

*Zingerman's*®

issue #262 • september-october 2017

celebrating  
35 years!



bakehouse releases  
their first cookbook

P. 1

a Love letter  
to a Lost visionary

P. 4

catch up with a few  
zingerman's alums

P. 8

a cheese's rise to  
fame and glory

P. 11



## 25 years of baking and gratitude

THANK YOU NOTE FROM FRANK CAROLLO AND AMY EMBERLING,  
MANAGING PARTNERS AT THE BAKEHOUSE

A good deal of time has passed since we baked our first loaves back in September of 1992. Many things have changed in those years but a few remain the same. First and foremost, is that we still save dough from today to provide the flavor and energy for the loaves we'll bake tomorrow. It has now been more than 9,100 consecutive nights that we've "fed our starter", so that we can make bread for all of our customers the following day. While this is only a statistic, it's one that connects us directly to a bread baking tradition that dates back more than 8,000 years. We've always felt like we were stewards of that incredible tradition, and for that, we've always been thankful.

In 1992, after Frank's first day of baking with Michael London (whose recipes we used originally and who provided us with a good baking foundation), he walked Frank outside and said that someday he hoped to "create bread that would rise with the power of the rising sun". Frank had only had a couple of hours of sleep the night before because he was so anxious and excited to begin his baking training at 2AM. In his state of fatigue, this statement kind of startled Frank. Michael was (and still is) quite spiritual and passionate about baking.

We grew to love Michael's image of baking, but what has always driven us was the thought that we could make bread that would rise with our gratitude. Gratitude is a powerful force.

### After 25 years there are so many things to be thankful for:

First, for the unwavering support of our first customer, Zingerman's Delicatessen. Without their commitment to great food and relentless promotion from the start, we couldn't have gotten our breads introduced to so many people. Since then we have received incredible support from all of our sister businesses who so expertly incorporate our bread, pastries and cakes in their offerings and represent us with passion and professionalism.

Next, thank you to our community. We feel so fortunate to be bakers in our wonderful city of Ann Arbor and to have our food be a part of your life in a small way. Your stories and connections have inspired us to continue traveling and learning about new baking traditions.

Thank you to the nearly 1,000 people who have worked at the Bakehouse over the years. There were just 8 of us when we started. While we didn't know exactly what we were in for, we were enthusiastic and committed to do something great. Without that continued energy and drive for greatness we could never have made all the wonderful bread, pastries, and cakes, soups, sandwiches, deliveries, and so on. We now employ 150 people who come to work each day and contribute to our success in so many ways. Thanks to all of you.

Finally, to our partners of the Bakehouse, Paul and Ari, without whose support, guidance, and help, we couldn't have gotten going and thrived for this many years.

In celebration of this quarter century, we decided to write a cookbook. It includes our favorite recipes, our reflections on baking and business, and some lighthearted stories. We hope you enjoy it.

And now we're really looking forward to the adventures of the next 25 years! 🍷



*Frank Amy*

Frank and Amy  
(sometimes known as Frankenamy)  
Bakehouse Managing Partners

## anniversary specials & events



### Champagne & Strawberry Stuffed Cupcakes:

A toast to 25 years! Vanilla chiffon cupcakes stuffed with fresh strawberries and strawberry jam, covered in champagne buttercream. **September only.**



### ONE DAY ONLY! Bakehouse specials on Wednesday, September 13<sup>th</sup>, our 25<sup>th</sup> anniversary!

- Free **pecan raisin loaf** with any purchase to the first 25 customers.
- Free **Bakehouse anniversary tote bag** with any purchase to the last 25 customers.
- Other **tasty secrets and fun surprises** all day long!

**Only available at Zingerman's Bakehouse,  
3711 Plaza Drive, Ann Arbor**

### Taste what's new! **Multi-grain Country Miche bread**

with buckwheat, spelt, rye and Michigan wheat. **Babka** with dark chocolate, golden raisins and a touch of orange and cinnamon. Available all month in September.



### "Future Bakers" Class & Fundraiser Sunday, September 17<sup>th</sup>, 2017, 10am-12pm, \$50

A special event for kids ages 7 to 10 only. Let's inspire a new generation of bakers with this one-time class at BAKE!, our hands-on teaching bakery. We'll give them a glimpse into life as a baker when they make a pineapple upside down cake from scratch and then tour our bakery to see the professionals at work. A parent or adult is welcome to stay and enjoy their own private tour of the bakery and a conversation on careers in food with co-owner Amy Emberling, as well as complimentary coffee and a snack. You are also welcome to skip this portion and simply drop off the child and pick them up after class. Don't delay. This event will sell out fast! Space is limited to 2 sessions, 12 kids in each. All proceeds benefit the Schoolcraft College Foundation to create scholarships, as many Bakehouse staff are Schoolcraft College Culinary program graduates.

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## zingerman's bakehouse, the cookbook

### the foreword

"The search for great bread," my friend the food writer Paula Wolfert once wrote, "...has been my passion. Whenever I travel I constantly ask people: 'Where can I find the best bread around here?' 'Who is the best baker?' And nearly always, as soon as I ask, the eyes of my respondent will light up. He or she will utter a name and an address. And then I am off upon the hunt."

I'm not much different. My own search started 35 years ago when Paul Saginaw and I opened Zingerman's Delicatessen in a slightly out-of-the-way, oddly angled, two-story, turn-of-the-19th-century orange-brick building at the corner of Detroit and Kingsley Streets in Ann Arbor's Kerrytown neighborhood. My hunt took a great leap forward when, in the fall of 1992, we joined with our friend Frank Carollo to open our own bakery. Today, if Paula Wolfert were to come to town, inquiring about the best bakers, I'm pretty sure that almost every local food lover would send her to 3711 Plaza Drive, to Zingerman's Bakehouse.

It's hard to imagine eating well in Ann Arbor without the breads, brownies, pies, and pastries from the Bakehouse. While it's certainly not perfect (what is?), I can say with great certainty that Zingerman's Bakehouse is very much what we hoped for—and much more—back in 1992 when we first sat down to talk: a special place that would produce traditional, full-flavored, artisan baked goods; a business in which the staff would feel a part of something special; a place that was rooted in its community, one that the community cared for with equal reverence and respect. The Bakehouse succeeded on all counts!

To be clear, I'm a cook, not a baker. Perhaps because I don't do it myself, I hold everyone who bakes well in high esteem. The best home bakers, I believe, deserve a lot of credit. Special occasions at their houses are always marked by marvelous-looking and great-tasting baked goods. They wow their family and friends on holidays, weekends, birthdays, anniversaries. They make everything from scratch, by hand, with great love—each item is baked with the care that you would put into making something for someone that you care deeply about.

I think what impresses me most about what Frank, Amy, and the Bakehouse crew do is that all of those same things are totally true of what goes on at Zingerman's Bakehouse. But instead of one baker working solely when inspired to feed his or her loved ones on special occasions, what happens at the Bakehouse is anything but occasional. It happens literally every day, all day, all year. Over a hundred caring people on staff relentlessly working their collective butts off 363 days a year to craft a million and a half loaves of artisanal bread and more than a million pieces of pastry, plus a whole array of soups and savorys to serve in our shop for over two and a half decades! And yet,

as big as those numbers may sound, they do it with the same care, the same love, the same commitment to making people's days better as does the best skilled home baker. Businesses that can bake this well for so many years, stay healthy, take care of their crew, create financial stability, contribute to the community and continually improve every year are very few and pretty far between.

One of Paul Saginaw's great sayings is "Professionalism is sticking with something long after the initial glamor wears off." Knowing Frank's ability to remember minutiae (and his deadpan humor) he could probably rattle off the exact hour that the glamor of being an artisan baker wore off. And yet he and Amy and everyone else at the Bakehouse continue to craft amazing food every single day. I would know. Being on a high-gluten diet, I eat something from the Bakehouse pretty much every day of the year. I even take Bakehouse bread in my bag when I travel. My current favorites? The Roadhouse bread. The Jewish rye with caraway. On the sweet side: the Obama buns, Rigó Jancsi torte, ginger cookies, and the Big O's. But really, I will testify from personal experience and nearly 40 years as a food professional, it's all very, very good!

On the surface at least, it would seem that really anyone could do what we do at the Bakehouse. There are thousands of books on baking, schools that teach it, training programs to participate in. The food business is hard, but it's not nuclear physics. While there are clearly many more good bakeries in the United States than when we opened ours in September of 1992, they're hardly common. Those that are out there, sprinkled around the country, stand as relatively rare beacons of great artisan baking in a commercial world that has taken on the form of the traditional but—as it almost always does—has taken a pass on the substance. Fast food chains now feature croissants and every supermarket has some kind of "artisan" bread section, but the quality of what you'll get when you buy it is not what an old-school artisan would aspire to make.

While many people have contributed to Zingerman's Bakehouse, this book is a testament to the creativity, caring, unique blend of skills and studies, and relentless pursuit of excellence of Amy and Frank. Both Frank and Amy have a deep love of food, a passion for baking, a strong drive to learn and improve, and a commitment to doing meaningful work and to making work more meaningful for those around them. Without Frank, the Bakehouse would never have successfully gotten off the ground. Without Amy, it would not be the extensive, eclectic, and excellent business it is today. Without the Bakehouse, Zingerman's would be a very different organization. Without Zingerman's, Ann Arbor would be a pretty different

town. Frank and Amy's willingness to work long and hard, to work together, to work productively over the last 25 years has created an exceptional bakery, one from which so many—both in Ann Arbor and around the country—have benefitted big time.

One very cold winter's morning I walked into the Bakeshop to get a baguette. Jamie Sharkey and Cathy Zemina were working. Their energy, the way they treated me and every other customer in the shop, the passion with which they were talking about every product on the shelves, the enthusiasm with which they handed me the baguette (just a few hours out of the oven) would have made you think it was a special occasion. But it wasn't. It was just a cold Wednesday morning, just shy of 25 years after Frank and I sat down on another cold Wednesday morning to have our first discussions about the bakery. Their energy—and by the way, the excellence of that just-baked baguette—is a testament to the special place that Frank and Amy and everyone else at the Bakehouse and in the Zingerman's Community of Businesses helped to create.

The book you're holding in your hands, like everything from the Bakehouse, is the product of a great deal of care, good intention, long hours of conversation, and a whole lot of hard work. Like most of our breads, it's leavened naturally. It's been proofed, punched down a few times, proofed again, and after a few years in the "intellectual" oven, it's ready to read. Take a deep breath. Sip some good coffee or tea. Settle in. Read. Bake. Eat. Enjoy. The world can use some positive perspective, a sense of collaborative achievement, respect for diverse traditions, the drive to make a positive difference. I hope that what follows in this book will have as much positive impact on your life as Zingerman's Bakehouse has on mine, on our organization, and on our community. Good bakeries really do make a difference. 🍞

Ari Ari Weinzwieg  
Zingerman's  
Co-Founding Partner

### GET YOUR COPY!

Nearby? Available at Zingerman's Bakehouse, Delicatessen, Roadhouse, ZingTrain and wherever books are sold. Far away? Order yours from [zingermans.com](http://zingermans.com)



# book signing events

## ZingTrain Speaker Series at the Greyline

Tuesday, October 3rd, 4:30-6:30pm, \$75  
Celebrate the book release with us. Enjoy appetizers, desserts, drinks, and a live interview with the authors moderated by Ann Arborite and national journalist Micheline Maynard. Go home with a signed book.

## Zingerman's Roadhouse Brunch

Saturday, October 21st, 10am-12pm, \$50  
Sink your teeth into a sweet and savory multi-course brunch featuring a tasty spin on some Bakehouse classics. Meet the authors, Frank and Amy, managing partners of Zingerman's Bakehouse. Books available for purchase.

## Zingerman's Delicatessen Tasting

Wednesday, November 8th, 6:30-8:30pm, \$50  
Go back to where it all started. Reminisce with authors Frank & Amy, taste Deli sandwiches featuring the best of Bakehouse breads, snack on Magic Brownies, and take home a signed book.

RESERVE YOUR SPOT

for these events at  
zingermanscommunity.com

A book 25 years in the making,  
packed with 65 of our best loved recipes  
for baking and business.



# rosh hashanah SPECIALS at zingerman's bakehouse

AVAILABLE 9/15-9/30

EREV ROSH HASHANAH 9/20, YOM KIPPUR 9/30

CHALLAH TURBANS, with or without rum-soaked raisins

MOROCCAN CHALLAH BRAIDS with poppy, sesame and anise seeds

BUMBLE HONEY CAKE made with buckwheat honey,  
toasted almonds and golden raisins

**new!** BABKA with dark chocolate, golden raisins,  
a pinch of cinnamon, and a touch of orange

# 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 litte adventure, check out this calendar.

## September

BLACK OLIVE FARM BREAD - 9/1 & 9/2

BLUEBERRY BUCKLE - 8/31-9/3

CRAQUELIN - 9/8-9/10  
ORANGE ZEST & GRAND MARNIER® BRIOCHE

## October

CHERNUSHKA RYE BREAD - 10/6 & 10/7

MARGARET'S SWEET WHEAT BREAD - 10/13 & 10/14

SOMODI KÁLACS - 10/20-10/22  
CINNAMON SWIRL BREAD

ROSEMARY BAGUETTES - 10/27-10/29

LEMON POPPYSEED COFFEE CAKE - 10/26-10/29

reserve your special bakes today!  
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# Cake of the month

20% off  
whole cakes  
& slices!

## September

### 24-CARROT CAKE

Fresh grated carrots give this cake a natural sweetness and toasted walnuts provide crunch. The rich cream cheese frosting makes it irresistible.

## October

### DOBOS TORTA

Thin layers of vanilla sponge cake, espresso chocolate butter cream, and crispy caramel. Taste one of Hungary's most famous tortes.

