

celebrating
35 years!

BAB
KA!
by mail



ARI'S
Favorite
Things





Ari's Favorite Things

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This is, I think, probably the tenth time now that I've put together a holiday list like this. It's always a struggle! There are so many wonderful foods to eat, so many new items just arriving, so many old favorites, I want to put them ALL on here! Inevitably, I've left some lovely items off the list. My apologies to those products, their producers and to you—just because something isn't on this list doesn't mean I don't love it! I hope the portraits that follow leave a positive taste in your mouth. Writing them reminds me just how fortunate I am to work with—and eat—such fabulous artisan food. As friend and food writer Simran Sethi said, "We tell stories to connect with other people, but we also tell them to inspire our own being." Read, connect, smile, eat and enjoy! Happy everything!

PARMESAN PROJECT 2017

Our Parmesan Project has been one of the real highlights for me of the last year! Parmigiano Reggiano has been one of my favorite foods for as long as I can remember. And yet, in the last six months, the discovery of new cheeses, the flavors, the stories, the response to the cheese, have all been amazing. I would recommend trying all five. Better still, buy at least two at a time—preferably more—in order to really taste and appreciate their individuality. In the same way that many of us have long served flights of four or five different goat cheeses or blue cheeses, we can now do it with Parmigiano Reggiano.

If you like good cheese, come down to the Deli sometime today or tomorrow, and turn left when you get through the front door. Ask any of the Deli's retail staff for some parm tastes. If you're ready to dive in, just swing by as soon as you can and order our new Parmigiano Reggiano sampler plate—a little pre-organized tasting plate with pieces of three different Parmigiano-Reggiano varieties, accompanied by some toasted nuts and a spoonful of some of your favorite honey.

All five of our new sources are supplying us with amazing cheese. Listed here in order of delicacy to boldness. I love them all. Different flavors for different palates and for different uses. Experiment, expand your horizons, entertain your friends and please your palate all at the same time.



Valserena An elegant farm Parm from the plains

Located in the lowlands of the Po River Valley, Valserena is the oldest Parmigiano dairy in the Parma district. It's one of the few farmstead Parmigiano Reggiano cheeses still made—all the milk comes exclusively from the Serra family's herd. This cheese is the top choice of many of my food friends across the country. Very creamy on the tongue, gentle but firm, and a very rich, buttery, soft flavor—consistently excellent. It's delicious, of course, on its own or on a plate of stuffed pasta with butter. In the region, they say that they "drown the tortellini with butter" and then "rescue them" with copious amounts of Parmigiano Reggiano.

Ravarano Sweet elegance from the mountains

In the tiny village of Ravarano, in the southwest of the Parma region near the border with Tuscany, is a small dairy with an incredible view. The milk comes from cows eating feed grown in the mountains. The Ravarano Parmigiano-Reggiano has won multiple awards in the last few years, and it's served and sold in some of the region's best culinary establishments.

Ravarano cheese is definitely on the sweeter side; lots of nice high notes. It would be great after dinner, as an aperitivo with some sparkling wine, shaved onto a salad of delicate fresh lettuces. Or broken into beautiful, rough-edged, golden bits to eat with thin slices of equally sweet Prosciutto di Parma from Pio Tosini. An excellent, elegant addition to our list!

La Villa New wave, organic cheese from south of Parma

About half an hour due south of the city of Parma, the La Villa farm is one of the most interesting new developments in the Parmigiano Reggiano world. It is a look at what progressive cheesemaking can do to take things to the next level. Located up in the mountains, southwest of Urziano, it's at about 530 meters above sea level.

The flavor of the La Villa cheese is bright, more buttery than the others, perhaps with a bit more moisture and a hint of an almost gouda-like character. Carlo Carburri, La Villa's farmer

and cheesemaker, has very limited amounts of cheese—only 4 to 6 wheels produced a day. La Villa, of course, means "the home," or "country home"—and this small progressive caseificio is very much the home of Parmigiano Reggiano for the 21st century. Every bite is a positive piece of a better future!

Roncadella Made by the region's only woman cheesemaker

About half an hour drive to the east of the town of Reggio-Emilia, or about an hour to the south of Valserena, the caseificio at Roncadella is one of my favorites for two really good reasons. First and foremost, the flavor is fantastic. It's the kind of cheese I could just keep eating and eating. For me, the Roncadella Parmigiano Reggiano really hits a beautiful bullseye—sweet, but not too sweet, salty but not too much so; pronounced and profound, but not heavy-handed. Secondly, but not insignificantly, the Roncadella co-op is the only Parmigiano Reggiano dairy with a woman master cheesemaker! Marisa Verzelloni makes some marvelous cheese. Balanced, a bit caramelly, toasty, creamy but not too soft. Nicely aged. A tiny touch of spice on the palate.

Borgotaro Bold flavors from the top of the Parm peak

The dairy at Borgotaro is about as far from Parma and Reggio-Emilia as you can get and still be in the region. Not too far away from bigger cities with plenty of fresh mountain air, a beautiful river and plenty of good food. The cheese tastes great. Big round flavor. Sweet, but not at all out of balance. Really nice finish. A nice amount of low notes to go with the high. Good crystal formation from the well-aged amino acids. Nice golden color. Great on pasta or in risotto with porcini or other mushrooms. Of course, you can eat it as is, just on its own. The recently published *Slow Food Guida al Parmigiano Reggiano* listed Borgotaro as one of their "top" cheeses—"flavors of fresh milk, dried and fresh fruit (pineapple, citrus and apples), walnuts and Muscat. In the mouth it's complex, particularly fruity (pear, banana) with notes of flowers, hay and walnuts."

Can you live without great Parmigiano Reggiano cheese? Of course! But if you don't have to. I'm with Marcella Hazan who stated very firmly: "In my entire life as a cook, I have never spent a day without it on hand." To learn more about the Parm Project visit zcob.me/parm

JOIN THE CLUB

Now that we have access to all this great cheese, we'll be able to put together a year's worth of Parmigiano Reggiano into a club as we have for our most popular offerings. When you buy a Parm Club membership for a gift (or for yourself), each month we'll send you a different cheese—they could vary from a different producer, to different ages from the same dairy, or different months of production. The idea is that you can string together six, nine or twelve months of wonder. New flavors to enjoy every month! I can pretty much guarantee that any cheese lover you know will absolutely love this gift!

ZINGERMAN'S BAKEHOUSE Parmesan Pepper Bread Version 4

One thing I can say with certainty after 35 years at Zingerman's is that we will never, ever, stop looking for ways to improve pretty much everything we do. While we've worked hard to be an appreciative organization, we know that the drive for steady improvement is always important. We don't like to take anything for granted and we know that if we put our minds to it, everything can be done better. This will be the fourth step up for our Parmesan Pepper bread. Frank, Amy and I, and everyone at the Bakehouse, are exceptionally excited.

Two key ingredients—farmstead Parmigiano Reggiano exclusively from Roncadella, and Zingerman's 5-Star Black Pepper Blend (to learn more visit: zcob.me/sept-oct) are blended into a base of the Sourdough bread we've been making at the Bakehouse for two and a half decades now. While I've always liked the Parmesan Pepper bread, now I totally love it. My own consumption has increased about 8-fold! It is, of course, more costly—no way to improve the ingredients really without us, and then everyone else, paying more to get them. But we're sure that investment is well worth it. Tear open a loaf and stick your nose in to take in the smells! Great toasted with olive oil. Warm it in the oven and serve at your next social event. Use it to make a really great grilled sandwich. Have a little left at the end of the week? You can toast and grate it to make some terrific bread crumbs!



Hungarian Walnut Beigli

Addictively excellent pastry in the style of Budapest

Over the last few years, beigli (pronounced "Bay-glee") has become one of our biggest holiday hits. A long-standing holiday tradition in Hungary, beigli is pretty much a staple in every house at Christmas. Personally, I'm happy to have it any time with just a good cup of coffee. Beigli is a yeasted dough rolled up with a filling of walnuts. The outside has a beautiful sheen to it and a unique, slightly mottled, kind of crackly look to its crust. Inside are swirls of a thick walnut-sugar filling that's oh, so good. The richness of the butter in the dough and the walnuts on the inside are comforting and compelling at the same time. A great host gift, or just something special to bring home to liven up a dark winter night!

...continued on page 2



you really can taste the difference!



Bakehouse Babka Lots of Dark Chocolate and A Splash of Cinnamon in A Traditional Jewish Sweet Bread

If you're up for adding one new sweet to your selection this holiday season, I say make it a babka from the Bakehouse. It's rich, it's got lots of butter, it's laced with dark chocolate, it's got an interesting history, and it tastes really good!

Babka's origins are in Byelorussia, the Baltics, Ukraine and Russia. One theory says it's indigenous to the Ukraine, a part of an ancient fertility symbol used in the matriarchal system once in place in the region. Historian and food writer Lesley Chamberlain believes that babka came up from Italy, brought by Queen Bona in the 16th century, and developed into a Russified version of the typical Italian panettone. In either case, the old forms of the babka were likely much larger, somewhere from the size of a modern day panettone or up to a few feet high. In any case, the original name was likely "baba," meaning grandmother. Some say that with the "modern era's" smaller sizes the name shifted to the diminutive, "babka," meaning "little grandmother." They say the tall shape they were made in resembles a grandmother's pleated skirts.

Amy Emberling and Frank Carollo, co-owners of Zingerman's Bakehouse, have crafted a babka that is a sweet loaf, akin to a light textured coffee cake, or a bit denser piece of panettone. It starts with a rich, slow-rise dough made with lots of butter, fresh eggs, sugar and sea salt. It is then brushed with dark chocolate and sprinkled with sultanas soaked in rum and orange oil, a really splendid cinnamon sugar, and that nice buttery-crumby comforting (to me at least) streusel topping.

Susana Trilling, author of the cookbook *Seasons of the Heart*, and creator and cooking teacher extraordinaire of the Oaxacan cooking school (also known as *Seasons of the Heart*), wrote me to say that, "...bar none, Zingerman's Bakehouse makes the BEST babka I have ever eaten!! It was incredible." Try it warmed with a little scoop of vanilla gelato from the Creamery. Overkill probably, but it is the holiday season!

Bakehouse Miche Marvelously Beautiful, Tasty New Bread

One of my favorite new foods, period—in years. This is the sort of bread I believe in. This bread is old school all the way. Big, 2-kilo loaves (which taste significantly better than smaller loaves of the same exact dough); nice dark crust (which is exponentially more flavorful than light crusts—ask any traditional baker!); a blend of grains (True North flour from the Leelanau peninsula up north, spelt, buckwheat and rye come together to make for a complex, compelling set of flavors). The loaves look so good I feel like tucking one under my arm and walking around town with it just to create meaningful culinary conversation.

