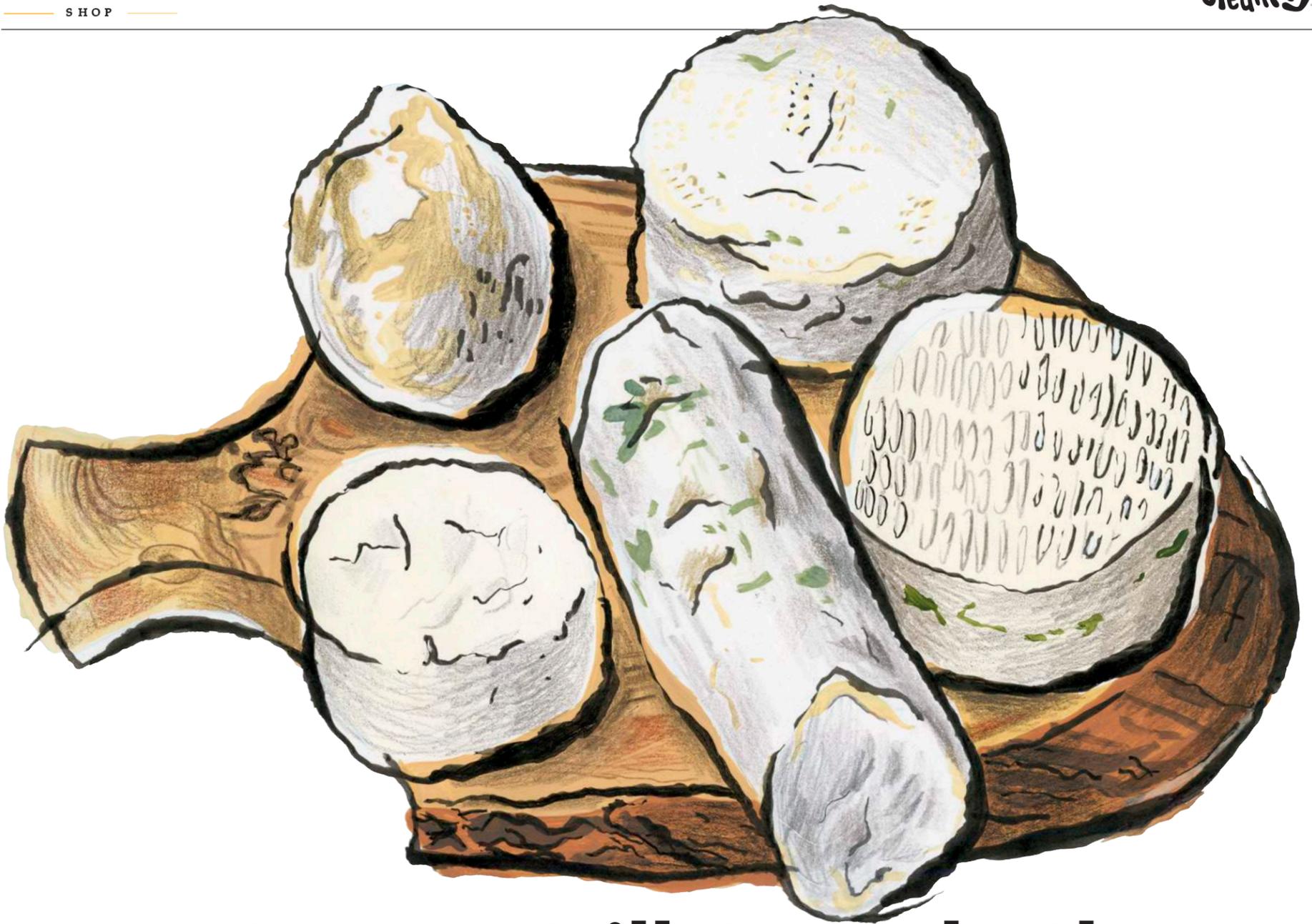




CHEESY READS
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New Space, Still Superb Cheese

The Cream Top Shop takes off

A month or so ago, a writer for a very well known, high-prestige food journal came through town and wanted to say hello. She was going to be here when my schedule was packed pretty much from start to finish, so I only had a few minutes to say hello. The sliver of space in the schedule happened to come while I was out at what we call Zingerman's Southside—the place on Plaza Drive where we've put together the Bakehouse, the Creamery, the Candy Manufactory, the Coffee Company and ZingTrain, so she courteously came over that way to meet.

We chatted briefly about a range of topics, and when we started to wrap up, she mentioned that she was going to the Creamery to pick up a small bit of cheese to take to the relatives she was on her way to visit. Since I still had ten minutes before my next meeting, I offered to go with her. We walked into the new retail space—the Cream Top Shop—where Zach greeted us. The writer started trying to figure which cheese to buy. I started to suggest she taste a few since we give samples of everything anyways. But then, I figured we'd just go for it. "Let's just taste all twelve!" I said. "We're here, right?" I asked. I'm glad we did. Zach patiently led us through each of the cheeses we make at the Creamery: Napoleon, Manchester, Lincoln Log, Bridgewater, Detroit St. Brick, cream cheese, pimento cheese, the whole range.

When I taste anything we make with another professional I always have a bit of underlying anxiety. Fear of presenting our work at less than its best. The same fear I suppose I have every time a new book comes out or the tension that takes over before I present to a new audience for the first time. This was an audience of one, but the anxiety appears nevertheless. Artisan food anywhere is amazing, but, by definition, it's different every day. Often excellent, but nearly always imperfect even if only in some small way.

To be clear, no craft production—baking, agriculture, pickling, cooking, or cheesemaking—is easy. And by definition—it's artisan, not industrial—there is variability. As my friend, founder of Neals' Yard Dairy, Randolph Hodgson has said, "Cheese is one of the most complex and intricate of foods. Like winemaking, cheese-making is all about fermentation, and as such is open to the vagaries of the bacterial cultures that shape it. Like wine, too, cheese is the product of the land from which it originates." With all the variables at play, cheese is one of the hardest with which to hit a homerun. Which is why,

honestly, I pay particular homage to the work of Aubrey Thomason, Managing Partner and Head Cheesemaker, and all of the very-committed-to-their-craft crew at the Creamery.

The magical thing on this particular morning, though, is that every single one of the Creamery cheeses tasted terrific. Not just good. But really, really good. Great, actually. Across the board. Excellent.

For me, it was a special moment. One of the things I feel best about having done in our 35-year history here at Zingerman's, was the move to make cheese. It's a grounding act. A part of our place, a meaningful, if still little known piece of what makes Ann Arbor, Ann Arbor.

In Europe, where cheese has its home, every region, even every village, once upon a time had its own cheese. But for the majority of the 20th century, local cheese was on the decline. Factory production eliminated farms; mediocre, even-keeled consistency became the norm.

A few years ago, my Randolph wrote that, "There is a revolution happening in the world of cheese." When we started Zingerman's Creamery in 1999, the revolution came to Ann Arbor.

It's not like you couldn't get good cheese here before that. We'd been focusing our efforts on farmstead cheese since we opened in 1982. But still, there's something special, to me at least, about having something that's unique to having a local cheese made in the place in which you live. Something that, spiritually at least, everyone in Ann Arbor who loves great cheese can call their own. Something that is woven into the culture—culinary and otherwise—of the town and region in which we live. The late British writer and passionate advocate for traditional cheese Patrick Rance said it well: "A slice of good cheese is never just a thing to eat. It is usually also a slice of local history."

You know many of the names of these cheeses—cheeses grounded in place—already: Cheddar, Comté, Camembert, Parmigiano-Reggiano (much, much more on this marvelous cheese to come in the September issue of Zingerman's News—email me at ari@zingermans.com if you can't wait for details). All of them are tied tightly, culturally, economically, agriculturally, to the places from which they originated. The connection to local milk, the uniqueness of local bacteria and molds,

all mean that they taste of the place from which they come.

Today there are hundreds of great artisanal cheeses being made across North America. The situation is a far, far, cry for the better from what things were like back when we opened the Deli in 1982. Back then there were maybe a dozen or so great American cheeses to be had. Nearly all of them were holdovers from an earlier era, stubborn sons (it was mostly men back then—not true at all now!) of someone who refused to give in to the demand for lower prices, mass market homogenization and the commensurate reduction in quality. While others caved in, they held tight to the places from when they came and the quality to which they'd always been committed (e.g. Vella's Dry Jack, Franklin Peluso's Teleme, a few cheddars from Vermont). Fortunately, that tide has turned. We might likely be living, today, in an era which more great American cheese is being made daily than at any other time in our history. I'm excited that the Creamery can contribute so positively to that mix.

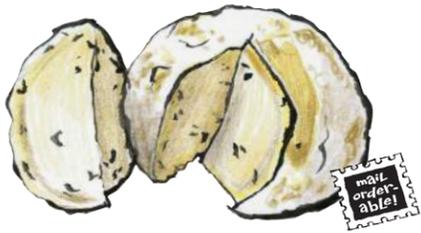
That was then, this is now.

A few months after the famous writer came to town to visit, the Creamery's craft cheeses continue to be excellent. I've repeated "taste all twelve" a number of times with great results every single time. Solidly superb. Damned fine. Impressive even to food professionals, like me, who aren't generally inclined to be impressed. One former West Coast cheese monger told me, "Honestly, they've become some of the best in the country in the last couple years." Kudos to Aubrey and everyone at the Creamery.

They are literally our local cheeses. Jose Ortega y Gasset, Spanish philosopher (1883-1955) said, "... behind every cheese there's a community, with all that that implies: patterns of life, customs, how it relates to its own natural environment and climate, and so on." So if you like Ann Arbor, the next time you visit, give people a list of things that are unique to this terrific little town here in the Midwest. You might remind them that we're home to one of the best little creameries in the country. That it's hidden away in a not very glamorous industrial park on the south side of town. But that it's worth making one's way over there (or going to the Deli or Roadhouse) to taste them and experience what our local cheese is like. I hope you like them as much as I do!

...continued on page 2

SAY "CHEESE" AND MEET OUR LINEUP



Bridgewater

Named after Bridgewater, Michigan, this a great log of lightly-aged, black pepper-spiked cow's milk cheese. Aged for a couple of weeks, it has a creamy paste and a thin unobtrusive white rind. It is liberally laced with cracked black peppercorns. I think this might be our most underappreciated cheese. At room temperature, the texture is fluffy and soft and the flavor mild, creamy, buttery with that nice bit of Tellicherry black pepper to spice it up. I've always loved this cheese but since that tasting with the writer back a few months ago, Bridgewater and I have had a bit of a recommitment ceremony—I've been eating it regularly ever since!

Bread pairing: French Baguette or Sourdough

Wine suggestion: dessert wine (i.e. Sauternes) or fruit forward hard cider



Lincoln Log

The Lincoln Log is a goat's milk cheese named for Lincoln, Michigan, about a three hour drive due north from Ann Arbor on the northeast coast. Like the Bridgewater, it's formed into the shape of a log and has a thin white rind and dense, mild flavor and a dense, semi-firm creamy paste. One of our most popular wholesale cheeses, this one is sold in fine cheese shops and restaurants all over the country!

Bread pairing: Caraway Rye or Farm Bread

Wine suggestion: Sancerre, Chenin Blanc, Pinot Gris



Detroit St. Brick

From Logs to Bricks, these are a similarly aged-for-a-few-weeks-with-a-thin-white rind goat cheese but these are laced with bits of dried green peppercorn from the Cardamom Mountains of India. The softness of the goat cheese contrasts nicely with the citrusy spiciness of the green peppercorns. It makes a great grilled cheese, and I love it melted onto pasta! Or course you can just eat it as is!

Bread Pairing: Sicilian Sesame Semolina

Wine suggestion: Pinot Gris, Sancerre, or Sauvignon Blanc



Chelsea

Short "sticks" of goat cheese in the style of the French St. Maure, named for the Michigan town of Chelsea in west Washtenaw County. It's coated with a dusting of vegetable ash—a traditional French method for coating small goat cheeses to keep them from drying out too rapidly. Dense, fudgy and when it gets older, almost flaky. Great for cheese boards, with wine, fruit, and pieces of freshly cut fennel.