# bread of the month

## September

### FARM LOAF

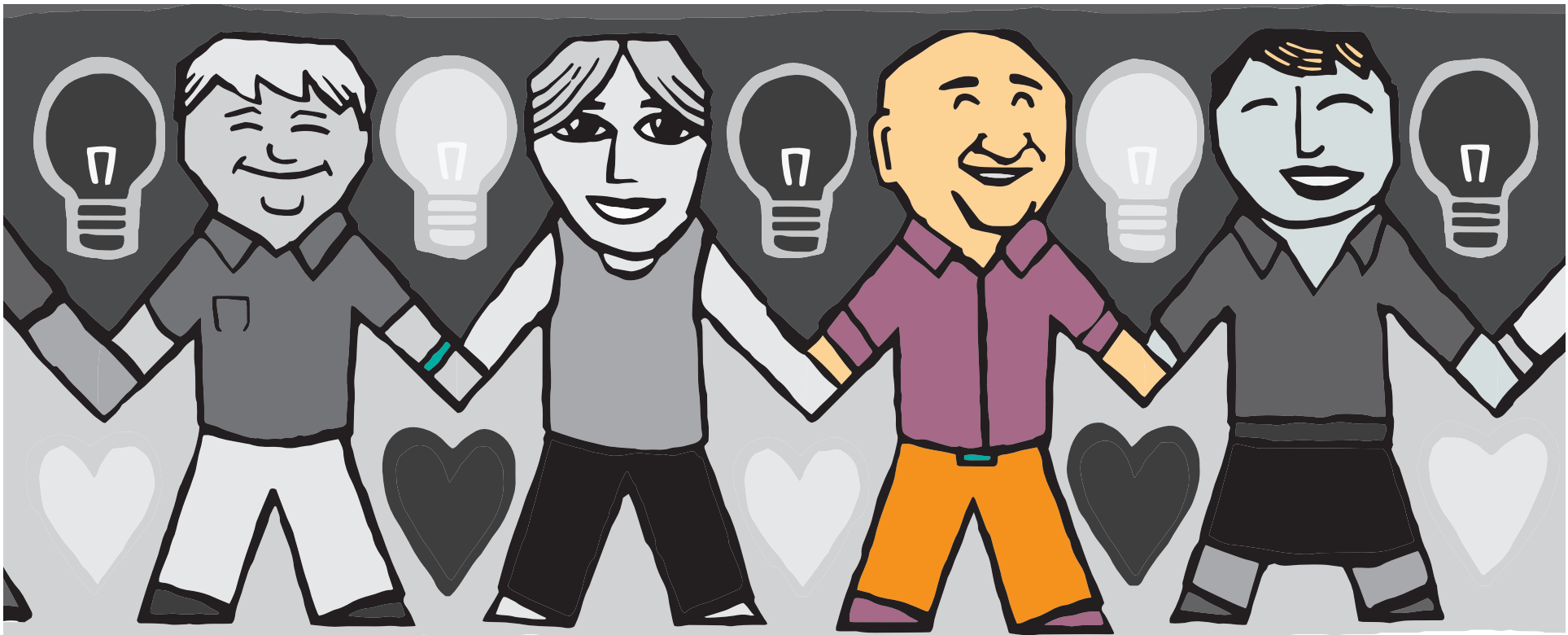
This naturally leavened loaf is simply organic wheat flour, water, and sea salt. The crumb has a mild sour tang and the flavor of toasted wheat. The caramelized crust gives it extra flavor, too. Farm bread makes any sandwich better.

## October

### PAESANO

Nothing inside but organic wheat flour, water, sea salt and some yeast. The organic cornmeal-dusted crust makes it extra special. Paesano is THE bread for ripping and dipping in olive oil or soup.





# A VISIONARY LEADER LOST

## Stas' Kazmierski, Friend, Partner, Mentor and Teacher, RIP

On Friday morning, May 5, Stas' Kazmierski, long time ZCoB partner, teacher, friend, co-worker, mentor and master facilitator, passed away. My heart goes out to Stas's wife Kathleen, his kids, his grandkids, and all his family and friends; all the clients he's taught over the years. And to all of you.

As many of you are, I'm very, very sad to think that Stas' is no longer going to be present in our workplace and in our daily lives. That he won't pop his head into Partner's Group next week or send me an email about some client design for a visioning session. For those of you who had the chance to work with Stas' directly, you know already how great a teacher he was; how he had this crazy ability to pull some organizational design rabbit out of just about any challenging hat that was put in front of him. For those of you who never worked with him directly, please know that you benefit greatly from his teaching and his work every single day. He was a wise wizard! Without his magic—as in visioning, Bottom Line Change, and so much more—we would not be remotely the organization that we are today. The truth is that every time we write a vision, read a vision, benefit from a vision...every time we use Bottom Line Change or benefit from a change that was effectively made through BLC, we're benefitting from Stas's gifts. I honestly can't even get my mind around what our lives would be like—or if we'd even be together right now—without Stas's contributions and insights.

At his last partner offsite, in Portland, Oregon that year, I took notes when Stas' shared thoughts. A few of them are below. His generosity of spirit sets the tone for me every single day.

Stas': When I hired Ron Lippitt (who developed the visioning work) to help me at Ford, I had no idea what I was getting into. But I just learned so much from him. Ron had this practicum and I didn't know who he was but he was recommended to me, so I went. The biggest thing I learned from Ron is that you have to give it away. Their value was that as practitioners, you don't own anything. You don't own the earth. You don't

own what you create. You give it away. In teaching me and the other 11 people who were in that practicum, he instilled in us the idea that you have to give it away.

The reason I'm so proud to be a partner at Zingerman's is because we just give all the knowledge and information to the employees and through ZingTrain to the world. Yeah, you have to make a living but when it comes to sharing food and information, there's an abundance and you gotta give it away. Others share it and gain from it.

"This is the best f---ing job I ever had!"

The note below is one that I wrote five years ago when Stas' retired as the co-managing partner at ZingTrain. Everything I said then remains true, and the stories still stand as is, so I thought I'd just share it the way I wrote it. And while, sadly, he won't be here to help us in person, it's pretty clear that his influence, his insight, his teaching will be with every one of us—and millions more around the world—for generations to come. While he never won headlines and he didn't hold political office, the truth is Stas' positive influence is felt, literally, far and wide. In Ann Arbor, of course, but through to Tanzania, Slovakia, Australia - people all over the world are benefiting, and will continue to benefit, from what he shared with us.

Please keep Stas' and his family in your hearts in whatever way means the most to you. I know he meant more to me and the ZCoB than I can really express properly right now. Thank you all for putting his teachings to work so powerfully. I believe we honor his memory by going out and using what he taught us every day. I appreciate Stas' and I appreciate you all.

 Ari Weinzwieg  
Zingerman's  
Co-Founding Partner

### a formal thank you to the man who taught me to vision, July 2013

It's probably more than twenty years ago that I first met Stas'. At the time, he was working for a creative company that specialized in progressive organizational design work called Dannemiller Tyson. Their offices were just up the block from the Deli and they would all regularly come down to get coffee, have meetings, eat lunch or just hang out a bit. Over the years, Paul and I gradually learned more about the innovative organizational work they were doing. And as our own business was growing, and we were reading and doing our best to learn about better and more sustainable ways to lead it, we were, very appropriately, drawn to what Stas' and his colleagues were doing. I can't quite remember but I think the first work that we formally engaged him in was to guide us in the process of writing our mission statement and guiding principles. I remember that we then worked with him (at Frank's request) on the Bakehouse's mission. And then, in 1994, he was there again, this time as part of the rollout and planning work to make our 2009 vision become a reality.


At the time, I at least, had little understanding of all the hows and whys behind the work Stas' was leading us to do. I think we mostly just knew it was well in line with our belief that there was a lot of wisdom in all the people who worked in our organization, and that everything would work better if we got everyone involved in what we were doing. He clearly knew a lot more about all that than we did. It's a good thing we asked for his help! Needless to say, it worked. It's very safe to say that the ZCoB would not be what it is without Stas' gentle guidance and wisdom. What Stas' helped us craft—our mission, guiding principles, 2009 vision—are clearly critical to what we do and who we are.

Fast forwarding five or six years, sometime early in 2000, Stas' and I had a conversation about him coming into the ZCoB to work, this time as member of the organization, not just as an outside advisor. At the time, ZingTrain had been growing and Maggie had started to talk about the idea of adding a second managing partner to help take the business to the next level. The timing was right and the insight was right on—in August of 2000 Stas' joined as the second managing partner at ZingTrain. Which allowed us to bring all of his many decades of training, progressive teaching, organizational design, and wisdom about group dynamics directly into the ZCoB. Thanks to him, today we have

visioning taught and used at every level of the ZCoB. We have personal visioning classes, Bottom Line Change, the model of "Formin', Stormin' and Normin'" brainstorming (both positive and negative), and probably twenty other pieces of everyday life in the ZCoB. None of them—and I don't think most of us—would be working as we are without Stas' powerfully creative and caring presence.

When I add up all the people who have worked here in the ZCoB over the years since we wrote the 2009 vision (thousands by now), all the managing partners who have become a part of it, all the customers we've waited on, suppliers we've bought product from, the community causes we've supported, you can see how widely Stas' positive influence has reached. It's WIDE! When you add in all the thousands of people who've come to ZingTrain, all the people who've read the business books (most all of what I know about visioning started with what Stas' taught me) and all the people who've put it to work in their lives and the people who have then been influenced by what they wrote, his reach of influence is clearly beyond enormous. Add in on top of that all of the people who worked here learning visioning and BLC and have gone on to use them in their post-ZCoB lives and his impact is seriously being felt on a national basis.

On August 1, 2013, Stas' will formally step down as the second managing partner of ZingTrain. It's not a surprise — it's been in the works for more than a few years now as he looks to spend more time with his family, grandchildren and probably fly fishing. Fortunately, he's not really going anywhere—just taking a step back from the daily duties that go with being a managing partner; he's still going to be active in ZingTrain and in teaching in the ZCoB. But I wanted to mark the occasion of this transition by taking time to formally acknowledge, as best I can, just how much positive impact and influence Stas' has had on me and so many others. Many times over the years he's listened to me patiently when we were having problems, offered up new techniques or processes we could use when we were struggling. My life, I know for sure, would not be remotely what it is without Stas'. My appreciation is enormous. Thank you, Stas', for sharing yourself and your wisdom with us for the last twenty-something years. And thank you for being willing to continue sharing it going forward!

Much love, 



# LETTERS FROM CUSTOMERS

Stas’s passing has, of course, brought many kind notes from all over the world. We share them with you all to share the impact of Stas’s work. He was a very special person who changed all of our lives. You would not, I don’t believe, be holding this newsletter in your hand, or eating Zingerman’s food today, had we not had the chance to benefit from his work.

Hello Gauri,  
To you, and Maggie, and Ari and the entire Zingerman’s family, my deepest sympathies on hearing the news that Stas’ is no longer with us. I was blessed to have the opportunity to work with him for a few years as a professional coach and mentor and in supporting our work at NCG. Very few people have had as profound an impact as he has. I’ve personally shared and taught the preferred futuring and visioning model he shared with me to countless friends and colleagues, and in every instance, they have been able to more fully realize a sense a purpose and have the sort of impact that can only come from visioning’s clarity. His work affected so many more than even he knew! He was one of a kind and to know him was to love him and I don’t know that I’ll ever meet someone with a bigger smile or who could so immediately forge a connection with everyone he encountered. I hope that wherever he is, the fish are biting, and I am not only grateful for the opportunity to have known and worked with Stas’, but indebted to Maggie and Ari for having the good sense to realize that he was someone who would have such a lasting impact on so many through Zingtrain and the ZCoB. I don’t seem to have a current email address for either Maggie or Ari, so if you wouldn’t mind, please extend my condolences and gratitude to both of them for bringing Stas’ into my life.

Best regards,  
Ben Nauman  
National Co-op Grocers, MN

Dear Gauri, Ari and all the Zingteam,  
I am so sorry to hear of your loss and the news that Stas’ has passed. 72 is too young for a man of his wisdom and energy to depart and I am sure that he is leaving behind a huge community of friends, colleagues and admirers whose lives he touched and changed for the better.

I met Stas’ twice on my trips to Ann Arbor and have a clear and focused memory of a larger than life character who spoke with clarity and enthusiasm, and whose wisdom was evident in his entire bearing. I will definitely remember him every time I use the Visioning process (which is almost all the time in our organisation) and acknowledge him and his contribution to our work both specifically in my introductions and silently in my meditations.

Thank you for allowing me to know him through ZingTrain and my prayers for you and for his family and friends in your time of mourning.

Best wishes  
Steven Wilkinson, Germany

So, so sad to hear this. This man was an inspiration and changed the way I do business. Thinking of the whole Zingerman’s family.

Katy Lesser  
Healthy Living Market and Café, Vermont

Oh Gauri!!! I was JUST thinking about how much I enjoyed yesterday’s Visioning webinar with all of you! I am so crushed about this news, so I can only imagine what all of you are going through. Please send my condolences to Ari, Maggie and the whole ZCoB family. The only bright spot in Stas’ passing is that his legacy will live on and on and on...

Sending you lots of light and good vibes!

Warmly,  
Molly Reams Thompson, Toledo

I’m so sorry to hear about Stas’.

He was the first person I met at Zingerman’s. Well, actually it was at our Hotel in East Tawas. His persona had quite the influence on me. You could tell he truly cared about what he was seeing and what he was about to teach.

I was the Chef at the Tawas Bay Holiday Inn. And the bosses hired Zingerman’s to check out our establishment, in regards to management and customer service. Wow, were our minds opened up to our, let’s say, lack of customer service, and yet he did not allow as to feel as though all was lost.

He encouraged the owners to send the general manager and myself to Ann Arbor for a two-day seminar at Zingerman’s that truly changed how I saw customer service, and continues to reach as I am learning how to handle not only myself, but others as well. I say all this to say thank you, Stas’, for introducing me to a life-altering experience.

