleasant surprise. This past summer, I was surprised by beautiful pink columbines with a crimson red throat that popped up sporadically throughout my garden. I believe these came from a seed packet I ordered many years ago through Burpee.com of 'Winky Mix' columbines. It is a mystery as to how some of these seeds have lain dormant and chose last summer to make another appearance!

The Mary Rose

I originally chose the Mary Rose shrub rose because the flower carries my daughter's namesake. They also happen to be one of the most beautiful English Roses. Not only are they the perfect shade of pale pink, but they also give off a heady, fruity perfume. This David Austen Rose is typically strong growing and perfect for every garden. In 2015, though, many of my roses caught rose blight and after trying several treatments with no success, I ended up trimming them all the way down and abandoned all hope. To my surprise, this past summer the Mary Rose resurfaced and had a glorious and healthy season!

2016 Obstacles for My Garden

Delphiniums

While a favorite of mine for their beautiful color and stature, delphiniums are a bit more sensitive to the elements. Michigan is not an ideal climate for them as the flowers prefer moist, cool summers. Unfortunately, after harsh, dry summers or extremely cold winters, it is always questionable if they will return. I will persist though, in attempting to have this gorgeous addition in my garden, and simply cannot pass by without trying year after year.

Thinking of Spring

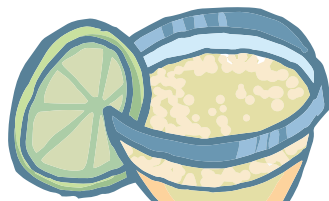
In winter, I relish the chance to relax and not worry about the weeding and effort that goes into my garden, yet I can't seem to help but think and plan for the spring! This coming season, I'll be doing more with container gardening and focusing on low-maintenance plantings. To start planning your garden, check out some of my favorite new gardening books:

Floret Flowers, Floret Farm's Cut Flower Garden: Grow Harvest, and Arrange Stunning Seasonal Blooms by Erin Benzakein

Foraged Flora, A Year of Gathering and Arranging Wild Plants and Flowers by Louesa Roebuck

The Seed Garden, edited by Lee Buttala and Shanyin Siegel

Before we know it, we will start seeing the days grow longer and experience a warm day or two in the mix of our typical Michigan winter. Promises of spring are just around the corner and I'm excited to see what the new season will bring both here at Cornman Farms and at my own garden at home. In the meanwhile, I hope you have a chance to catch up on a good garden read, maybe check out some of those seed catalogs and dream of days spent in your own garden! All the best to you! ■



For more Field Notes
from Cornman Farms sign
up for their e-news at
<http://zcob.me/lh7>



you really can taste the difference!™

ISSUE # 259 • MAR-APR 2017



LOGOS, LEGENDS, QUOTES, AND CAREFULLY CURED HAM LEGS

If you like cured ham, if you're partial to Prosciutto di Parma, if you like love stories, or are intrigued by great design, this essay is for you!

Last fall I had a chance to visit with Pio Tosini, our long time supplier of Parma ham, in their hometown of Langhirano. My appreciation for the product remains as high as ever. But I came away with a whole new perspective on the product. I fell in love with a logo. And I flew home wondering to myself: Maybe our historical frame on Prosciutto di Parma, while not wrong, might be limiting how we appreciate it. What if we viewed Prosciutto di Parma more as a modern revelation than an ancient rite? And what if there's more to a logo than meets the casual eye? The answers to these and other odd questions follows. One of the best cured hams you've ever eaten awaits. Stop by the Deli any time and ask for a taste!

I headed to Emilia-Romagna in Italy, in part to visit our long-standing producer of Prosciutto di Parma. I've been to the region many times before so, while I always embark with the intent of learning new things, I didn't expect to come away with a whole new perspective on this special product. My appreciation for the product itself remains as high as ever. But my sense of its history has taken an unexpected, artfully interesting, turn. I think for the better.

The story of Prosciutto di Parma is pretty well known around the food world—it nearly always starts a couple thousand years ago in the time of the Caesars. Here's what the Consorzio (the organization, founded in 1963, that represents the 156 producers and works to make sure that agreed-upon production procedures are maintained) has to say: "Since Roman times, the unique conditions of the Parma region have made it possible to produce the highest quality hams that have been appreciated by gourmets for centuries. 'Prosciutto' is from the Latin 'perexsuctum' meaning 'dried' - an indication of the purity of Parma Ham production and its ancient roots. It was in 100 BC that Cato the 'Censor' first mentioned the extraordinary flavour of the air cured ham made around the town of Parma in Italy; the legs were left to dry, greased with a little oil and could age without spoiling. A tasty meat was obtained which could be eaten over a period of time while maintaining its pleasant flavour. In the Etruscan Po river valley, salted preserved pork legs were traded with the rest of Italy and with Greece."

I've heard the tale many times. It's how I've always thought of Prosciutto di Parma too, and I'd guess how most other modern day food folks still think of it now. Yes, for sure, the story can start two thousand years ago. But in a sense, prosciutto as we know it—made in factories—some very small and some super large—to be sold to people like you and I, to be served in specialty shops, restaurants, bars and what Italians might call alimentari, is relatively new. It's not of the era of ancient Rome, but more of Theodore Roosevelt or the Russian Revolution.

This new sense of the story starts in the modern era, maybe a century or so ago. Because really, up until the late 19th and really the early 20th century, prosciutto (like cheese) was mostly something made at home, to be eaten by the family. On occasion, a few hams might have been sold to neighbors or in the local market. But with this new time frame in mind, my mental picture of the product started to shift. It's only in the late 19th and early 20th centuries that it started to shift from being a well known regional specialty to international stardom that it currently enjoys.

Don't worry, the elegant, rosy color and lovely light brown skin on the outside of the ham remains the same as they always have. Prosciutto di Parma is equally deliciously and lovely no matter where the story starts. To prove the point, there's a photo that my girlfriend Tammie took of me, my back to the camera, walking through the aging rooms on our visit last fall that sums it up.

Row after row of sturdy wooden racks, golden brown hams hanging from ropes, probably twenty rows high. I look tiny walking between two rows, hams extending from the just above the floor

For photos and behind the scenes peeks, see our blog story, *Ari Goes to Italy* at zingermanscommunity.com

up to probably fifty feet high. That's the classic image I've long held. It's a hard one to forget. What I wrote fifteen years ago after an earlier visit to Langhirano remains just as true today. "The most striking part of this scene to me is always the aging rooms. Even though I've walked through quite a few, the experience always sets my mind reeling. I feel like I'm in one of those movies where the hero finally finds the secret treasure cave, and stands stunned, speechless, staring at it all glistening in the light. "The whole room takes on the color of the hams," one of my companions comments. No lie—there really is a golden glow. The light in the aging rooms is... heavenly. It's eerily awesome, glamorously golden, the sort of thing ancient Catholic painters put behind saints. In fact, I wonder why no great painter has tackled the task of reproducing this special color on canvas.

But while all that has remained as remarkable as ever, my sense of the product is different. My point is that the excellent Prosciutto di Parma, the ham that Pio Tosini cures, the stuff we love to eat thin slices of, the ham that's famous world wide, is really a product not of ancient Rome, but rather, for the purposes of this piece at least, of the 20th century. And that the work of Pio Tosini—which began formally in 1905 - is the very place to mark the beginning of the production of this special cured ham. Now that I think about it, actually a very modern image. Because up until fifty or so years ago, one would almost never have seen that many hams all in single spot. Prosciutto curing in this quantity—even for an artisan house like Pio Tosini—is strictly a modern phenomenon.