Bread pairing: Farm bread or Pain de Montagne

Wine suggestion: Pinot Gris or Sancerre

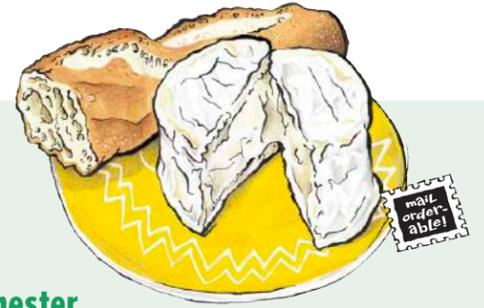


Napoleon

This small discs of lightly aged goat cheese have become one of my favorites over the last few years. Named for the small (1200 people) town of Napoleon, Michigan, in Jackson County, west of Ann Arbor. This cheese is modeled after a French Pelardon, a classic goat cheese of the Cevannes in southern France. It's got a delicious, notable, but-not-at-all-strong goat flavor. Ripened cream. Almost everyone that tastes it is wowed by this wonderful little cheese. Don't let its small size lead you to believe it won't have big flavor. Fabulous as is with a handful of nuts and a good bit of baguette.

Bread pairing: Chestnut baguette or True North

Wine suggestion: Unoaked Chardonnay or Chenin Blanc



Manchester

One of our most popular offerings, the Manchester is a soft, creamy-textured cow's milk cheese with a delicate white rind, Manchester is one of our biggest sellers. When they're on the younger side, they're fluffy and spreadable. When they get up to about four or five weeks they become denser and fudgier. If you can get one that's 7 or 8 weeks old, the paste starts to break down around the edges like a Camembert and get really buttery.

Bread pairing: Chestnut Baguette, the new Miche, True North, Roadhouse Bread

Wine suggestion: Brut Sparkling or a fruit-forward Pinot Noir



Washtenaw

Washed for three weeks with a saison ale from Brewery Vivant in Grand Rapids, the yeasts in the ale act on the cheese to develop one of our more full-flavored offerings. Very full flavor, great nose, more in the family of French washed rind cheeses like Pont L'Eveque. Great for anyone who likes Belgian and French monastery cheeses!

Bread pairing: Roadhouse Bread or Pain de Montagne

Wine suggestion: Alsatian Pinot Gris or Saison Ale



Manistique

Still not well known but really fast becoming one of my favorites. A classic in the making. It starts out as we would a Manchester but then while still in its infancy we wrap them in cabbage leaves. I love it with champagne or sparkling wine. A bit more full-flavored than the Manchester from which it starts, this is really a terrific cheese. If you're entertaining, it's an idea centerpiece for any good spread—unwrap the cabbage leaves but leave them beneath the cheese to get the full visual effect. Better still, try putting the whole thing, still wrapped in the cabbage on the grill for just a few minutes. The grill grates will score the cabbage leaves and the cheese itself will be slightly warmed and super delicious. Mushroomy, floral, with notes of cream, the Manistique is a delicious cheese that most Europeans would be hard pressed to believe comes from the American Midwest!

Bread pairing: Pane Nero

Wine suggestion: Brut Sparkling or a dry Rosé



Père Marquette

One of the more pungent of the offerings, it's a thin cow's milk cheese that's aged in ceramic crock in the tradition of the French St. Felicien. Since it comes from French ancestry, we decided to name it for the Michigan town of Marquette in northern Michigan, which itself was named after the French priest-explorer Father ("Père") Marquette. Like the cabbage leaf, the crockery alters the microclimate around the cheese to help it develop in unique and different ways! Earthy, mushroomy, lovely. If you like good cheese, try this one!

Bread pairing: True North

Wine suggestion: Sancerre, Pinot Gris, or a light red like Beaujolais or Pinot Noir

Pimento cheese

A decade ago I'd never even heard of pimento cheese and neither had hardly anyone other than a handful of folks in Ann Arbor. I first learned about pimento cheese at a Southern Foodways Alliance symposium. It's One of the American South's most iconic foods. I set about making "mine" using great ingredients. The result? A new Zingerman's signature, something we sell literally tons of every year! Our pimento cheese seems to impress almost everyone, from Northern novices to Southerners who know it well. It's amazingly good, something almost everyone loves and is good on almost everything! Pimento cheese is particularly popular at the Roadhouse where you can order it as an appetizer; have it on a burger (I like it with Arkansas peppered bacon); or in the Pimento Mac and Cheese. Those in the know also add it their chili fries, grits, mashed potatoes, and if they're really going wild they put some on top of their Memphis Macaroni!

Bread pairing: Roadhouse Bread, Rye bread, or Pretzel Stick

Beer suggestion: Brown ale



Liptauer

This wonderful, slightly spicy, super flavorful spread is to Austro-Hungary what pimento cheese is to the American South. One blog I came across called it "one of the five foods you need to try if you go to Austria." In Hungary, it's regularly made with sheep's milk cheese. We use our farm cheese (cream cheese without the added cream). We've been making it here for decades with a recipe someone gave me back in the early days of the Deli. Having now been to Budapest, Vienna, and Bratislava (the three capitals of the Austro-Hungarian empire), I know now it's a high end version—anchovies, capers, and they key ingredient—a healthy dose of real Hungarian paprika from one of the only farmstead producers left in Hungary. The Hodi family grow the peppers, dry them, grind them, and pack them. Put great paprika with great, fresh cheese—it's hard to go wrong! Give this great Central European spread a chance to enhance the quality of your eating as it has ours. Put it in an omelet, spread it on toast. It's terrific on a sandwich with roasted peppers, or melt it on potatoes. I like it best on toasted caraway rye. Spread it on warm toast - terrific.

Bread pairing: Caraway Rye, Pumpernickel, True North, or Dinklebrot

Beer suggestion: Farmhouse ale



Zingerman's Traditional Cream Cheese

When we were having initial discussions with then-partner of Zingerman's Creamery John Loomis, it dawned on me that we were still using the same commercial cream cheese that we'd had since we opened in 1982. The more I thought about it, the incongruity started to really kill me. If we were serious—and we were—about constantly improving what we used and what we served, then we needed to raise the bar on this key ingredient as well. And that's how Zingerman's traditional cream cheese came to be.

Old school, handmade cream cheese as it would be have been made back in its day, seems to have been pretty much out of production in its traditional handmade state for most of the second half of the 20th century. If there were any artisan cream cheese makers left when we opened the Deli in '82, I sure didn't know about them.

I became fascinated by the idea of fostering its revival—the return of something that had been lost, the re-establishment of what one day, I hope and believe, will be as much of a tradition as Parmigiano in Parma or Camembert in Normandy.

Cream cheese is an American original. The original product was strictly a fresh cheese, to be eaten within days, or at most weeks, of when it was made. It was a simple product to produce, well suited to farm kitchens. In the move to industrialization in the first half of the 20th century that old product seems to have been completely abandoned. The milk it's made from is pasteurized at high temperature which significantly alters the flavor of the cheese that's made from it; it's extruded at high pressure which makes it pasty; it's loaded up with vegetable gums which make it "smooth."

When we first started to make and serve our old school cream cheese we got two major responses. One was, "that's not cream cheese!" A testament to how well entrenched the commercial product had become. As G.K. Chesterton wrote, "Fallacies do not cease to be fallacies because they become fashions." The other response was a moment of puzzlement, a pause and then an exclamation of unexpected excellence: "Wow!" People would say, "That actually tastes like cheese!"

My belief is that a century from now this part of the world—Ann Arbor—will be known as the source for handmade cream cheese. That people will see this is as the place that's connected with it; that when you're coming to town for a visit, cream cheese is one of the things that food lovers know they "have to try."

Bread Pairing: Bakehouse bagels, of course! Jewish Rye, Pumpernickel, Pecan Raisin, Cinnamon Raisin, or actually pretty much every bread we make!

Wine suggestion: Brüt Sparkling



City Goat

These small rounds of fresh goat cheese are another one of my big, big passions. Like the cream cheese, they're actually incredibly simple to make. I didn't say "easy." They're A LOT of work, but actually, in the world of cheesemaking, very basic. There's nowhere to hide when you make it. It's the quality of the milk and then the careful hand of the cheesemaker.

The City Goat could be brushed off as just one more "fresh goat cheese" on the market but the delicacy of the City Goat makes it particularly suitable to spicing. In addition to the simple, plain, wonderful just-as-they-are cheeses, we now also offer the City Goat in four "flavors" at the Cream Top Shop:

8 Pepper Blend - White pepper, black pepper, long pepper, guinea pepper, Voatsi perifery pepper, allspice, szechuan pepper.

Shichimi Togarashi - sesame seeds, hemp, mandarin peels, chili, nori, ginger, yuzu, sancho pepper.

Tribal Green Pepper - A pepper with a fresh vegetal perfume.

Zaatar Blend - Zaatar thyme, sesame, sumac, salt, anise, fennel, cumin

Each is terrific. The colors all go together, and the flavors are amazing. All the spices come from our superb spice suppliers, the folks at Épices de Cru in Montreal. A more beautiful sight, and a more delicious dairy bite, is hard to find.

Bread pairing: Farm or True North

Wine suggestion: Sauvignon Blanc or a dry Rosé

Zingerman's
creamery

monthly

Specials

july

washtenaw

The Washtenaw begins its life as our signature Camembert-style Manchester cheese, but just as it starts to develop a rind we begin brushing the surface with saison ale by hand. The "washing" intensifies and accelerates rind development and encourages the unctuous and meaty flavors to shine. Perfect on a charcuterie platter or paired other Farmhouse-style ales (and in celebration of American Craft Beer Month!), be sure to pick up a Washtenaw for your next party or beer exchange!

august

burrata

Our burrata is made in the style of the Lazio region of Italy. A balloon made of Mozzarella curd, filled with heavy whipping cream and chunks of mozzarella curd. This is an absolutely decadent cheese. During the spring and summer when fresh berries are around, serve the burrata on top of a salad with any in season berry.

Cheese after Dinner? Absolutely!

If you head to an American college town and randomly ask people what the "cheese course" is, 95 out of 100 would give you a rather puzzled look, then would hypothesize that it was some kind of class you had to take if you went to culinary school. Cross the Atlantic and ask 100 French folks the same question, and they'd probably all tell you without a second thought: "it was the course you serve near the end of the meal just before the dessert." Which would pretty much sum up the state of the cheese course in our respective lands; in America it's almost non-existent. In France, and most of Europe, it's a generally accepted affair.

So, what is the cheese course?

Quite simply, it is a long standing part of the standard dinner service in Europe. Both in formal restaurants and in casual home settings it's pretty much the norm to bring out the cheese near the end of the meal, after one has finished with the main course. The dessert, or sweet course, follows the cheese. Although I don't have any statistics to back it up, my experience is that the cheese course accounts for a significant segment of European cheese eating.

In his classic *Guide de Fromage*, Pierre Androuet inquires in an essay entitled "A Letter to my Daughter:"

"When should cheese be served?"

With typical French certitude, he answers himself:

"This question may seem superfluous; yet it is worthy of our attention. Some people recommend that salad and cheese should be served at the same time (this practice is current in Italy). This is a mistake. In England, cheese is served after dessert. Cheese should be served between the salad (which is served after the main course) and dessert. Cheeses neutralize the astringent vinegar or lemon juice in salad dressings and prepare the taste buds for the suaver sensations of dessert."

So, there's your formal French interpretation. In America on the other hand, hardly any of us ever think of serving cheese near the end of the meal. I'm not sure how or when we lost the cheese course in this country, but regardless I think we're missing out on one of the most enjoyable ways to eat cheese.