Truly and Sincerely  
Still Learning ever so slowly  
Matthew Barnett, Michigan

I am so sorry for your loss – my heart is also heavy. I first encountered Stas’ at a Ford 2000 event back in the 90’s - he was inspiring and energizing and challenged our way of thinking of things. I encountered him again when a non-profit board I was on decided to attend his visioning seminar. Later, when I was trying to figure out whether to start my own business, Stas’ (who barely knew me) agreed to sit and have a coffee and help me think things through. Over time I have found the most success, and the most energized and satisfied teams, when using his visioning process. In fact, I just recently bought Ari’s pamphlet on this topic related to personal visioning.

I can’t imagine that many people have this impact on so many lives, and so many ‘futures’ as Stas’ had. We can all only aspire to carry his spirit, and that contribution, forward. My greatest sympathies to the Zingerman’s team and to Stas’ family.

Kind regards  
Karen Folger

I want to take a minute and pay my respects to the amazing Stas’ Kazmierski. We just learned today that this amazing man left us far too early. I met Stas’ in 2014 when he came to Balance Massage Therapy through ZingTrain to give us a private visioning session. Watching Stas’ lead Mike, Brent and I through that session changed the way I wanted to lead and the way I wanted to listen. His ability to weave in stories, ask great clarifying questions and quietly inspire had a huge influence in my life. I asked him if he’d mind mentoring me a bit and he was happy to be of any help he could. I’d welcome him into Balance, treat him to a massage and then pick his brain. He taught me about leading workshops, how to help others create visions, and how to get to the Goals, Objectives & Action Items. He made me want to keep learning every day and do so in the most thoughtful and conscious of ways.

The last time I saw Stas’ I’d asked him to talk to me about Organizational Development as a career. I wanted to hear how he got started, what he knew, what groups there were, and anything else he wanted to share. He gave me names of people to talk to, names of books to read, groups to join. He was always feeding me - always fueling me.

Last year he sent me an email letting me know he was in the stages of editing his book and wanted my take on his “Ford Story”. I’d told him how much I loved it and how it really made me see things differently. I was SO happy to jump at the chance. He thanked me and let me know to look for it in his book!

The last email we exchanged was right after the election, when I emailed him to let him know I was putting on my best OD hat and trying to help fix this mess we were in the best way I could. I had a vision for the future and the tools to help and that I’d never been more motivated to use them. If he could help take down the Berlin Wall then I could save the US from DJT!!

He wrote a story about his son and ended with, “you’ve decided to ‘serve’ in the best way you can and I salute you for the work you will do.” Last week I had just decided I was going back to get my Masters in Organizational Development & Leadership. I was looking forward to sending that email his way soon. He will be so missed in my life as I know he will in the lives of others. What a blessing you were to the world, Stas’! I’m so lucky our lives crossed paths for such a short time. I will continue to make sure your stories and lessons are shared and that your amazing legacy is paid forward.

Josie Ann Lee  
Balance Massage Therapy

To all our friends at Zingtrain and the Zingerman’s family, Oryana sends love and condolences.As we start to work on the next version of our visioning of our future, Oryana Imagined, 2026, we will keep Stas’ in our hearts. We are forever grateful for the work Stas’ and Ann did with us that has become a pillar of our organizational culture.

Sincerely,  
Steve Nance and the Oryana team

Gauri,  
Just wanted to pass along condolences from our team, I know this is a very difficult loss for your team and the entire ZCoB.

You may not know that Stas’ played a vital role in our connection to Zingerman’s. If I hadn’t seen his presentation here in Dallas at a seminar on how to create a great place to work, we might never have been connected to Zingerman’s and ZingTrain. Hearing him that day inspired me to take the first tentative steps toward transforming (with the help and guidance of those copied on this email) Venturity’s culture over the last five years.

So here’s a quick appreciation for Stas’ for being the spark that lit the fires of change at Venturity, one of many he sparked over the years.

Chris McKee  
Venturity, TX

Hi Maggie –  
I was so, so sorry to hear of Stas’ passing and just wanted you to know how sad the entire co-op community is to hear of this. I’ve been getting quite a flurry of comments and expressions of sadness about this news from co-op friends and colleagues – current and former. While some of us had more contact with him than others, he is fondly remembered as someone who had an enormous impact on the development of NCG in our early days (back when we allowed a vowel in our name!).

Sending along my best to you and to everyone there.

KZ

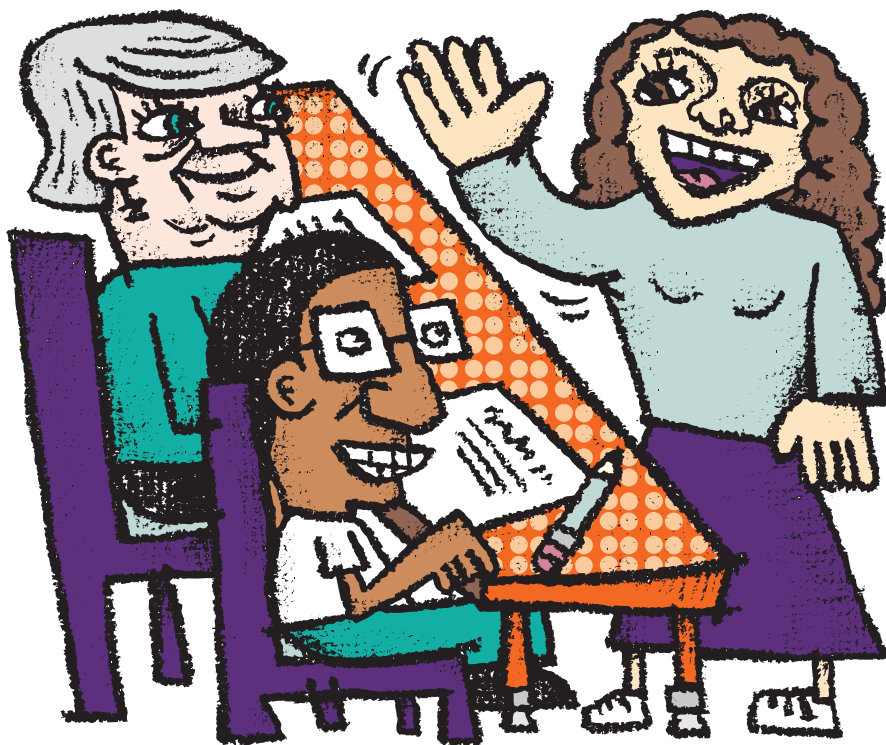
P.S. I’ve also heard from CE, Dan G, Robynn, Dave Blackburn, Paula, and many others. We’re all sad and grateful to have many fond memories of our times together. I especially remember a great meal I had with Stas’ at a nice restaurant in Portland when we were there for a training he was helping us with (on my birthday). He made it a special evening.



you really can taste the difference!™

ISSUE # 262 ● SEP-OCT 2017





for more information on  
zingtrain's speaker series,  
visit [zingtrain.com](http://zingtrain.com)



# SCULPTING THE KIND OF BUSINESS YOU WANT

**M**ichelle Plucinsky is as skilled at sculpting glass in a furnace as she is at sculpting her own entrepreneurial path in the world of small business. We are proud and honored that Michelle counts ZingTrain as a major influence in the business she created. And we're just plain happy that we're celebrating our tenth anniversary with her! We hope you enjoy the interview as much as we did!

**Gauri: Tell us a little bit about yourself and your business?**

**Michelle:** I'm a classically trained glassblower and the co-founder of the Glass Academy in Dearborn. I received my BFA from Alfred University in New York, trained and studied with many renowned glass artists from Italy and the US, and then operated the glass studio at the Henry Ford museum for 8 years. In 1993 Chris Nordin began building our own studio hot shop in Southwest Detroit. A year later we were married, started a family, and began selling our glass for a living. Now, 24 years later, we manage four different arms of our business that stem off of the basic concept of glassblowing, which include teaching, selling, demonstrating, and our signature shows and events. **You'll be able to witness one of these events in action the third weekend in October, when we perform our show and sale in the Kerrytown District for a new festival we're calling "Harvest Fest".**

**G: Tell us the story of your first encounter with ZingTrain. What was your first impression?**

**M:** I came to my first workshop at ZingTrain in 2007. Wow! It's been 10 years! In 2004 when we opened our sister company, the Glass Academy, and our gallery space went from 50 sq. ft. to 2,000 sq. ft., I knew I needed some additional training on merchandising as this was a whole new beast! I wasn't interested in doing things like a "traditional" gallery with pedestals, spot lights, and a price sheet. So I looked outside my medium/craft to find a course that spoke to me. A friend mentioned Zingerman's to me and while exploring Zingerman's, I found ZingTrain. And I signed up for the 2-day "Award Winning Merchandizing!" seminar.

Back then, the classes were held at Zingerman's Delicatessen on Detroit Street—upstairs in the café Next Door. Having spent the last few years focused on our small community of Dearborn, MI, Ann Arbor almost felt like a foreign city as I parked in the structure and walked through Kerrytown to get to the class.

As a visual learner and artist, the class atmosphere and curriculum was right up my alley—so much eye candy! Bright posters hanging with striking primary messages, ample food to feed my belly, colorful instructors who were lighthearted and fun to be around.

*"i couldn't wait to see what i'd Learn!  
i had found my tribe!"*

**G: You've been coming to ZingTrain for ten years! Why do you keep coming back to us?**

**M:** As I look back at our decade-long journey, I realize that I was looking for inspiration. But when you're the leader in your field, forging a new path, how do you find someone to learn from? Who else broke industry standards? Who else created a business their way? These were the questions I was asking myself when I encountered ZingTrain.

Back then we lived in Dearborn, Michigan. We were very active in our community. Our business was a three-mile bike ride from our home. I wasn't even aware of the Zingerman's Community of Businesses. Then, the more I read about you, the stronger the feeling of having found my tribe became, and I felt the need to learn more!

Our business had different branches that mimicked the Zingerman's Community of Businesses, so it was extra helpful for me to observe how things were being done at Zingerman's. We had the teaching arm of our company, the performance arm (we're the glassblowers at the Michigan Renaissance festival), the fine art sculpture arm (installations in hospitals, private commissions and lighting), and the event and show side (beer event, pumpkin fest and holiday). How on earth would we keep it all balanced, growing, and get managers in place that understood the business like it was their own?! I had so many questions!

And so, as the years have rolled on, I have stayed connected with Zingerman's and watched with admiration to see what you were achieving. In fact, recently, we even moved to Ann Arbor—our consulting office at 117 E. Ann Street is practically neighbors with the Delicatessen! I've found other ZingTrain courses that met my needs as our business grew and didn't hesitate to sign up for them as I clearly saw their value. I'd often come back from these seminars excited to share all this new info with all our staff and start implementing it.

**G: Tell us a little about ZingTrain's teaching style. How does it engage an artistic, creative brain like yours?**

**M:** The ZingTrain teaching style truly resonates with me. While I was exceptionally lucky that Ari Weinzwieg taught that very first course, because I love his style as a teacher and leader, all of ZingTrain's courses have a particular ethos.

*"they admit defeat, share stories about wrong  
turns and bad ideas, and wrap ALL of that up with a  
willingness to learn, listen, and grow. it's this human  
spirit that gives everyone courage."*

They don't jam ideas or concepts down your throat, instead they gently say, "Hey, this worked for us, here's the idea, here's the proof, try it and let us know if it works for you." That alone gives people the incentive to try these concepts and ideas! It's a style of teaching/learning that's easy to absorb.

**G: What are some of the key business concepts you've learned from ZingTrain and applied at your own business?**

**M:** Open Book Management - Our glass-blowing friend Allen Liebowitz, then Managing Partner at Zingerman's Coffee Company, shared Open Book Management with us. He started at Zingerman's as a partner and explained Open Book to us as our business grew. We gained a lot of insight from Allen himself. He frequently had us over to the coffee shop to explain charts and process, so we could grasp the idea. Remember, we're artists. I can make anything 3D in glass, I'm great with my hands, concepts and visions, but grasping numbers and systems? Let's be honest, it's not my strong suit. Allen's visuals and conversations made the idea stick.

But the most powerful idea of all for me is Visioning which ZingTrain shares at their **2-day seminar, Creating a Vision of Greatness**. The best advice I give new business owners, friends, and colleagues is to have the discipline to create a vision that is written down and/or turned into vision boards and dated. At Glass Academy, our vision has rock star status, and we work hard everyday to make it even more awesome! I've seen the successes Zingerman's has had by sharing its vision with its staff and creating a guiding light for them. We've all watched it play out—this solid example, right before our very eyes! So why wouldn't everyone create this same vision for their business?!! I've seen success in my own personal life with visioning, and ZingTrain gave me the courage to take our business vision to our team and to the public at large. You gave us the tools and techniques needed to apply it to our business growth and used your own experiences as examples to show us that it was, in fact, truly possible. Currently we are working on fine-tuning our vision to match the most profitable aspects of our business, what brings us the most joy, and most important, what enhances the community we live in.



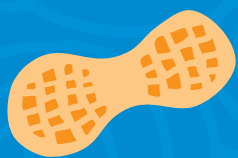
ZingTrain seminars have shown us the value of the mission statement, the company vision and shared key performance indicators. All of these are the North Star of a business and while many of you may know that, our small art business wasn't worried about sharing those ideas. We were making art. However, soon enough, we realized if our business was to grow and prosper, we needed to get these ideas out of our head and onto paper to share with staff and customers.

**G: Any last thoughts?**

**M:** To date, I've attended three 2-day ZingTrain seminars, numerous workshops, and I own all the Zing Guide to Good Leading books. For me, the ideas stick, they make sense, and they are practical for our business. They are proven, so I know we can do them. They are documented, so we can reference them, and, big bonus, when I'm really at a crossroads, I can reach out to Paul, Ari, and the ZingTrain team for guidance. I've met Ari for coffee, called Paul on the phone, and taken walks with Elnia at ZingTrain to learn and understand when I'm stuck or confused. I then go off to explore the concepts, put them to work, and implement them in our own business. When I'm ready, I come back for another course, send a colleague, or attend a Speaker Series session. It's a great infusion of mojo that propels us forward to the next level! Thanks, Zingerman's, for leading the way and showing us what's possible!!