LOVE AND LOGOS

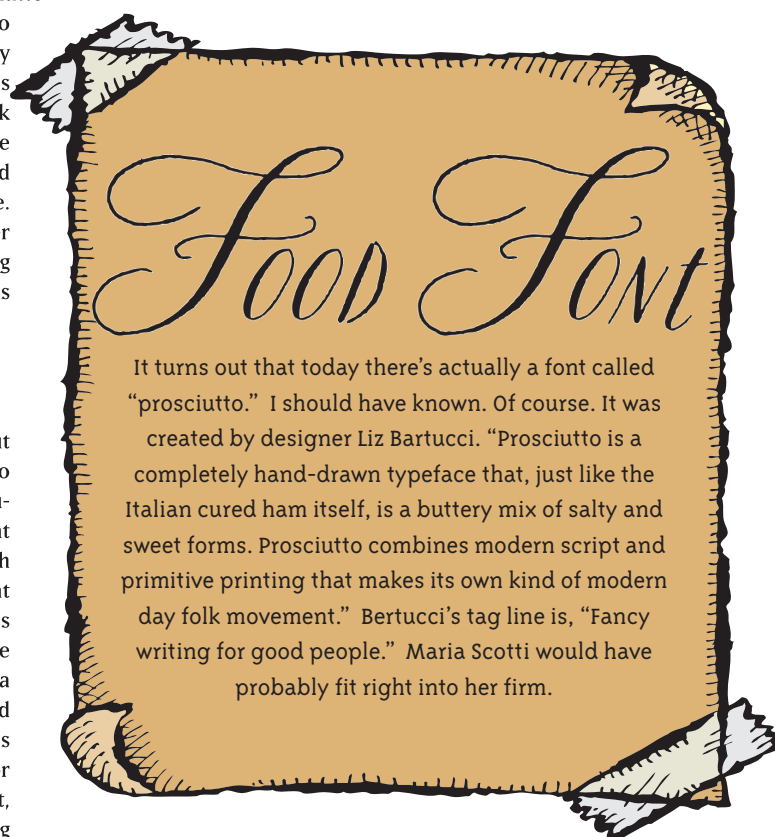
It's in this sense that I started to think differently, too, about a piece of the Pio Tosini picture that I'd barely attended to before this visit. Their logo. That's right—the small bit of visual iconography that appears, very elegantly, on the label that goes onto every piece of their ham. The logo, simple though it is, I realize now, doesn't just look good. It's an image that draws me in, one that ignites my imagination, one that makes me think more about quotes and stories and thin delicate slices of pale pink in color, sweetly delicate in flavor, Parma ham. When I stopped to really take in its beauty, I realized that the Pio Tosini logo also speaks very eloquently. It tells a tale of art, and artisans, of a couple who cared deeply for each other, of a family who care deeply about their craft, and, I now realize, it speaks very eloquently of the dawning of the new, modern era of Prosciutto di Parma.

To be clear, this is not the first time I've looked closely at a logo. I like design. I like great food. Odd as it may sound to some, I really love great logos. And I totally, totally love it when the quality of a logo on a page is congruent with the quality of the product we put in our mouths. The two—great products and great logos—don't come together as often as you might think. There are certainly a whole bunch of fantastically full flavored artisan foods on our shelves and in our refrigerated cases. And it's not all that hard to find really wonderfully design out in the world. But coming up with examples where the two appear in tandem is a rather uncommon occurrence. When the look is as lovely and clear and compelling as the flavor of the food it represents, that's a special moment. Art historian Rudolf Arnheim wrote that, "In a work of art, a figure comes to acquire presence by the function it fills." His description says it well. The Pio Tosini logo is truly exceptional. It fits, perfectly it turns out, with the idea of prosciutto as a manifestation of modern culinary magic. Pio Tosini is a terrific marriage of the two. The design is as good as the prosciutto is delicious.

The modern word logo is an abbreviation of "logotype" which comes from the Greek, logos meaning "word" and "typos" meaning "type." In 1890, the US had 700 lithographic printing firms employing more than 8,000 people. Back in those days a "logotype" was made when all the letters (or letters and artwork) we're fused into one metal type piece. The modern logo is likely descended from the ancient Middle Eastern cylinder seals, or in more recent times, medieval coats of arms. The latter has gotten me thinking that logos in modern day marketing then are

essentially the equivalent of coats of arms for our companies. We "ride into battle" every day carrying them on products, t-shirts, banners, and websites. I think a great logo is like a great product. Which I guess is sort of the point, right? I mean, I guess the best logo is the most aligned with its own product. So, in that sense the power of the Pio Tosini logo isn't just that it looks good. It's that the ham itself is every bit as elegant, striking, special and memorable as the mark.

Of course, it's not like the trip to Italy this past fall was the first time I've seen the Pio Tosini logo. To the contrary, we've been selling their cured ham—happily—for years, over the course of which I've probably seen it hundreds of times. And yet, apparently, I'd never really seen it. Something, this time, standing in the late November, early morning fog, caught my attention, and then shifted my mind, in a new direction.



It always catches me off guard when things show up like that, things that I should, in hindsight, have seen all along. But then I suppose if a foreign film or a good book can take two or three or six passes before you take in all the detail, then it would make perfect sense that life—or a good logo—could take even longer. We often pass right by powerful and creative things without noticing them for years. Or decades. Or ever. We all, by dint of being human, miss more than we make note of. It's good here to remind myself of author of Rebecca Solnit's insightful statements: "Some ideas," she says, "are new, but most are only recognition of what has been there all along, the mystery in the middle of the room, the secret in the mirror." The logo has been there, on every leg of ham we've gotten from them, all along. I just never paid it proper attention. This time, walking up towards the small but proud Pio Tosini plant, seeing it painted big and bold, in forest green paint on a cream colored background, emblazoned onto the front of the building in which their prosciutto is so carefully cured, caught my attention anew. Now that I've seen it this way, I've taken it in and internalized it, and I can't stop thinking about it.

Although I'm a little embarrassed that it took me this long, I'm glad it finally happened. I've long loved the ham itself. I have great respect for Giovanni Bianchi—the fourth generation of the family to run the business—as both an artisan, and as the creative and caring human being he is. But the logo has taken my passion for his prosciutto to a new level. Now that it's lodged itself in my brain, honestly, I'd probably buy the ham for the first time just because of the way the logo looks. Seriously. It's that good. And thankfully, so is the ham!

Check it out:



To the left, three green oak leaves. Still attached to the branch, pointing out from there, a bit like the palm of a hand. Each is slightly serrated, sort of softly curving, one to the left, the other two to the right. They're framed by a thin brown circle, made more effective from a design standpoint by having the leaves cross over the border. Three pale yellow and brown acorns, the distinctive round caps, and smooth-inch shells, hanging from the same stem, two pointing down, one growing "up." The acorns and oak set the background. They sit, quietly but supportively to the left of the company name—Pio Tosini. Pio was Giovanni's grandfather. But in the moment I'm focused here more on the graphics, the name of the company.

I don't think I can type these words onto the page to convey the grace, the vibrancy, the quietly smiling, calm, considered, not-at-all-cocky but definitely confident look of the script. The P and the T are particularly big, and bold. Longer by a lot than the rest of the letters. Graceful, yet modern. Bold, but still beautiful. Striking, yet subtle. Like the words that follow from them—Pio Tosini—they're leaning gently forward. Looking ahead. Lovely. Lovingly. Firm. Focused. Fine, as in quality. The top of the T in particular gets wider as it moves to the right, a jumping off point. It was, I imagine, in the moment of its creation, a bold statement about strength and vitality of the product it represents. It makes me think, now, not of Roman legions, but of early automobiles, the introduction of electricity, and a positive path into to the future of Prosciutto di Parma.