Really every one of the cheeses above would qualify for serving this way. While I know it's not how most of us were raised to eat cheese, I also know from all the work on *Zingerman's Guide to Good Leading, Part 4 on The Power of Beliefs in Business*, beliefs can be changed. (See Secret #43 in Part 4 for the recipe). And I believe this is a great way to way to eat cheese that our side of the Atlantic is mostly missing out on. Try it once—what's the risk? You might have a little more time, a caring conversation, a few minutes for reflection, and emerge from it a bit more grounded and having eaten some totally delicious cheese!

Don't believe me? Here's supporting statements from two of my favorite food writers.

Iles Brody: "The best desserts are a little fruit and a bit of cheese."

Ed Behr: "Cheese completes a meal as sweet dessert can never do, and it undercuts the desire for sweetness."

Bread pairing: new Walnut Bread; the Pecan Raisin Crisps or Cinnamon Raisin Crisps from the Bakehouse, or really any of the Bakehouse breads.

Want to Double Your Pleasure?

It's easy! Always eat your cheese at room temperature. If you want to make your cheese points count their fullest, get your cheese out on the counter well before you're ready to eat. Eating cheese at 35°F is like eating potatoes without salt—you get the idea, but you'll never grasp the true greatness of the food. Getting cheese to the right temperature is always worth the few minutes of advance work it takes.

Quite simply, you'll get the most flavor for your cheese dollar when you bring your cheeses to what is commonly, though often misleadingly, referred to as room temperature before you serve them. We say "misleading" because the term actually refers to a temperature range somewhere between 50 and 70°, not to the actual temperature of the room you happen to be eating in.

If you doubt the difference twenty-five or so degrees can make in the flavor of a cheese, try it for yourself. Cut a slice off of any good piece of cheese, and let it sit on the counter for a few hours to get it into the right temperature range. Leave the other half in the icebox. When you're ready, take a taste of each; it's incredible how much more flavor will emerge from the piece you've allowed to warm to "room temperature."

Ari

Ari Weinzweig
Zingerman's
Co-Founding Partner

Zingerman's
CANDY
MANUFACTORY

OPENING SOON!

We are incredibly excited to soon be able to share amazing confection creations that you'll only find in our shop as well as all of your favorite Zzang!® bars, Peanut Brittle, Halvah, Marshmallows, and seasonal confections you know and love.

Our new address is 3723 Plaza Drive Ste. 3, which is between Zingerman's Cream Top Shop and Zingerman's Coffee.

Sign up for our email newsletter at www.zingermanscandy.com for the latest about the shop opening, delicious, new candy we're cooking, and lots of fun stuff!



you really can taste the difference!

ISSUE # 261 • JUL-AUG 2017

Described by Stephen Satterfield of *Whetstone Magazine* as an "origin forager," Ji Hye Kim, managing partner and head chef of Miss Kim has put together a truly fantastic Summer dinner menu rooted in ancient traditions but with modern, local twists. See her notes on the new dishes! For more information visit misskimannarbor.com.

SAMPLE DINNER MENU

*subject to change

there are over 200 documented kinds of kimchi, with napa cabbage kimchi as the most famous. here we honor the seasonality of kimchi by making a freshly tossed kimchi with local greens from Goetz farms, rather than long-fermenting napa cabbage of winter. this is more like a spicy salad, before the kimchi fully ferments.

three types of vegetable chips, celebrating long vegan tradition of Korean buddhist temple food.

a recipe from the 1500s. the use of milk is rare but not unheard of in traditional Korean cooking. the recipe reads just like Italian ricotta, simply simmering milk and seawater until it curdles, then to be eaten as a savory dish. we make this dish from scratch in-house, topped with garlic scape pickle brine from early summer and fresh perilla leaves from our favorite farm, Xiong's Fresh Asian Produce.



vegan bibimbob following the buddhist cuisine tradition - getting as many local ingredients as possible and avoiding spicy flavors (known to be "too passion-inducing", therefore not desirable for monks)

bibimbob is a quintessential Korean dish. what makes bibimbob is the plating and eating instructions rather than what ingredients end up in the bowl. the literal translation of "bibim" is "mixed", "bibimbob" is "mixed rice", and the name implicates both the plating and the way of eating it. each region in Korea has its own specialty bibimbob, ranging from all foraged mountain vegetables, to raw beef, raw fish, to fish roe.

SMALL

석화
FRESH OYSTER 4 ea / 21 for half doz
raw oysters, soy, lemon, radish, perilla

제철 걸절이
FRESH KIMCHI OF THE DAY 5
seasonal and local greens, kimchi dressing

고추냉이콩
WASABI SUGAR SNAP PEAS 5
blanched sugar snap peas, wasabi oil

부각
BUDDHIST CHIPS 6
lotus root, sweet potato, kombu seaweed

타락
HOUSE MADE KOREAN RICOTTA 6
garlic scape soy sauce, perilla, chili flakes

오이냉국
CHILLED CUCUMBER SOUP 7
seaweed, sesame, chili peppers

두부
CHILLED TOFU + HEIRLOOM TOMATO 10
wasabi soy sauce, micro greens

LARGE

애호박 조개찜
STEAMED LITTLE NECK CLAMS 18
baby zucchini, baby squash, leeks

산채비빔밥
BUDDHIST BIBIMBOB 18
purple rice, sprouts, beets, nori, ramp soy

연어 회덮밥
SALMON CRUDO BIBIMBOB 25
micro greens, seaweed, vinegar gochujang

닭강정
KOREAN FRIED CHICKEN 26
chili glaze / sweet soy glaze / lemon pepper

SOY BUTTER RICE 4

MEDIUM

생무침
LOCAL GREEN + PEACH SALAD 11
poblano, peanuts, chili soy vinaigrette

버섯죽
SHIITAKE MUSHROOM JOOK 12
pickled pearl onions, nori, egg yolk

날치튀김
WHOLE FRIED SMELT 13
Wasabi mayonnaise

야채 젓갈 볶음
FISH CARAMEL SAUTEED VEGETABLE 13
swiss chard, fried garlic, leeks, pine nuts

옥수수
MISO BUTTER CORN 14
local sweet corn, caramelized onion

떡볶기
TTEOKBOKKI, SPICY RICE BATONS 14
pork belly, gochujang, 6-minute egg

두부강정
FRIED SOFT TOFU 15
chili glaze / sweet soy glaze / lemon pepper

항정살 구이
GOCHUJANG PORK JOWL 27
local greens, sesame rice, banchan

생선구이
SAUTEED MARKET FISH 28
ginger, scallion, sesame rice, banchan

너비아니
KOREAN BBQ BEEF STEAK 32
NY strip, ssamjang, sesame rice, banchan

SESAME RICE 3

PUT AN EGG ON IT! 2

Our staff favorite and the most underrated item on the menu. Jook is a sort of porridge, made with rice and other grains. You can make various types depending on what you want to add to it.

ari's favorite!

tteokbokki is the most popular street food in Korea, but tteokbokki has a royal beginning. Literally! this was originally served in palaces, and had all sorts of goodies in them, like lots of vegetables, tender beef, dates and pine nuts.

butchery in Korea is very specialized. you can easily find many varieties of cuts that are often hard to find in the states. we love to pair jowls' creamy fat with the sweet and spicy flavors of gochujang, fermented chili paste.

this is our most popular dish!

Come see us this Summer!

Ji Hye



TAILGATE MENU NOW AVAILABLE!

You've been getting excited about all the big games you and your pals will be attending, and now we have the perfect food to make your next tailgate a breeze! From grab-and-go bag lunches to hot-off-the-grill barbecued chicken to our classic Zingerman's sandwiches, the 2017 Tailgate menu has it all! We make picking up at the Deli a breeze, but we can also deliver right to your tailgate spot. Want us to send a griller to make it even easier? We do that, too!

big ten blowout

- Burnt scallion BBQ chicken wings
- Bratwurst with grilled onions, whole grain mustard and buns
- Fresh fruit salad
- Old-fashioned potato salad
- Fresh crudite with ranch and roasted red pepper dip
- Molasses baked beans
- Warm apple crisp with whipped cream
- Assorted Coke products

\$29/person

zingerman's Gridiron feast

Zingerman's famous Deli sandwiches. Select your favorite assortment of the Deli's best. We'll fasten each sandwich with a pick and arrange them.

- Zingerman's redskin potato salad and coleslaw
- Fresh fruit salad
- Pimento cheese with fresh celery and pumpernickel bread
- Zingerman's Black Magic Brownies and cookies
- Assorted Coke products

\$24/person

this year's menu is also available online at zingermanscatering.com, because rooting for your team tastes so much better when you've got zingerman's in hand.

a maize-ing tailgate

- Hand-pulled barbecued beef brisket
- Grilled chili lime Amish chicken
- Fresh fruit salad
- Zingerman's macaroni salad
- Molasses baked beans
- Zingerman's Black Magic Brownies and cookies
- Assorted Dr. Brown's sodas

\$26/person

zingerman's touchdown tailgate

- Grilled barbecued Amish chicken
- Spicy Cuban pork with Bakehouse Rustic rolls
- Zingerman's redskin potato salad
- Zingerman's Macaroni salad
- Fresh fruit salad
- Zingerman's Black Magic Brownies and cookies
- Assorted Coke products

\$28/person



grab and go tailgate

This is great tailgating made easy! Your favorite Zingerman's Deli sandwich or salad, Zingerman's potato chips, Black Magic Brownie and a crisp pickle, packaged in an easy-to-carry Zingerman's red bag.

\$16/person

- 8 oz. water or Coke product + \$1
- Bell's Oberon Beer \$5 (ID required)

Portuguese spiced chicken wings

We marinate chicken wings in our incredibly popular Piri Piri marinade. These are so good you'll be hiding them from your friends! Served with ranch or blue cheese dressing and celery sticks.

\$13.50/person (about 6 wings)

(We'll send lots of napkins!)



SUMMER PICNIC PACKAGE

Everyone's got summer plans whether it's road tripping up north or spending a leisurely day off at the Arboretum. We're here to make those summer plans even more enjoyable with our Summer Picnic Package! We take all the stress out of planning a picnic and have it all ready for you to pick up on your way to the road.

- Zingerman's barbecued chicken or beef
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- Old fashioned potato salad
- Baked beans with applewood smoked bacon
- Watermelon, mint and feta salad
- Zingerman's Bakehouse Cheery Cherry Pie
- Freshly squeezed lemonade or iced tea

Need it to travel? Provide the cooler, and we'll provide free ice!

No matter where your next adventure takes you, Zingerman's is here to help! **Call 734.663.3400 to place your order.**

*Pricing and menus are designed for 10 or more people. We can accommodate smaller groups upon request. Per person price may vary.



**\$23
PER PERSON**



you really can taste the difference!

ISSUE # 261 • JUL-AUG 2017



BIG BLACK PEPPER UPGRADE:

The Roadhouse Takes Its Tellicherry Pepper Up a Point

Farm-to-table Tellicherry, from the West Coast of India to the West Side of Ann Arbor

It's a Natural Law of Business that if you want to be great, you've got to keep getting better all the time. The process of self-improvement, to me, never ends. It's for life. Which means that even in a 14-year old business like the Roadhouse, we're constantly looking for ways to improve. Often they're small, almost invisible to the casual observer or eater, but they're things that, in the long run, we believe are going to take our food and/or service to higher levels. To that end, we've taken a step forward to bring our black pepper to the next level. From good to great. From classy to world class. But what's the big deal?

I love black pepper.

I don't mean "I like it." I mean I really, really love it. It drives me. Pepper rocks my world, it brightens pretty much every meal I eat. Like the Romans two thousand years ago, I'm kind of addicted and I'll go great distances—both physically and intellectually—to get it!

While I know that much of the world lived without pepper for millennia, I also know that I don't want to live without it now. Even for 24 hours. I love great, fresh ground pepper so much that I often travel with it in a small push button hand grinder. The truth is that a bit of good pepper can improve even the iffiest meal. To quote food writer Isabelle Vischer from her wonderful 1953 cookbook, *Now to the Banquet*, "Pepper ready-ground becomes completely meaningless, once you have started using the pepper-mill."