*Gauri*  
Gauri Thergaonkar  
ZingTrain Community Builder





## WE'RE GOING NUTS!

We're taking snacking to a whole new dimension at Zingerman's Candy Manufactory with two new, soon-to-be classics. If you love peanuts, get ready to dig in—but fair warning: these little guys are addictive!

**SWEET CHILI PEANUTS:** Inspired by Miss Kim, we've coated roasted jumbo runner peanuts in a mix of Korean chili flakes from Épices de Cru, a bit of sugar and a dash of salt. They're slightly sweet with a mild kick of spice. Soooo good.

**SALT AND PEPPER PEANUTS:** If salty-sweet is your thing, prepare yourself! After we roast our jumbo runner peanuts to perfection, we cover them in caramelized sugar, our new 5 Star Black Pepper and fleur de sel. No way can you eat just one.

Come get these new peanuts at our **new Candy store at 3723 Plaza Dr Ste. 3**, the Deli and other Zingerman's locations. And keep a look out—we've got new flavors on the way!

ZINGERMAN'S  
Cornman farms

## Join us for the Holidays

Stand out from the crowd with a holiday party hosted at Cornman Farms! Celebrate the season with a private dinner or event in one of our restored buildings, featuring crackling fireplaces and an abundance of historical charm. Time is of the essence! Book your holiday party between now and October 15th and enjoy a complimentary Hot Cocoa Bar for you and your guests.

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[zcob.me/cmfholiday](http://zcob.me/cmfholiday)



Zingerman's  
roadhouse

## Feeling 100% HOMEMADE BISCUIT LOVE

WEDNESDAY, OCTOBER 25<sup>TH</sup> 7:00PM \$75/PERSON

### KARL WORLEY OF BISCUIT LOVE WILL WARM OUR HEARTS AND FILL OUR BELLIES. AT THIS UNIQUE SPECIAL DINNER #216.

Every day, people stand in line for up to an hour to get a taste of the award-winning deliciousness served up at Biscuit Love in Nashville, Tennessee. Chef Karl Worley puts a lot of love into his famous biscuits, creating the big flavors that *Bon Appétit* gushed over when it named his East Nasty the Best Sandwich of 2015. Here's how they described it:

"...a slightly-crunchy-on-the-exterior, fluffy, buttery biscuit topped with a ridiculously good piece of fried chicken, which is swaddled in rich sausage gravy, then topped with (you guessed it) the other half of the biscuit."

Karl works hard to share the comforting taste that got him through a tough childhood in Appalachia—and he's touched the South with his considerable talents. Using his grandmother's recipe, Karl is very selective with his ingredients. He uses all winter wheat flour from Kentucky's Weisenberger Mill and melts his butter before pouring it in. The impact of his food is matched every ounce by his love for his community.

"Food matters. But not as much as doing what you can for people," explains Karl. "I want to feed people, I want to feed them what they need."

Along with his fabulous cooking, this ethos is the secret of his and his wife Sarah's success and a big reason why they've been able to expand so quickly, owning and operating two Biscuit Love locations in Nashville, Tennessee—with a third location about to open!

While the fluffy, buttery biscuits that have made Karl a culinary star in Nashville, his menu also offers classics, like unforgettable Nashville hot fried chicken, Southern eggs benedict, and homemade sausage gravy. We look forward to this amazing opportunity to taste the love Karl will bring with every bite at our Breakfast for Dinner #216.

RESERVE YOUR SPOT: [ZINGERMANROADHOUSE.COM](http://ZINGERMANROADHOUSE.COM)

Zingerman's  
Catering & Events



## PLAN YOUR TASTY TAILGATE WITH ZINGERMAN'S CATERING!



With Michigan celebrating its 138th football season on the gridiron, we've been planning tailgates since June. Call soon to plan your meal at the Big House! The first step is to check out our 2017 Tailgate menu. We offer everything from Deli sandwiches in our classic red bags to burgers and hot dogs grilled right before your eyes.



Dig into our **Big Ten Blowout**, featuring our tasty hot dogs with all the toppings and our popular Burnt Scallion BBQ wings. We send along our old-fashioned potato salad, fruit salad, veggies and dip, baked beans, drinks for everyone, and delicious fruit crisp for dessert. \$29/person



If you are looking for an easy meal for fast-moving football fans, our **Grab and Go Tailgate bag lunch** includes a Zingerman's Deli sandwich, Zingerman's potato chips, a Black Magic Brownie and a pickle, neatly packed in an easy to carry bag. \$16/person (add a bottle of water or Coke product for \$1)

We make ordering easy! Our expert team will be sure to get you really great food with no fuss whether you want a delivery or prefer picking up at the Deli. We also offer curbside service so you don't have to wait in line or find a place to park! Make your event an upright success and score big with our Tasty Tailgates!

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ISSUE # 262 • SEP-OCT 2017





# ZINGERMAN'S ALUMNI

## Passion and Great Food Abound!

**When you join any of the Zingerman's businesses, you are forever designated a Zingernaut. Our success is due entirely to the people in the businesses, from the busser at the Roadhouse to the illustrator at the Service Network. We put a lot into training folks on our systems (we call them recipes, naturally), and they put a lot of heart into the businesses. While we regret when anyone leaves, we like to celebrate their success everafter. The achievements of Zingerman's alumni are inspiring, and we're thrilled to have played even the smallest part in the unfolding of their careers. If you're reading this, reminiscing about your time spent as a part of our many businesses, we'd love for you to join the Zingerman's Alumni group! Just complete this short survey and you're in: [surveymonkey.com/r/ZAlumni](https://surveymonkey.com/r/ZAlumni)!**

One weekend a few years ago in Brookline, Mass., the farmer, filmmaker, and food-trucker Talia Glass and her husband were getting ready to go for a hike and wanted to buy foods for a picnic lunch. They were thinking of stopping some place where they could buy cut-to-order cheeses, salads, meats, and bread. Because they are both from Southeast Michigan, "we were both kind of envisioning that we'd go to Zingerman's," the Ann Arbor native said. They realized, though, that there was nowhere nearby that fit the bill.

"I guess you're gonna have to start the Zingerman's of Brookline," Glass's husband joked. But this idea stuck with her. She grew up eating at the Zingerman's Deli and later worked at the Delicatessen and at Cornman Farms. After several years in the Boston area, the idea for Allium Market and Café crystallized. Of course, for Glass, like for other Zingerman's alumni who have started their own businesses, the goal has not been to start a carbon copy of Zingerman's. Instead, Glass emulates the ethos of passion for food, commitment to employees, and creating community through education, eating, and drinking.

When Allium opens in the fall, Glass will join a network of people who once worked at Zingerman's—in roles from sandwich runners to farmers to cheesemongers to buyers—and now have carved out places for themselves in the food industry. Some of these Zingerman's alumni, like Glass, have done so all around the country. As near as Detroit, you can find the fingerprints of Lucy Carnaghi, who co-founded the beloved diner Rose's Fine Foods and will be opening a new restaurant, Wilda; and as far the west coast, the California Artisan Cheese Guild has named Zingerman's alum and cheesemonger Anthea Stolz its first-ever Executive Director.

Yet an even more visible and remarkable phenomenon of Zingerman's alumni exists locally within the town of Ann Arbor, where many Zingerman's alumni have started businesses and have enriched the local food scene immensely.

Thad Gillies, the co-owner and chef at Logan, worked at Zingerman's for a total of ten years, eventually as the Deli chef, before opening the white-tablecloth restaurant, which he co-owns. In the middle of his tenure at Zingerman's he spent a two-year stint in New York restaurants while his wife was in graduate school there. But as a true Midwesterner he always knew that he'd want to come back to Michigan. Having a small restaurant in a place like Ann Arbor has also

shaped how he runs his business. For returning customers, Logan keeps an extensive database of what foods and wines patrons have tried, what they like and don't like.

"We go with that," Gillies said. "And then we push them. Say, 'we know you like this, you should try this now. Just try it.'"

The unique character of Ann Arbor also shaped how Eric Farrell imagined his business, The Bar at 327 Braun Court. He co-founded The Bar in 2011 after about a decade of dreaming up a bar that would bring the cocktail movement to Ann Arbor. In that time, he was working as a buyer at Zingerman's. In his vision for what became The Bar, Farrell hoped for an eclectic clientele. "I said, I want a 23-year old kid with a Mohawk sitting next to two guys in their late fifties in business suits."

Visiting businesses like The Bar makes it apparent that Zingerman's alumni working in and around Ann Arbor constitute a network of friends and collaborators. Farrell was first introduced to craft cocktails and the cocktail movement around the year 2000, on visits to New York City with close friend and Zingerman's Managing Partner Mo Frechette. Now Farrell's staff includes other Zingerman's alumni.

The same is true at Spencer, Steve Hall and Abby Orlitzky's restaurant that's been serving Ann Arborites cheeses, wines, and locally sourced food since 2015. Hall worked for many years at Zingerman's. Yet even after he left Ann Arbor for San Francisco, Zingerman's played an instrumental role in his personal and professional life: according to Hall, a loaf of Zingerman's rye bread was key in winning over Orlitzky, who coincidentally had learned about Zingerman's food and business philosophy as a chef in fine restaurants in San Francisco.

The pair knew that they wanted to start a restaurant together, and decided to move back to Hall's native Michigan. They'd initially imagined opening a place in Detroit, but like Gillies, believed that founding their restaurant in Ann Arbor created the opportunity to build a community with consistent customers who could return, try new things, and learn. The area's agricultural bounty has turned out to make a great difference for Spencer. The restaurant's rotating menu and the small size of operation also means flexibility in this regard. It means that they can accommodate new or unexpected produce at the drop of a text message from a farmer.

"There are such good farms here—small farms, big farms, organic farms, orchards," Hall said. "We love it because there are so many farmers who will just say, 'what do you want us to grow you?' So that is another really huge resource for us."

Hall—like many of these business owners—emphasized the importance of passion in his line of work. This was something that he observed as an employee at Zingerman's and carries on to this day.

"It's that sharing of passion, that sharing of knowledge that is the big difference, it makes food taste better, it makes experience better, and it makes people happier at their jobs," he said.

Glass also noted how much it mattered to be the kind of manager that "would go the extra mile for employees," in addition to caring for customers. This was something she both practiced and experienced working at Zingerman's. She recalled football Saturdays early on in her time at the Deli when founding partner Ari Weinzwieg would be working right alongside her, helping to run sandwiches.

This sentiment was echoed by Gabrielle Hamilton, the award-winning chef of Prune in Manhattan's East Village, and bestselling author of *Blood, Bones & Butter*. In the '90s, Hamilton cooked family dinner at Zingerman's Bakehouse, while pursuing a graduate degree in fiction writing at the University of Michigan. When she was there she observed and admired the management style of Frank Carollo, the Managing Partner at the Bakehouse.

"I thought he was the model of an employer. I would definitely clock his work style," Hamilton said. "Always finding the positive and correcting the mistake but in the most positive way, not a berater but an uplifter. And I found that rare, wherever you go."

Farrell described the culture at Zingerman's simply as, "There's something awesome about a place that believes in what it's doing...When I was there, I always felt like I was a part of something special, which is not something I think a lot of people can say."

By guest contributor Dory Fox





# SEASONAL HIRES FIND A HOME AT MAIL ORDER

## Even After the Holiday Rush

**E**very year, Zingerman's hires hundreds of individuals for the holiday season. While the ZCoB grows by 50%, ZMO grows by about 300-400%, from 80 to about 350-400 in November and December, topping out at about 1,000 organization wide, to help manage increased orders, seasonal product production, events, and daily retail traffic.

Of all the businesses in the organization, Zingerman's Mail Order brings on the most employees for the rush—a 24-hour-a-day operation that includes servicing phone and online orders as well as packing thousands of shipments of artisanal foods (we sell more Sour Cream Coffee Cake than you ever can imagine). There are plenty of perks, including a starting wage of \$11/hour, free meals, discounts, and paid breaks. For some employees, there's another plus: many who start as temporary Mail Order employees stay on and become year round employees.

Val Neff-Rasmussen is a great example. A holiday hire back in 2010, Val got her start answering phones in the Service Center - today, she's the Marketing Specialist at Mail Order, a position she helped create for herself. The job combines her love of food with her talent for writing, and she also gets to travel the world in search of great food!

Val says she was able to move up by "leaping" at every interesting opportunity that came her way—she believes that opportunities abound in her business, so long as one is willing to really go for it.

"I feel like I've gotten everything I've asked for because one, I asked for it and two, I worked for it, but I've also realized that there's a third piece: when the opportunities were offered to me, I said 'yes'," she explains.

Samaan Webster, who was just hired last holiday season, echoes Val's sentiment. "Not even just here, but in any business in the ZCoB (Zingerman's Community of Businesses), you have those opportunities to move up and work up," he says, adding that he hopes to be at Mail Order for the foreseeable future and would like to take on new responsibilities.

The bond he's created with co-workers and the "inviting" company culture are two of the biggest reasons Samaan would like a future with Zingerman's. He says he's had other enjoyable jobs, but as he puts it, "There's just something about Mail Order. I was just, like, 'No, I need to stay.'"

Warehouse Manager J Atlee, who worked his first holiday season back in 2005, says he stayed on because, from the start, he felt like something was definitely different than other companies he'd worked with. "It was mainly the culture," he explains. "You know, we worked hard, we did a lot of intense work, but the culture underlying it was positive. It was embracing, and it was very welcoming."

After a few years of cross-training and floor leading, J moved up steadily. As a manager and after over a decade with Mail Order, he says he's "considering what could be next" for him in the organization and is always looking for new challenges.