Giovanni's grandmother, Maria Scotti, did the logo work in the late 1930s. "She came from a well-educated, upper class family from Parma [about 20 miles to the north—remember, that was a long way in those days]. My grandpa Pio was born and raised in Langhirano. His family was originally from a small village in the Appennino mountains," Giovanni told me. I can only imagine that their families would have had some doubts. A young man of middle class means from a rather remote mountain village and a well-to-do, highly cultured city girl? Not a common connection in those days (or maybe even now). But as many of us have in our own lives, they left behind some of their past to create their own reality. "Both of my grandparents lost their fathers quite young (my grandma lost hers in the WWI) so they didn't have much family ties," Giovanni shared. "They kind of started a new family themselves." It is, I realize, essentially what I'm suggesting about this shift in the historical context of Prosciutto di Parma—not to erase the past, but rather to re-prioritize and reposition it so that the present and the future, not ancient history, get the higher priority.

In nature, diversity often creates health and creativity. In this case, the difference in their backgrounds—brought together by shared values, a great sense of style and, of course, strong mutual attraction—turned into something special. Maria, her grandson told me, was not unfamiliar with the basic principles of good design. "My grandma, she graduated at the Parma School of Arts," Giovanni said. "They both had great taste and style." That shared sensibility played out beautifully, both in the graphics and the goodness of the ham. It makes sense. As anarchist playwright, poet and professor Paul Goodman wrote, "Those who draw on natural powers find it easy to be inventive." I'm going to say then, in my version of her story, that Maria was merely being herself, drawing on the inspiration of Pio Tosini's passion for great ham, her passion for her husband and her innate creativity. She drew from her husband's hand—the look of it was based in part on the way he signed his signature. The logo looks to nature, too—while it leads the eye forward with the lettering leaning boldly to the right; the acorns, behind it on the left, honor the past, an era where the pigs ate acorns the way they still do in Spain.

One of the beauties of the Pio Tosini logo is that it was done more than half a century before you could just download fonts. It's the real thing. Not an electronic recreation of the handwriting of someone you never met, but the work of one's own hand. In this case, Maria Scotti's. It's because the logo was such an inside-out, emotionally-grounded exercise that it works so well! I see now that Signora Tosini's design work, her handwritten art done on drawing paper, probably sketched out first with a fountain pen, was really at the early stage of what I'm starting to see might be the new age of prosciutto.

I try to imagine now what the two were like, what sort of life they were living back in the '30s, '40s and '50s. It was, in this new historical view, the blossoming of Prosciutto di Parma. Giovanni sent me an old photo, perhaps from the '30s. It would have been the era of Mussolini, the years before WWII, so on the interna-

tional level, things were tense. But as we know from our lives right now, we all find ways to proceed apace and continue our work and our lives even when politics seems particularly scary. They do indeed look stylish. Not at all overdone or overdressed. Fashionable as a young, professional couple in the countryside of that era could have looked. Maria has her brown hair up on her head. Her dress with small polka dots is cut lowish, but-toning down the front with big white buttons. A lovely pearl necklace hangs around her neck. A soft smile, highlighted in lipstick brightens her face. I love her shoes—stylish white-topped flats, atop darker leather. City shoes for sure, but worn very well. Her left arm, with her wedding ring on that hand, is draped affectionately around Pios's neck and hangs over his left shoulder. He stands, looking a bit more serious, a wide tie, tucked into his high-waisted, belted trousers. He's wearing a wristwatch, something I would have taken for granted, but now, in this shift of historical focus, realize that at that time was a rather progressive statement. The first records of wrist-watches date to the time, in the early years of the 20th century, around when Pio's father, Ferrante, started the business. Soldiers in the Boer War, searching for ways to synchronize their efforts in a situation where every minute might matter, began figuring out how to strap pocket watches to their wrists to keep careful track of time.

All of this personality, forward thinking, making a new future mindset come together in the logo. But that said, it was not removed from the natural beauty of the countryside around Langhirano. While the art work came from Maria's natural abilities, it was also fueled by a connection to nature. Paul Goodman also wrote: "The persons who separate themselves from nature have to live every minute of their lives without the power, joy and freedom of nature." Pio Tosini played that hand well—the man apparently loved the land on which he grew up. He got involved in prosciutto-making when he was just a kid, during WWI. Giovanni says, "He had a passion for nature, for walking in wilderness. And he loved his Appennino mountains where he'd go fishing, skiing and hiking. That's why he wanted his facility to have some mountain-style reminiscences in the details of its architecture and the fir trees in the courtyard." It all comes together beautifully in that little logo. Giovanni says: "I believe the logo itself, both object and colors, gives an idea of natural (in the sense of "from the nature") food."

THE HAM

Of course, a lovely logo without a great product to put it on is just artwork to hang on the wall somewhere. It was Pio's father—Giovanni's great-grandfather—Ferrante who actually started the company back in 1905, seven years after the first mechanical meat slicer was made in Holland. It was even more distant, I'll imagine, emotionally. Remember, Italy had only been formed into a single nation state thirty-four years earlier in 1871. Before that, the various regions, principalities and Papal States all stood, more or less, on their own, or were conquered and ruled by various other powers—Spain and France each had big influences on various parts of Italy in the centuries between the fall of Rome and the start of the modern state. For chronological context, that would mean that "Italy" as we know it was as new to Giovanni's great grandfather as the Deli (which we opened in 1982) is to Ann Arbor today!

Like many of the now well-known foods of Italy, Prosciutto di Parma was, back in 1871, just another local product. More well known, probably, than most. But still, a local product to be eaten mostly when one was in the area in which it was from. Like cheese, most all of it would have been made in farmhouses, mostly for family consumption with a small bit sold in the local market up until about the time of the formal inauguration of the Italian state. Nearly every farmer in the region in the 19th century would have had pigs, and nearly all of them would have slaughtered their hogs sometime around late November or early December when the weather turned cold. It was a big event back then, something that happened only once a year. Fresh pork would have been eaten within the next few days (perhaps the only time most ate it all year), fresh sausages shortly after. Various cuts would have been put up to cure—the shoulder for the coppa, the belly for pancetta, the jowls for guanciale. And the two hind legs for ham. The same basic process would have been happening in most of Europe from southern Germany to the Mediterranean. And also from the 17th century on, here in North America in the Middle South as well. Each ham was likely well-loved in the area in which it was made.

The uniqueness of Pio's approach to his product shows in the logo. Honestly I've looked carefully at a lot of graphic design and "brand identities" and I can't think of a single one that looks like this. I'm a firm believer that you can feel the energy in a great design. The creative originality and free thinking personality of the person who put it together always come through. You can feel it in this one. Artist, teacher and author Robert Henri, wrote in his

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Zingerman's

COFFEE

COMPANY

\$\$\$

MONTHLY SPECIALS

MARCH

LAVENDER LATTE

Made with lavender syrup that we make in house. It's sweet, floral, and delicate. Great way to get spring started.

APRIL

TAP THAT (MAPLE TREE)!

April showers bring latte flowers. Made with real maple syrup, espresso and milk. A cozy way to stay warm on a rainy spring day.

MARCH

ROASTER'S PICK

HONDURAS PABLO PAZ

In February 2015 we travelled to Honduras to meet Pablo Paz, a coffee producer near the municipality of La Unión. Pablo comes from a family of growers who have produced quality coffee for decades. This is one of our favorite crops yet! We like this coffee for its cocoa-like body with flavors of vanilla & almond.

mail order-able!