When I go to restaurants, I usually end up begging the server with big eyes wide open to just leave the pepper grinder with us at the table. "It'll be easier for you—otherwise you'll have to keep coming back every ten minutes," I often tell them in efforts to persuade. I love the vitality that really good, freshly ground pepper brings to every dish. I like its liveliness. I like the subtle sweetness that underlies its slowly building, steady but never overwhelming heat. I love the aroma. So bringing even better pepper than we've had here is, for me, a very big deal!

I love quality improvements that are internally driven.

Clearly being responsive to guest feedback is an essential element of any good customer-focused business. We've made many, many changes over the years after customers were kind enough tell us where we'd gone awry or where we could do better. But what I particularly love are the improvements that we make just because we know we can do better. This shift to farm-to-table Tellicherry is one of those.

The truth is that we were already buying pretty good black pepper. We made the move to purchase and cook with Tellicherry pepper many years ago. At the Roadhouse we took that to an even higher level—we've always ground our pepper for each recipe rather than order in large quantities of pre-ground pepper. This alone is a huge qualitative difference—once pepper, or any spice, is ground, its aromatics and essential oils are released to the atmosphere and its flavor starts to diminish. Grinding pepper fresh for each use is much like grinding coffee beans to order!

Many of you will already be familiar with the work of Epices de Cru from past newsletter articles. Or because you've been buying their spices at the Deli or via Mail Order. Or maybe you've come to hear the de Vienne family speak at one of the classes they've done here over the last few years. Better still, you may know their products—exceptional spices from all over the world—because you, like we, have switched over to using them. The de Vienne family is all about high quality—in their business dealings, in their approach to life, and, of course, in their spices.

The move to Tellicherry started when I sent a sample of what we were buying to the de Vienne's to check it out. We got back a note and a photo. The note reaffirmed what I'd already known. What we were getting was not at all a bad product. Not top drawer, but definitely nothing to sneeze at (sorry, I couldn't resist). The photo told a more interesting and revealing story. The de Vienne's had politely broken the pepper we



were purchasing out into proper grades (as per the formal grading system for Indian black pepper) for the photo. The results were impossible to argue with. Like the visual evidence that busts the criminal on a TV detective show, the picture was worth a thousand words. It turns out that although we were diligently ordering "Tellicherry pepper," only like 5 percent of it was comprised of the proper size berries to qualify for top grade Tellicherry!

The same habit of cutting high end, high prestige raw materials with lesser, more easily available, lower cost ingredients is all too common. It happens with tea, coffee, chocolate, olive oil . . . the only way to avoid it is really to know who you're buying from and develop a positive, trust-based relationship. Do your due diligence, find someone on the supplier end who shares your values, check regularly on this end for quality. Repeat regularly. We will not make that same mistake again. We now have top notch pepper on hand. And you really can taste the difference!

Better pepper makes a big difference.

While what we were already getting was pretty good—let's say a 7.5 out of ten—we're stepping up to a solid 9! Maybe more than that, but I'm a tough scorer. By the time you read this, all of the Roadhouse black pepper—in the kitchen, on the pit, at events and in the dining room—will be the terrific Tellicherry from small farms in the Kerala region of India, where true Tellicherry should be coming from. Sure it costs more—most improvements in raw materials do—but it also tastes, and smells, terrific. It stands out in simply seasoned foods like our fresh fish, burgers and steaks. It's really made a difference in the BBQ and the ribs. Because it's in all the pepper grinders on the tables, servers are now talking about it regularly at the tables. It's given a new and consistent way to convey our commitment to ever greater quality and better relationships.

Farm to Table Makes a Difference.

In Secret # in Part 1 of the Guide to Good Leading, I wrote about our definition of "local". It was, and is, less to me about geography and mostly about having a positive relationship with those from whom we buy, and to those we sell. Since peppercorns don't grow here in Michigan, that means we buy it from someone with whom we can have a long-lasting connection and conversation.

The folks at Épices de Cru have given us this opportunity in spades over the last three years. Whereas spices generally arrived to our door from American distributors without really giving us connection to the farmers who grow them or the folks who go out into the wild to gather them, now we have access to real people and real communities with whom we can communicate on almost every spice front. By switching over our pepper purchase, not only are we raising the quality of what we're buying and improving the flavor of nearly all our food, but we now have begun a direct connection with the folks in India whose diligent work has made all this possible!

I haven't yet been to visit Sudheer and the pepper farmers he works with in person, but his passion for pepper and spices, and the story of his work, are inspiring. Sudheer's story started with his grandmother, who moved to the region to be a supervisor for a cardamom plantation. As a kid, he would visit his grandmother and wander between the rows of cardamom and pepper. When he grew up, Sudheer started on the sort of path so many of us in the specialty food world did—he set out to get his degree in economics with the intent of working in a bank. Fortunately, the fates intervened, and all of our lives are now spicier and more flavorful for it!

Kerala, down at the bottom of the Indian subcontinent along the west coast, has been a major source of spices for over 5000 years. It's long been known as the "spice garden of India." It's also a beautiful region, one that draws many tourists each year.

Sudheer has made it his mission to master the pepper trade; he set a new and higher bar for high integrity spice trading. To find a way to work that's drastically different from the way the old time spice traders did it centuries ago—back then spice trading was mostly about extracting as much from the producing regions in Asia and making as much money as possible in the process. That old model was, as many historians have described, mostly a violent and horrible way to work in which farmers and growers suffered and Europeans traders became wealthy.

Sudheer's approach is the opposite—to raise people up and share the wealth, rather than taking it all halfway around the world. It's all about working with the farmers to help get them to grow higher quality, paying them more for it, and in the process, making the lives of everyone involved better. Since most people in the world know only "black pepper" as if it were a singular entity, Sudheer is determined to teach people the differences between one black pepper and the next. He explains, "My place is a wildlife sanctuary. This is where the Tribal Pepper is coming from (we have it at the Deli right now). They only have a few hectares. Their pepper plants produce a small size berry but with a very good aroma. But there are only small amounts of it. But when I take the cuttings from the tribal areas to to my house thirty kilometers away, it will grow, but it will taste different." The soil and the microclimates make a big difference. "If you drive 30 or 40 kilometers from a farm," Sudheer said, "the pepper will taste totally different."

I love Tellicherry.

Maybe it's because this was the first great pepper I was exposed to years ago. But this is still my standby, the one I can't—despite many attempts—let go of. It's a special pepper. It's also—like so many high value artisan foods—one of the most misrepresented. (Darjeeling tea, vanilla, etc. have all been historically cut with phony substitutes over the centuries.) Philippe de Vienne says, "Tellicherry is probably the most famous and abused name in the black pepper trade. The town is one of many harbours on the south-western coast of India known as the Malabar Coast. The justly deserved reputation grew during the British period when the town was the export point for the area pepper. Over time, the word Tellicherry became synonymous with quality pepper. Today other ports are used but the name remains, a sure sign of the reputation of the black pepper from this area. As the name does not benefit from an A.O.C. protection, it is greatly abused by people who want to project a quality image for their second rate pepper."

He goes on: "Even within the region, there are big differences, from one district to the next. And within each district, from one grower to his or her neighbor, different results from different parts of the estate. There are really four districts in the hills around Thalassary, that are generally recognized as the source of Tellicherry pepper," Philippe explains. "They are all in the same hydrographic basin, each with it's distinct terroir."

It's really the Bordeaux of pepper. And if Tellicherry is the Bordeaux of the pepper world, then Wyand is Margaux or Pomerol. All our Tellicherry peppers comes from villages around Wyand. Our friend and partner Sudheer spends several weeks there during the harvest buying directly from small farmers."

The real thing is an inspiration. How do you know you have it? One obvious answer is to buy from people you trust, as we do with the de Viennes. Another is to learn to know the smells and flavors that accompany the authentic article. The aroma of the de Vienne's Tellicherry Reserve is BIG. Stick your nose inside the tin and take a deep breath. Surprisingly, it doesn't make me sneeze. It reminds of burnished old wood, of eucalyptus, of walking through the woods in northern California. The flavor is big, too. Supermarket pepper by contrast, is rather one-dimensional. Great authentic Tellicherry like this is wine-like in that its flavor grows slowly in your mouth. This is a spice that livens the tongue, that continues to resonate without really ever taking over. The heat is rich, well-rounded, worldly, wonderful.

Concluding Thoughts:

If you get to Kerala, be sure to seek out Sudheer. He has a shop in the town where they stock over 20 different varieties of pepper. If you aren't going to be in India any time soon, you can find a good half of them here at Zingerman's. Every one of them is excellent.

Unlike many agricultural products in the modern world, pepper in Kerala is grown still on a very small scale. "The small farmers here, they have one or two hectares," Sudheer told me. Of equal importance, Sudheer has a direct relationship with each farmer. "We never buy through traders," he told me. "Only directly from the farmer."

One big benefit of that direct relationship is that he can influence the work that the farmers are doing to help get them to produce higher quality pepper. In return he pays more. As it has with coffee, cheese and pretty much every other craft food product, this also means that Sudheer can and will pay more for the better quality. The folks at Epices de Cru have been adamant about paying more for better spices. Higher prices to high integrity farmers enhance quality of life in the producing areas. Higher quality of life for those producing better quality, leads others to follow suit. The farmers do better, the villages in which they live do better, their environment does better, the de Viennes and the staff at Epices de Cru do better, you eat better...rather than the old win-lose model, everyone comes out ahead.

What does better quality mean? Maybe I should start with the opposite—what are most pepper traders purveying? They pick pepper in March, early in the season, before the berries have had time to properly ripen; in the process, they miss out on the pungency that takes great pepper to another level. They rush the drying process to save money, which means that the odds of fungus and mold developing go up. What are we getting from Sudheer? Pepper berries from the right region, left on the vine until late April or early May to develop the right balance of sweetness (pepper is a fruit after all) and spiciness, slowly and properly dried and then carefully hand sorted.

These sorts of small improvements are what inspire me far more than awards or honors. The little things, done well, direct action, making a meaningful difference...I'm excited. I hope you are, too. Next time you're in, grab the pepper grinder from the table. While you're waiting for your food, grind a bit into the palm of your hand. Smell it. Tellicherry pepper has an amazing winy aroma that I can't get over. It blows my mind every time I stick my nose up to a tin of it. If you haven't lately smelled or tasted pre-ground commercial pepper, you might want to grab some—at home, or at most restaurants—to get a point of comparison. It's a pretty eye-opening experience. I believe you'll taste the difference, too. My deepest appreciation to the de Viennes for doing decades of work around the world to make this pepper upgrade a possibility. To Sudheer for finding his passion for pepper and sharing that with the world. To the crew at the Roadhouse for being willing to make this move forward, to spend more to get better quality and help others have a better life in the process. And to you, our guests—our business has been built for 35 years on the strong belief that you really can taste the difference. Ari





Zingerman's
DELICATESSEN

SPICES OF THE MONTH

JULY & AUGUST

July - Tlatelolco blend

August - Yunnan blend

Given how much I've written about Épices de Cru spices over the last two or three years, it's pretty clear that I really like them. All of their single spices and spice blends are rather special, but this Tlatelolco blend is over the top. Serious stuff. Wonderfully wowing. Deliciously dope. It really is a bit like alchemy—add a generous dose of it to pretty much anything, and it gets elevated from everyday food into something rather magical.

The Tlatelolco name comes from the famous Aztec central market, so impressive and well-organized that newly arriving Spanish conquistadores proclaimed it better than the European markets at Constantinople and Rome—the market's organizational setup and system of operation wowed the Europeans. Historians estimate that as many as 40,000 people visited the market every day during the week, and tens of thousands more came to the weekly "market day." On top of that, Cortes estimated that there were over 60,000 vendors! (Remember that Michigan Stadium holds 100,000 people, but that's only seven days out of a year. Tlatelolco was open every day!)