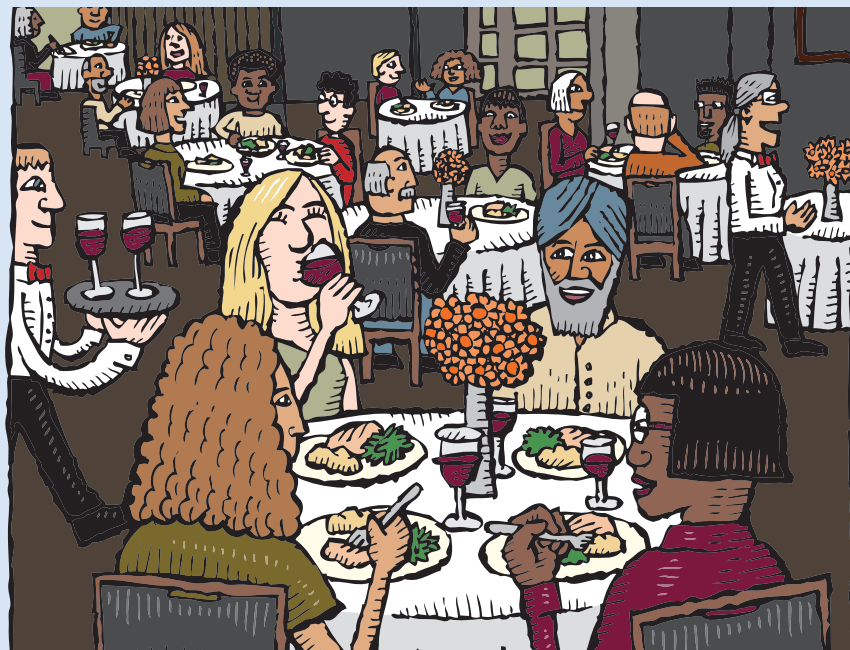
For those just starting out, J thinks the holiday season provides a great introduction to the business because while it's not an easy gig, it can be a really great experience. As far as advice for prospective employees, J says, "Just be yourself and chances are pretty good, it'll work if it's going to work." Saaman agrees. "Be ready to say lots of 'hi's' and give some high-fives, and just be yourself. You're in for a treat."

**Interested in working with Zingerman's Mail Order this holiday season? We start hiring in late September. Find out about our openings by calling 734-926-2945 or find us online at [zingermansjobs.com](http://zingermansjobs.com)**

*Valentina Silva*  
Valentina Silva  
Communications Specialist  
Zingerman's Service Network

## GREYLINE

ZINGERMAN'S EVENT SPACE



## GREYLINE PARTY PLANNING

Tired of throwing the same hum-drum holiday party every year? Do something different this year at Zingerman's Greyline! Right now we're busy booking holiday parties for November, December and beyond into 2018, and we're excited to help plan your party as well! Located in the heart of downtown Ann Arbor, this unique venue can accommodate up to 200 strolling guests and has everything you need to throw the most successful party of the season.

Whether you'd like a strolling appetizer and cocktail mixer as a thank you to your best clients, or a plated five course dinner as a reward for your staff, we're looking forward to making your vision a reality. You'll be able to plan from possibilities as varied as classic Zingerman's Deli sandwiches to the Fennel Pollen Pork we make from the hogs of local Michigan farms! Zingerman's Catering will custom tailor a menu to suit the tenor of your event and send along our all-star service staff to make sure everything runs perfectly.

Want more information on this beautiful venue? Stop by at 100 N. Ashley and see it for yourself! To start party planning, just give the Greyline a call and one of our friendly event planners will assist you in turning your vision into an event your guests will remember for years!

## BOOK TODAY

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# Seasonal GELATO FLAVORS!

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**PUMPKIN CREAM CHEESE**  
Real pumpkin and warm fall spices folded into our Cream Cheese Gelato

**PAWPAW CHIP**  
Back by popular demand! Made with Michigan pawpaws and hand-made chocolate chips

**APPLE CIDER SORBET**  
Made with fresh-pressed Michigan apple cider

**AVAILABLE OCT 1 - DEC 31**

**RISHI CHAI**  
Creamy gelato steeped with Rishi Chai Tea

**PEPPERMINT BARK**  
Peppermint gelato layered with Zingerman's Candy Manufactory Peppermint Bark

**SPICED PECAN GELATO**  
Zingerman's famous Spiced Pecans folded into Spiced Pecan Dust-infused gelato



*you really can taste the difference!*

ISSUE # 262 • SEP-OCT 2017



# MONTHLY SPECIALS

SEPTEMBER

OCTOBER

## APPLE CIDER CHAI

A unique and delicious hot spiced cider. A lot of folks spice their cider with one or two spices, typically a little cinnamon or clove, but we took our spice game to a whole new level with Rishi Tea's Masala Chai. The warm cider really comes alive when mingled with this flavorful riot of black tea, cinnamon, cardamom, ginger, black pepper, clove, and vanilla.

## PUMPKIN + SPICE LATTE

It's back again! As always, our featured drink is more than just a neat syrup. Our signature pumpkin and spice latte contains real pumpkin and an invigorating house blend of allspice, cardamom, cinnamon, and clove. Welcome back, Fall!

# ROASTER'S PICK

## BURUNDI KALICO

Like most East African coffee producing countries, Burundi began growing coffee at the behest of European colonists. After several years of strict government control, the coffee sector moved in the direction of privatization. Since then, the quality and reputation of Burundi coffee has steadily improved. This coffee is complex and bright with flavors of dried fruit.

## PERU EL MILAGRO

The journey that the coffee takes from CASM El Milagro just to get to the nearest highway is a noteworthy accomplishment. The co-op's base of San José de Lourdes is located near the Río Chinchipe, and to cross the river, a vehicle first must drive onto a flimsy-looking raft attached to a metal cable that keeps the raft from drifting away in the often-strong current. We think this coffee is worth the effort, and love its nutty and chocolatey notes with caramel sweetness and a medium body.

# cheese of the month

EST 1917

CREAM TOP SHOP



## SEPTEMBER chestnut napoleon

We wrap our Napoleon cheese with Michigan red wine-soaked chestnut leaves, harvested at their peak. Tied up with raffia, not only does this mold-ripened goat cheese round look beautiful on a cheese platter, the wine-soaked leaves enliven the acidity of the classic Napoleon, yielding a well-balanced, fruity finish.



## OCTOBER manchester

With a gentle pasteurization and a slow culturing process, the Manchester cheese embodies the intricate flavors of the super-rich, local cow's milk we use to make it. Featuring a thin, wrinkly rind and a luscious, tasty creamline just underneath that rind encompassing a dense, slightly earthy paste, the Manchester varies from very dense and fudge-like when young, to a creamier, more liquified cheese as it ages.

Find these cheeses and more at The Cream Top Shop located at 3723 Plaza Dr. Ann Arbor, MI 48108

# FOOD TOURS

INSPIRING TRAVEL TO THE SOURCE OF GREAT FOOD

## Announcing 2018 Food Tours!

Our food tours take you behind the scenes directly to the source of amazing food. Together we'll venture off the beaten path, where local cuisine provides a direct connection to the history of a region, the soul of its people, and the rhythm of daily life. Our one-of-a-kind tours are small and intimate. We handle all of the details for you, and bring you the best local guides, cuisine, and cultural experiences.

### Sicily, Italy

May 21<sup>st</sup>-31<sup>st</sup>, 2018

Shop the market with a Sicilian chef. Meet chocolate and cheese makers. Enjoy olive oils at the source. And so much more!

JUST 6 SPOTS LEFT!

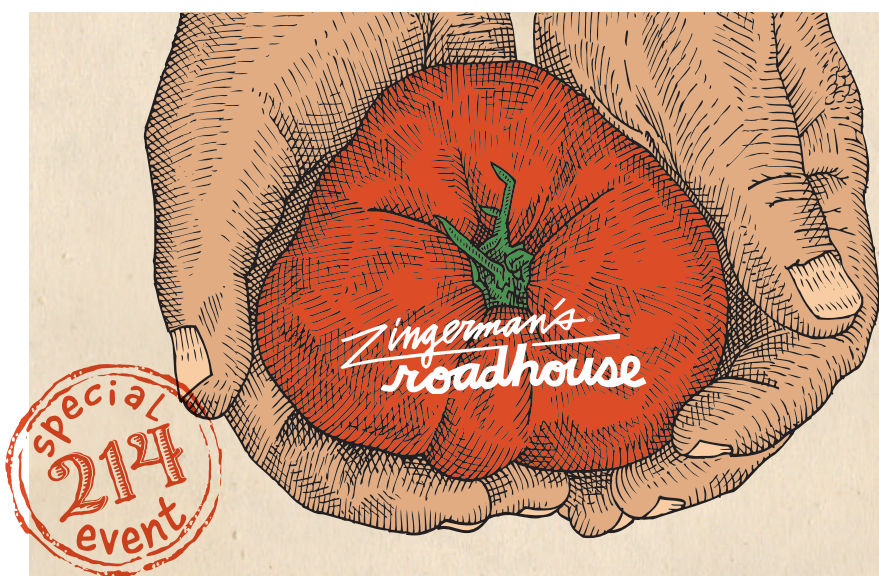
### Tuscany, Italy

October 6<sup>th</sup>-15<sup>th</sup>, 2018

Make fresh pasta with local chefs. Walk cheese caves, sample prosciutto & balsamic vinegar where it's made, and much more!

JUST ADDED!

Tours fill up fast. View itineraries & book now at [zingermansfoodtours.com](http://zingermansfoodtours.com)



## TOMATO SPECIAL DINNER

Featuring Vegetable Butcher, Cara Mangini

CARA MANGINI WILL SLICE, DICE, AND BRING CUTTING-EDGE VEGETABLE COOKERY TO ZINGERMAN'S ROADHOUSE!

We can't wait for our first ever vegetarian Tomato Special Dinner with Cara Mangini! One of Mario Batali's first vegetable butchers at Eataly in New York City, she's on a mission to put vegetables at the center of the American plate—and our Special Dinner!

Cara has traveled and cooked extensively throughout France, Italy and Turkey to study produce-centered cuisines. She's the chef and founder of the produce-inspired Little Eater restaurants and farm stand in Columbus, Ohio and the author of *The Vegetable Butcher: How to Select, Prep, Slice, Dice, and Masterfully Cook Vegetables from Artichokes to Zucchini*, which was nominated for a James Beard Award and honored with two International Association of Culinary Professionals cookbook awards.

In 2017, her restaurant Little Eater was named one of the top 50 vegetable restaurants in the world by The Culinary Institute of America and EAT, an international organization dedicated to reforming the global food system.

The juicy tomatoes we've been growing this season at the Roadhouse Farm will indeed be the center of the plate for our Tomato Special Dinner #214. Don't miss out on this opportunity to taste over 20 varieties of heirloom tomatoes as Cara unearths their flavors in the Roadhouse kitchen. Not only will we be able to savor the recipes in Cara's new book at this dinner, but her book will be available for purchase and signing.

TUESDAY, SEPTEMBER 12<sup>TH</sup> 7:00PM \$75/PERSON

RESERVE YOUR SPOT: [ZINGERMANSROADHOUSE.COM](http://ZINGERMANSROADHOUSE.COM)





# GOING FOR GREATNESS

## Zingerman's Creamery Manchester Cheese (Finally) Wins an Award

When I started at Zingerman's Delicatessen in 2002, the Creamery had just opened on a farm in Manchester, MI. I began at the Deli running trays and bussing tables—where all the truly great start. I started selling cheese behind the counter in 2005. At that time, the Creamery was endeavoring to make most of the cheeses we still make today. In its early days, the Manchester was rustic. Like many cheeses of its type seen in French farmers markets, it was often dry and covered in all kinds of rogue molds: black, yellow and brown.

Five years later, after forays into the world of agriculture and cheese, and much travel abroad, I convinced John Loomis, founder of Zingerman's Creamery, to give me an internship. I worked through the production week, working without pay the sixth day of every work week. I was very interested in farming and cheesemaking, but I wanted to see what actual agricultural production was like. After three months of cheesemaking at the Creamery, I embarked on a Zingerman's-sponsored road trip touring dairies, breweries, and farms all over California. After that, I lived in a trailer on my sister's property in Oceana County and worked on a vegetable farm for the summer, learning the life of a producer. When I came back I was definitely interested in the life. Early in the fall, a production assistant position opened at the Creamery and there I went!

I cut my teeth learning to make the Manchester. Cheesemaking is similar to farming: each "make" is a microcosm of an experiment that only plays out over time.

When I came to the Creamery, the Manchester was being made from Calder Dairy cow's milk, our long time supplier out of Carleton, MI. We were adding cream from Guernsey Farms Dairy. The milk was acidified with MM100 (the citric acid of starter cultures), which has an uncontrolled acid profile. Just as an example, the recipe called for adding 25ml of dry powder to the milk. I reduced it by 5mls a week until I was down to 1ml of starter and I still got the same result: too much acid.

The Manchester was formed by ladling four layers of cream-enriched cow's milk into molds. This in itself is not bad; it's actually an excellent way to create texture, however it makes for much wetter cheese that is difficult to drain perfectly. Drainage is critical to consistency.

It took many years to accept that adding cream to ripened cow's milk cheeses was never going to work. It always had the potential to ferment differently than the rest of the milk, and would produce fermented banana flavors and bitterness. Eventually, we removed all of the cream from all of the mold-ripened cheese recipes.

The Manchesters were drained in forms and then brined (soaked in a salt water solution, where the salt is absorbed through osmosis). This is commonly used for cheeses which are made with much more rennet and have a very elastic curd. Dry salting is used almost exclusively in the salting of mold ripened soft cheese, like the Manchester. By brining, we were literally adding more moisture to a cheese that we needed to remove as much moisture from as quickly as possible. And it essentially created an uncontrollable and unstable surface environment.