The miche is so exceptionally marvelous it would be wholly at home in a top-notch French country bakery circa 1880. It would, I'm pretty confident, be appreciated and applauded in the countryside almost anywhere in Europe. Kosovo, the Franche-Comté, or California—traditional bread lovers are gonna love it no matter where they are.

But here it's the future—while the majority of the world will likely stay with the soft white loaves to which they've become accustomed, serious bread lovers will likely be eating and enjoying thick slices of this marvelous miche for many years to come. I know I have. Pour on a big, bold olive oil (like the Crudo from Puglia), spread with Creamery cream cheese, turn it into a sandwich...if you love great bread, I'm pretty sure you're gonna love this!

Zingerman's Bakehouse Cookbook!

Our Classics in Your Kitchen

Today, 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, we wanted 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!

You've been eating the bread and the pastries for 25 years now! Many of you have been shipping it across the country to friends and relatives. You've brought your out-of-town guests to the Bakehouse to experience it at the source. And now, thanks to the hard work of managing partners Amy Emberling and Frank Carollo, we all get to benefit from getting a sense of the Bakehouse from the inside out! The book is a gem—stories, recipes, anecdotes, tales of terrific successes and frustrating shortfalls. All decorated with drawings from our own Ian Nagy and Ryan Stiner, and a collection of beautiful photographs to boot!

Like everything else from the Bakehouse this book is a 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 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.

ZINGERMAN'S ROADHOUSE

Limeade An Ann Arbor Classic Makes a Comeback

I've been working to make this happen for, I don't know, maybe five years? And now it's here! I'm extremely excited! A) because it tastes so great. And B) because limeade has a strong Ann Arbor tradition, one that I remember from my student years here on campus.

Let's start with the history. I have only vague memories of Drake's Sandwich shop. It was on North University, just east of State St. It was run by Mr. Tibbals who was in there working pretty much 'til it was sold, by which point I believe he was close to 90. By the time I got to town for school, in the '70s, Drake's was already a six-decades-old institution. The one thing I do really remember was the limeade. Their other items—stuffed sandwiches on white bread, grilled cheese, and cinnamon rolls were all pretty standard. But limeade? You could go a long ways and not see it again.

In fact, I did go decades and haven't seen it since. Which is why, I'm now over the moon, past the sun, and into the stars excited that at the Roadhouse, where we specialize in regional American food, we've resurrected a real Ann Arbor classic. Just like at Drake's, we squeeze fresh limes, mix them with water and sugar, and garnish with some of the lime rind. Refreshing. Delicious. Amazing. Ann Arbor.

Butterscotch Pudding A Delicious Dessert with Sea Salt

It's true. When you read the menu at the Roadhouse you'll see my name attached to the donut sundae (I did invent it) and that is our biggest selling dessert, so I'm not trying to discourage you in the least from joining the many hundreds of folks who enjoy one each week. But if I was going to be eating dinner at the Roadhouse, Butterscotch Pudding is surely what I would order to close out my meal. I'm not 100% sure what it is that makes this pudding so darned good. I don't really eat much in the way of sweets, but I do love this. And so do a LOT of other regular customers.

Made with butter, cream and a lot of naturally made, dark Muscovado sugar (the same stuff that goes into our pecan pie or Roadhouse donuts). Served sprinkled with a pinch of what the French call 'fleur de sel,' it's really something special. Honestly, it might be worth stopping by just to have dessert.

Breakfast Burritos at the Roadshow

I don't even eat breakfast, but I've long thought the Breakfast Burrito is one of the most delicious foods in the entire ZCoB. And that's saying something given the thousands of great tasting food you can find around here. They've grown so popular over the years that we now have people who pretty much refuse to start their day without one. There's something about the combination of flavor and texture that is just so good. Soft flour tortilla wrapped around freshly scrambled eggs, a healthy dose of traditionally handmade Monterey Jack from Vella cheese in Sonoma (where they've been making it since 1931), deliciously spicy fire-roasted and hand-peeled New Mexico green chiles, and a couple strips of Nueske's superb applewood smoked bacon. (Vegetarians can order without the bacon, of course.) Once you try one you may find yourself planning your morning routine to join the line of cars at the Roadshow.

Nashville Fried Pies at the Roadhouse

Fried pie? Yep! You read that right! If you're from Tennessee, it's likely that you know fried pies, or "hand pies," quite well. If you're not, the entire concept might seem sort of strange. Take my word for it, these babies are delicious!

The Bakehouse has been making them regularly and shipping them across town to the Roadhouse where they're quickly becoming a staple on our All-American dessert list. Hot out of the fryer, they're good with a scoop of Zingerman's Creamery gelato. Of course, you can also do what farmers in the south might and pick one up to go. They're really just as excellent when you eat them at room temperature. Flavors change regularly—cherry, apple...we'll see what other good offerings emerge from the Bakehouse pastry kitchen. Order one up soon. Better still, buy a box and bring them home!! They are hard to resist!

French Broad Chocolates Fine Chocolates from Asheville

These are some superb handcrafted chocolate bars made near the banks of the French Broad river in Asheville, North Carolina. If you're looking for a great gift, or just some really good chocolate to eat after dinner tonight, these could be the ticket. Jael and Dan Ratigan are doing some great work with growers through Central America and crafting some exceptional bean to bar chocolates. They also happen to be great clients of ZingTrain and are working to adapt many of our Zingerman's approaches in their own business. I've always been a fan of their work. But since we started carrying their chocolates at the Roadhouse I've been eating them regularly!

The Malted Milk bar is caramelly, calming, comforting. For those who like a lighter, milkier chocolate this one is a sure hit! My own tastes run darker—I've been drawn again and again to the French Broad Guatemala and Nicaragua origins. But really, I can say with certainty that they're all good.

Oh yeah, the box! A beautiful work of packaging art. Light blue, heavy cardboard stock, it opens like a little book, with a chocolate bar in the middle, sandwiched by messages about the chocolate from Dan and Jael. Nibble a bit of the bar while reading more about their work. It's hard to ask for more—this is a great chocolate in a great package made by great people!

ZINGERMAN'S CANDY MANUFACTORY

Salt & Pepper Peanuts and Sweet Chili Peanuts

If the success of their summer debut is any indication, Salt and Pepper Peanuts from Zingerman's Candy Manufactory will soon be a staple on the counters of our regular customers. They're already appearing behind the bar at the Roadhouse where customers are ordering them up by the glassful to snack on while they sip their beverage of choice. No joke, these babies are a definite wow! 10 out of 10.

What makes them so good? It's pretty simple, really—start with better peanuts (these are Virginia runners), use amazing salt (we've got French fleur de sel—highly prized by chefs and those in the know) and incredible pepper (this is the 5-Star Black Pepper blend put together for us by our friends at Épices de Cru—five different sources of superb black peppercorns blended to make one incredibly complex and exceptionally good flavor). These nuts are terrific out of hand, but they're also great on salads (we used them on a special salad at the Roadhouse with great results), on ice cream sundaes, chopped and tossed on noodle dishes. Life changing, life giving, lovely, delicately delicious.

Running right behind the Salt and Pepper Peanuts are these equally excellent Sweet Chili peanuts from Zingerman's Candy Manufactory.

The Korean chilies used are a huge part of what makes these so special. Ji Hy Kim, managing partner at Miss Kim, our new Korean restaurant in Kerrytown, explained that, "Arriving only a few centuries ago, chiles have a fairly short history in Korean cuisine but Koreans really took a liking to them. They are featured prominently in the dishes at Miss Kim." The cultivar is a hybrid with no particular name, one they've developed to grow large and somewhat spicy. The Korean pepper is grown by a family company near Cheongsong, a well-known pepper growing region in the east.

ZINGERMAN'S CREAMERY

Match Maker, Match Maker, Make me a Match!

Miss Kim Meets her Match(a)...Gelato

The rumors are true. Miss Kim has hooked up with Zingerman's Creamery. The connection was too compelling to pass up. Together they've created one of the most intriguing new tastes in the ZCoB: delicious Miss Kim Matcha gelato. Made with the classic Matcha green tea from Japan (the powdered green tea used for the traditional tea ceremony), the gelato is a jewel—it tastes, and looks, terrific. Katie Jozwiak, manager at Miss Kim, describes it as "perfectly balanced. Not too bitter. You can taste the sweet cream. It's silky texture...it's got the tannins of the tea, but they're balanced by the sweet cream. I feel really refreshed after I eat it." I agree. Like everything else that comes out of the kitchen at Miss Kim and Zingerman's Creamery, there's an attention to detail that you don't usually find in the freezer aisle. Serve it at home with a bit of whipped cream, topped with a pinch of matcha tea powder. Memorable for its culinary contribution, its bright green color and for the creative conversations it's sure to provoke, this stuff is guaranteed to brighten up any dessert table!



Manchester Zingerman's Creamery's Award-Winning Cheese

The big news around here over the last few months is that in late July the Manchester won a second-place ribbon at the American Cheese Society's annual judging! Given that there are now over 2,000 cheeses entered every year, winning that sort of recognition is no small feat. Kudos to Aubrey Thomason, the managing partner, and all of the careful, quality-conscious crew at the Creamery for making such marvelous cheese for the rest of us to enjoy!

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

One of the country's leading artisan cheese retailers, Anne Saxelby, whose shop in the Essex St. Market in Manhattan is something special, says "Manchester has been known to make grown French chefs misty-eyed with nostalgia for their native St Marcellin...we've heard a few of them wax poetic about grand old fromageries slathering spoonfuls of the wonderfully gooey stuff onto toasted bread rubbed with shallots. Needless to say, the tart, creamy, and yeasty rounds of Manchester are French in inspiration, but American as apple pie in their making. The cheese is young, yet delightfully complex, having something to offer taste buds of all kinds. One of our all-time favorites at Saxelby Cheesemongers!"

Manchester is pretty great on its own or with toasted Roadhouse bread from the Bakehouse, walnuts, and dried fruit. Served at room temperature, its fluffy soft texture and slightly tangy flavor keep people coming back. Every time I see one out on a cheese board at a party we're catering, I watch people return time and time again for more!