Thanks to the work of our spice artists, Épices de Cru founders, the de Vienne family, some of the flavors of Tlatelolco market's spice dealers have been brought back to life for us to enjoy. It really is an exceptionally excellent blend, and I don't say that lightly. Since the strength of our beliefs is manifested in the quality of the work we do (see Zingerman's Guide to Good Leading, Part 4 for more on this), I guess it should come as no surprise that his amazing blend is one of Philippe de Vienne's passions. "The Tlatelolco blend and the naturally slow smoked chiles are my obsession!" he says.

Compared to, say, their Staff BBQ blend, which has over 20 ingredients, this one is relatively simple. It has only six components—chipotle chiles, chile de arbol, sea salt, allspice, dried epazote, and dried avocado leaf— but those six combine to make some serious culinary sound. Granted, the de Vienne's chipotles make a big contribution to its quality. They're made from fully ripe jalapenos that are much meatier and fruitier than most, and are then smoke dried. But still, there are only six ingredients. In the same way that an amazing small band can sound like a full orchestra, the ingredients in the Tlatelolco blend combine to make something significantly more than the sum of the ingredients. When I first smelled it, it blew my mind. And it hasn't stopped since. Smoky. Exotic. A bit of black magic. Mysterious. Religious. Spiritual. Sensual. The smell of an amazing open-wood fire. It's got a steady soft heat that doesn't overwhelm but instead dances along the sides of your tongue. Could it be that this is Carlos Santana's classic old song, "Black Magic Woman", come alive in the form of a spice blend?

How do you use it? Honestly, you can do pretty much anything you want with this stuff. I've put it on beans and added it to fresh chopped tomatoes to make a terrific salsa. Sprinkled it on rice, salad, and fresh cheese. I've rubbed it onto chicken before baking and swordfish before sauteeing. It's also perfect on just-boiled new potatoes. I imagine it would make an amazing pork roast. I don't really think you can go wrong! It could, honestly, almost single handedly take your cooking to a new place.

I know the province of Yunnan, in Southwest China, mostly as the home of one of my favorite teas. It borders Laos, Myanmar, Vietnam, and Tibet, and is home to 25 ethnic minorities. It's also home to the Tibetan town of Shangri La which lies in the northwest corner of the province—the tea is terrific and the terrain sounds equally majestic. And how can you not be drawn to the province that claims Shangri La as its own? That said, I've not yet been in person. Fortunately, Marika de Vienne has been there! And more importantly, she's passionate about it and this spice blend, which is made from three ingredients—black cardamom, chiles from Yunnan, and pepper from neighboring Sichuan.

Here's what Marika had say: "I love, love, love Yunnan blend for several reasons. One being that it is a fragrant, simple blend that works great with just about anything: roasts, mixed into spaghetti sauce, with sautéed vegetable, chili, salad dressings, oh and TACOS...you name it! The reason I love it most, however, is that it is truly the blend used by all the people of Yunnan on a daily basis. It is everywhere, but not found in restaurants. It's a real home blend, so even people who have visited Yunnan may have never come across it if they have never had dinner in someone's home.

I lived in Yunnan for three years, and it was in my first year that I started doing one-on-one tutoring of students after school in their homes. As class would usually finish around 6 pm, a lot of the parents would insist I eat a little before heading home. This is where I first discovered this blend. A really simple dish commonly served at home is boiled/blanched greens, like anything in the lettuce or spinach family, served with its broth on the table, white rice, and this spice blend all ground up. You simply dip your greens, sopping wet from the broth, in the blend, and then over your rice. When you have finished all the greens, you can pour the now cool liquid-drenched blend over your rice to eat. The heat from the roasted Yunnan chilies, the camphor-lemon flavour of the Golden Triangle Black Cardamom, and the slight numbing effect of the Sichuan peppercorn is...perfect!

Yunnan is one of the world's most perfect terroirs. In the foothills of the Himalayas, the year-round spring time weather (no need for heaters or air conditioners at home) allows everything, from flowers to tea to chiles to grow there. It is where the tea plant originated before it was spread across the planet. So the greens you eat with this blend literally change every day, keeping the meal fresh and interesting. Here I am in North America, using it on all kinds of vegetables, and not just on leafy greens, but also beans, bell peppers, carrots, whatever. It has a slow, sunny burn and is full of character with only three spices. And it expresses true Yunnan characteristics: delicious, strong, easy to make, accessible to everyone.

When people tell me that they don't make Chinese food at home because it is too complicated, I always ask them if they can boil lettuce. Chinese food is not difficult to prepare. We all get home on a Wednesday night after a long day at work, laundry still dirty, with the kids running around. We could all use a simple meal like what we find in Yunnan at the end of the day."  Ari

Special
212
event



A MEDITATION ON TENNESSEE TRADITION

TUESDAY, AUGUST 8TH 7PM \$75/PERSON

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ZINGERMANROADHOUSE.COM

Whole hog bar-b-que is a craft, and the mindfulness for perfecting the method is not gained overnight. That's why we're so excited to welcome Pat Martin of Martin's Bar-B-Que Joint in West Tennessee to the Roadhouse.

With over 25 years of hands-on experience and focus, Pat creates falling-off-the-bone tender, moist, and smoky meat. His technique involves smoking hogs for a full 24 hours!

Pat and his apprenticed crew of pitmasters come into Martin's at 5am, seven days a week, to start their pigs a full day ahead of service. Everything they make, including their sauces, is cooked from scratch—and passion. Now that's dedication to full flavor!

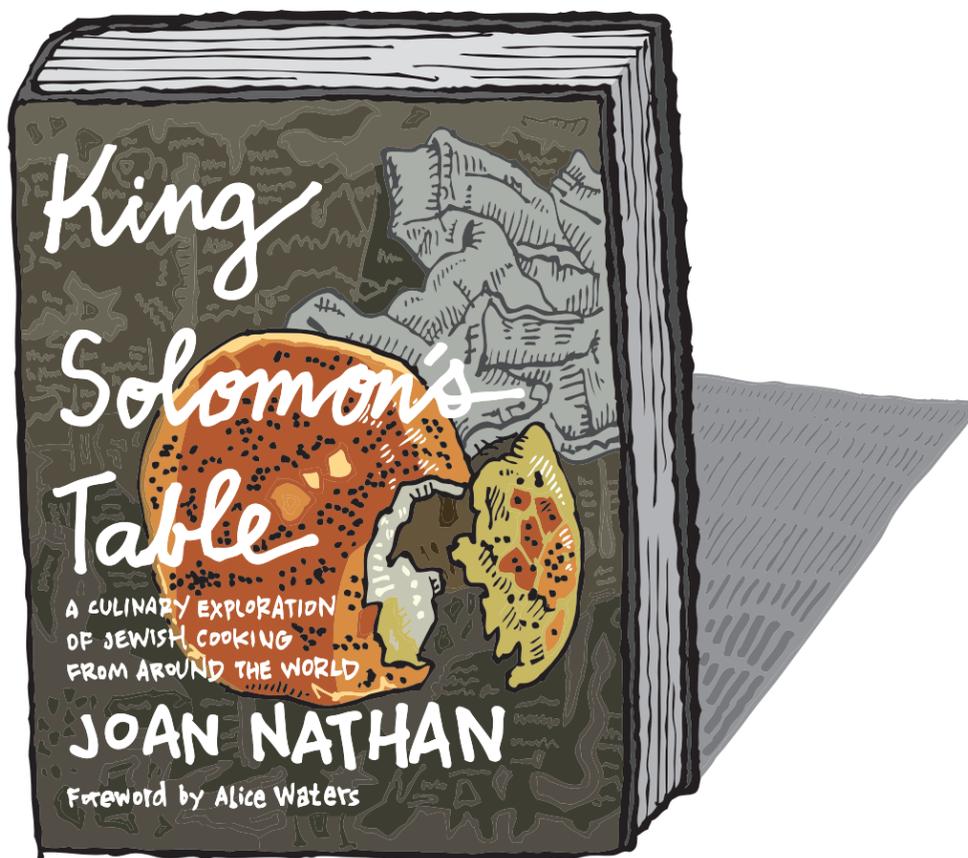
James R. Veteto and Ted Maclin, co-authors of *The Slow and the Slow Cooked: Culture and Barbecue in the Mid-south*, say this about the Tennessee tradition: "The act of smoking barbecue has a certain Zen-like quality: minimalist, with an abiding awareness of temperature, smoke concentration, and the particulars of the meat. It is a meditation on time, smoke, and flesh that requires non-action as much as decisiveness."

Pat Martin opened the first Martin's Bar-B-Que Joint in October of 2006 in Nolensville, Tennessee, just south of Nashville. Today, there are four locations in the area, and they've been featured on the Food Network, Travel Channel, Cooking Channel, and The Today Show and in publications such as *Bon Appetit*, *Esquire*, *Condé Nast Traveler*, and *Men's Journal*.

We welcome Pat to Zingerman's Roadhouse on Tuesday, August 8th, to enlighten us on how the tradition of slow-process bar-b-que can transform your palate. Don't miss out on experiencing a new regional barbecue technique and the discovery of transcending what we know about flavor!

Limited seats!

"a tour de force of Jewish cooking from around the globe...a rich tome that bounces from country to country, recipe to recipe, drawing connections all along the way... nathan serves as a modern emissary, gathering recipes and stories from all around of the globe."
-tim carman, *the washington post*



KING SOLOMON'S TABLE AT ZINGERMAN'S ROADHOUSE

A Special Jewish Harvest Dinner with Joan Nathan

Any time author Joan Nathan comes to town it's a special event. We're particularly excited this time, because Joan has a compelling new cookbook, *King Solomon's Table*. The cookbook is a study of Jewish cooking from around the world and is very well researched and filled with dozens of delicious recipes from nearly every genre of Jewish cuisine. To mark the release of the book, we're turning our annual Farm Harvest Dinner into a celebration of Jewish harvest cooking. The dinner will be based on recipes from the new book, and Joan will be on hand to share her latest insights about Jewish cooking, tell some of her terrific stories, and of course, to sign copies of the new book. A rare chance to meet Joan in person and pick a signed copy of her latest book! Both your palate and your intellect will appreciate you for coming!

Ari: We've long loved your work here at Zingerman's and we're excited to have you coming back for this special dinner on August 28th. You have a long history with Ann Arbor?

Joan: Yes, I went to Michigan for undergraduate and my masters in French Lit. Then, have come back many times to speak at the Culinary Historians, the Jewish Studies Department, and, of course, to eat at Zingerman's.

A: What prompted you to focus on this region and time in history?

J: This wasn't the book I set out to write, but when I visited Kochi, India and saw a sign on the Temple that said Jews had been in India since the time of King Solomon, I started a journey into the ancient history of Jewish food and its wanderings from about 1400 B.C. when Abraham started from Ur to the land of Canaan. And the book twisted and turned, catching stories and foods from throughout the diaspora. Great fun to write and I learned so very much.

A: We're just celebrating our 35th anniversary here at Zingerman's. I'm guessing you got started around the same time. Your book *Jewish Holiday Kitchen* was one of mine and Paul's go-to sources back in our early years. Do you remember what it felt like to write books back then?

J: It was totally different. There was no internet, remember? There were computers, thank goodness...but I wrote my first book, *The Flavor of Jerusalem*, without one. I interviewed people in person, not on the phone.

A: How do you think Jewish cooking in the States has evolved since then?

J: There were only a few standard Jewish cookbooks out there, plus lots of post war synagogue cookbooks. It seems that cookbooks, like food, were in ethnic pockets throughout America. I loved the Turkish and Greek synagogue cookbooks from Washington and others. I had lived in Israel in the '70s and knew about "the other" in Jewish food and totally reveled in it—Moroccan stuffed vegetable, Kurdish lubber, Yemenite

soups. As people traveled, there was more interest in other foods and cuisines. Claudia Roden, Gil Marks, and I (if I may be so presumptuous as to include myself) gave the public new perspectives on Jewish food. Then Yotam Ottolenghi made his beautiful cookbooks at the perfect time, and now Israeli and Jewish food is all the rage.