APRIL

MYANMAR

Coffee was first introduced to Myanmar (formerly Burma) in 1885 by British colonists. Investments in milling and education have brought about the birth of a true specialty coffee business in the country. This coffee is a blend from several estates in Myanmar, primarily Greenland and Blue Mountain estates.

mail order-able!

1923 classic, *The Art Spirit*, "Whatever feeling, whatever state you have at the time of the stroke will register in the stroke." Maria must have felt very positive, very proud, very excited about the future. And by extension I'm going to imagine Pio was in much the same mental space. He sounds like a creative spirit that I would have enjoyed hanging out with (I already like spending time with his very creative grandson). "My grandfather was very enlightened. In the '60s he tried to build a whole supply chain. He bought farms. He wasn't able to do it successfully, though." It certainly sounds good—and familiar—to me. He was, I'd argue, before his time. He could have called it the "Pio Tosini's Community of Businesses."

Pio Tosini today stays true to what they want to do. They don't give in to pressure to increase volume or to make a cheaper, younger product. It's also about art. The same elegance that's embedded in the typeface of the logo comes through in every slice of this superbly cured and cared for ham.

Many years ago Francois Vecchio, shared an old Italian saying. "Il buon salame lascia la bocca palita." "The good salami leaves the mouth clean." Pretty clearly, the point translates to prosciutto too. The finish is so good. It's what my friend Randolph Hodgson calls a thirty miler – thirty miles down the road it still tastes good. Honestly this one might be sixty – an hour after I ate it I can still taste it. It sits pleasantly on my tongue. Not spicy in the least but it's lovingly lively on my tongue. The logo leaves a similarly positive impression on my design loving soul. I hope this piece will linger long on your mind as well. And that it might inspire you to come down to the Deli to sample some of the great cured ham that Ferrante, Pio, Maria, and Giovanni would surely serve you if you were to come by for a visit. ■ Ari

Continue online for a deeper look into the artistry of pork curing at zingermanscommunity.com/blog

you really can taste the difference!™

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Zingerman's
BAKEHOUSE

special
bakes

We have made some great specialty breads and pastries over the years that developed their own followings. 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.

march

IRISH BROWN SODA BREAD - 3/1-3/17

OLIVE OIL CAKE - 3/16-3/19

POTATO DILL BREAD - 3/17, 3/18

BANANA CREAM PIE - 3/24-3/26

april

SOMODI KÁLACS- CINNAMON SWIRL BREAD

Every Friday - Sunday in April

CHERNUSHKA RYE BREAD - 3/31, 4/1

CHOCOLATE CHALLAH BREAD - 4/7, 4/8

HOT CROSS BUNS - 4/13-4/16

BLACK OLIVE FARM BREAD - 4/14, 4/15

MARGARET'S SWEET WHEAT BREAD - 4/21, 4/22

LEMON POPPYSEED COFFEECAKE - 4/27-4/30

PEPPER BACON FARM BREAD - 4/28, 4/29

reserve your special bakes today!
call 734.761.2095

Cake of the
Month

20% off
whole cakes
& slices!

march

BOSTON CREAM PIE

In spite of its name, Boston Cream pie is, in fact, a cake and happens to be the official dessert of Massachusetts. It was created in the 1800s at the Parker House hotel in Boston, also famous for their Parker House rolls. Our Boston Cream pie is two layers of moist vanilla chiffon cake, filled with fresh vanilla bean pastry cream, covered in a thin layer of vanilla buttercream and rich dark chocolate ganache. Take one bite, and you'll know why it has a whole state so devoted to it.

april

HUMMINGBIRD CAKE

When Zingerman's Roadhouse opened, we were inspired to introduce many old-time American favorites. Hummingbird cake is one of them. A traditional southern cake with toasted coconut, fresh bananas, toasted pecans and pineapple covered in cream cheese frosting. Taste why it quickly became one of our most popular flavors.

bread of the
Month

was \$6.49/ea now \$4.75/ea

march

SICILIAN SESAME SEMOLINA ROUND

Inside, this bread has a sunny-yellow colored crumb and great taste from the semolina and durum flour. But the outside crust is really what brings it home. The entire loaf is rolled in unhulled sesame seeds. Toasting or grilling slices brings out the nutty flavor of the sesame seeds and wheat.

april

PAESANO

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. Everyone likes this bread. We'll put money on it.



They were just too good...
so we're going back!

ANNOUNCING 2017 FOOD TOURS

Detroit Food Tour ONE DAY ONLY!

June 2nd, 12-9:30pm

Savor a private pork-themed dinner. Stroll the bustling market. Feel the spirit of Detroit. Zingerman's 8th Annual Camp Bacon hits the road with Zingerman's Food Tours for a high-energy tasting jaunt through the markets, kitchens and breweries of Detroit. Our food adventurers will go behind the scenes to meet the chefs and taste-makers at the heart of the Motor City's food scene. The spirit of innovation and soul of the city is reflected in vibrant food and drink and grounded in history with a modern high-energy twist. If you're hungry to explore behind the scenes in Detroit and understand more about this amazing rebirth through food, join us. Includes all food, drink, guides, and transportation. The tour will be on a luxury private bus, starting and returning to Zingerman's Roadhouse in Ann Arbor.



Grand Traverse Bay FOOD TOUR

3 day, 3 night tour, 2 weekends to choose from.

June 9th 11am—June 11th

Sept. 22nd 11am—Sept. 24th

Forage for mushrooms and ramps. Taste hard ciders and wines. Sail the Bay. Live the charm of Grand Traverse. The Grand Traverse Bay area of Michigan brings the best of Lake Michigan's bounty to our table. Traverse City, a charming Lake Michigan beach community, is a four-season outdoor recreation hub known for its freshwater, sugar sand beaches and thriving wine, food and craft brewing scene. The unique growing seasons and fresh water lake breezes support the best farms, orchards, wineries and fishing in the Midwest. A vibrant community of chefs, artisanal food producers, farmers and distillers has joined forces to build and sustain one of the most interesting and robust food hubs in the country. Join us as we explore and understand the bounty and beauty of the True North.

Croatia Food Tour

Sept. 18th—26th

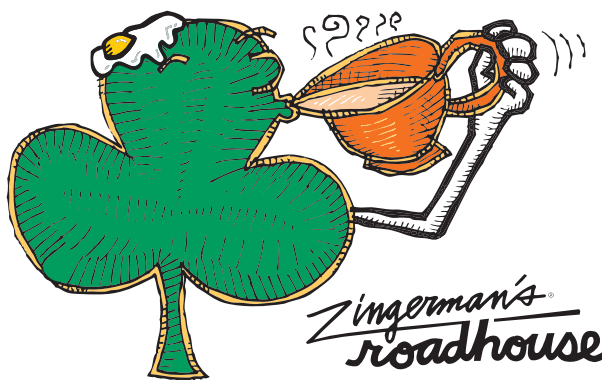
Hunt truffles. Stroll olive orchards. Experience a taste of Croatia. Come with Zingerman's to the Istrian peninsula. Croatia (just like the entire Central European region) has a colorful and complex history, which is reflected in its food and wine traditions. Though it is not a big country, its landscape, climate, history, cooking and wines change dramatically from region to region. The capital, Zagreb, combines Habsburg and Ottoman heritage, while the Istrian peninsula (which is said by locals to be the gourmet capital of the country) has a cosmopolitan history, and combines Italian, Slovenian, and Croatian influences. Its emblematic dishes and ingredients rival those in neighboring Italy: truffles, Boskarin beef, oysters, Adriatic seafood, cheese, aged pršut, olive oil, and homemade pasta. Of course there will be plenty of the local wine—Malvazia and Terran—to accompany this great food.