Bellwether Farms Jersey Cow's Milk Ricotta

Luscious, hand-ladled ricotta from northern California

What can I say? I love this stuff. There are other good ricottas to be had in the US. But, as much as I appreciate them, I can't get past this one. I could eat it every day. Actually, I almost do. I'm not alone. Long time Bay Area food writer and well-known cheese aficionado Janet Fletcher wrote about Bellwether's work a while back—from her comments it was clear she'd had much the same sense of things as I did. "Several years ago, on vacation in Sicily," she said, "I took a daylong cooking class with Anna Tasca Lanza, the aristocratic proprietor of Regaleali, a venerable wine estate. I still recall one of the pasta dishes she made by tossing wild mustard greens with penne and the fresh sheep's-milk ricotta made on the premises. When I got home and tried to duplicate it, I didn't like the results because our domestic ricotta was so different. Sicilian ricotta, thinned with some of the pasta water, produced a creamy sauce with a creme fraiche taste. American ricotta was too sweet and grainy. Recently I made that recipe again, using a new cow's-milk ricotta from Sonoma County's Bellwether Farms. The dish tasted almost as if the Marchesa Tasca Lanza herself had made it."

Long time specialty food guru Darrell Corti from Sacramento told me years ago that "eating great fresh ricotta is like eating clouds" and I'll stand by his statement. The flavor and the texture are both right on. Light, fluffy. I could eat the Bellwether ricotta by the spoonful. It's excellent on toast, on pasta, in pasta (super great for stuffing ravioli or anything of that sort). Topped with a great honey, (the Deli has some amazing ones—try the new blackberry honey that just arrived from the Pacific Northwest) it's a fabulous dessert! What makes this one so different than all the other offerings on the market? "It's unique in a couple of ways," Liam told me. "We buy all of the milk from our neighbor just down the road from us. They milk all Jersey cows and feed mostly grass/silage grown on the farm. This ricotta gets its flavor and necessary acidity from being cultured rather than adding acid (vinegar, citric acid, etc.). I think this lets us have the best texture (really difficult to achieve because the Jersey milk is so high in protein) and by far the most flavor of any ricotta out there." As you can tell from all of the above, I agree fully.



ZINGERMAN'S DELICATESSEN

N'duja! Super Spicy, Spreadable Calabrian Style Salami

To get clear on the name, it's pronounced "en-Doo-yah". It's part of a little known subset of the Italian salami world called "salami dal spalmare," or "spreadable salamis." It's made by finely grinding pork fat and meat, seasoning it with lots of spicy Calabrian chiles, and then aging the paste in a casing.

Although American import laws make it illegal to import N'duja from Calabria, it is okay to import Calabrian N'duja makers. Antonio Fiasche is one of those. He's the fifth generation in his family to craft this special recipe on a regular basis. His grandfather still lives in Calabria. Antonio uses only pork from Berkshire hogs, a proprietary blend of five different chiles, and ages his N'duja for months. For this year's holiday season, Tony supplied us with special, old school, 25-pound versions—just for us. Like bigger loaves of bread and bigger forms of cheese, the giant N'duja ages to have a much fuller flavor and is an even more meltingly irresistible offering.

What do you do with N'duja? Almost anything really. Let it come to room temperature to soften a bit and let the full flavor come out. I spread it on toast. Add a spoonful or two to an omelet. More than anything I just eat it with bread and other antipasti—delicious! My personal favorite experiment is a bit of a Calabrian-American hybrid—a Roadhouse burger on a bun that's been spread on one side with a generous amount of N'duja, on the other with a bit of mayo, and then a small handful of fresh arugula leaves set on top. It's the Calabrian version of a burger with bacon. Man, is it good! If you like pork, you like spice, and you like to eat, N'duja might, no exaggeration, change your life.

Flory's Truckle Handcrafted Amish Cheddar from Missouri

I've been waiting to have this wonderful cheese from the American heartland here for years. And now it's arrived. I'm impressed anew with its excellence! If you like firm-textured, full flavored, nicely-aged cheeses as much as I do, I'm pretty confident you will, too.

In the small town of Jamesport, Missouri, Tim and Jennifer Flory raise ten children and a herd of about 30 Jersey cows, all of which come together to craft this marvelous cheese. The family makes its cheddars exclusively from their own herd's raw milk, cloth wraps them and then ages them for a fortnight. In old school English style, the 10 pound wheels are wrapped in cloth (which allows them to breathe as they age) and rubbed with lard, which prevents mold from forming. At that point, the wheels are driven north across the state line into Iowa to the Milton Creamery for maturing. Aging is generally for one year. Supply of this superb cheese is limited to the 50 or so wheels they make per week.

What makes Flory's Truckle so special? It makes me think of a mashup of aged English farmhouse cheddar, the flakiness of a great two-year-old farmhouse gouda, and the long buttery, nutty finish of one of those delicious Parmigiano Reggiano cheeses we now carry. It's a touch sweet but not too much so, nutty, a bit of brown butter, a pinch of fruit, maybe pineapple. A pretty terrific cheese that could well be the hit of your holiday entertaining!

Kenny's Cheese From Farmer to Cheese Maker

One of the best new cheese additions we've had in a long time, Kenny's cheeses have been amazing across the board! Good people making good cheese in a good place is pretty much always a recipe for excellence. We've been enjoying them on the cheese board at the Roadhouse for the last few months and I have a feeling these flavorful gems are going to appear in even more places in the months to come.

25 years ago, Kenny Mattingly was doing dairy farming in Barren County, Kentucky—closer to Nashville than to either of Kentucky's two best known towns (Louisville and Lexington). Kenny was concerned about the financial future of his chosen field (pun sort of not intended). But while most people just continue to worry and spread their anxiety around to others, Kenny decided to do something. Rather than stay with the shaky pricing of selling liquid milk he decided to move into what the farm world refers to as "added value"—he decided to figure out how to make cheese from the milk of his cows grazing on his 200-acre farm. Many try; Kenny has succeeded. We carry a range of cheeses from Kenny's but two stand out in my mind (and on my kitchen counter):

Kentucky Rose - One of the most delicious, mellow, but still super flavorful, semi-firm cheeses I've had in a long time. Super milky, creamy on the tongue as you eat it, on the mild side but remarkably complex. It's made from raw milk which boosts the complexity, and brings out the nuances of all that great milk from the farm's herd. A touch of cream is added to enrich it. Mild, it turns out, doesn't have to equal uninteresting. The Kentucky Rose is a friend to all—wine, fruit, salad, salami, bread (it's particularly wonderful with the True North bread), sandwiches. I don't think you can really go wrong with this one.

Blue Gouda - from the name, I'll admit to being slightly skeptical. But as we all know, judging anything on superficial characteristics will get us into trouble, and the same holds true here. The cheese is terrific. Fantastic full flavor—nutty, tangy, creamy—with a light bit of blue veining and a lovely softness, slightly crumbly texture. Top notch!

Zingerman's Potato Chips Superb spices, amazing results!

Superb spices and great local potatoes make for some pretty marvelous potato chips. A two-year project led by Deli chef and managing partner Rodger Bowser (along with Rick Strutz and Grace Singleton), these chips have taken the town (or at least the Zingerman's part of it) by storm! The big bags are here by popular demand—we had people eating two small ones with their lunch. Having world class spices from Épices de Cru in Montreal on the chips is taking them to a whole 'nother level. We used them last week on a burger special at the Roadhouse - with Vella Monterey Jack topped with a healthy pile of Tellicherry black pepper chips and a side of ranch dressing. The crunch, the contrast of flavors between the freshly ground beef, the pepper and the potato was wonderful! I give Lay's credit for the slogan, but it's true here, too—you really can't eat just one! And yes, you absolutely, totally, can really taste the difference!

Honey Vinegar from Italy Sweeten your salads with this traditional treat from the mountains of northern Italy!

Most of what's sold out in the world as "honey vinegar" is simply vinegar to which honey has been added. Not evil, but definitely not what tried and true traditionalists like me are looking for. We want the real thing, not something sweetened enough to pass for it. Thanks to Andrea Paternoster, we can take a pass on all the imposters.

What Italians call "fir tree honey," or melata, is known in English as "honeydew." No relation to the melon we're all used to over here, it's actually the natural sap that comes out of the tree. Gathered in the north, in the Trentino region. The finished vinegar is delicious. It has an amber color and ambitious flavor that's superfine on salads, with vinegared fish (an old Roman Jewish tradition), on fruit salads. Great with olive oil and anchovies.

Askinosie's Amazing Amazonia 72% Chocolate From the Cloud Forest

I've loved Shawn Askinosie's chocolate from the very time I tasted it, probably ten or twelve years ago. It is, literally, always excellent. I've loved Shawn Askinosie for almost as long (I 'met' the chocolate before I met the man). Over the last decade we've become good friends. Shawn's passion, his pursuit of excellence in everything from his chocolate to his choices about how to help the cacao growers from whom he buys to improve their lives, is inspiring.

When Shawn told me that this new bar might be his best ever, I listened. And acted. Ten minutes after he told me, I was tasting it at the Roadhouse where it had already arrived. It was terrific. A dark, delicious, anything but mainstream, exceptionally excellent piece of chocolate. This is a dark chocolate lover's dark chocolate. Something special for those who like the complex, the tannins, the delicate bitterness that makes great dark chocolate so delicious.

The cacao for this comes from Ecuador, near the Peruvian border. "The most beautiful thing," Shawn told me, "is that it's in the cloud forest. There are waterfalls everywhere. It's incredible. It's the first time I've ever seen coffee and cacao intercropped. It's uncommon because cacao needs more heat." They also intercrop with lime, mandarin and plantain. The farms are on terraces because they're living on the side of the mountains. "It's just a beautiful place." And a beautiful piece of chocolate.

A lighter roast and relatively short conching time keep the chocolate down to earth and excellent. It's not overly refined or fancy—just delicious. Big and round, murky and magical. Long, super-clean finish, like a big red wine. Nice tannins that stay with you like a good cup of black tea.

To read more about Shawn's and his work with cocoa farmers, visit zob.me/askinosie

Martelli Maccheroni Marvelous Macaroni from Tuscany

OK, show of hands—how many of you have tasted this stuff? If you've tried it, you're probably already convinced. If you didn't raise your hand, read on. And then try it. To quote Corby Kummer writing in *The Atlantic Monthly* a while back, "You should buy or order Martelli at least once, if only to have a standard against which to judge other dried pasta." If you want to know what the Martellis do to make their pasta so special, the simple answer is a very honest, "Everything!"