A: Clearly there's much more to Jewish cooking than matzo balls and chopped liver (though we love those, too). What do you think are some of the least understood parts of Jewish cooking?

J: Yemenite cooking, the important role of Iraqi Jewish cooking that spread items like escabeche and macaroons to Spain and then the new world, around the Mediterranean and India, Ethiopian Jewish food, Georgian, Azerbaijani, etc. Jewish food.

A: Your *Jewish Cooking in America* has been a great resource for us out at the Roadhouse. Since this dinner is at the Roadhouse where we feature traditional American cooking, what are some of your favorite corners of American Jewish cooking?

J: I am still fascinated by the role of Southern Jewish food and also how Jewish food has changed EVERYWHERE as a result of being in America after the age of industrialization.

A: What are your favorite recipes from the new book?

J: Double lemon roast chicken, schritzlach Blueberry buns from Toronto, kasha lasagna, barzagan, scourtins (buttery olive biscuits), burekas, Georgian red pepper and beef stew, my challah, carciofi alla giudia... the list goes on and on! 🍷

Joan is a James Beard award-winning cookbook author, and with her 11 books has gathered timeless and delicious experiences from the far corners of the world. She will share the bounty of her latest collection with us as we recreate several recipes from her latest book, *King Solomon's Table: A Culinary Exploration of Jewish Cooking from Around the World*. Inside, readers will find more than 170 recipes, from Israel to Italy to India and beyond.

Just as the biblical King Solomon cross-pollinated culinary cultures by sending out emissaries across ancient land and seas, "Nathan serves as a modern emissary, gathering recipes and stories from all around the globe." —Tim Carman, *The Washington Post*

We will not only taste recipes that have planted the seeds for Jewish cuisine, but the "queen of American Jewish cooking" (*Houston Chronicle*), will weave rich stories from across the ages as we explore the treasure that is *King Solomon's Table*. Don't miss out on this incredible dinner, and a one-of-a-kind opportunity to purchase a signed copy of her book!

Reserve your spot: zingermansroadhouse.com



*To learn more about the 10/4 Rule, go to zcob.me/104rule

LOVE, LONGEVITY & THE LAW LIBRARY

a look at zingtrain through the lens of 19 consecutive years of training!

Whether at a personalized training session we're doing somewhere out in the world or at our seminars and workshops here in Ann Arbor, our trainers always end the session with some version of this message: "We're into long term relationships. We hope you will choose to stay in touch with us. Don't hesitate to pick up the phone and call us if you're reviewing this material a few months from now, and it's not quite making sense or you run into roadblocks when you try to implement."

Nobody has embodied our love for long-term relationships quite like Mary Clemence at the University of Michigan Law Library. We've worked with Mary year after year since 1998!! Over the two decades that she has worked with us, she's watched us grow from a small business in Maggie Bayless' attic to a business with a custom-designed training facility at Zingerman's Southside in Ann Arbor.

Mary Clemence retires this year after a long career at the Law Library. We interviewed Mary to tap into the wisdom of her long time perspective and as our small way of paying homage to the confidence she has shown in our training.

Gauri: Tell us a little bit about yourself. When did you first start at U of M? What do you do there?

Mary: I started working for UM in 1973, about a year after I graduated from LSGA. I worked for a few years in one of the residence halls and transferred to the Law Library in 1976. Most of that time I've worked as Administrative support for the Law Library Director.

G: When (and how) did you first encounter ZingTrain?

M: We heard somehow in the mid- to late-1990s that the University Library held your "Art of Giving Great Service" sessions for their new regular and student staff. We heard it was excellent training, and the fact that ZingTrain could present a two-hour session meant we could schedule a couple of sessions and most students could attend at least one.

The Law Library has about 75 student employees during the school year, many of whom are the front line staff members who serve our patrons, especially evenings and weekends. It's a challenge to deliver consistent training and customer service expectations to everyone. What ZingTrain offered appealed to us as a way to provide consistent training to all staff, including students.

The fact that attendance increases because we can provide lunch from Zingerman's Catering is an added bonus!

What were your first impressions of ZingTrain?

M: Ari Weinzweig taught our first couple of sessions. We all thought it was great! The session met our expectations, and the content exceeded them! The message was well thought out, flowed naturally, and the essence of the training—the 3 steps to figuring out what the customer wants and the 5 steps to handling a complaint—seemed so simple! The process is easy for anyone to remember and apply. The steps may sound simple in retrospect, but Zingerman's had to figure them out, and Ari presented them in a dynamic and engaging manner. The student staff responded well and we started seeing improvements in the way everyone responded to library patrons. And to each other!

G: Why did you continue to hire ZingTrain for the University of Michigan Law Library?

M: When we saw that the training was effective, we realized that we needed to offer sessions every fall to be sure each year's new hires had the same training. Several years ago we added a third session in May. We are still doing this.

We truly appreciate that ZingTrain's trainers have always been willing—and even eager—to modify the training as needed to make it more relevant to a library setting. The Deli can always give people free food to make things right for a customer, but that example is not particularly relevant or useful in a library setting. A library has some rules that staff can't break—and we have no food to give away!

ZingTrain worked with us to develop guidelines for staff to help them do everything they can for our patrons, even when we have to say, "No." Those guidelines are specific enough that staff now have a road map to follow in handling complaints, and that makes handling the complaints much more effective.

G: How do you know it's working? What do you see happening at the Library that leads you to think that this Customer Service training is working for you?

M: As a matter of fact, I see the first signs during the training itself! I like to watch faces as they hear for the first time the speed limit sign analogy as an example of the difference between systems and culture in a workplace. That's so simple and clear, and everyone gets it! When we're talking about why it's hard to find great service, I see "Aha!" on faces when Elnian says that in our culture people aspire to be served, not to serve. That's a concept that most people wouldn't come up with on their own.

What else? I walk past the Reference Desk going to and from my office and I regularly hear the student staff talking with patrons and catch a phrase here and there. I hear things like, "May I put you on hold?", "Let me show you where [those books] are shelved." "[Showing the patron a computer screen] Here is the item in our catalog, and you can find that call number here [showing a diagram of the stacks]." Hearing interactions like that, I just know that the students wouldn't know how to be helpful without ZingTrain's Art of Giving Great Service training. That said, there's always room for improvement, and that's another reason why we keep bringing ZingTrain back. I still see some of them so engrossed in whatever is on their computer screen that they don't notice patrons approaching, but if they sometimes ignore the 10/4* rule, at least it's not 24/7!!

G: How have we evolved over the time you've worked with us? You first worked with us when we were three years old! We are 23 now!

M: I've probably attended more ZingTrain Customer Service sessions than anyone in the world! The most important evolution was what I described above: When the trainers began working with us to make the examples and the guidelines more relevant to a library. That made it "ours," and it is still working very well.

And now that we can send Zingerman's Catering a spreadsheet with the lunch choices, the staff can order their favorite lunches from your menu! They're going the extra mile for us, and we can go the extra mile for our staff!

G: As the holder of the world record for attending ZingTrain Customer Service sessions, which parts can you do verbatim? And what will you not miss at all?!

M: The parts of the training I could repeat verbatim are:
- The speed limit sign analogy again—I've always liked that one!
- Extra Mile examples
- I never think I can actually remember all 3 steps to great service or the 5 steps in handling a complaint but I bet I could under sufficient duress!

I will definitely not miss making all the arrangements! Identify dates, find a room, publicize the dates, organize sign-ups, order the food, remind all the attendees, meet the catering, set up the room, clean up. The rooms in the law school are not designed for interactive training sessions like ZingTrain's! They are lecture halls with built-in tiered seats that range in size from small to huge. When students settle into "lecture mode" it's hard to engage them. Your intrepid trainers have figured out how to deal with this time after time!

G: From your perspective over the decades, what advice would you give to businesses and organizations that are trying to implement effective ways to deliver great customer service improvements?

M: When Ari first trained us, he emphasized how important it is for managers to back up the people who provide front line service and handle complaints. If management doesn't back them up, they can't be effective and very soon they won't even try for fear of doing something wrong.

We took that to heart and the library's managers and supervisors attend the training every time they have new employees who are attending for the first time.

The Library Director attends, too, and emphasizes to our students that they will not get in trouble for following the guidelines. We may make suggestions for alternative solutions, but we reinforce that in the moment. We want them to do their best for the patrons who run up against a rule or policy that doesn't meet their needs.

Recently we took it to the next level—we began holding one joint session every other year with all of the Law School staff. The Law School's Chief Operating Officer attends in person, gives her message on the importance of good customer service, and encourages everyone to look for opportunities to get to "Yes."

I would encourage all businesses and organizations who are trying to implement customer service improvements to pay heed to focus on the role that leadership support plays. ☺

For more on our Customer Service Training, come to ZingTrain's 2-day seminar The Art of Giving Great Service. The next session is August 14-15, 2017. To inquire about personalized training sessions like Mary's, email us at zingtrain@zingermans.com

 Gauri Thergaonkar
ZingTrain Community Builder



SPRING SUBLIMITY

introducing two new bakehouse breads: miss kim's rice baguette and country miche

This spring we've perfected two new breads at the Bakehouse: Miss Kim's Baguette and Country Miche. They are both full-flavored, crusty, moist, and use interesting grains and methods for production.

We began working on the **Miss Kim Baguette** in January. We wanted to improve the baguette we made a few years ago for Ji Hye (Managing Partner of Miss Kim). She used to run a monthly special banh mi sandwich at the Delicatessen. While that bread was good and contained a bit of rice flour, we had the opportunity to make it even more special.

We started with Anson Mills Carolina Gold rice flour (an organic and heritage rice) and used our original recipe. We liked it a lot, but we still wanted to feature the rice flour more. So, we decided to continue to refine the recipe. The original recipe called for a mush by cooking rice flour and water. We then decided to add rice flour to the poolish in the recipe. The poolish is a preferment usually consisting of equal weights of flour and water with a tiny amount of yeast and allowed to ferment for 12 hours. While this modification made the baguette a bit tastier, we still hadn't hit a bullseye. Toasting some rice flour and adding it to the poolish was *pièce de résistance!*

Our mush made of Carolina Gold rice flour and the poolish made of rice flour and toasted rice flour created a dough that bakes into a moist, slightly sweet, and aromatic baguette. It's best baked with some color to compliment the moist and tasty crumb.

You can try our rice baguette at Miss Kim when you order a banh mi for lunch. You'll see for yourself how full flavored it is. Or come to the Bakeshop for lunch on Monday and Tuesday to taste the baguette on

a Big Bob's Kentucky Ham Slam. Or pick one up from the Bakeshop or the Bread Box at the Deli and serve with your favorite Zingerman's Creamery cheeses. You've got options! **Available at Bakehouse, the Deli, and Miss Kim.**

Our next project of the spring was to pay tribute to old style country breads that use a combination of grains. Our **Country Miche** features True North flour from the Leelanau peninsula in northern Michigan. We love this flour because it has a hearty amount of rye flour, a bit of whole spelt and a bit of whole buckwheat. It's turned out to be my favorite new bread of the past 15 years.

Country Miche is a sour dough bread but the sour dough isn't the dominant flavor that you taste. You can taste a delicious combination of grains, and it has a deep caramel-like finish due to baking with with a super dark crust. We've been baking them in 2-kilo loaves, just like they would have been baked a couple of centuries ago. Even with the dark bake, they remain moist and flavorful for far more than a week.

Here's the story of how it's made: It has its own unique starter, which is fed and allowed to ferment for about 12 hours. We autolyse the rest of the flours and water (it's an 83% hydration bread which means it's really wet) for two hours. Then add the starter and salt a bit more water and gently mix it for 2 minutes. We fold it three times at 30-minute intervals; allow it to ferment for an additional 2 1/2 hours. Then we divide it. After a preshaping, it rests for about 30 minutes giving it a gentle final shaping. We then put it into large baskets where it gets its final fermentation before baking. It's baked for a bit more than an hour at about 450°. Then it needs to cool for a couple of hours or, ideally, overnight. Slice it and enjoy! **Available in August at Bakehouse, the Deli, and the Roadhouse.**

Frank Frank Carollo
Managing Partner
at the Bakehouse

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.