Tuscany Food Tour

Sept. 30th—Oct. 9th

Make fresh pasta. Walk cheese caves. Savor a slice of Italy. See Tuscany and Emilia Romagna the Zingerman's way. Experience the romance and flavor of Italian food up close and personal... handmade pasta, fresh pressed olive oil, Parmigiano-Reggiano, prosciutto and more. We'll go behind the scenes and visit traditional small producers of some of the region's finest foods—from the massive wheels of Parmigiano-Reggiano, to the beautiful, small bottles of real balsamic vinegar, from Chianti Classico wines and artisanal olive oil, to the melt-in-your-mouth prosciutto crudo. And we'll roll up our sleeves and enjoy Tuscan cooking lessons in a 15th century villa in the rolling hills outside of Florence. Together we will experience the wonderful food, culture, and landscape of Tuscany.

Space is very limited. View itineraries & book now at
www.zingermansfoodtours.com



The First Roadhouse Special Brunch:
A Taste of Ireland
Saturday, March 18th 9:30am

\$50
/person

Tickets can be purchased at
events.zingermanscommunity.com



Zingerman's Roadhouse has put together 205 special dinners, and we are excited to present our first special brunch on March 18th, 2017. Chef Alex and our talented Catering Manager, Caitlin Doyle, will create an unforgettable experience that highlights the best of really good Irish cuisine.

In 2013, Caitlin earned a staff scholarship to study for three months at Ballymaloe Cookery School in Ireland. The school is internationally recognized for their first-class culinary education and Slow Food philosophy. The Slow Food movement strives to preserve traditional and regional cuisine and encourages farming in a way that promotes full-flavored ingredients characteristic of their environment. Ballymaloe is also known for their commitment to sustainability and organic farming. The ingredients they are not able to produce from their own organic farm or gardens, they source from a carefully selected network of organic and ethical suppliers... just like the Roadhouse!

Zingerman's is committed to learning about regional foodways that we can share with our guests, and the Irish Brunch on March 18 is an opportunity for us to do so with the knowledge Caitlin acquired at Ballymaloe. With her contribution, Chef Alex has put together a menu that promotes the philosophy of cooking the Roadhouse shares with this reputable school. Our commitment to best agricultural practices and to what Caitlin has learned about Irish cuisine will be present in every bite. Don't miss out on this spectacular opportunity for us to bring Ireland to you!

Spice Trekkers and ÉPICES DE CRU

Come to Ann Arbor

Incredible Spices Make for More Flavorful Food at Zingerman's and at Your House!

Five years ago last summer, I had the pleasure of being in Montréal for a conference. It's a great city to visit. "It's as close to Europe as you're going to get in North America" is a pretty common refrain from many folks I know. As I do everywhere I go, I snuck out of the conference for a bit (I can only sit for so long in break out sessions in windowless hotel rooms) and took a taxi out to the Jean-Talon market and started to explore. Thriving, alive, full of families, locals and tourists both worked their way through the stalls. A bit of cheese, a couple of bakeries, some maple syrup producers, a great frites stand, and of course plenty of locally grown fruits and vegetables. But the most memorable bit of the morning came when I walked up to this little spice shop. Even from the street it looked great. Ever curious, I went in. It turned out to be one of the highlights of the whole trip.

I've been to a lot of retail spots and restaurants over the last thirty years—I can usually tell you in about two minutes what the business is like based solely on the energy I experience upon entering the building. Épices de Cru, it was clear to me, almost immediately, was pretty excellent. It was alive, buzzing. It looked great and it smelled even better. It was everything I would imagine a Zingerman's spice shop might be if we had one. The staff was engaged. The energy was excellent. The aromas were amazing. Everyone was talking spices, smelling spices, sharing stories of what one could cook with them; people were smiling, laughing, but still taking their food very seriously.

Perhaps most exciting of all, was listening to the staff tell the story of where each spice came from, the region, the town, often the family that grew it. I felt strangely at home—it was, as I said, a lot like being in the Deli. When customers asked a question, staffers would open a tin or jar (sound familiar?) so that their guests could smell the spices. But they didn't stop there—they would scoop a bit of whatever it was the customer was curious about into a mortar and pestle and grind it up right then and there. Which means that guests were experiencing the spices in their full potency—freshly ground, when all their essential and volatile oils were at their highest. I loved the packaging too—small tins with simple white printed labels that looked like they were stamped by hand onto the paper. You won't be shocked to hear that I bought a bunch of stuff to bring home. Deep, dark, musky Kurdish red pepper flakes. A whole bunch of amazingly aromatic Tellicherry black pepper from a single estate in India. Wild pepper Andaliman from Sumatra. I loved it all.

As excited as I was about the visit, I actually had little hope that we'd be able to get the spices to the Deli to sell. For reasons that are over my history major's head, despite NAFTA, it remains very challenging to bring food over the border from Canada for commercial purposes. So I savored what I'd brought back, saved the tins and filed the idea—impatient as I am, I've learned that making great things happen can take a long, long time. I've often spent years, even decades trying to figure out a way to bring products to Ann Arbor. So I kept the tins on my counter, slowly savored the spices, and embedded the Épices de Cru name in my mind and hoped that, one day, we would make something happen.

That day came a couple years ago when I was at the Fancy Food Show in New York City. Walking down what must have been my 18th aisle of the show that Sunday afternoon, I looked to my left and saw a big display of those same fantastic, little stamped-on-white-paper-labeled tins of Épices De Cru spices. I was immediately excited. Finding a treasure like Épices de Cru once in its hometown was great. Coming across it twice was all the better. And finding it at the Fancy Food show made me smile—their presence on the show floor meant that, almost certainly, the folks who owned it were ready and able to get their products across the border into the US. A short four months later I had a happy ending to share—we're selling the spices of Épices de Cru here at Zingerman's. And equally enticing, I've gotten to learn the story of the de Vienne family who started it, and through them, begun to learn all the amazing stories of the dozens of exceptional spices they've assembled from their world travels over the last thirty years.

Here are a few snippets from Ethne and Philippe de Vienne's book, *Spice Hunters*. "Our culinary heroes are people who cultivate, harvest and cook with the best spices the world has to offer...We are profoundly committed to authenticity of traditional recipes. When we travel, we cook with—and live among—the

people whose communities we visit. For the past thirty years, this *modus operandi* has been our greatest source of information, inspiration and innovation." While I've not done that work in the spice world, it's clearly the same attitude and approach that we've taken here at Zingerman's with every other product we work with—go to the source (whether that's here in Washtenaw County or somewhere else around the world), meet the people, study the culture, stay true to tradition. You can see why I was so excited to encounter Épices de Cru. Quite clearly the de Vienne family are our spiritual and culinary compatriots.

We're currently stocking a solid sixty or seventy of their terrific spices and spice blends in the Deli. We're using a lot of them at the Roadhouse and in the Deli at the kitchen. We've got their exceptional, killer, Korean red pepper flakes being used liberally in dishes at Miss Kim. The Bakehouse has woven the spices into a whole range of our recipes. We even offer them at ZingTrain to seminar attendees when they have lunch! Many of our most loyal customers and avid cooks have already discovered what we have—that using exceptional spices of this super high caliber can have a fantastically positive impact on your cooking. For really a minimum of effort and honestly not all that much money. You really, really can definitely taste the difference!!