From mixing all the way through to the packing, only Martelli family members work on the pasta. You can't miss the bright yellow bags. The Martellis make only five shapes: Spaghetti, Spaghettini, Maccheroni, Penne, and Rigatoni. The maccheroni makes THE BEST macaroni and cheese. So good, in fact, that we've been using it at the Roadhouse now for fourteen straight years! Since the Martelli's only pack their pasta in retail-sized bags, we open dozens of them every day. I can't say for sure, but I have a feeling that we're the only restaurant in the country that uses Martelli maccheroni for its every day mac and cheese.

At home, we cook Martelli maccheroni with great regularity. When I'm having a rough day, one of my favorite comfort meals is a bowl of just-cooked Martelli maccheroni (al dente!), dressed with some very good olive oil, a lot of Parmigiano Reggiano and a healthy dose of freshly ground Tellicherry black pepper. Oh yeah, don't forget to add a spoonful or two of the Bellwether Ricotta, too!

...continued on page 4



you really can taste the difference!

3

Castelas Aglandou Olive Oil

Exceptional, bold green oil from the South of France

One of my favorite oils of the year comes, in limited quantities, from Provence, in the far southeast corner of the country. The olive tradition is an old one there—ancient Greeks and Romans both ruled the region, and planted olive trees all over the place.

The connection between the past and the present prevails at the Castelas farm. A high-tech engineer by training, Jean-Benoit Hugues has done great work to make a modern oil of marvelous quality, all the while working to respect, honor, and keep alive the history in which Provence is so firmly rooted. He and his wife have just shy of 300 acres of olives growing. Some are centuries old; others newly planted from grafts of old trees.

One of his first—and I would suggest most significant—acts was to put in his own modern press. Most French olives were typically pressed in community mills, which A) slowed the process down and B) reduced quality significantly. "By having our own press," Jean says with pride, "we emancipate ourselves from the big mills." While single-estate oils have become quite common in Italy, they're still very rare in France.

Castelas uses four olives: Aglandou, Salonenque, Verdal, Grossane. The oil is unfiltered, the old way of doing things, to preserve as much of the natural flavor as possible. It's stored in nitrogen tanks and bottling takes place only when orders come in, in order to protect the oil from light and air for as long as possible.

The Castelas oil is the type of oil I fall for every time. Big flavor. Green, grassy, peppery, with undertones of artichoke and tomato leaf. I love it! If you like bold green oils as much as I do, it could quickly become one of your favorites. Toss on some chopped fresh herbs if you like, or break up a bit of fresh goat cheese to melt on top. It's great on salads, excellent on full flavored fish, really good on roasted or steamed vegetables of pretty much any sort. "My idea of a TV dinner," Jean said, "is really good goat cheese, good bread, good olive oil and some red wine." Hard to argue with that.



Autentico: Cooking Italian, the Authentic Way

An authentic exploration of amazing Italian flavors by one of the world's most remarkable researchers

One of my most-awaited books in a long time! Rolando Beramendi scores high on my list on all counts. He's an incredible cook; he has a fantastic palate; he consistently sources superb products; and most importantly, he's a wonderful, generous and genuine human being. This book shares Rolando's story and the story of the incredible people whose products he's been importing for us and others for decades now. It is, without question, authentic in every aspect.

Although few in the public will have heard of him, the reality is that Rolando has had an enormous impact on the state of the American food world. His fingerprints are all over our businesses here at Zingerman's, and I know we're not alone. If you love the great artisan foods of Italy and you live in the U.S., it's highly likely that you've eaten something that was available solely because of his efforts. Long before super-markets sold extra virgin olive oil, or Balsamic vinegar was a staple at dinner, Rolando was working to bring American eaters the truly remarkable, little understood, but amazing to eat, traditional foods of Italy. Twenty-five years ago, when Chez Panisse, Dean & DeLuca, Zingerman's and others were only in their organizational infancy, Rolando was already actively sourcing and supplying those in the know with exceptional single-estate olive oils, artisan pasta, authentic balsamic vinegar, varietal honeys, sauces, and so much more. Without question, Rolando's contribution to the industry has been huge. We would not be eating as well as we are! The depth of knowledge of Italian food is surpassed only by his passion, humility, sense of humor and care for both the artisans who make the food and the people who consume it.

It's a beautiful book filled with beautiful spirit and superb recipes. If you want to eat well without having to do a ton of work, if you want to learn a lot, laugh a lot, smile and shed a few tears, buy this book!!

TWO OPPORTUNITIES TO MEET ROLANDO

The core of the Chanukah story (the miracle of the holy oil that burned for eight days) is about new harvest olive oil. So how could we pass up this timing—Rolando, his new book, the arrival of the new harvest olio nuovo, and Erev Chanukah? Answer: we couldn't! Come meet Rolando, taste some great food and get autographed copies of this beautiful new book!

Rustichella pasta (in the brown bag), olive oils, vinegar, honeys... Rolando's impeccable taste and insistently generous support has contributed enormously to the quality of our offerings, and through us, a whole lot of folks good eating! Join us at the Deli to celebrate the release of Autentico! Rolando will regale attendees with amazing stories, incredible cooking tips and, of course, a whole array of terrific tastes. If you like authentic Italian, good storytelling and good eating, you will not want to miss this evening! For more information on events with Rolando, head over to our Events Calendar on page 14 and 15.

Cappezzana Olive Oil from Tuscany

New Oil from the 2017 Harvest Starts to Hit the Shelves

Back when we opened in the Deli in 1982, extra virgin olive oil was almost unknown in Ann Arbor. Happily, that situation has changed drastically. Today, pretty much anyone in town who likes to eat well will know of it. And many will have some sitting in their cabinet or on their counter for regular use. Of course, in Italy, great olive oil is not new news! It's been highly prized since before the Romans ruled the peninsula. In modern times, Marcella Hazan said, "No other ingredient is so critical to the good taste of Italian cooking." Food writer and chef Pino Luongo once said great olive is "like a heavenly coat."

With olive oil in mind, one of my favorite parts of the food year is about to arrive! The new season's olive oils are scheduled to arrive in Ann Arbor in limited quantities in early December. One of my favorites is this excellent peppery oil from Tuscany. My first encounter with it came in a conversation with food writer Faith Willinger on a visit to Florence many years ago. "One of the best of the traditionally made oils left in Tuscany," she said at the time. It remains so today.

The Cappezzana estate has been making fine wines and extra virgin olive oil since the beginning of the ninth century. Nearly 1200 years later, Cappezzana olive oil remains full-flavored, peppery, green and delicious. It's big and bold and beautiful. They've continually brought in new technology where appropriate to keep quality levels at their peak, while sticking to the traditional approaches that keep olive oil flavor high, like wider tree spacing. Olives are picked by hand and brought to the press, usually within 12 hours. They use a typical Tuscan blend of Frantoio and Moraiolo varieties. All of which adds up to a great oil that continues to win accolades here in North America and around the world. Recently, food writer David Rosengarten described Cappezzana oil as, "Subtle glint of green. Perfect Tuscan nose; the palate is a beautiful silk. It would be dreamy drizzled on medium flavor grills, like veal or chicken." Writer and oil expert Nancy Harmon Jenkins almost always has Cappezzana at or near the top of her list of favorites.

Remember that olio nuovo—i.e., "new oil"—is going to be particularly peppery, full flavored and delicious. This isn't something you can wait until Spring to try. You have to get it now while the oil is at its peak of pepperiness. The same bottle of oil later this year will still be good, but markedly less peppery. This year we're lucky to get any at all. "The harvest is going to be at least 40% less than normal due to the terrible drought that we had from May until September," Rolando wrote me. "It's a miracle the olives survived!"

Serve it over a Tuscan bean salad, a fresh plate of freshly picked lettuces, drizzle it onto a bowl of steaming bean soup, or pour it onto freshly steamed new potatoes. Or, of course, on bruschetta (or as they call it in Tuscany, fettunta)—Bakehouse bread (farm or Paesano would be great) toasted, rubbed with a clove of fresh garlic and then a generous dose of oil. Add a small sprinkle of sea salt if you like.

Alfa Alfa Honey

The honey collection of the Italian artisan company Mieli Thun is really something to behold. They have probably two dozen different varietal honeys—each from a different blossom, gathered in the appropriate region of Italy. Really, every one of their honeys are amazing. Their carrot blossom, the coriander, the cardo, the dandelion...you will not go wrong with any of them. In fact, if you have a friend who's really, really, abnormally fond of honey, you will literally blow their mind if you buy them a set of four or five of these terrific offerings. Each is excellent and has its own unique flavor and aroma. Depending on what blossoms the bees are gathering pollen from, the honey in the hive will have a different flavor, color, aroma and texture. The artisan beekeeper's work is essentially to shift the hive to be close to the source of pollination preferred for that time of year. From month to month, from meadow to mountain, from region to region, even between two beekeepers in the same region, the honeys will have different tastes.

The label on this one reads "Alfa Alfa," which I kind of think is an incorrect Italianization of "alfalfa." It's not a translation though—every time I look up "alfalfa" in an online English-Italian dictionary it says "erba medica." But, if this honey is top of mind right now then maybe "alfa alfa" is more true than it was meant to be? The top of the list? The best of the best? At least for this year, it is indeed one of my favorites! Name jokes aside, this stuff is something to be taken seriously. It's definitely one of the most enticing honeys I've had in a long time. This honey, made by bees feasting on tiny blue alfalfa blossoms, is lovely, elegant and exceptionally delicious.

Mieli Thun has been around for almost a century, ever since Andrea Paternoster started to gather honey from his own hives in 1921 in his home region of Trentino-Alto Adige. That's where I first tried the Mieli Thun honeys—I went down to the market at something like 6:30 in the morning, and sat down with Andrea Paternoster's grandson, also known as Andrea. We tasted through their entire range. I was impressed then, and I remain impressed today. Together the Mieli Thun offerings tell the story of what old school, carefully harvested varietal honey is all about.



NEW PAMPHLETS

Released Just in Time for the Holidays!

Four single essay releases from Ari's Guides to Good Leading are just back from the printer! Great gifts for anyone who you know likes to read, likes to challenge their old ways of thinking and loves to learn. All the pamphlets are designed and printed right here in town.

Secret #43.5 What I Believe About Anarchism and Business; Free Thinking and Caring Community in Action

I explore how anarchism and progressive business overlap. Guaranteed to get you thinking in new, productively revolutionary ways.

The Art of Business, or Why I Want to Be an Artist

What if everyone in the world appreciated the little things in their lives the way a painter takes in the nuances of nature? What if everyone paid as much attention to their rhythm as a jazz musician? What if people all put as much thought into the care and placement of every word as great poets? The world would be a more creative, caring and constructive place. Best of all, anyone can do it!