July

- ROSEMARY BAGUETTES - 6/30-7/2
- BLUEBERRY BUCKLE - 6/30-7/4
- PUMPERNICKEL RAISIN - 7/7 & 7/8
- GREEN OLIVE PAESANO - 7/14 & 7/15
- LEMON POPPYSEED COFFEE CAKE - 7/20-7/23
- CRANBERRY PECAN - 7/21 & 7/22
- CRAQUELIN - 7/28-7/30

August

- PATTI'S GIMME S'MORE TARTS - 8/4-8/6
- FLUTED BRIOCHE - 8/4-8/6
- CINN-OH-MAN DANISH - 8/11-8/13
- PUMPERNICKEL RAISIN BREAD - 8/11 & 8/12
- SWEET BUTTER TEA CAKE - 8/17-8/20
- POTATO DILL BREAD - 8/18 & 8/19
- BANANA CREAM PIE - 8/25-8/27
- IRISH BROWN SODA BREAD - 8/25-8/27

reserve your special bakes today!
call 734.761.2095



July

NEW YORK CHEESECAKE

Our cheesecake is special because it's made with fresh cream cheese from our neighbor Zingerman's Creamery with the addition of real vanilla bean and a buttery pastry crust. Enjoy a slice straight up and appreciate its flavor, or add your own imagination and accompaniments, like farmers' market fruit or lemon curd.

August

BUTTERMILK CAKE

A moist and buttery yellow cake filled with raspberry buttercream and covered in smooth vanilla swiss buttercream. The cake itself has an enticing aroma from the sweet Wisconsin butter and the Guernsey family dairy buttermilk. Please enjoy our cakes responsibly, at room temperature.



July

SOURDOUGH ROUND

Good enough to ship back to California. This bread has a crisp, crackly crust and a moist honeycombed interior with the trademark sour tang that will tickle your tongue. It's the star of grilled cheese Wednesdays at the Bakehouse.

August

JEWISH RYE LOAF

Our traditional turn-of-the-century Jewish rye bread is made with plenty of rye flour (believe it or not, most "rye bread" sold in America has hardly any rye flour), a natural sour starter, and lots of time. *Saveur* magazine called it "America's very best rye".



you really can taste the difference!



July

Dobranskateer \$15.50/each

Long, sunshine-filled days put us in the mood for an uncomplicated combo of ingredients that reflect this bright season! Smoked turkey and Swiss Emmental cheese are joined with spicy honey mustard and a touch of mayo. Topped with crunchy leaf lettuce and tomato slices on a grilled onion roll to form a satisfyingly sweet and savory sandwich.

August

Cori B's TLDR \$15.99/each

Amid the hustle and bustle of the day, week, month, getting back to your foundation is sometimes essential. In our case, it's by bringing together a quartet of delightful Deli staples:

Turkey - roasted in broth by our friends and longstanding partners at United Meat and Deli.

Liver - chopped chicken liver, to be precise, mixed with hard boiled eggs, onions and a spritz of worcestershire (Ari's grandmother's recipe!). Capped with leaf lettuce.

"Down East Schooner" mustard - the BEST yellow mustard in the country! Stone ground, since 1900.

Rye bread - double baked, sliced by hand to order. Simple and comforting, it's the epitome of classic Zingerman's.



Experience summertime at the Deli in all its magnificence through our robust, seasonal offerings! Enjoy Farmer's Market finds in our salad case, cool down with gelato malts and refreshing beverages at Zingerman's Next Door, fuel a picnic on-the-go with our world-class meats and cheeses from our Retail counter and throw a backyard BBQ with Zingerman's Catering.

deli summer school begins!

Summer vacation starts soon...but your learning doesn't have to take a break. Whatever your fancy, we've got a class for you! We've launched our brand new Just for Kids classes that explore the various worlds of food. So far, we've explored Jam & Preserves and coming up we've got Candy, Bread and Gelato! Our 101 classes emphasize learning about a particular topic while getting to taste a few examples along the way. Olive Oil, Vinegar, Honey, Tea—take your pick. You'll walk away with a wealth of knowledge and a new appreciation for the topic at hand. We even have a class where you can see the behind-the-scenes of how we prepare our hand-pulled mozzarella every day. You'll get to take home all the fixings for a caprese salad: the freshest ball of 'moz,' tomato, and some basil. Chocolate lady, Emily, will take us on a journey to delve into the lesser-known territory of confections with our NEW Contemporary Confections tasting at Greyline. We'll taste amazing nougat from Italy and France and pâte de fruits to name a few and get ready for a fancy confectionary cocktail, too! With our new lineup of tasty and educational classes and tastings, summer just got a whole lot sweeter. See class dates on pg. 14 and learn more at zingermansdeli.com/events.



JULY

PEMBERTINO

A fresh take on Dr. Pemberton's classic cola restorative! We've paired a real sugar Coca-Cola with our house-made vanilla and a double shot of Brazilian Espresso. This vivacious elixir is sure to invigorate your summer.

AUGUST

THE MORNING FASHION

A wonderfully refreshing drink, this blood orange infused iced coffee is just what you need to cool off and perk up in the summer heat. It starts with slices of blood orange and our classic Ethiopian coffee, then we pour it over ice for a perfect sunny day pick-me-up.



art fair poster sale

Own a piece of Zingerman's history for a steal! As Ann Arbor celebrates art with one of the largest outdoor art fairs in the nation, we're celebrating by offering \$50 off all of our one-of-a-kind, hand-painted posters from July 17 through 23! Just use the discount code: ARTFAIR. Shipping to the continental U.S. is included in the purchase price or come on over for a nosh and pick your poster up!

1. Go to our website www.zingermansdeli.com
2. Click on Art for Sale
3. Own a piece of Zingerman's art history!

emily's summertime sweets & next door specialties

Summertime is nearly here! Our Next Door Chocolate Corner is rejuvenated with sublime sweets. —Need a little pick me up? The Next Door is a hub for refreshing and caffeine-laden beverages, worldly confections and all things gelato (malts, floats and affogatos, to name a few of our favorites). Visit us to get a taste of our latest offerings from near and far.



come on in and take a bite out of summer!



JULY

COSTA RICA HACIENDA MIRAMONTE-GRAND RESERVE

The result of many years of collaboration between Zingerman's Coffee Company and Hacienda Miramonte. Managing Partner Steve Mangigian worked very closely with the folks at the farm to produce this coffee, overseeing the processing, milling, and final sorting.

AUGUST

TANZANIA MWALYEGO

This coffee comes from the Mwalyego Co-op, located in the Southern Highlands of Tanzania. These highlands span a great number of micro-climates and produce incredible varieties of coffee.



Save up to 50% off our summer staples. Pick up a flyer in-house for a list of products!



July Plate

Classic Deli Trio \$14.99

Beat the heat with a classic trio of cold deli staples made from scratch daily in the Deli's kitchen: Pole and line caught, sustainably harvested wild albacore Tuna Salad; whole roasted, hand-cut Amish Chicken Salad; free-range Grazing Fields Egg salad. This traditional triumvirate is served on a bed of crisp leaf lettuce.

August Plate

Eggplant Parmesan \$14.99

August abounds with local foods and flavor. We're celebrating with a robust eggplant parmesan. Thick slices of Goetz farm eggplant are breaded, fried and smothered in tomato sauce, fresh mozzarella, Parmigiano-Reggiano and loads of fresh basil. Baked until bubbly and served with choice of side from the salad case.

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

AUGUST




WE'RE THROWING A HUGE STREET FAIR AND YOU'RE INVITED!

free!

AUGUST 12, 2017

6PM-9PM

AT THE ANN ARBOR FARMER'S MARKET

zing35.com



Zingerman's celebrates its 35th anniversary!

Come celebrate Zingerman's 35th Anniversary at the Ann Arbor Farmers' Market Saturday, August 12th. The evening will feature some of the world's most famous food makers, lots of great food and awesome music—all for free! Everyone is welcome. We're excited to bring together the people who make great food and the people who love to eat it. Meet the makers of your favorite cheeses, salamis, chocolates, and lots more. You'll have the chance to hear the stories direct from the people who make the foods, plus sample tons of tasty treats. But the real reason for our celebration is to appreciate you! Without the support of the Ann Arbor community we wouldn't be here. Thank you for helping to make the last 35 years so remarkable!

It started with a small deli but it has obviously grown way beyond that. For 35 years now our emphasis on education, flavor, tradition and the integrity of ingredients has helped create a living culinary laboratory where customers can experience everything from corned beef and noodle kugel to estate-bottled Tuscan olive oil to terrific grits from South Carolina. We sell tons of brisket, thousands of hand-shaped traditionally made, Bakehouse bagels, and many thousands of Magic Brownies every year. At the Deli and Roadhouse we serve complete meals to customers from all walks of life every week. We're also local artisan producers — Zingerman's Bakehouse makes traditional bread and pastries and teaches hands-on classes for home bakers with BAKE!; the Creamery crafts fresh cheeses and just opened their Cream Top Shop; the Coffee Company sells carefully roasted beans sourced from single estate growers with whom we've developed personal relationships; and the Candy Manufactory makes some pretty amazing old-fashioned candy bars, with their shop opening soon! Zingerman's Mail Order ships it all to food lovers across the country. ZingTrain offers opportunities for learning about our business approaches with an array of training seminars. People in love flock to Cornman Farms to be wed amongst the adorable goats and picturesque landscape of the farm. And our newest addition to the Zingerman's Community of Businesses, a.k.a. Zcob, is Miss Kim, serving really great Korean food and drink right in Kerrytown.

Finding food is hardly all we do here. From the start, it's been our sincere hope that Zingerman's will always be a place where people will leave having had a rewarding and really positive experience. The kind of spot where folks who've never heard of hundred-year-old balsamic vinegar, chess pie, rye, or handmade harissa can come and taste these things for themselves. An organization in which new staff members can relatively quickly become veritable experts. Whether it's hot corned beef, home-cooked chicken broth, well-aged wheels of mountain Gruyere or really good loaves of hearth-baked French mountain bread, we want to bring as much traditional food to as many people as we possibly can.

welcome to zingerman's! you really can taste the difference!

From the very beginning, when the Deli opened its doors on March 15th, 1982, we've been committed to serving full-flavored, traditionally made foods from all over the globe. We believe better ingredients contribute to better tasting foods—that everything in the foods that we sell consist of real ingredients—ingredients you can pronounce, ingredients of which we can name the source, and ingredients that ultimately sky rocket the final product into the stratosphere of flavor!

when we first started making sandwiches, we arrived at three basic principles:

1. We agreed we would always make the best sandwiches we could possibly make.
2. We agreed that if costs went up, we wouldn't cut the quality of ingredients to compensate. The integrity of the product came first.
3. We agreed that we wouldn't cut our sandwich portion sizes. We've actually increased the size of our sandwiches.

In truth, these principles are inextricably bound. But, while practically every restaurant claims to subscribe to "Principle A", most of them are quicker to compromise on quality or portion size than they are to raise a price. We've learned that better food usually costs more money, so we've chosen to charge more rather than ruin the flavor or reduce the size of a Zingerman's sandwich. Over the years, we've successfully widened our search for better-tasting sandwich ingredients.

When you walk into the Deli, we welcome you into our home. You're cordially invited to join us on a journey of culinary exploration. We'll give you tastes of anything your heart desires and tell you all about the phenomenal products on our shelves. We love guiding you to new flavors you've maybe never encountered.

Just like our Mission Statement says, we're devoted to providing the Zingerman's Experience to all those who come through our doors. We want you to have a delightful experience from the time you arrive to the time you leave (and visit again and again!) and if for any reason your experience isn't a joy, we truly want to know. We take your feedback seriously and it helps us to continue to be better at what we do. If it's your first time at Zingerman's or you're long-standing regular, we thank you for your patronage!