The cheese rarely and without notice turned out well. At first I thought that everything was about the aging environment, how much moisture you held them in, how often you turned them. Then I turned to the cleanliness—everything had to be washed before use—

the production facility, the aging rooms, and it goes on and on. I now keep a running document for training that consists of 17 factors that contribute to cheese bluing (or growing rogue molds); I continue to encounter new problems, and continue to add to it.

The Manchester's success meant the success of the Creamery for me. Because of the technical precision required to make it great, I knew that once the Manchester had achieved some status that the Creamery was on its way. Beginning in 2007 I changed the recipe once a week for six years—that's more than 300 changes to the process. The recipe for a cheese is all about process. The science is about understanding cause and effect, controlling variables and hitting targets for acidification, drainage, salting, and ripening every time. Every change I made to the Manchester taught me more and more, and all of the cheeses started to get better.

In 2011 I went to England and trained under French Cheese consultant Ivan L'archer. Working with him really directed the course of my cheesemaking. I kept reading, kept teaching myself chemistry, I kept changing something in the recipe every week. And I really started to understand what I was doing. In 2013 I went to the Vermont Institute of Artisan Cheese and studied with Ivan for again for another ten days. It was the first time that I understood everything he said.

Over time, I learned that everything is about acidity. I learned how to grow my own starter culture, how to dose the milk so it arrived at the perfect acidity every time (most of the time anyway). We practice "lactic" cheese making - making fairly acidic cheeses. When we acidify we are trying to arrive perfectly on time at our desired acidity. No more, no less. If you miss the desired acidity level by even one degree, the cheese will be different (dry, pebbly, ripens fast, a rainbow of molds and yeasts in blue, green, yellow, pink—you name it, I've seen it). Fermenting milk for lactic cheeses is much like fermenting dough for sourdough. You want a long, slow acidification at cooler temperatures so the the bacteria have time to do their work. It gives you a big rich, fully sour flavor, not just a short, sharp sourness.

The only thing we change for every make is the level of starter culture. We "read" the milk, and move in the direction it is telling us. The milk needs to arrive at that specific acidity according to schedule. Sometimes it is fast and we are chasing it to get the curds draining; sometimes we wait an extra 8-12 hours for it to be ready; sometimes it is right on time. This is the weekly dance that makes us artisans. We go where the milk goes.

All milk is not created equal. You want milk from a healthy sized herd for the land they are on, with good quality forage, and dry feed grown locally without chemicals. And then you want that milk as fresh as you can get it, transported as short a distance as possible, and you want to transform it as quickly as you can. We pasteurize at the lowest temperature we can, hopefully preserving some of the beauty of the milk and the work the farmer has done to raise it. Milk is an excellent medium for transmitting flora that is good for us and tastes delicious. We are taking lactic acid starter cultures, secondary ripening cultures, yeasts and molds, and we are drawing out the flavor in the milk, reproducing or encouraging the existing bacteria to live. We use the milk as a canvas, increasing the good bacteria already present in the milk, and killing anything untoward with pasteurization and acidification.

What I learned over time was that if you got the chemistry of the cheese right (meaning the right acidity in the right amount of time), if you drained the curds enough, if you added the right amount of salt in the right way, even without the proper facilities—the cheese could turn out great. However, not having the proper facilities meant this only happened at certain times of the year.

In July of 2016, we closed down our facility for a nine month construction project. During the closure we made cheese at the Dairy School at Michigan State University. The Dairy School uses milk from an onsite herd. We could not get milk from any of our sources up to Michigan State without great cost. It was a risk, but we stopped using the Jersey milk and switched to the MSU milk, with no added cream.

The cheeses turned out great. Considering that we were transporting them back from MSU and operating out of a temporary facility, it was actually shocking. The cheeses just kept getting better. The greatest success in business ownership is when your team can make the product better without you. We closed our business, went under construction, and I was gone for 6 weeks after giving birth to my twins.

When we moved back into our renovated facility in April we made the decision to make the Manchester out of Calder Dairy's milk again. It is truly excellent milk - it's delivered very fresh, the animals are healthy and it's the right size farm. This year, as usual, we entered several of our cheeses into the American Cheese Society Competition—an annual competition where thousands of cheeses are submitted for judging. This year, only 411 won awards. Honestly, we have had a few bumps in the road since we moved into our new facility, and although the cheese is still tasting great, I was not expecting to win anything.

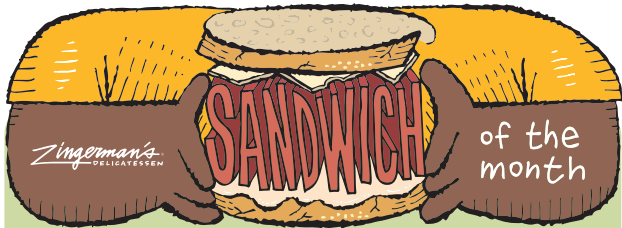
What is truly remarkable and inspiring about winning second best in our category—we tied with Moses Sleeper, Jasper Hill, VT (come taste it in our shop!) who not only produce what I consider to be one of the best cheeses in the soft ripened cow's milk category, but are one of the best cheesemakers in the country—is that we haven't even hit our stride.

We are great cheesemakers with a great facility to match. We can now do the milk justice, as shown by the Manchester entering its category with the competition. We will never stop improving. We will continue to make all of the tiny changes in everything that we do to get to greatness.

I want to appreciate my former partner John Loomis. He let a young kid who didn't know anything mess around with his cheese. He trusted my intuition and let me run with it, and then entrusted the business to me. I promised that I would do him proud. Thank you to the team at the Creamery who has stuck by me and our dream through thick and thin. Their drive they have for greatness keeps me going when the days get tough. Thank you to the customers near and far who have provided valuable feedback and stuck with us, loving all of the versions of the cheese over the years. 🧀

*Aubrey* Aubrey Thomason  
Managing Partner at  
Zingerman's Creamery





## September

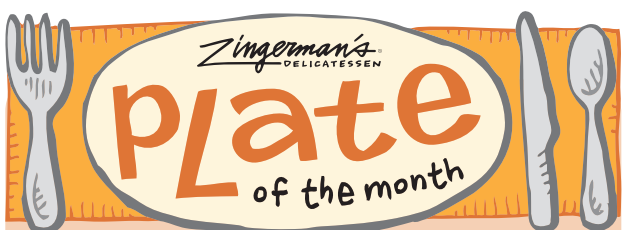
### Deedler's Double Down \$12.99/each

Winner of the auction to support the Ronald McDonald House! Despite effortless charm (chicken! ranch!) this sandwich packs some zip! Paired with Swiss cheese and loaded with sliced old pickles on grilled sourdough, it's marvelously garlicky and crunchy, while remaining a superbly satisfying sandwich.

## October

### The Ham Horn \$15.99/each

Sweet, sassy, molassy! This one packs a pickled peppered punch! A double pork powerhouse and the peerless pair of house-made pimento cheese and Marcia's Munchies spicy pickles (with sweet onions and spicy habaneros) make an unstoppable force of a sandwich! Peppered ham, peppered bacon, pimento cheese, mayo, and spicy pickles on grilled Rustic Italian bread.



## September Plate

### Mole Negro con Pollo \$14.99

Feast on a hearty helping of tender pulled Amish chicken slowly simmered in a sauce of handmade Oaxacan chili-chocolate mole negro. Paired with savory Mexican style rice and grilled corn on the cob, this dish will breathe new life into the last days of summer.

## October plate

### Fennel Roasted Pork & Squash Polenta \$14.99

Dine on this perfect pairing of slow roasted pork shoulder, blancketed in fresh herbs, sea salt and loads of fennel pollen, with stone milled Italian polenta infused with local winter squash. A dollop of tomato chutney rounds out this tantalizing dish.

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

# PASTA palooza



20% off  
ALL Pasta

30% off  
12 Mix  
& Match

It's time for our September pasta sale! All pasta is 20% off but receive 30% off when you buy 12 (mix & match). What's so special about the pasta we carry, you ask? Amazing flavor and chewy texture light years beyond your average pasta. Start thinking about what dishes you'll create at home –the pasta possibilities are endless! Need a sauce too? We have a tasty multitude.

# SEPTEMBER/OCTOBER DELI HAPPENIN'S

ahhhh, Autumn. Crisp air, crunchy leaves, sweaters! And, HELLO football! Can I get a GO BLUE?! The Deli is a great place to be in the fall and we've got some really exciting things happening this year.

## the deli delivers!

Set your student up with a gift card and let us deliver the best meal they'll have all semester! We deliver to dorms, libraries, businesses and wherever they call home away from home.

## Student back-to-school care packages

You've checked everything else off on your back to school supply list, now it's time to stock up some great study snacks. We've got everything you'll need to build your own Student Survival Kit, sure to help ace exams and make new friends.

**University of Zingerman's Orientation Tote:** For your classic Zingerman's-lovin' student who is planning on graduating Zingerman's Summa Cum Laude.

**The Zingerman's All-Nighter:** Fuel for your sweet-lovin' student who's diligently up all night studying for that upcoming test.

**Zingerman's Study Break:** The best study breaks include a little salty, a little sweet and a lot of flavor.

**The Student's Guide to PB&J:** Sometimes all you need after a long day of studying is a classic PB&J made with all the right ingredients.

Plus, Zingerman's Next Door has got you covered with a steady stream of caffeine-laden beverages to bolster your most intense study sessions or help you make that 8am class! Our Cold Brew coffee works wonders. We call it the velvet hammer because it's smooth as silk and packed with get-up-and-go power. Try the classic or vanilla cream.

## deLi-ca-lesSon school'S in session


Welcome to the Halls of Flavor! Whatever your fancy, we've got a class for you. Our Just for Kids classes continue to explore the various worlds of food in a fun, kid-friendly atmosphere. Coming up in the line-up: Back to School Lunchbox Faves, Candy, Parmigiano-Reggiano and Sauces! We've got 101 classes which 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. And, brand new...our Specials Sneak Peak tastings give you a chance to get that Deli VIP treatment and be the first to know about our upcoming featured products before we announce them publicly. **See class dates on pg. 14 and check for more offerings at [zingermansdeli.com/events](http://zingermansdeli.com/events).**



Our flavor seekers search for the very best foods from all around the world. Join us in September and October as we're celebrating and highlighting these truly sublime treasures from abroad. Come with us on a flavor excursion!

Just like you can travel to faraway lands by opening a book, you can experience the flavors of the world at Zingerman's Deli. We're the Land of 1,000 Flavors! We team up with our friends at Zingerman's Mail Order and the Tasting Team to scour the globe for the tastiest foods around. If you haven't checked out their blog *The Feed*, you definitely should. It's where we share the secret life of amazing food at Zingerman's. **Check it out at [thefeed.zingermans.com](http://thefeed.zingermans.com).**

Our Deli shelves are brimming with an array of delicious finds. Mole and Mexican drinking chocolate, handmade in the heart of Oaxaca, Mexico. Hidden gems like hand rolled couscous and harissa from Tunisia. Hand-filleted tinned fish from Spain. Estate-bottled olive oils from Italy, France, Spain, New Zealand and more! The Spice Trekkers a.k.a. Épices de Cru seek and find phenomenal spices from all over and we offer a select spice on special every month so you can experience its wonder in your very own kitchen for a great deal. Just most recently, Grace, one of the Managing Partners of the Deli, and Ari traveled to Italy to source the most amazing Parmigiano Reggiano on the planet. We'll be debuting and sampling different age profiles from single farms, stay tuned for details!

At the Next Door we've got a dynamite combination of Spain meets France with Spanish Drinking Chocolate, a super thick dark chocolate from Enric Rovira in Barcelona, so luscious and rich it demands to be enjoyed with a spoon, served with a mini Palmier for dunkin' from Zingerman's Bakehouse to celebrate their 25th Anniversary! And don't miss out on their other delectable desserts like Hungarian coffeehouse tortes and a slew of French pastries including éclairs and bostock. 

*Katie*  
PANTS  
Katie Honoway  
Merchandizing Collective  
Zingerman's Deli



# ROSH HASHANAH MENU 2017



Let the Deli do the cooking this holiday! Items available for pickup starting September 20<sup>th</sup> at 12pm.

## roasted saffron chicken with almond and honey glaze

Whole roasted chickens marinated in saffron brine and glazed with almonds and honey.

## Lamb and honey stew

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

## roasted beet salad

Sweet beets brightened with a pomegranate dressing.

## vegetable tagine

A traditional North African dish. Slowly simmered seasonal vegetables with tagine spices from Épices de Cru of Montréal.

## braised beef brisket

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

## Sweet carrot tzimmes

Special Rosh Hashanah edition of tzimmes made with sweet organic carrots, slow-cooked with dried fruit and spices.

## Lemon couscous

Hand-rolled Tunisian couscous and Marcona almonds in a lemon herb dressing.

## herb roasted fingerling potatoes

Fingerling potatoes straight from the Farmer's Market, roasted to herbaceous perfection.



# ROSH HASHANAH HONEY SALE

Sept 11<sup>th</sup> through Sept 24<sup>th</sup>

## ALL HONEY 20% OFF

Ring in the Jewish New Year with the sweetness of honey. Stock up on our extraordinary single varietals.



This is just a small sample of the feast we're preparing.

Go to [www.zingermansdeli.com](http://www.zingermansdeli.com) to see the complete menu and call 734.663.3400 to order!





# SPICES OF THE MONTH

## SEPTEMBER & OCTOBER

### SEPTEMBER

## zingerman's 5-Star black pepper blend

**Terrific custom blend of rare and unique black peppercorns from India, the pepper capital of the world!**

Some of the world's great wine names are blends. The Côtes du Rhône blend combines Grenache, Syrah and Mourvèdre. Bordeaux blends include five classic red grapes—Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec and Petit Verdot. Wine expert Ross Szabo says, "Blending makes wines more complex: blending is used to maximize the expression of a wine. It can enhance aromas, color, texture, body and finish, making it a more well-rounded and complex wine." If it works so well with wine, why not with pepper too, right?