My Beliefs About Cooking

Ever wonder about the food philosophy that has helped make Zingerman's what it is? The belief that everyone can learn to cook great food; that everyone can learn to taste the difference between great food and bad; that simple dishes prepared with world class ingredients make for some really wonderful eating. As Buddhist beat poet Gary Snyder said after visiting, "Zingerman's is a remarkable synthesis of the old and the new, the elite and the populist. I loved it!"

Ari Weintraub
Ari Weintraub
Zingerman's
Co-Founding Partner

Read about more of Ari's favorites on our blog zcob.me/aris-favorite-things

SAMPLE WHAT YOU'VE JUST READ ABOUT!

Ari's top picks tastings

Dec. 6th and 20th 6:30-8:30pm \$50/person

Need ideas for holiday shopping? Or just want an excuse to try delicious foods and hear Ari's food wisdom? Come to one of two seatings for Ari's Top Picks Tastings at Zingerman's Delicatessen in December (6th and 20th), and get a 20 percent off coupon to use after the event. Ari will lead us through exploring and sampling nearly 30 of the fantastic finds, some of which he wrote about in this very edition of the Zingerman's newsletter. It will be a night of storytelling and tastebud euphoria. Sign up early—this one always sells out!



Book your spot at events.zingermanscommunity.com



Culinary Archaeologist ROLANDO BERAMENDI

TUESDAY, DECEMBER 12TH 7:00PM \$75/PERSON

Rolando Beramendi will introduce us to a new world of Old World Flavors at Zingerman's Roadhouse!

Join us as culinary archaeologist, chef, and cookbook author Rolando Beramendi connects us with centuries-old food traditions. Also a food importer, he has been bringing genuine flavors of Italy to Americans through his company Manicaretti since 1988. By sourcing regional, artisanal ingredients, Rolando is sustaining small producers who make the highest quality product by connecting them with the U.S. market.

While Italian cuisine has become an American staple, the integrity of its preparation has been lost in translation. Rolando's new cookbook, *Autentico: Cooking Italian, the Authentic Way*, transports us across history to capture what has been lost. With his culinary masterpiece, Rolando has been instrumental in preserving the use of great-tasting products and classic cooking methods of farms and kitchens across Italy for generations.

Says Rolando, "When I think of Italy, I think of fantastic meals at my grandmother's dinner table where the food and wine created a sense of sharing at the table. We're turning strangers into friends across the table. That's my greatest pleasure."

The Roadhouse looks forward to introducing Rolando's new cookbook, which will be available for purchase and autograph. Guided by Rolando's expertise, we will explore dishes from this amazing book as they were meant to be tasted: simple, full-flavored, and autentico.

Purchase your tickets today at [zingermansroadhouse.com!](http://zingermansroadhouse.com)

Zingerman's Roadhouse Thanksgiving Meals-To-Go

Take the work out of your Thanksgiving holiday—let the Roadhouse do the work for you and all you have to do is reheat! We've got plenty of package deals, fixings and desserts to choose from. Best of all, our Thanksgiving meals feature Coffee Spiced Smoked Turkeys, named "the greatest turkey recipe in the history of Thanksgiving" by Esquire.

Before pit-smoking, we rub each turkey with our exclusive Coffee Spice Rub, an earthy, intense mix of Roadhouse Joe coffee, urfa pepper, ground clove, and Tellicherry black pepper from Épices de Cru. The turkeys are moist, smoky, deliciously tender and full-flavored.

[View the full menu at zingermansroadhouse.com](http://zingermansroadhouse.com)



Available for pick up:
Tues, Nov. 21st, Wed, Nov. 22nd, and Fri, Nov. 24th

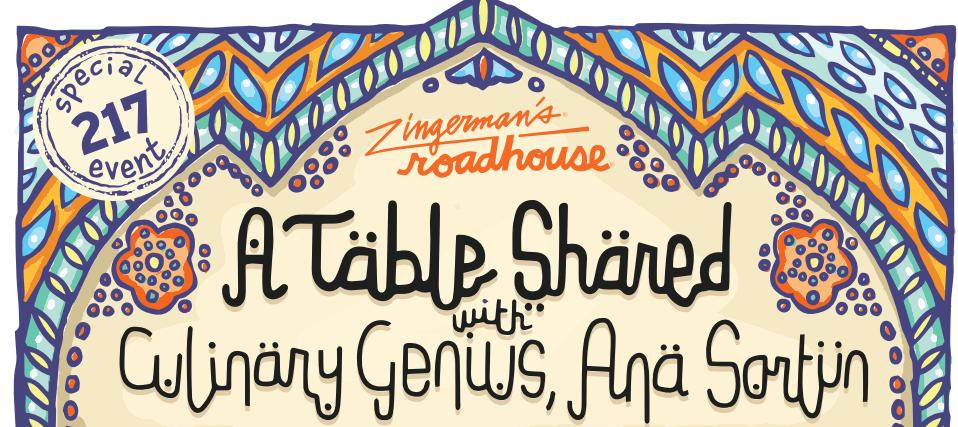
call 734-663-3663 to place your order!

it's easy!
(You don't have to park or
get out of your car!)

#1 Order
(Call 48 hours ahead)

#2 Pick-up
(Drive up to the Roadshow)

#3 re-heat
& serve!
(We provide instructions!)



TUESDAY, NOVEMBER 14TH 7:00PM \$75/PERSON

Put a dash of spice into your November at our Arab American Special Dinner #217!

When Ana Sortun opened her third restaurant, Sarma, in Massachusetts in 2013, *Boston Magazine* lauded her a "culinary genius." We're pleased to announce that Ana will be bringing that brilliance and her Eastern Mediterranean fare to Zingerman's Roadhouse on November 14th.

After multiple visits to Turkey, the James Beard Award-winning chef became inspired to open her first restaurant, Oleana, in 2001. She is committed to using only the best ingredients to create her dishes, which take the traditional flavors of the Middle East to an approachable, yet evocative level of flavor.

Our dinner with Ana will feature cozy dishes from her cookbook *Soframiz*, a collaboration between the acclaimed chef and her talented baking business partner, Maura Kilpatrick. The book is illustrative of colorful Lebanese, Greek, and Turkish recipes from Sofra Bakery and Cafe in Cambridge, which the two opened together in 2008. Ana will be autographing copies of her book at this very special dinner—don't miss out on this opportunity to purchase your own signed copy!

Amazon.com calls *Soframiz* "A charming collection of 100 recipes...showcasing modern Middle Eastern spices and flavors with exotic yet accessible sweet and savory dishes geared toward everyday cooking and entertaining."

The word 'sofra' in Turkish is synonymous with hospitality and generosity. It can also refer to a table set for eating a meal. We certainly anticipate the delicacies Ana will bring to our table at the Roadhouse, including warm, buttery hummus with spicy beef and pine nuts. And what says hospitality more than butternut squash gozleme, a filled Turkish flatbread? The Roadhouse welcomes our friends and family for an incredible experience while we fill your plates with rich, generous flavors at this family-style dinner.

Purchase your tickets today at [zingermansroadhouse.com!](http://zingermansroadhouse.com)

HOLIDAY

celebrate with the roadhouse!

Planning your holiday party?
Book a private room at Zingerman's Roadhouse!

Let the Roadhouse help you make your holiday party special. We can create a classic roast dinner with all the fixin's, a fun holiday Hawaiian luau theme, a wassail cocktail hour, or our signature southern comfort classics. Whichever menu you choose, your guests are sure to have a jolly, happy time!

The Roadhouse staff delivers attentive and enthusiastic service to our guests every day. Private party service with Zingerman's Roadhouse is consistent, creative, attentive to your requests, and engaging for your guests.

We look forward to celebrating your holiday with you, and helping you to make it a memorable occasion.

Book your room today! Call 734-929-0331,
or email rhcatering@zingermans.com

*Room minimum and service charges may apply. Room space is limited.



you really can taste the difference!

ISSUE # 263 • NOV-DEC 2017

KimJang

THE ANNUAL TRADITION OF MAKING & SHARING KIMCHI WALKING THE LINE BETWEEN LIFE & DEATH

KimJang is the annual making and sharing of kimchi. It is an annual event that is at the very core of Korean community. In fact, in some ways almost the entire Korean year is marked by preparations for the annual ritual of KimJang. In spring, shrimp, anchovy and other seafood is set for salting and fermenting. In summer, sea salt is bought for the brine. In late summer, red chilli peppers are dried and ground into powder. Finally, in late autumn, or the tenth moon of the Korean Lunar Calendar, it's KimJang time! Communities coming together to work on the harvest and to make massive amounts of kimchi. Communities working hard together, all hands on deck, to ensure that every home has enough for the long, harsh winter to come.

"The collective practice of KimJang reaffirms Korean identity and is an excellent opportunity for strengthening family cooperation. KimJang is also an important reminder for many Koreans that human communities need to live in harmony with nature." UNESCO, on inducting KimJang into the Representative List of the Intangible Cultural Heritage of Humanity in 2013.

At Miss Kim, we're pretty passionate about kimchi and KimJang. In our minds, both are at the very core of what we're trying to do at Miss Kim—to respectfully represent the Korean cuisine and culture and honor Korean traditions. Kimchi is an inexorable part of the former and KimJang an inexorable part of the latter.

Chef Ji Hye Kim will tell you about KimJang, sharing her personal history and her studies of ancient Korean culture, as seen through her occasionally saucy, always salty, female-immigrant-in-the-kitchen lens!

Why is making kimchi during KimJang relatable to life and death?

JHYE KIM: The answer to that question starts in Rome. Yes. A story about kimchi and KimJang starts in Rome, Italy. Right before I opened the restaurant, I was living in an extended internship of sorts at the American Academy in Rome. The program was called the Rome Sustainable Food Project—Alice Waters' brainchild and a brilliant experience.

In that way that life works, one of my fellow travelers at the American Academy was a Korean-American woman—a painter who just happened to be deeply interested in food!

I'd impulsively made a small batch of kimchi for one of the interns who was leaving the program—and now I wanted to make more. My new-found friend and I decided we'd have our own little version of KimJang right there in Rome.

We got all the vegetables we needed from the amazing Mercato Esquilino in Piazza Vittorio. It is one of the largest markets in Rome and is sometimes called the immigrant's market because you can get just about everything there—from traditional Italian produce and delicacies to mangoes and avocados. Then we went to a Korean shop for the ingredients of the filling and we got down to making kimchi.