What follows is an interview with Marika de Vienne, Ethne and Philippe's daughter. Along with her brother, the family continues to travel the world sourcing spectacular spices, meeting the people who produce them, learning the culture and cuisine of the regions in which they're produced, and then sharing all that with us! I hope that you'll take a few minutes to get a smell of some of their amazing offerings, or perhaps to taste them in some of the dishes we've started to use them in at the Deli, Bakehouse and Roadhouse. Or if you head up to Montréal, maybe make time to head to the Jean-Talon market and say hi to Marika and her parents in person!

Ari: So what do you all do?

Marika: We travel the world looking for whole spices, authentic recipes and traditional spice blends. That's really our mantra. We go to different countries and start in the markets. We look at what everyday people are eating. Cultural gastronomy often happens through restaurants. But we look at what people are cooking at home.

A: Your parents started the business back around the same time we started Zingerman's, right?

M: They did. My parents were actually caterers. The top caterers in the city, really. And the more press we got, the more demand there was for our catering. We cooked everything to order, we didn't cook anything in advance—we always cooked food fresh. Over time there was more and more interest in us catering larger and larger parties. We were getting requests to do events for over 1,000 people. This was in the late '80s and catering at that time still mostly meant that someone brought a plate of chicken to your place at the table. And we were like, "You can't do our kind of fresh food for 2,000 people from a temporary kitchen in a parking lot."

So we started to look at cultures where they were used to serving banquets to a thousand or two thousand people, some times for three days straight. Places like India and China where they had big traditions of these huge banquet meals. What we had in common with them was that they used really great ingredients. But the other thing that they all did was to use a lot of spices in their cooking. Spices make for much more complex flavors. So we really explored the spices.

One advantage of us being caterers in Montréal is that in the summer there's no catering to do so we could travel for six weeks as a family. My parents, and my brother and me. And wherever we would go to visit, we would find all these spices that you couldn't find here in Montréal. Everything here was ground and not very flavorful. But we'd go to Trinidad or Mexico or other places and we'd bring back these amazing spices. My dad would share them with other chefs and that's really how Épices de Cru started. We started trading spices with other chefs who hadn't ever had anything like them but wanted them for their own cooking.

At that point, we were still primarily caterers with good spices, not spice sellers. And then one day my dad went on a cooking show with a woman who turned out to be like the Oprah of Montréal. And then it exploded. People were calling us like crazy. But for a long time we resisted getting into the market. We didn't want to be part of a fad. We wanted to be part of a movement. To teach people that for a very little money they could significantly enhance their cooking.

A: Do you really know all the people who grow the spices?

M: A lot of them! We know many personally. We buy directly from growers, local traditional traders, co-ops, and then we have trained, trusted, local agents to do the buying for us in some places. There are still some spices that have become so commodified that they present a challenge. For now! Not all countries really can meet the romantic vision of a single family meeting all our needs. Every place has its own socio-agricultural systems that we have to work with. But we do know where the vast majority come from. We select them all personally and we have NEVER, ever bought from brokers. Our vision is that one day we can pinpoint where all our spices are sourced.

We've been buying nearly all our Mexican chiles from Fernando and Lucia Lozano for some time. They're from the high Sierra Mixe in Oaxaca but they've become chile traders over the years and now they live in the city. Everyday of the week they sell their chiles in a different "tiangi," the traditional Native markets that are all over the Oaxaca valley. They are really classic chileros; buying and selling from the various Zapotec, Mixtec and Mixe areas of Oaxaca. Their star chile is the *pasilla de Oaxaca*. They get it from the neighboring village of their birth at the highest point of the Sierra. The Pasillas have to travel four hours on horseback before they reach Fernando and Lucia's village where there is a track passable by truck.

We love to tell the stories of the people we buy from. A lot of people don't think that their story is interesting. But we tell them it is. We still depend on our interactions with our suppliers and travel. We're like middlemen for our suppliers. When we get articles about us in the press, all they want are recipes. We try to talk to them about the people and their story, but they're not interested. We fight tooth and nail with the editors because they say that people just want recipes. And we say 'NO – people want to know where these flavors come from.'

When I talk about spices I rely on my own experience with that spice. Ultimately spices are a very personal thing—no one else tastes things exactly like you do. And then there's the story of how we discovered each spice. There's a story behind every single blend, behind every spice that we sell. There are human beings behind this, every step of the way. It's always about their story. We love talking (as you can tell!) and sharing stories and it's the wonderful story that makes it special.

A: Can you tell us a bit more about the business?

M: My mom is from Trinidad. She left there at 13 and her family went to Toronto, but then pretty soon after that, they moved to Montréal. My grandmother was really enchanted by the idea that her kids could learn French. She's an amazing woman. She turned 90 at the end of September. She's extremely wise and a very cool woman. She has the most amazing taste in food. I've never seen anyone who knows as little about food on a professional level but then has such amazing taste in food. My parents met because of my grandmother. My father worked for her here in Montréal, and after a few years, she invited him to dinner and he met my mom. Little did she know that they'd end up getting married!

My father grew up here in Montréal. He spent half his childhood in France and half here. My father is from a family of aristocrats from the center of France. They were horrified that my father wanted to cook. That was like a 'servant job'. They were really from the upper crust. His mother couldn't believe that her son was going to work behind a stove. But my mom really encouraged my dad. He has an amazing nose and an amazing palate. He has a real talent for deciphering these things.

...continued on page 14



you really can taste the difference!™

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A: So they’ve both been part of this from the beginning?

M: Exactly. My mom said “We’re gonna offer nothing but the best. I’m tired of companies starting with ‘pretty good’ but then going lower and lower in their quality. If Mother Nature doesn’t provide it, we aren’t going to either.”

When it comes to food, this is a family business. A lot of our employees have been here with us a really long time. Food is about sharing an experience. It’s the best way to start any conversation. Food and cooking really open people’s minds to possibilities. It’s a very non-threatening way to expose people to another culture. We do both. For us, it’s all about doing it in a way that feels right and ethical. Sometimes we feel kind of alone and it’s nice to know there are others—like Zingerman’s—out there.

A: What are some of your favorites of the spices?

M: Cardamom! I use it in everything. It’s just a beautiful aromatic spice. It’s extremely potent. I’m the person who’s gonna sneak a cardamom pod into anything. I’m not usually into potent spices but I use cardamom in everything: in desserts, in chai...Ours comes from the Cardamom Mountains of India. A lot of what you find here [in Montréal] is the Guatemalan cardamom because they produce so much. It’s fine, but once you have the one from the Cardamom Mountains, you’ll never go back. It’s so much more interesting. I also like the Colombian variety of cardamom that we get. We’ve only had it about a year. It’s also a green cardamom, but it’s distinctly floral. I would use that one for desserts, cookies and cakes.

Another spice I use a lot is our Grains of Paradise. It’s from the same genetic family as cardamom. We get one that comes from Trinidad. This one only grows in the wild. Once you have these, the others you’ll try on the market are horrible. Ours are really potent and extremely floral. It starts with an intense heat and then this intense lavender flavor. They’re great with chocolate.

A: What about black pepper? That’s something I really crave all the time.

M: Pepper is my dad’s purview. He’s always on the search for great pepper. We’re always looking for the single source, the mono varietal. We have the Tellicherry. It’s been more popular in the States than here in Canada. We’ve had it since the beginning but in Canada no one knew it. It’s so aromatic. It’s got a nice heat.

The one I LOVE is the tribal pepper. It grows on vines in a Tiger Preserve in India where it is picked by local villagers. So it’s literally semi-wild. There’s a heat to it that’s unlike any other black pepper I’ve ever had. It’s more like white pepper. It’s got the heat of white pepper with the flavor of black.