We'll be throwin' it back to Zingerman's Classics this August, highlighting products that put us on the map—shout out to the #2-Zingerman's Reuben!—and delicious products from our ZCoB businesses. Come in and see us! 🍷

Katie
Katie Honoway
Merchandizing Collective
Zingerman's Deli

what is zingerman's anyway?

Zingerman's mission statement

we share the zingerman's experience
selling food that makes you happy
giving service that makes you smile
in passionate pursuit of our mission
showing love and care in all our actions
to enrich as many lives as we possibly can



Zingerman's®

July adventures



JUL 2nd

Brewing Methods 12-2pm

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



JUL 12th

Vinegar 101 6:30-8pm

Vinegar—it's more than red wine, white and apple! Learn about all the complexity and balancing qualities that vinegar provides and how it can enhance different dishes. Learn how to make your own vinaigrettes and take home great recipes for dressing your salads to the nines! Attendees receive a 20% off coupon to use after the tasting.

\$10/person



JUL 13th

Cheese 101 6pm-8pm

A delicious introduction to the world of cheese! Join Tessie, one of our Cream Top Shop managers and resident Certified Cheese Professional, as she guides you through the seven major styles of cheese. She'll talk about what makes each style unique and provide samples of each. She'll share tips for building a well-rounded cheese board, and teach the basics of pairing cheese with beer and wine. Bread and additional accompaniments from our Cream Top Shop will be provided.

\$30/per person



JUL 13th

Contemporary Confections 6:30-8pm

Chocolate tends to get most of the attention around Zingerman's Next Door, but we've got a phenomenal selection of world-class confections! Give your tastebuds a real treat as we explore all sorts of our favorite candies. Think, nougat, pâte de fruits and nut-based sweets. We'll even have a special confectionary cocktail! We're not sugar coating it—you don't want to miss this tasting at Greyline!

\$35/person

ZINGERMANN'S Cornman farms

JUL 23rd

Cornman Farms' Festival

Celebrating Zingerman's 35th Jubilee 12-4pm

Everyone is invited to celebrate Zingerman's 35th Anniversary at Cornman Farms. The afternoon will be filled with fun, food, live music and more! This event will feature yummy treats from Zingerman's Bakehouse, Candy, Coffee, Roadhouse and their newest restaurant, Miss Kim! Live music, face painting and cookie decorating will make this a day to remember for the whole family. For more info, visit cornmanfarms.com/farm-fest.



\$10/person



JUL 23rd

Comparative Cupping 12-2pm

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

\$30/person



JUL 26th

Bake Me A Cake Class 5:30-9:30pm

In this class you'll learn three cakes, each requiring a different mixing technique: rich yellow Buttermilk Cake (which we'll use to make Pineapple Upside Down Cake), fluffy white Angel Food Cake, and dark intense flourless Chocolate Truffle Cake. These cakes will outshine the box mix every time.

\$125/person



JUL 26th

Just for Kids: Explore the World of Bread 6-7pm

Just because you are a kid doesn't mean that you have to eat plain, ol' soft white bread (but we like that too)! Come to this class that is JUST FOR KIDS and we'll explore some of the many breads that are made by Zingerman's Bakehouse. Real artisan bakers craft sourdough, rye, farm, paesano and other breads using traditional methods and flavorful ingredients and we'll taste them all and more! And by more, we mean bread with chunks of dark chocolate! Did we just say bread with chocolate? Oh yeah, we did!

Kids of any age will enjoy this class and tasting. The cost is \$15 per kid. There is no cost for parents to fully participate or lurk in the background. All participants will also receive a 20% off coupon to use that evening for dinner or shopping at the Deli.

\$15/kid



JUL 27th

Wine & Cheese Pairing 6pm-8pm

Do you know what wine to pair with that perfectly melty triple cream brie? We do! Join Tessie, our resident Certified Cheese Professional and wine lover, for an evening of tasting and exploration. We'll taste through a spectrum of wines from our favorite vintners, paired with wine-friendly artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided.

\$35/per person



More than 70 different classes.

More than 200 dates, now through January 2018.

Find our new hands-on baking class calendar at bakewithzing.com



events calendar

august happenin's

Zingerman's next door

Just for Kids: Explore the World of Gelato 3-4pm

I scream, you scream, we all scream ... for ice cream!! Well, at Zingerman's, it's actually, gelato. Our sweet treat experts from Zingerman's Next Door are holding this class that is JUST FOR KIDS, and we'll be talking all about gelato. We will explore the many delicious gelato flavors from Zingerman's Creamery and learn about what makes it so special, how is it made, and how is it different from ice cream. What could be better than that? Oh yeah, we'll taste all the flavors!

Kids of any age will enjoy this class and tasting. The cost is \$15 per kid. There is no cost for parents to fully participate or lurk in the background. All participants will also receive a 20% off coupon to use that evening for dinner or shopping at the Deli.

AUG 1st

\$15/kid



AUG 6th

Brewing Methods 12-2pm

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



AUG 8th

BBQ Special Dinner #212:

A Meditation on Tennessee Tradition 7pm
We are bringing you more of the best of regional technique to Ann Arbor—this time from Pat Martin of Martin's Bar-B-Que Joint in West Tennessee. We welcome Pat to Zingerman's Roadhouse on Tuesday, August 8th, to enlighten us on the tradition of slow-process bar-b-que. More information on page 8.

\$75/person

Zingerman's next door

Sundae Social 4-7pm

We're throwing a Sundae Social on the Deli Patio, and we hope you and your friends will join us! Our Next Door sweet treat experts will help you make a custom designed sundae featuring gelato from Zingerman's Creamery and fabulous toppings like housemade chocolate syrup, cookie crumbles from Zingerman's Bakehouse, or peanut brittle from Zingerman's Candy Manufactory. Our party fun will also include fun activities for kids of all ages.

Open-house style—come for part or the entire event. Either way, make sure to bring your sweet tooth!



free to attend! sundaes for sale!

AUG 8th

≡ GREYLINE ≡ AUG 10th

The Bees Knees: Honey and Mead! 6:30-8:30pm

Spend the evening with award-winning mead maker, Ken Schramm, of Schramm's Mead, and Amina Harris, the Director of the Honey and Pollination Center at the Robert Mondavi Institute for Wine and Food Science. Amina and Ken will lead us on an instructional tasting exploring the world of single varietal honey. We'll pair these exceptional honeys with different cheeses and meads to bring out their best qualities.

\$35/person



AUG 12th

Cheese 101 Kids Edition! 1pm-2:30pm

We don't think there is a minimum age to enjoy great cheese! We'll demonstrate the cheesemaking process with our fresh mozzarella, taste the major categories of cheese, and share some of our favorite kid-friendly, cheesy recipes. Bread and additional accompaniments from our Cream Top Shop will be provided. Please bring at least 1 adult for every 3 kids.

\$20/per person



AUG 12th

Zingerman's 35th Anniversary Street Fair Party 6-9pm

Help us celebrate at the Ann Arbor Farmer's Market the evening of Saturday, August 12 and hobnob with some of the world's most famous food makers. The evening affair will feature oodles of vendors, loads of great food to taste, awesome music—and all for free! Everyone is welcome.

We're excited to bring together the people who make great food and the people who love to eat it. Meet the makers of your favorite cheeses, salamis, chocolates, and tons more. You'll have the chance to hear the stories direct from the people who make the foods, plus sample tons of tasty treats. More information on page 13.



AUG 13th

Pie Decorating Class 8am-12pm

If you've already got the perfect flaky crust and tasty fillings down pat, join us for these dazzling pie decorating techniques. In this hands-on class we'll show you a few fancy embellishments for your pies, including the classic lattice, and get plenty of practice making them yourself. Make your own creative pie crust design!

\$125/person



AUG 19th

American Cookies Baking Class 1:30-4:30pm

Learn to make our Sky's the Lemon Cookies, Ginger Jump Ups, Peanut Butter Cookies, and spiced Graham Crackers. Consider that cookie jar upgraded!

\$75/person



AUG 20th

Comparative Cupping 12-2pm

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



\$30/person



AUG 24th

Tomato & Mozzarella Party 6-8pm

August is the very height of tomato season in Michigan. And what better way to enjoy fresh tomatoes than with fresh mozzarella? We'll taste fiore di latte (our classic fresh mozzarella), burrata, baked mozzarella with myrtle, and mozzarella rolls, along with a nice sampling of locally-grown heirloom tomatoes. Bread and additional accompaniments from our Cream Top Shop will be provided.

\$30/per person



AUG 28th

Harvest Special Dinner #213: An Evening with Joan Nathan 7pm

Join us as we reap the lifetime of stories and recipes the tour de force of Jewish cooking, Joan Nathan, has accumulated for us. We will not only taste recipes that have planted the seeds for Jewish cuisine, but the "queen of American Jewish cooking" (Houston Chronicle), will weave rich stories from across the ages as we explore the treasure that is King Solomon's Table. Don't miss out on this incredible dinner, and a one-of-a-kind opportunity to purchase a signed copy of her book! More information on page 9.



\$75/person

Book a spot at events.zingermanscommunity.com



you really can taste the difference!

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Homestead Pancake Mix

Zingerman's Cornman Farms' Executive Chef and Managing Partner, Kieron Hales, makes some of the fluffiest, melt-in-your-mouth pancakes we've ever tasted and now you can taste them too! Cornman Farms' Homestead Pancake Mix is now available through Zingerman's Mail Order when you purchase the Food Explorer's Club. To tease your tastebuds, we've included the recipe below!



INGREDIENTS

- 1 lb. Homestead Pancake Mix
- 1 cup milk
- 2 eggs
- 4 tbsp butter (we're partial to Kerrygold)

DIRECTIONS

Whisk milk and eggs in large bowl

Gradually add dry mix, stir continuously until batter just comes together (Chef's tip: don't overwork the mix as it will make the pancakes tough)

Melt butter on stove in sauté pan, then pour slowly into the batter and stir gently to incorporate

Stir for about 3 minutes

Preheat non-stick pan on low heat and rub with a little oil

Spoon two teaspoons of batter into the pan and spread out with a spoon to about a 4-inch diameter

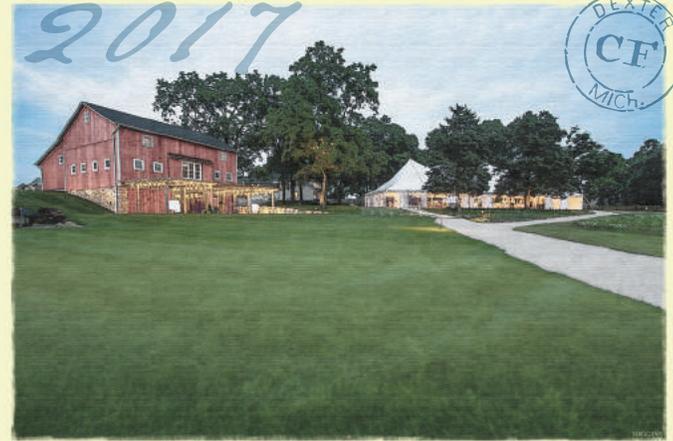
Allow small bubbles to form, then turn with a rubber spatula

Cook for another 1-1.5 minutes

Let them rest for three minutes before serving

Serve them with your choice of butter, maple syrup, jam or just eat them plain (they're that good)!

Zingerman's Cornman Farms, Dexter, Michigan



JOIN US FOR OUR
2ND ANNUAL

Cornman Farms' FESTIVAL

Sunday, July 23rd, 2017 | 12:00pm to 4:00pm | Tickets: \$10.00

Celebrating Zingerman's



You are invited to an afternoon at Cornman Farms filled with fun, food, live music and more.

Featuring Live Music from Thunderwüde

For more information and to purchase tickets visit cornmanfarms.com/farm-fest

Zingerman's Participants

- | | |
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