It was while we were chatting and making kimchi that she said to me: "When you're making, you have to walk the fine line between life and death." Those words really resonated with me. Today, we make kimchi at Miss Kim all the time and those words ring even truer. When you brine the cabbage, it is no longer fresh and alive—the real skill in making kimchi is to preserve the crunchiness that the leaves have when the cabbage is alive. In doing so, we prolong its life. Or you could say, we suspend its death.

When I think of the tradition of KimJang, I think it is also walking the fine line between life and death. It's a communal tradition that goes back so many centuries but it is also so individualistic—an ingenious form of self-expression while also creating community. But it is also a dying tradition. Making kimchi is really hard work—people don't have the time or energy for all the prepping, brining and dressing that the process requires. The family recipes that were the vehicles for that self expression are being lost.

But, I firmly believe that the tradition of KimJang still has the capacity to survive, and thrive! As long as kimchi remains an essential part of Korean cuisine, KimJang will have a way to be part of Korean culture. Much like we do with the food and our local ingredients at Miss Kim, I'd like to interpret the tradition of KimJang and keep it alive in the restaurant.

You mentioned individualism and family recipes. At least in the west, kimchi is most popularly thought of as one thing. That red condiment that is served with Korean food. Explain it to us.

JHK: When we say "in the West," we're talking about Napa Cabbage kimchi. That's the kimchi everyone thinks about when they think about Korean food. But kimchi in Korean food can be made of any number of salted and fermented vegetables. Kimchi is the idea of preserving vegetables when they are in season so that they can be eaten all year long. Just about every culture has this tradition of preservation to prepare for the winter months—be it vegetables, meats, or milk.

The most common and the most consumed form of kimchi, is indeed, Napa cabbage kimchi. KimJang occurs in late autumn because it's when the Napa cabbage and Mu radish are in season. But even within Napa cabbage kimchi, there are variations. Hundreds, if not thousands of recipes, varying by region, wealth, family and ultimately, the individual making the kimchi. Even when the ingredients are exactly the same, self-expression comes through the proportion of the ingredients. There are over 200 documented recipes for kimchi because every family does it differently.

My mother's kimchi was her signature. And it said a lot about her. She preferred to honor the flavors of the ingredients rather than subdue them with seasoning. That she came from a region of Korea (around Seoul) where they emphasize clean, subtle flavors, tend to serve smaller portions and have a keen eye for presentation. There's a definite regionality to kimchi. The farther south you go, the spicier, funkier and punchier the kimchi gets. The farther north you go, the milder it gets.

Tell us your very first memory of KimJang.

JHK: I remember my mother sitting in a room and kind of thinking out loud. It was the day before KimJang. Should we do 50 heads of cabbage or 100 heads of cabbage? My child brain might very well be embellishing or exaggerating those numbers but I was tiny back then—maybe 4 or 5 years old...

This was in Seoul. Back then we lived in an old fashioned house in one of the crowded, older neighborhoods. Our house was old and needed updating. My mother just about hated it, but I have a lot of great memories of that house. My mom's little outdoor area where she kept her fermented sauces and pastes—witches potions they looked like, with mold and floating bits—brewing in those rustic black pots of hers. Miso pastes, soy sauce, you name it. I remember the feeling of abundance that KimJang brought. There were so, so many heads of Napa cabbage. The kimchi was made outside on the veranda, not in the kitchen. All the women and all the cabbage wouldn't have fit in our kitchen!

I remember women coming to our house from the neighborhood. I remember them squatting in the yard. The piles and piles of Napa cabbage—heads cut in half. Brine. Drain. Make the filling separately. Fish sauce. Mu Radish—sweet and juicy from the cooler fall temperatures, unlike the spicier summer radish. Four or five women to a large mixing bowl—more like a big tub when I think about it.

I remember the vibrant colors. White. Purple. Green. Bright red plastic gloves bought by the dozen. All the women wearing them. I remember the searing red of the chile flakes—my mother would sun dry the chiles on picnic mats all summer while they were in season. But most of all, I remember the feeling of community. The laughing and talking. The hard, hard work. I remember how there was this unspoken but very tangible awareness that we would be eating what was being made for months and months and months.

What does KimJang mean to you?

JHK: Back then, when I was a little kid, what I recall is that KimJang was a lot of work but I didn't do any. I remember my mother, fingers glis-

tening with spices, popping these bite sized Napa cabbage wraps into my mouth. 'It's delicious,' she'd say, which was strange because it was that spicy, pungent, salty filling and cabbage. But I always obediently opened my mouth. Later we'd have it with braised pork belly for dinner.

I remember that when it was KimJang time, my mom didn't seem as stressed out as usual, even when she was planning it. She would catch me stealing the sweet mu radishes and eating them like Asian pears and teasingly warn me about the terrible flatulence it was going to give me.

And the social and cultural hierarchy didn't matter. They were all equals, hanging out and having fun."

hierarchy didn't matter. They were all equals, hanging out and having fun. I loved witnessing that and now I long to recreate it.

How has KimJang changed?

JHK: When I was in the second grade we moved from our traditional house in the old neighborhood to an apartment complex in a more modern neighborhood. We still did KimJang but the community thing was hard to pull off in an apartment complex. I don't remember those magical moments in the yard but I do remember this—I remember being asked to keep watch while my mom and my aunties [the biological variety and the neighborhood variety!] dug a hole in the flower beds of the apartment complex and buried these giant jars of kimchi (I could have fit in them) and then cover them with leaves.

The story of KimJang when we came to America? [laughs] It gets really sad. My mother worked 18 hours a day. She still did KimJang but it was completely different. Back in Seoul, during KimJang season, guys would appear in our neighborhood with pickup trucks and megaphones to announce their presence. My mom would go out and get our Napa cabbage from them. Or she would go to the largest vegetable market in Seoul to get the cabbage—imagine a farmer's market on steroids! Needless to say, this is not what happened once we moved to America. Instead, most Korean Americans we knew just drove a few miles to a Korean grocery store and bought jars of pre-made kimchi .

Even in Korea, there are now a million sources of pre-made kimchi—kimchi factories! And for the slightly more diligent or picky, thousands of sources of the components of kimchi. You can just make the filling at home and buy pre-brined cabbage.

No matter if in America or Korea, I cannot imagine my mother buying pre-made kimchi. She knows too well that the texture and flavor of kimchi is all in the brining, so even when we came to America, she still made our kimchi from scratch but it was not seasonal and definitely not as communal. She might have had help from my brother and shared it with my aunt but it didn't feel like the magical communal event we used to have when we were in Seoul.

You're hosting your own version of KimJang, MissKimJang, in the restaurant in November. What are you trying to do with it? What are you trying to make of it?

JHK: In some ways, we're trying to do the same thing that we do with the food. Honor Korean cuisine and tradition in our little corner of Michigan—with its signature seasons and produce. We try to study and read as much as we can so that we might understand the intent behind and evolution of the recipes and be able to thoughtfully interpret and evolve them for Michigan. We try to serve food that evokes feelings just as much as we're trying to authentically represent the flavors.

And I'd say, that's what we're trying to do with this annual tradition of MissKimJang. ☺


Gauri Thergaonkar
Marketing Specialist, Miss Kim

LETTERS FROM THE ZINGTRAIN SEMINAR OUTPOST



Although the days are getting colder and the sun seems to be spending its time shining elsewhere (Midwesterners, you understand!), we can't help but be in good spirits here at ZingTrain. We've had the opportunity to connect with many of you during our seminars, workshops and Speaker Series sessions, as well as on the road over the last few months. Between seeing old friends and making new ones, our hearts are full. It's been a big year in the Zingerman's Community of Businesses more broadly, as well! Zingerman's Deli celebrated its 35th anniversary and celebrations have taken place all year with a Street Fair, tastings galore and parties!

Another notable anniversary happened in September, marking the 25th year of Zingerman's Bakehouse. While most everyone knows that the Bakehouse is home to full-flavored, traditionally made breads and pastries, did you know that the bread department at Zingerman's Bakehouse was ZingTrain's first ever internal client? To learn more about what that experience was like and how ZingTrain helped systematize the training of new bakers, I sat down with Frank Carollo, founder, and Amy Emberling, co-managing partner of Zingerman's Bakehouse...

ZT: Let's hop in our DeLorean and travel back in time to 1992. Can you share a bit about the beginnings of Zingerman's Bakehouse?

Frank Carollo: In 1992, the Deli was ten years old, and at that time, Paul Saganin and Ari Weinzweig travelled around the world looking for producers of great, full-flavored, traditionally made food, including bread. Though they were buying the best bread they could find in the Ann Arbor/Detroit area, it didn't measure up to what they found when they travelled to the west coast and over to Europe. There were a lot of great bakeshops in the San Francisco area at the time, and so Ari spent some time eating his way through the various breads in Berkeley. It occurred to him that if Zingerman's was going to be able to offer the variety that he experienced out there, we would have to figure out a way to produce the breads ourselves! Upon returning, Ari and I sat down for coffee and talked about baking bread and I expressed my interest in helping. That was in March of 1992 and six months later, we began baking our own bread! Shortly after that, I realized that running the business was more complex than I thought, and Amy was one of the first people on board. She managed a few areas of the business including retail and pastry (in which she has formal training) and after moving abroad and later living in New York and getting her MBA, she came on board as co-managing partner! To give you a sense of where we started, we began baking a few dozen loaves of bread a day and today we're baking 10,000 baked goods each day!

ZT: How did the Bakehouse come to start working with ZingTrain? (At that time, ZingTrain had just gotten started and was in fact just Maggie Bayless, ZingTrain's managing partner!)

FC: When we first reached out to ZingTrain, our bread department had grown from a team of 8 (including myself) to 15-20 people, so ensuring consistency in the way things were done became harder — we needed ways to measure and check ourselves. Baking bread is a series of repetitive tasks, which if you're anything like me (a former engineer!) you consider it a blessing to do the same things every day. There are a series of skills everyone needs to be able to do competently in order to ensure consistency. Initially, we taught new hires how to bake bread by just having them observe. There were a lot of things that were communicated verbally but not documented. I had expectations and ideas about the way things should be done but actually implementing those systems — it's an easy thing to say but a hard thing to do.

ZT: Tell me a little bit about the plan that ZingTrain helped put in place for getting new hires trained and equipped for success.