I also recommend our 8-Pepper Blend. Most pepper blends are a waste of time because they mix white, black, green, and pink, and it’s silly. They don’t work well because the black and the white overtake the delicacy of the other two. But I still really wanted a pepper blend. I bugged my dad for years. But he didn’t like the idea. And then, literally, it came to him in a dream. He had the idea to add allspice to the blend. I love it. It’s one of the few original blends we have, but it works with everything because it has so many aspects—it works with almost everything.

Then we have the black pepper that’s from Saji. It’s all from one man’s estate in India. My father insisted that it was so special that we needed to not just tell the story, but put his name right on the label. He said, “It must be known because it’s that exceptional!” It’s a little bit larger in size than most black peppercorns and very aromatic. He still hand sifts the pepper completely by hand. There are no big machines. They’re going through to sort it totally by hand, each grain, one by one.

A: How about your blends?

M: Almost all the blends we do are traditional blends in their home areas. We’re very committed to the traditional. The blend I love most now, and I just love smelling, is the Satay Spices from Indonesia. It’s amazing. It’s very heavy on the lemongrass and the cardamom. It’s hot. We didn’t cut it down—we reproduced it just the way we had it in Indonesia. You put it on chicken with peanut sauce and it’s very good. But you can basically use it on anything. It’s really fun!

Another great one is called Silk Road Spice. One year on vacation we wanted to really get away. So we decided to go to the desert in China where we figured there won’t be anything to do with food. We get there and it’s Ramadan, so we thought we were really off the hook. But we were wrong. It’s been a trading post for centuries. We’re walking through the market and we see this spice blend and it’s ground. And we realize it’s the blend they’re using in their pulled noodles and their



Once again, we’re super fortunate to have convinced the de Vienne’s to load up their van and make the long drive down to Ann Arbor from Montréal! I guess we’re helping make their Spice Trekkers moniker a reality as they make this long trek for the third straight year! We’re honored to have them here in our small town—they bring passion, energy, decades of experience in the worlds of food, cooking and culture. This time around they’ll be bringing—and signing—copies of their new, award-winning cookbook, The Spice Trekkers Cook at Home. If you like food, if you like history, if you’re half as intrigued by the story and flavors of great spices as I am, or if you just like to meet marvelously cool, funny and intelligent people - please come to at least one (I’d suggest all, myself) of these great events! See page 15 for details!

march - aleppo seven spice

When Marika recommended this spice blend for our March “spice of the month,” in honesty, I hesitated. It seemed so trivial to bring up Aleppo in a culinary context when there’s so, so much suffering going on in this once thriving, now devastated Syrian city. Knowing how to help the people who are trapped there in the midst of the insanity of civil war is overwhelming for me. I feel helpless to really do anything at the scale that’s needed. Donating to good causes is one small step but so much more is clearly needed. All of which made me want to back away. But then one of the only ways that I know to “turn the other cheek” is to honor the history, the culture, and, of course, the cuisine of the places that are being so horribly dehumanized, ravaged by war, overrun by leaders who seem to care a thousand times more about power than they do about people and peace. I’m not sure what to do in the big picture. But in the small picture, insignificant as it sort of feels in the face of all what’s happening over there, is to refocus on some of the things that have made Aleppo an amazing place over many centuries.

One of the little known pieces of Aleppo culinary history is this exceptional spice blend. Allspice, nutmeg, cardamom, Ceylon cinnamon, and ginger. Like all the Épices de Cru blends all you need to do is pound with a mortar and pestle and then add to rice dishes, pilafs, marinades, meat and vegetable dishes. Great for making stuffed peppers or stuffed grape leaves. Grind it up and then sprinkle on just cooked rice or potatoes, or for that matter, pasta. It’s a small but meaningful taste of a marvelous place that’s been overrun and overturned in ways that I don’t think I can really imagine. The great Lebanese food writer (her father is Syrian, her mother Lebanese, she was born in Beirut) Anissa Halou, who I met many years ago at a culinary conference, wrote, “sadly, no one is going to Syria these days, not until the monstrous regime falls. When that day comes, I will be one of the first to hop on a plane and go back, both to celebrate the people’s freedom and to help in any way I can.” This is a small, maybe insignificant, maybe meaningful, way to have a little taste of what that trip might taste like. Hopefully the day that Anissa and others can return will come sooner than it currently seems. Peace.

april - Sri Lankan roasted black curry

One of Marika’s favorite blends, it’s fabulous for just about everything! “The Black Curry,” she wrote me last fall, “is such a great example of what we do in the company as a whole.” Rice dishes, lentil soups, meat curries, vegetable stews, you name it. I use it for cooking potatoes. All you need to do is pound the spice blend in a mortar and pestle for a few minutes or in a spice grinder for a few seconds and then add to your sauce. The aroma alone will get you. Cumin, coriander seed, mustard seed, toasted dried coconut, mace, black peppercorns, curry leaves, Ceylon cinnamon, cloves, and black cardamom! Just the sound of all them assembled together is intriguing. Each spice in the blend is roasted separately in the Épices de Cru ovens. The coconut is roasted on its own in a wok. Opening the tin is like taking a walk through a Sri Lankan spice market. I like to save a bit of what I grind to add on top of the finished dish at the table the way we more typically would use freshly ground black pepper. An excellent way to bring a bit of Sri Lankan spice to your supper!

for a schedule of events visit zcob.me/spiceweek
spice week is coming april 17-21

lamb. So we asked, “What is this called?” And they all just said, “It’s called “the blend!”

So one guy in the market, we asked him what was in it, and he basically said, “That’s for me to know and you to find out.” We bought a kilo and my dad tried for like three months to reproduce it. After about two months he realized that he was restricting himself to the spices of the region. But we’d forgotten the obvious—this was a trading post so there were ingredients on the market that would have come from many other places. Once he figured that out, we had it. The blend has three different roses, anise, star anise, and cassia buds. The authentic name was “the blend.” It’s great in desserts. I like to blend it with a black tea from Yunnan. The people in Yunnan thought that was crazy. In China, they said only ignorant people would put spices in tea. It wasn’t my intention to mix it—usually we just like the traditional things, but it was delicious. Everyone fell in love with it.

I love the Yunnan blend too, from China. It’s the first recipe in our book. It’s the one blend that you can just use raw. You boil some lettuce leaf and dip the cooked leaf into the spice blend and eat it. It’s delicious. It’s got black cardamom mixed in with three different chiles. You just dip the cooked lettuce in and you serve it with rice. One of the chiles is hot in the blend. And I love showing it because I don’t really cook. Cooking in our family is something that men do. For people who are afraid to cook, then this is for them. I just ask, “Can you boil lettuce? If you can, this is for you!”

I love the black curry, too. It comes from Sri Lanka. The black curry has cumin, coriander and a bunch of other spices. All the spices are roasted for different lengths of time. The coriander is lightly roasted, the cumin is heavily roasted. And it has toasted rice in it.

It goes really great with beef. Most people think of curry as yellow, but I just say “curry” means blended honey. We’ll have a black curry and we have a white curry with fennel.

A: What else should folks know?

M: It’s hard to describe what we do because it’s so organic and so normal for us. We love sharing. It sounds hokey. But at some point when I’m at the store, someone discovers some flavor that they’ve never had. And there’s nothing like that sparkle in someone’s eyes when they discover a new flavor.

I go back to those places and show them what we’ve done with their product. We’re so against the colonial attitude—we want things to go both ways and we want to share both ways.