In our drive to take our black pepper work to the next level at the Roadhouse, we're now featuring Tellicherry pepper sourced from small farms in southwest India (by our friend Sudheer) through our much-respected Montréal-based spice importers, Épices de Cru. It's just arrived in Ann Arbor for the fall season.

#### Here's a profile:

**The name:** Zingerman's 5-Star Black Pepper Blend.

**The game:** Same as with wine—the idea is take best of a series of different black peppercorns and put them together to make the flavor of the pepper in your grinder even more beautifully complex and compelling.

**The process:** After a year of conversation about improving our black pepper quality, the de Viennes family from Épices de Cru had the idea to do something they'd never done for any other customer—create a custom pepper blend just for us. They spent months up in Montréal testing different combinations before settling on three finalists which they brought us to taste. Then we spent three more weeks grinding, cracking, smelling and tasting here before settling on this fantastic blend.

**The aroma:** Piney, a bit of eucalyptus, aromatic, floral. A hint of juniper—it almost smells like a really high-end gin. Maybe even a little minty. It's long and lasting.

**The flavor:** Follows from the aroma. A gentle heat at first that grows as it sits on your tongue. The complexity of the five top-notch black peppercorns the de Viennes have brought together especially for this purpose.

**How to use it:** The idea of creating the blend is that...you'll use it everywhere. The idea is that this 5-Star Black Pepper Blend belongs on your dinner table and your kitchen counter.

**What's in it?** As you'll have guessed from the name, a quintet of black peppercorns—all from southwest India, the pepper capital of the world.

**Tellicherry Reserve** - Épice de Cru's most aromatic black pepper offering. The aroma reminds me of burnished old wood, of eucalyptus, of walking through the woods in northern California. The flavor is winelike with a richness and well-rounded heat.

**Mamala** - Grown at above 700 meters under full-on southern Indian sun in the Cardamom Hills. Its unique flavor brings lots of low notes, and a long-loving heat.

**Rajakumari** - Fittingly, the name means "princess" in the local Malayalam dialect. Hardly ever seen outside of India, the fully ripened, densely textured, intensely flavored pepper is an elegant addition to the blend.

**Tellicherry EB** - Extra-large, fully ripened peppercorns from the Wyanad region that bring long, slow heat, big flavor.

**Shimoga** - A lively black pepper from the Shimoga district in the Indian state of Karnataka. Where Tellicherry goes big, wide and deep, Shimoga is focused, narrow, intense with an almost electric set of high notes, and sensual spicy warmth.

In a world seasoned with anonymous large-scale production peppers, this blend is something special and we're working to put it to use throughout our organization. It's already on my table at home. We hope it will soon be on your table too! Come by for a taste any time! I'm honored and excited to have it.

### OCTOBER

## isot! urfa! amazing!

**Incredible Kurdish and Turkish red-black chile flakes from Turkey**


You can call it Isot, or you can call it Urfa. Either way, it's one of the least known, yet most intriguingly delicious, spices on our shelves. If you like big flavor and a compelling-but-still-very-manageable bit of heat, come down to the Deli to taste this terrific offering from the folks at Épices de Cru.

In 40 years of cooking, I've seriously never tasted anything like these red-black pepper flakes from the Turkish/Kurdish town of Sanliurfa. The town itself is a mix of diverse peoples and cultures. Kurds, Turks, Muslims, Christians. It has an ancient history and is mentioned in the Bible many times. I first heard about it 20 years ago from the amazing cookbook writer Paula Wolfert. (Paula's books were some of the first that I used decades ago when I first started cooking professionally. They remain wholly remarkable today.) Back then, many of the foods—including Isot—that are now commonly available in North America couldn't be found outside their home countries.

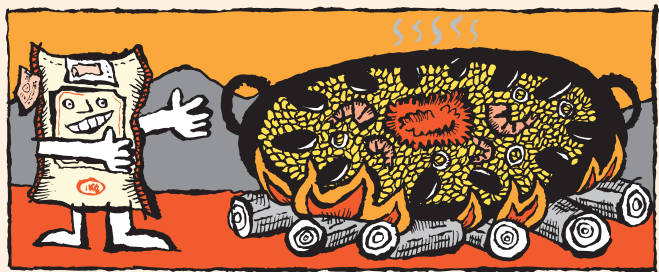
You know some of the most famous spots in which their impact was most prominent—paprika in Hungary; pimenton de la Vera in western Spain; the spicy chiles of Calabria. Over the centuries the Kurdish and Turkish communities around the town of Sanliurfa in southeastern Turkey developed a unique and memorable tradition for drying their chiles. Today it's known throughout the culinary world by either the name Isot or Urfa.

"Isot is actually old Turkish, meaning warming plant. It's the more commonly used name in Kurdish," explains Philippe de Vienne, co-founder of Épices de Cru. "On the other hand, Urfa biber (pepper) is more commonly used in Turkish."

This Isot starts with the special large, deep purple peppers (sort of like a rounder Poblano) that are typical to the region. They're picked each autumn when ripe, then cut and slowly dried in the sun. In the evening, the chiles are wrapped up in blankets or tarps so that they sweat through the night. The process is repeated daily for over a week until peppers turn almost black. In the process the pepper picks up a rich, earthy flavor, and smoky aroma. The color is deep and dark—maybe the color of the darkest red wine you can imagine. The fully dried peppers are crushed, rubbed lightly with oil and then "seasoned" with just a pinch of salt.

How does it taste? Well, let's see...it's not particularly hot, but it is piquant enough to perk up your palate. (Its heat does seem to increase slightly when it's left in liquids so take that into account if you're using it in yogurt, dressings or sauces.) Its flavor is very deep, earthy, mysterious...intriguing, almost a tiny touch of something that reminds me of really dark chocolate, or maybe the type of tannins you get in a really dark red wine, or in eating raw cacao nibs. It's got definite hints of raisin or prune. Maybe a little molasses. The chile it most resembles to me would be a Mexican ancho. It's almost got a hint of smokiness. The aroma is amazing. Deep, beckoning, a bit devilish...most definitely delicious. 

Looking to taste the isot pepper in action? it's one of the 20-PLUS ingredients in the roadhouse red rage bbq sauce, so you might have been enjoying its excellence there for years now! You can also try the urfa turkey chili at the bakehouse on thursdays!



## 32<sup>ND</sup> ANNUAL FIESTA DE ESPAÑA! 3 PAELLA PARTIES ON THE PATIO

SEPT. 17<sup>TH</sup>, 24<sup>TH</sup> AND OCT. 1<sup>ST</sup>  
11AM 'TIL THE PAELLA'S GONE!

### paella Presentation at noon: the show is free-the paella is sold by the pound.

Paella fans, your dreams have come true! We've sold out of paella consistently for years at our annual Paella Party, so we figured heck, let's give the people what they want—MORE paella! We've upped the revelry to not one, but three consecutive Sundays of partying. It's a triple threat throwdown! Who's excited?!

Our 32nd annual celebration of the fabulous foods of Spain culminates with a two-grill Paella throwdown on Zingerman's Patio. Join us at noon for a step-by-step presentation on how to prepare this prized Spanish dish, then Chef Rodger and his crew deal the goods: three kinds of traditional Paella—Chicken/Chorizo, Seafood and Vegetarian all grilled over mesquite. Those in the know will be lined up for the Padrón peppers. New to the occasion this year, Zingerman's Bakehouse has whipped up some special desserts for the festivities: Torta de Santiago and chocolate Miguelitos. And don't forget the real Valencian-style tiger nut Horchata—RAAAAWR! It's gonna be epic. Mark your calendars and come early because one thing is guaranteed—the Paella flies like hot cakes!

### cooking contest

Turning Ann Arbor's Worst Cook into a Paella Professional! Make burning rice a thing of the past—become an assistant chef at Zingerman's 32nd Annual Paella Party! (Or maybe you're a pretty great cook, but would love an opportunity to get a hands-on approach to preparing

paella.) Learn how to cook authentic Paella step-by-step with the Deli's head chef, Rodger Bowser. You will get to eat or take home your own Paella creation and a Paella Party t-shirt to commemorate the day.

Just look for our post on Facebook and Instagram, coming soon! Send us a creative response to why YOU should be a Paella Professional! Chef Rodger and team will pick 2 of their favorite entries for each Paella Party. \*You do not need to live in Ann Arbor to play. We ask that those entering be available on the Deli patio at 12pm sharp on Paella Party day, ready to make some delicious food. We look forward to seeing your submissions!

### pre-order your full Pan of paella

Take home your very own Zingerman's Paella Party! \$70 gets you a large pan of already cooked paella to share with 6-8 of your friends. Availability is limited, call 734-663-3354 for details.

### diy Paella kit

Comes complete with a 32nd Annual Paella Party t-shirt, and all you'll need to start making paella at home, sold for an incredible value. Includes t-shirt, 18" paella pan, Bomba rice, paprika and saffron. Priced at \$95, with a value of \$120.



celebrating  
35  
years!

you really can taste the difference!™

ISSUE # 262 • SEP-OCT 2017



# Zingerman's®

## september adventures

EST 2017  
CREAM TOP  
SHOP

### Facility Tour 11-12pm

Join our cheese and gelato makers on an hour-long adventure to learn how we transform local milk into delicious cheese and gelato. On this tour, you will get to observe mozzarella stretching as well as taste freshly-made gelato. Taste some of our collection of cow's milk and goat's milk cheeses while hearing directly from the makers how the cheese is made. After the tour, make time for tasting in the Cream Top Shop or grab a couple of grilled sandwiches to enjoy for lunch.

\$10/person

Zingerman's  
COFFEE  
COMPANY

SEP 10<sup>th</sup>

### Brewing Methods 12-2pm

Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to syphon 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

Zingerman's  
roadhouse

SEP 12<sup>th</sup>

### Tomato Special Dinner #214:

#### Featuring Vegetable Butcher, Cara Mangini 7pm

We look forward to our first ever vegetarian Tomato Special Dinner, introducing Cara Mangini. One of Mario Batali's first vegetable butchers at Eataly in New York City, Cara has traveled and cooked throughout France, Italy and Turkey to study their produce-centered cuisines. The tomatoes we've been growing this season at the Roadhouse Farm will be the center of the plate for our Tomato Special Dinner. More information is on page 10.

\$75/person

Zingerman's  
DELICATESSEN

SEP 13<sup>th</sup>

### Just for Kids:

#### Back to School Lunchbox Faves 6-7p

In this class JUST FOR KIDS, we'll explore all our back to school lunchbox faves! We'll taste a variety of flavorful sandwich fixin's and dippin' spreads. And don't forget the sweet treats! Kids ages 4-14 would most enjoy this tasting. The cost is \$15 per child. Parents are welcome to attend at no charge. All participants will receive a 20% off coupon to use after the tasting to eat and/or shop at the Deli. Please include your child's name, age, and any allergy information in the comments field when you register.

\$15/kid

EST 2017  
CREAM TOP  
SHOP

SEP 14<sup>th</sup>

### Cheese 101 6-8pm

A delicious introduction to the world of cheese! Join Tessie, Events & Training Manager 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, share tips for building a well-rounded cheese board, and give some tips on the basics of pairing cheese with beer & wine. Bread and additional accompaniments from our Cream Top Shop will be provided.

\$30/person

BAKE!  
Zingerman's BAKEHOUSE

SEP 15<sup>th</sup>

### Pie Decorating Class 1-5pm

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! You'll also make a cooked fruit pie filling.

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



\$125/person

BAKE!  
Zingerman's BAKEHOUSE

SEP 16<sup>th</sup>

### Multi-grain Bread Class 1:30-5:30pm

You'll bake a multi-grain boule made with whole wheat, farina and oats, a quinoa and flax seed sandwich loaf, and kamut and fig bread.

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



\$100/person

BAKE!  
Zingerman's BAKEHOUSE

SEP 17<sup>th</sup>

### "Future Bakers" Class & Fundraiser 10-12pm



A special event for kids ages 7 to 10 only. Let's inspire a new generation of bakers with this one-time class at BAKE!, our hands-on teaching bakery. We'll give them a glimpse into life as a baker when they make a pineapple upside down cake from scratch, and then tour our bakery to see the professionals at work. More information on page 3.

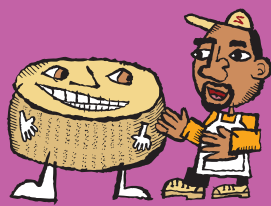
\$50/kid

BAKE!  
Zingerman's BAKEHOUSE

SEP 18<sup>th</sup>  
& 19<sup>th</sup>

### Using Parmigiano Reggiano in Cooking & Baking 6-9pm

To help teach us all more about the magic of Parmigiano Reggiano and how to put it to work in the kitchen, Evan Kleiman will be coming to BAKE! Aside from being a very talented cook and long-time friend, Evan is also a chef, author of 8 books, and host of a very popular food-focused KCRW radio show. When she opened her Angeli Caffè on Melrose in L.A. back in 1984, Evan was one of the first in the U.S. to bring Italian country cooking to the American restaurant world. This class is a mix of hands on and demonstration. Her classes will surely sell out quickly, so sign up soon at [bakewithzing.com](http://bakewithzing.com).



\$90/person

Zingerman's  
DELICATESSEN

SEP 17<sup>th</sup> & 24<sup>th</sup>, OCT 1<sup>st</sup>

### 32nd Annual Fiesta de España

#### 3 Paella Parties on the Patio! ¡¡am 'tíl the paeLLa's Gone!



Our 32nd annual celebration of the fabulous foods of Spain culminates with a two-grill Paella throwdown on Zingerman's Patio. Join us at noon for a step-by-step presentation on how to prepare this prized Spanish dish, then Chef Rodger and his crew deal the goods: three kinds of traditional Paella — Chicken/Chorizo, Seafood, and Vegetarian, all grilled over mesquite. Those in the know will be lined up for the Padrón peppers. New to the occasion this year, Zingerman's Bakehouse has whipped up some special desserts for the festivities. And don't forget the real Valencian-style tiger nut Horchata —RAAAAWR! It's gonna be epic — mark your calendars and come early — because one thing is guaranteed, the Paella flies like hot cakes!

free demonstration! (purchase Prepared paeLLa by the pound!)