FC: ZingTrain helped us think about what we wanted new hires to be able to do by when (and also how we would know if expectations were being met by their designated times) by one week, 30 days, 60 days, etc. I will say it was hard for us to get ideas out of our heads and onto paper. We had ideas about expectations, but actually articulating them was really hard. With a lot of coaching from ZingTrain, we were able to define how we wanted to train and what background we could give new hires to ensure their success here. The system we ended up with is Training Passports that are present throughout the Zingerman's Community of Businesses today.

ZT: Inquiring minds want to know — how did the roll out of the Training Passport go?

FC: Once we were able to get the expectations set and put into the passport format, we took it out on the baking floor and tested it out. We found it to be incredibly useful! One game changer for creating consistency and setting new bakers up for success was using tools to clarify expectations. For example, instead of saying "this sort of bread should be x inches long," we used a broomstick as a measurement tool.

We designated tick-marks on the stick for different breads — one mark for baguettes and others for various loaf sizes. This allowed even the newest employees to create a consistent product, one that looks the same as what we've been making for years. We still use the broomsticks today, some 20-odd years later!

emily here - the idea behind the training passport was and still is to present each new hire with a "Passport to Learning" that guides him/her through learning the skills and knowledge needed to be successful as a zingerman's employee.

ZT: What would you say was your biggest takeaway or learning from introducing Training Passports into the bread department?

FC: I came to realize that prior to rolling out the Training Passport, I was the master of unspoken expectations. One funny example of that which comes to mind is around starting times of the morning mixing shifts. The first person on shift, responsible for mixing the first doughs of the day, comes in early. At that time, the first dough was scheduled to start being mixed at 4:00AM (although now it's 2:30AM!) Back then, we would schedule the morning mixing shift to start at 4:00AM but let the employee know that they really needed to get in 15 minutes before their scheduled time to be on the floor and mixing by 4:00AM. I remember Maggie saying, "Why don't you just schedule them for 3:45AM?" It's funny, it was really hard for us to acknowledge that caveat. Squeezing clarity out of us was a really important contribution that ZingTrain made. It set our employees up for success because the expectation was documented. That desire to hit the ground running at the start time of a shift still carries over today!

ZT: Training Passports are alive and well throughout all departments at Zingerman's Bakehouse some 20 years later! How else does the Bakehouse work with ZingTrain these days?

FC: We've grown in size, that's for sure! We now have 150 people working here, with several managers. In addition to having the technical savvy, our managers need to be leaders — to understand the people in their department, communicate effectively, set expectations, etc. Amy and I want to be sure managers get the coaching and training they need to be successful in their roles. The 2-day Leading With Zing! seminar is one we've sent many of our managers to over the years. I myself have taken it four or five times now and each time a different component of the content has been relevant!

We're grateful to Frank and Amy for taking some time to talk about their work with us over the years! And we're excited to be able to celebrate their 25 years of business!

And if you need a place to stay warm over these cold winter months, please know you're always welcome to come and hunker down with us over some hot coffee or tea. We've got a great line-up of seminars and workshops in the next few months. We'd love to see you! ☺

 **Emily Sandellands**
ZingTrain Community Builder

FIRST ANNUAL
MISSKIMJANG

A Korean Tradition, a kimchi making class & a strolling dinner, all wrapped up in community, conversation and fun!

NOVEMBER 6, 2017, 6:00 PM
PRICE: \$75/PERSON
CAPACITY: 40 SEATS ONLY

JOIN US. WE CAN'T REVIVE THIS TRADITION WITHOUT YOU — OUR COMMUNITY



celebrating 35 years!

you really can taste the difference!™

Private events (December 4 + 11)

YOUR PEOPLE. YOUR IMAGINATION. OUR CHEF.
OUR RESTAURANT = AN UNFORGETTABLE CELEBRATION!

Our restaurant is closed on Mondays, but what if you could make it yours for the night? What if you could consult with Chef Ji Hye Kim to come up with the Korean menu of your dreams? Well, this is your moment! Set up that consult with Chef Ji Hye Kim. You can find her at jkim@zingermans.com or 734.275.0099.

Note: Pricing and the number of your people you can invite will vary with the menu and format you choose. You don't have to have all the answers — Chef Ji Hye and her team will guide you through designing your unforgettable celebration. All we ask is that you call us soon and you call us inspired!



Holiday Specials from:

**Zingerman's
BAKEHOUSE**

Cranberry Pecan

How do we pack so much flavor in 1 1/4 pounds? This is a dense loaf packed with dried cranberries and toasty pecans. It's a well-known phenomenon in our store that customers grab a sample of this on their way out; they might get as far as their car door, but they always come back in to buy a loaf. It's deliciously habit forming.

Available everyday in November & December.



Stollen

Our stollen, a traditional German Christmas bread, has an ingredient list that reads like a who's who of better baking - loads of sweet butter, toasted almonds, ultra-juicy Red Flame raisins, hand-cracked fresh eggs, candied orange and lemon peel—all caressed with Bacardi rum and real vanilla.

Available everyday in December.



Walnut Beigli

(Bay-glee) A Christmas staple in every house in Hungary. Buttery yeasted dough is lovingly hand-rolled around a sweet walnut filling. Hiding inside the cracked mahogany crust you'll find its trademark swirl.

Available everyday in December.



Bûche de Noël

Our version of the traditional French holiday dessert: a light vanilla cake rolled around walnut rum buttercream and covered in chocolate buttercream. It's decorated with hand-made edible sugar mushrooms, holly and freshly fallen snow.

Available everyday in December.



**Zingerman's
BAKEHOUSE**

special bakes

we have made some great specialty breads and pastries over the years that developed their own followings. we bring them back for a weekend here and there just for fun!



Pumpernickel Raisin Bread

11/3 & 11/4 • 12/8 & 12/9

Chewy, traditional pumpernickel bread with red flame raisins and sesame seeds. Great toasted with Zingerman's Creamery cream cheese.



Margaret's Sweet Wheat

11/10 & 11/11

100% organic whole wheat flour, local butter milk, Michigan honey and toasted sunflower seeds. This bread is so special Frank named it after his daughter.



Chernushka Rye

11/24 & 11/25

Chewy, traditional Jewish rye with chernushka seeds, also known as black caraway or nigella seeds. They give the loaf a peppery flavor.



Almond Poundcake

11/9-11/12

This little bundt cake is rich, moist and packed with flavor. Made with natural almond paste and real butter. Try it with a drizzle of raspberry sauce or topped with a scoop of coffee gelato from Zingerman's Creamery.



Pepper Bacon Farm

11/17 & 11/18 • 12/1 & 12/2

Everything is better with bacon, right? Check out applewood smoked bacon and black pepper in a crusty loaf of our signature farm bread. This is our most popular special bake.



Black Olive Farm

12/29 & 12/30

A crusty round of our signature farm bread studded with marinated black olives.



Cherry Scones

12/29-12/31

Made with sweet butter, flour, Guernsey Dairy cream and Michigan dried cherries.

reserve your special bakes today! call 734.761.2095

5 Reasons Why

Winter Weddings

are Gaining in Popularity
at Cornman Farms!

With its pastoral landscape, historic buildings, rustic charm and roaring fireplaces, Cornman Farms is one of our favorite spots for a cozy winter wedding. Here are 5 reasons to consider a winter wedding in Michigan.

- 1. GET THE PARTY STARTED EARLY** With the sun setting earlier people will embrace the party atmosphere a bit sooner, so you have more time to celebrate and dance the night away!
- 2. DÉCOR** Embrace the holiday spirit and all that winter has to offer. There is nothing more romantic than wood burning fireplaces, hot toddies and mulled wine, twinkling tea lights and greenery galore! This is the perfect time of year for couples who wish to have smaller weddings and embrace the coziness of winter.
- 3. PHOTOGRAPHY** Winter light presents unique opportunities and some of the most beautiful light for photography. While the air is cold, the light is warm and landscapes glow with deep blue shadows and golden highlights. Bundle up with your winter stole and dedicate some time for outdoor photography. The results will be magical!
- 4. MAKE YOUR MONEY GO FURTHER** This is a bit of a trade secret, but you will find that vendors and wedding venues tend to offer much better rates starting in November. Additionally, you will find that your dream venue and band have more availability and dates to choose from! You can plan your dream wedding on a more conservative budget.
- 5. HONEYMOON HOT SPOT** There is no better time to plan a beach honeymoon than in the winter months. After an intimate winter wedding, escape to your favorite beach destination to soak up the sun and relax. If you are getting married around the holidays you may be able to take advantage of your days off and add a few extra to your trip!



MONTHLY SPECIALS

NOVEMBER

POMANDER MOCHA

Our classic mocha, made with natural Calder milk, our signature espresso blend, premium quality dark Belgian chocolate chips melted, and a splash of pure orange oil to give it an aromatic but subtle citrus twist.



DECEMBER

EGGNOG CORTADO

A Spanish favorite combined with a holiday classic. We combine 4 ounces of pure Calder eggnog with 2 shots of espresso for a creamy warm hug of a drink.



NOVEMBER+DECEMBER

HOLIDAY BLEND



When we developed this year's Holiday Blend, we started with our favorite estate coffees from Central and South America. For complexity and balance, we added a bit of a small-lot coffee from Myanmar. The resulting blend has a rich, dark chocolate character with a smooth body and hints of fruit.

We think it's the kind of coffee you can drink day or night, at breakfast or with dessert, indoors, outdoors, with family and friends, or just by itself, as you sit fireside wrapped in a blanket. You and your coffee, comfort and joy.



cheese of the month

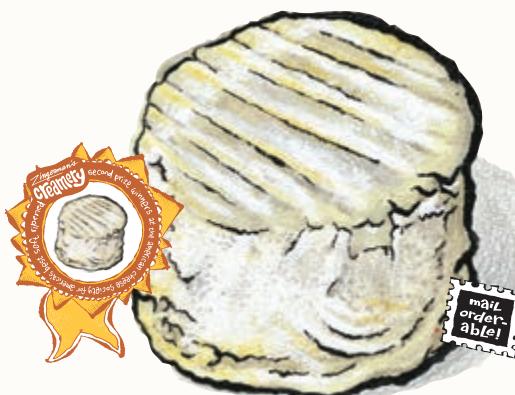


EST. 2012
C R E A M T O P
S H O P



NOVEMBER detroit St. brick

2006, 2007, 2012 American Cheese Society Winner. The Detroit Street Brick draws its name from the famed brick street in front of Zingerman's Delicatessen. This goat cheese is aged from two to five weeks and is generously studded with fresh cracked green peppercorns and a soft velvet coat. Beginning as a dense, slightly crumbly cheese with a bright lemony tang, the Detroit Street Brick develops a savory and spicy quality over time that gives the cheese an amazing earthiness and a dark ivory color with flecks of pepper throughout.