One of things that’s important to understand is that we don’t switch suppliers. Once we have someone whose product we love, we stick with them. If the crop runs out we just wait for their new crop to come in. We don’t switch to someone else. ■



zingerman's events calendar

Book a spot at events.zingermanscommunity.com

march adventures



MARCH 5th

Brewing Methods 1-3pm

Learn the keys to successful coffee brewing, using a wide variety of brewing methods from filter drip to siphon pot. This tasting session will explore a single coffee brewed 6 to 8 different ways, each producing a unique taste. A demonstration of the proper proportions and techniques for each method and a discussion of the merits and differences of each style will take place.

\$30/person

MARCH 6th

Prosciutto 101 with Giovanni Bianchi 6-7:30pm

Come learn about the king of ham with one of the best makers in all of Italy.



\$10/person

MARCH 7th

Pizza, Prosciutto, and Wine with Giovanni Bianchi 6-8pm

Sample some of the best prosciutto in the world with a pizza and wine dinner at Cornman Farms.

\$55/person

MARCH 8th

The Best of 35 Years with Ari 6-8pm

Spend an evening with Ari while he shares his favorite noshes from the past 35 years. It's gonna be a great evening of stories and lots of amazing food so bring an appetite.

\$60/person



MARCH 12th

Fabulous French Baguettes 8am-12pm

Learn Zingerman's Bakehouse's French baguette recipe in one of our best classes for new bakers. We teach you to make the traditional French baguette—starting with a flavorful poolish, hand rolling your dough, and ending with a crisp crust surrounding a soft, holey interior. Go home with 4 French baguettes, dough to bake later and great coupons!

\$100/person

MARCH 18th

Irish Brunch #206 9:30-11:30am

After 205 special dinners at Zingerman's Roadhouse, we're excited to provide our first special brunch. Chef Alex and our talented Catering Manager, Caitlin Doyle, will create an unforgettable experience that highlights the best of really good Irish cuisine. See page 12 for more information!

\$50/person



MARCH 19th

Comparative Cupping 1-3pm

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

\$30/person

MARCH 22nd

The Best of 35 Years with Ari 6-8pm

Spend an evening with Ari while he shares his favorite noshes from the past 35 years. It's gonna be a great evening of stories and lots of amazing food, so bring an appetite.

\$60/person

april happenin's



APRIL 2nd

Brewing Methods 1-3pm

Learn the keys to successful coffee brewing, using a wide variety of brewing methods from filter drip to siphon pot. This tasting session will explore a single coffee brewed 6 to 8 different ways, each producing a unique taste. A demonstration of the proper proportions and techniques for each method and a discussion of the merits and differences of each style will take place.

\$30/person



APRIL 5th—APRIL 7th

Spend school break at BAKE!: Family Classes

A whole lineup of hands-on family classes available April 5th-7th for school spring break. From pizza to brownies and more. One adult (\$75) and up to 2 children (\$25 each, age 7+) per group.

\$75/adult \$25/child





APRIL 16th

Comparative Cupping 1-3pm

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

\$30/person

APRIL 17th & APRIL 18th

Spice-ology 101 (with the Spice Trekkers from Montréal) 6:30-8:30pm

Few people know spices like the folks from Épices de Cru. Join us for an evening as we discuss tasting, sourcing, and cooking with spices. Last year this one sold out quickly and the attendees' dinner tables at home have never been the same.

\$35/person



APRIL 21st

Tips with Tips: Basic Cake Decorating 1-5pm

Decorating might be the most fun part of cake making and it's your chance to really put your personal touch on what you've baked. In this class we'll split several cakes, fill, crumb coat and ice them. Then spend time practicing with different piping tips to make shells, rosettes, roses, vines, leaves, and writing letters on a cake. Go home with a cake and great coupons!

\$125/person



APRIL 29th

Grand Re-opening Open house 10am - 6pm

Come and explore our newly renovated facility. Taste our cheese and gelato! Celebrate the hard work that it took to get here, and come reinvigorate your love of the Creamery. Learn more about the Cream Top Shop re-opening on pg 6.

free!



you really can taste the difference!™

Zingerman's mail order Our annual Spring Sale is back! SPRING SALE

Featuring deep discounts on meats, cheeses, chocolates, breads and more, this is your chance to stock up your fridge, your neighbor's fridge, your cousin's teacher's brother's fridge. The sale is on at zingermans.com until March 31, 2017.

reuben sandwich kit

The perfect sandwich by mail. If you know someone who loves real deli fare, sending this gift will cement your status as the most clever, generous friend they have. Some assembly is required, but considering it has been known to make grown men weep in appreciation, we think it's worth it.

Corned Beef Reuben
G-SHE-2 serves 3-4 **was \$150, NOW \$100**
Pastrami Brooklyn Reuben
G-BIN-2 serves 3-4 **was \$150, NOW \$100**
Turkey Georgia Reuben
G-GEO-2 serves 3-4 **was \$150, NOW \$100**



monthly bacon club

Our bacon club has been lauded by chefs, sous chefs, home chefs, pork-o-philes and bacon freaks all over America. It's our most popular food club by far and it's not just the novelty of bacon-by-mail that makes it so loved. The bacons are downright amazing. It's hard to find any of these bacons in most shops, let alone all of them. They represent the pinnacle of American bacon making and, let's be honest, this is one food that no one in the world does better than us. Sorry Europe, it's true. Your Parmigiano-Reggiano and your Champagnes are great, but you can't touch our bacon.

G-BAC-12 12 months of rasher rations
was \$400, NOW \$300

farm bread

Imagine sitting around a French farmhouse table waiting for dinner. This would be the bread the family would serve. Like French pain au levain, it's a white-wheat mix made with a sour starter. Its crust is crisp, its flavor subtle, never tiring.

B-FRM-LOF 1 1/2 lb loaf **was \$9.50, NOW \$6**
B-FRM-RND 3 lb round **was \$16, NOW \$10**

zzang!® candy bar

Charlie makes great, old-fashioned American candy bars almost entirely by hand. Chunky, fat, fudgy bars you can wrap your hand around. They're not the serious kind of sweet you nibble with your eyes closed, hushed, your tasting notes near at hand. They're the kind where you chew great chunks off—fun, fantastic candy, made with all natural ingredients, without cutting a single corner. To make the Zzang!® Original bar, Charlie starts with honey nougat made with natural peanut butter. He rolls it up in silky caramel made from organic muscovado brown sugar. Big Virginia peanuts come next, and the whole endeavor is finished off with a dip into a rich bath of 64 percent dark Colombian chocolate.

P-ZZG 2 1/2 oz bag **was \$6, NOW \$4**

manchester cheese

One of the most popular cheeses from Zingerman's Creamery, the Manchester is luscious, a bit creamy, similar to France's mold-ripened Brie. Spread some on a baguette. Offer it up in wedges with fruit and toasted almonds or hazelnuts. It's excellent spread on ham sandwiches topped with caramelized onions.



C-MNC 1/2 lb wheel **was \$20, NOW \$10**

Guatemalan finca Santa Anita coffee

Finca Santa Anita, near the town of Purulhá, is about 100 miles northeast of Guatemala City. The farm is situated in a small, picturesque valley that receives considerably more rainfall than surrounding areas. For this reason, the folks on the farm cannot dry their coffee on a traditional patio. Instead, they use wood-fired guardiolas—mechanical dryers—to expel moisture from the beans before milling, sorting, and shipping. This coffee is the whole package: well balanced, crisp, smooth, and with enough other stuff going on—cocoa, citrus—to keep things interesting.

P-COF-GAC 12 oz bag **was \$22, NOW \$16**



35th anniversary sale

Join us in celebrating 35 years.
We have discounted some of
our favorite products we have
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