ZINGERMAN'S  
Cornman farms

### Cocktail Class Celebrating Our Bourbon Heritage 7-9:30pm

Celebrate National Bourbon Heritage Month with a special bourbon cocktail class at the farm! We'll discuss the history of bourbon, what makes it unique in the whiskey world, and taste three styles side-by-side. Next, guests will learn how to make three distinct bourbon cocktails while our host, Beth, shares stories about the drinks and the liquors. We'll explore how to use bourbon in two classic cocktails: the Scofflaw, and the Remember the Maine; and we'll teach you how to make a delightful concoction we developed just for this evening: the Cornman Farms Ginger Peach Smash. We'll serve some gourmet snacks during the class and enjoy coffee and dessert afterwards. Guests will leave the class with recipes for all drinks made and syrups used, as well as the know-how and confidence to recreate these tipples at home!

Tickets: [cornmanfarms.com/events](http://cornmanfarms.com/events)

SEP 21<sup>st</sup>

\$75/person

EST 2017  
CREAM TOP  
SHOP

SEP 22<sup>nd</sup>

### Beer & Cheese Pairing 6-8pm

Do you know which beer to pair with that perfectly aged slice of cheddar? We do! Join Tessie, our resident Certified Cheese Professional and beer aficionado for an evening of tasting and exploration. We'll taste through a wide range of beer styles from our favorite breweries paired with beer-friendly artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided.

\$35/person

Zingerman's  
COFFEE  
COMPANY

SEP 24<sup>th</sup>

### Comparative Cupping 12-2pm

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

\$30/person

Zingerman's  
DELICATESSEN

SEP 26<sup>th</sup>

### October Specials Sneak Peak 7-8p

Get that Deli VIP treatment and be the first to know about our featured products for October before we release them publicly! In this casual class setting, we'll discuss the story behind the food as well as taste a few of the products. We will go over the tasting process that your favorite retail folks do on a daily basis. Let's learn and taste some great food! All participants will also receive a 20% off coupon to use after the tasting.

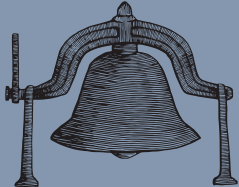
\$15/person

ZINGERMAN'S  
Cornman farms

### Fall Harvest Dinner at Cornman Farms 6:30pm

Chef Kieron Hales will introduce his fall seasonal menu with a special 5-course dinner, complete with wine pairings, that celebrates the best of the season's bounty. Drawing on his world-class culinary experience that propelled him through Michelin-star kitchens across Europe, Kieron incorporates his European heritage into his menus while also highlighting the seasonal produce grown in our chef's gardens. There's no better way to celebrate fall's bounty!

Tickets: [cornmanfarms.com/events](http://cornmanfarms.com/events)



\$95/person

SEP 28<sup>th</sup>

EST 2017  
CREAM TOP  
SHOP

SEP 28<sup>th</sup>

### Cheddar - America's Sweetheart 6-8pm

Cheddar is the most well-known and popular of the milled curd cheeses throughout the Western world. The milled curd style was created in Britain, but has become one of the most well-known and loved styles in America. How did a cheese with such humble beginnings end up conquering the Western world? We will discuss cheddar technology, texture, and flavor as we taste our way through some classic examples of this popular cheese style! Bread and additional accompaniments from our Cream Top Shop will be provided.

\$30/person



# events calendar

## october occasions

EST 2017  
CREAM TOP  
SHOP

**OCT 1<sup>st</sup>  
& 22<sup>nd</sup>**

### Facility Tour 11-12pm

Join our cheese and gelato makers on an hour-long adventure to learn how we transform local milk into delicious cheese and gelato. On this tour, you will get to observe mozzarella stretching as well as taste freshly-made gelato. Taste some of our collection of cow's milk and goat's milk cheeses while hearing directly from the makers how the cheese is made. After the tour, make time for tasting in the Cream Top Shop or grab a couple of grilled sandwiches to enjoy for lunch.

**\$10/person**

*Zing*TRAIN **OCT 3<sup>RD</sup>**

### ZingTrain Speaker Series at the Greyline: Bakehouse Book Release 4:30-6:30pm

Celebrate the Bakehouse book release with us. Enjoy appetizers, desserts, drinks, and a live interview with the authors moderated by Ann Arborite and national journalist Micheline Maynard. Go home with a signed book.

**\$75/person**

EST 2017  
CREAM TOP  
SHOP

**OCT 6<sup>TH</sup>**

### Ann Arbor vs East Lansing Cheese 6pm-8pm

On the eve of this year's U of M vs. MSU football game we are getting into the rivalry spirit! We'll taste a spread of cheeses from our own Zingerman's Creamery here in Ann Arbor and those made by the Dairy Plant at Michigan State University. We'll explore the rich history of dairy in our great state and end on a sweet note with ice cream & gelato. Bread and additional accompaniments from our Cream Top Shop will be provided.

**\$30/person**

*Zingerman's*  
**COFFEE**  
COMPANY

**OCT 8<sup>th</sup>**

### Brewing Methods 12-2pm

Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to syphon 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**



EST 2017  
CREAM TOP  
SHOP

**OCT 10<sup>TH</sup>**

### Sweets & Treats 6pm-8pm

Indulge your sweet tooth! We have paired up some of our favorite pastries and cakes from our neighbors at Zingerman's Bakehouse with our hand-made gelato and sorbet. We'll talk about the history of gelato, the folks we source our great flavors from, and why our gelato is unique. We'll provide coffee and tea to accompany all the decadent treats.

**\$30/person**



*Zingerman's*  
DELICATESSEN **OCT 12<sup>TH</sup>**

### Just for Kids: Explore the World of CANDY! 5:30-6:30pm

OMG! Just in time for Halloween ... we're holding another class all about candy ... just for kids!! Our sweet treat experts from Zingerman's Next Door will tell you why the candy we sell at Zingerman's Deli is so special. You'll learn all about our favorites, hear some stories about our favorite candy makers, and learn about some of our more interesting selections. Best part of the class - we're gonna eat some candy!

We think kids ages 4-14 would most enjoy this tasting. Parents are welcome to attend at no charge and observe on the sidelines. All participants will receive a 20% off coupon to use after the tasting to eat and/or shop at the Deli.

**\$15/kid**



**BAKE!**  
*Zingerman's* BAKEHOUSE

**OCT 15<sup>TH</sup>**

### Bakehouse American Cookies class at BAKE! 1-4pm

Nothing is more American than a peanut butter cookie marked with a fork on top! You'll also make our chewy Ginger Jump Ups and Sky's the Lemon cookies. Bonus: a demonstration of Bakehouse graham crackers.

**\$75/person**

EST 2017  
CREAM TOP  
SHOP

**OCT 20<sup>th</sup>**

### Cheese 101 6-8pm

A delicious introduction to the world of cheese! Join Tessie, Events & Training Manager 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, share tips for building a well-rounded cheese board, and give some tips on the basics of pairing cheese with beer and wine. Bread and additional accompaniments from our Cream Top Shop will be provided.

**\$30/person**

*Zingerman's*  
roadhouse **OCT 21<sup>ST</sup>**

### Zingerman's Roadhouse Brunch: Bakehouse Book Signing 10am-12pm

Sink your teeth into a sweet and savory multi-course brunch featuring a tasty spin on some Bakehouse classics. Meet the authors, Frank and Amy, managing partners of Zingerman's Bakehouse. Books available for purchase.



**\$50/per person**

EST 2017  
CREAM TOP  
SHOP

**OCT 24<sup>th</sup>**

### Cheese & Chocolate Pairing 6pm-8pm

Join us for an evening of pairing our favorite cheeses with Mindo Chocolate's bean-to-bar delights from Dexter, MI. An uncommon matchup, this will set your taste buds tingling and give you plenty of ideas for your leftover Halloween candy. We'll end the evening with a taste of one of our most popular gelato flavors featuring Mindo's chocolate. Bread and additional accompaniments from our Cream Top Shop will be provided.

**\$30/per person**

*Zingerman's*  
DELICATESSEN **OCT 24<sup>TH</sup>**

### November Specials Sneak Peak 7-8pm

Get that Deli VIP treatment and be the first to know about our featured products for November before we release them publicly! In this casual class setting, we'll discuss the story behind the food as well as taste a few of the products. We will go over the tasting process that your favorite retail folks do on a daily basis. Let's learn and taste some great food! All participants will also receive a 20% off coupon to use after the tasting.

**\$15/person**

*Zingerman's*  
roadhouse **OCT 25<sup>TH</sup>**

### Breakfast for Dinner #216: Feeling 100% Homemade Biscuit Love 7pm

Karl Worley of Biscuit Love will feed our hearts, not just our bellies, at this unique Special Dinner #216. Karl is working hard to share the comforting taste that got him through a tough childhood in Appalachia. He and his wife, Sarah, now own and operate two Biscuit Love locations in Nashville, Tennessee, and are about to open a third.

While Karl's buttery biscuits have given him rise in Nashville, look forward to his collaboration with Chef Bob Bennett on an unforgettable menu, including Nashville Hot Fried Chicken, Shrimp and Grits, and more. We look forward to this amazing opportunity to taste the love Karl will bring to every bite at our Breakfast for Dinner #216.

**\$75/person**

*Zingerman's*  
**COFFEE**  
COMPANY

**OCT 22<sup>nd</sup>**

### 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 to the world of coffee.



**\$30/person**

*Zingerman's*  
DELICATESSEN **OCT 26<sup>TH</sup>**

### Halloween Hootenanny! 4pm-7pm

Join us for a fun evening of Halloween treats and activities on the Deli Patio! There will be Pumpkin Drawing, Kooky Cookie Decorating, Face Painting and more. You'll enjoy music and snacks like apple slices and popcorn as you participate at your own pace. Costumes are not required, but they are encouraged!

**\$8/kid, parents are free!**



Book a spot at [events.zingermanscommunity.com](http://events.zingermanscommunity.com)



you really *can* taste the difference!™

ISSUE # 262 • SEP-OCT 2017

15



here's a little taste  
from zingerman's  
bakehouse's new book  
that you can make  
at home:



# COUNTRY SCONES

**makes 12 scones**

These scones, with their oats, nuts, and milk rather than cream, at least approach being "healthy." We love the way they taste, but they are also a concession to our customers who want something they can feel better about eating for breakfast. They can be even "healthier" if you switch out some of the white flour for whole wheat flour. It's possible to swap as much as half the white flour for whole wheat flour without adjusting the other ingredients. If you use more than that, you will want to increase the milk quantity, because the whole wheat absorbs more liquid than white flour.

Pecans, chopped 3/4 cup 90 g  
All-purpose flour 2 cups plus 2 Tbsp 305 g  
Granulated sugar 3/4 cup 150 g  
Old-fashioned rolled oats 1 1/2 cup plus 1 Tbsp 190 g  
Baking powder 1 Tbsp 14 g  
Baking soda 1/2 tsp  
Flame raisins 2/3 cup 90 g  
Sea salt 1 tsp  
Large egg 1  
Unsalted butter, melted 3/4 cup plus 2 Tbsp 190 g  
Whole milk 1/2 cup 110 g  
Vanilla extract 1 tsp

## Egg Wash

Large egg 1  
Egg yolk 1  
Water 1 Tbsp

## Cinnamon Sugar

Ground cinnamon 1 Tbsp  
Granulated sugar 1/2 cup plus 2 Tbsp 130 g

Heat the oven to 325°F [165°C]. Toast the pecans on a sheet tray for 12 minutes, until toasty brown. Start checking after 8 minutes.

In a large bowl, combine the flour, sugar, oats, baking powder, baking soda, pecans, raisins, and salt. Stir to mix evenly.

In a small bowl, lightly beat the egg and then add to the dry ingredients, along with the butter, milk, and vanilla. Mix until completely homogeneous.

This is a very wet and sticky batter. Using a 2-oz [59-ml] portioner or a 1/4-cup measure, scoop the scones onto a sheet tray with at least 2 in [5 cm] between them. Place a little flour on your hands and gently flatten the scones into disks 2 in [5 cm] thick. Chill the scones for at least 30 minutes. This will help them attain more loft as they bake.

Preheat the oven to 375°F [190°C]. Make the egg wash by beating together the egg, egg yolk, and water in a small bowl. In a separate small bowl, combine the cinnamon and sugar.

Using a pastry brush, apply egg wash to the top of each scone and then generously sprinkle with cinnamon sugar. Bake for 15 minutes, or until a nice golden color. Cool on a wire rack.



3723 Plaza Dr. Ann Arbor, MI 48108  
734.761.7255 | bakewithzing.com



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734.761.2095 | zingermansbakehouse.com



3723 Plaza Dr. #3 Ann Arbor, MI 48108  
734.277.1922 | zingermanscandy.com



422 Detroit St. Ann Arbor, MI 48103  
734.663.3400 | zingermanscatering.com



3723 Plaza Dr. #5 Ann Arbor, MI 48108  
734.929.6060 | zingermanscoffee.com



8540 Island Lake Rd. Dexter, MI 48130  
734-619-8100 | cornmanfarms.com



3723 Plaza Dr. #2 Ann Arbor, MI 48108  
734.929.0500 | zingermanscreamery.com



422 Detroit St. Ann Arbor, MI 48103  
734.663.3354 | zingermansdeli.com



620 Phoenix Dr. Ann Arbor, MI 48108  
888.316.2736 | zingermansfoodtours.com



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734.230.2300 | zingermansgreyline.com



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888.636.8162 | zingermans.com



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734.275.0099 | misskimannarbor.com



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