DECEMBER manchester family

Manchester, Pere Marquette, Manistique, Washtenaw, Grand Traverse
Gentle pasteurization and a slow-culturing process allow the sumptuous flavors of the local milk we use to make the Manchester shine. Featuring a luscious creamline just beneath a thin, wrinkly geotrichum candidum rind, the dense and slightly earthy paste begins as a fudge-like texture upon first release and evolves to an ooey-gooey decadent treat once aged beyond two months.

The Manistique showcases our Manchester wrapped in cabbage leaves. Aside from the unique visual appeal, the cabbage enhances its floral and complex notes and helps break down the cheese to a luscious, dense texture as it ages. The end result is a ridiculously creamy, full-flavored cheese.

The Pére Marquette is an homage to the classic French St. Felicien. Conditioning this cheese inside a terracotta crock develops a luscious texture that continues to develop over time, eventually becoming almost completely liquid and ridiculously rich. There are plenty of things you can do with this cheese, but our favorite is to put it on a table with some sliced baguette, dust its top with a little bit of table sugar, hit it with a brulee torch, and then just let nature take its course.

The Grand Traverse is our homage to our great region. Michigan dried cherries soaked in a semi-dry Michigan Riesling coat the outside of the Manchester. The wine and cherry syrup created by the maceration of the fruit in the wine soaks into the rind of the cheese. This decadent treat will be the star of your holiday table.

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



you really can taste the difference!™

ISSUE # 263 • NOV-DEC 2017

TOP Holiday Gifts from zingermans.com

Make the holidays more delicious by sending the gift of Zingerman's. We ship food anywhere in the US. Sending a Zingerman's gift is guaranteed to make you the most popular gift giver of the season.

christmas goodies gift box

Make everyone jealous by sending our round wooden gift box filled with a Zzang handmade candy bar, our mini Hot Cocoa Coffee Cake, Spanish Chocolate Covered Figs, a half pound of our Nor'easter Cheddar, a small Zingerman's Stollen, Spiced Pecans, and a box of Zingerman's Pfeffernüsse Cookies.

Lebkuchen

This traditional German Christmas cookie recipe dates back to Medieval times and has many steps. The dough is made from almond and hazelnut flours, whole almonds, egg whites, honey, marzipan and a bevy of spices. The dense dough rests for nearly a day before heading to the oven. The finished cookies are hand glazed and studded with almonds (classic variety) or cloaked in dark chocolate.

You will find three classic and two chocolate cookies in this fire engine red tin. Each is about four inches across and an inch tall. They're thick, moist, slightly spicy, sweet and very nutty. The consistency is a cross between cake and marzipan, making them the perfect after dinner treat with coffee or tea. Although traditionally intended to keep for months, I think these sweet, spicy, nutty treats will only last a few days (or hours!) at your house. A cookie with history, a perfect gift for anyone on your list.

edible chocolate box

Special for Chanukah. Chuck Siegel and his team at Charles Chocolates in San Francisco have created a box of chocolates so delicious, even the box is a treat.

Inside are eighteen assorted hand-made confections: a mix of fleur de sel caramels, milk chocolate peanut butterflies, pistachio lemon clusters, milk chocolate caramels, espresso caramels, poire William caramels, bittersweet chocolate peanut butterflies, and bittersweet fleur de sel caramels. They're delectable all by themselves.

But the striking box holding the truffles is made of solid chocolate that's just as tasty. The lid is made of dark chocolate and decorated with an elegant menorah. A stunning gift for any sweets lover. Awesome for kids and adults alike.

Pecan Smoked hams

The meat masters at Smoking Goose in Indianapolis start this ham with heritage Duroc-breed pork from Gunthorp Farms in northern Indiana. The pigs are raised out on pasture with plenty of room to roam, and they're never given antibiotics or hormones. The hams are cured with pepper, coriander, mustard seed, honey, bay leaf and Shelby Blue Ribbon Cider, a strawberry-rhubarb cider from New Day Meadery in Indianapolis. They're smoked over pecan wood.

The flavor is a knockout. Sweet and complex, with a smooth smokiness that lingers long after you put down your fork. The hams are fully cooked and ready to eat right away. Most people simply heat them up and they're ready to be the centerpiece for a big meal.

A Zingerman's exclusive, available only for the holiday season. Boneless, unsliced, shipped frozen and may take a day to defrost.

custom boxes

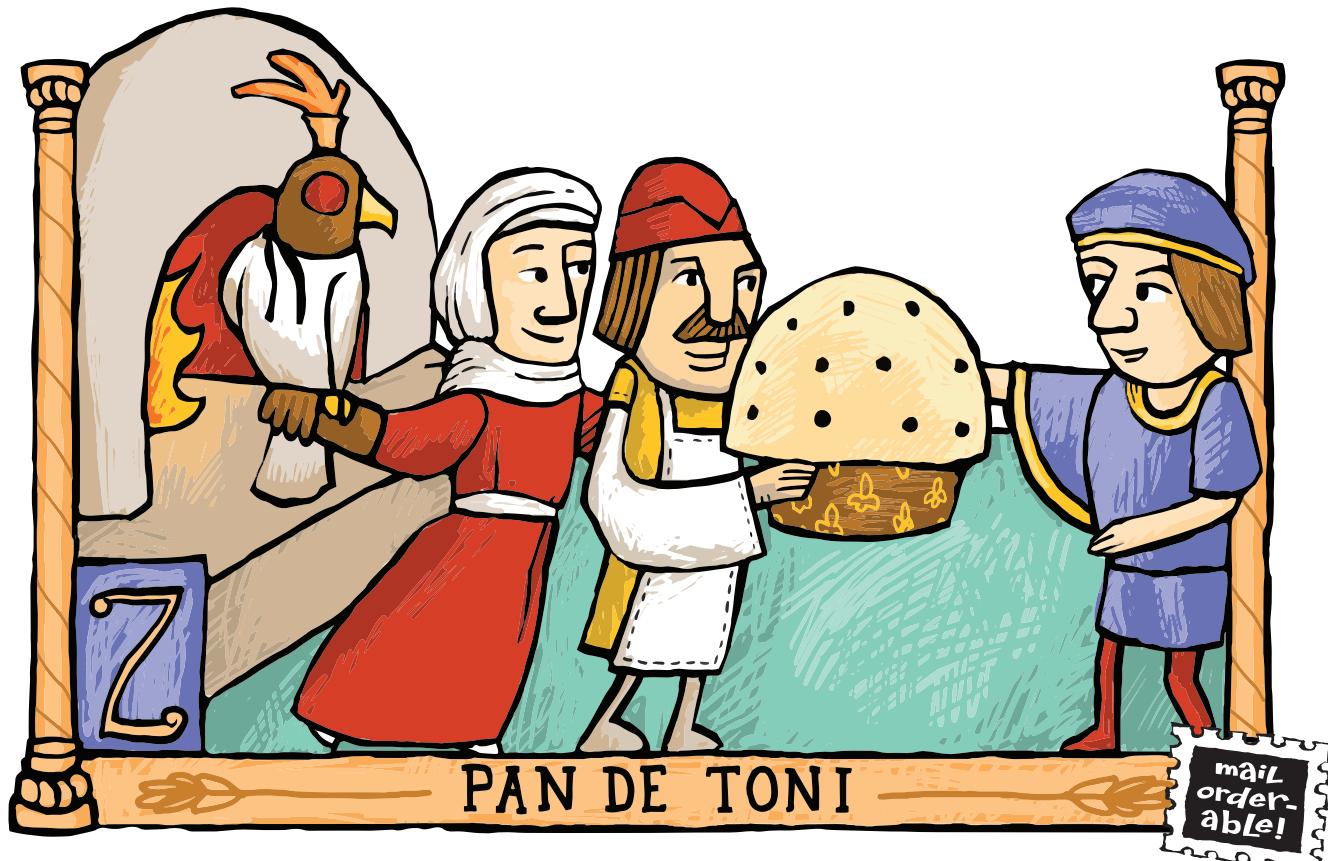
Want to put together a customized assortment of pastries, coffee cakes, gelato, cheeses, or more? Our website has a couple dozen totally customizable gift boxes to fit every palate—and budget—to put together the perfect gift for even the pickiest eater on your list.

Wanna get even more custom? Awesome! We make every single one of our gift boxes from scratch after you order it, which means we can customize everything like crazy. Shipping to a vegetarian? We can swap out that salami! Worried about a nut allergy? We can make sure to only include nut-free foods! Just give us a call and we'll set you up with the customized gift of your dreams.

Find the full offerings online at zingermans.com or give us a call to chat about our favorites at 1-888-636-8162.

Zingerman's® mail order

THE FEED THE SECRET LIFE OF AMAZING FOOD AT ZINGERMAN'S



There are plenty of stories about the origins of panettone, Italy's most famous Christmas dessert, but the most romantic is this:



nce upon a time in Milan, a poor baker named Antonio had a beautiful daughter who caught the eye of a local nobleman. When Antonio's bakery was in danger of going out of business, the nobleman sold his most prized possession—his falcons, the sports car of pre-industrial barons—in order to pay for Antonio's ingredients to make a special bread for Christmas. The new bread was the talk of the town. It was so successful that the bakery was saved, and in gratitude the baker's daughter married the nobleman and they lived happily ever after.

Importantly for us, Antonio's recipe caught on. Italians have been eating Tony's bread—"Pan de Toni," eventually strung together into "panettone"—at Christmas ever since.

TODAY, PANETTONE IS THE CHRISTMAS DESSERT OF ITALY
Italians say they know Christmas is soon when the panettone starts showing up in shop windows and on cafe menus. And there's lots of it. Each year nearly 120 million are baked. That's for a population of about 60 million Italians. Let's think about that for a minute. One foot-wide panettone is more than enough for a family to share with plenty of leftovers. And yet there are two made for every person in the country.

Antonio's tale aside, the panettone we know today—and its status as Italy's ubiquitous Christmas dessert—is thanks to the work of Milanese baker Angelo Motta. In 1919, when Motta opened his first bakery, panettone was still only known in Milan. It was more or less a regular round loaf of bread, a little sweet, seasoned with candied fruit and citrus, not all that rich. Motta tweaked the recipe and created the cake we know today. The first change he made was to leaven the cake with a natural starter, like the kind that would be used for a sourdough bread. In addition to giving the panettone a fluffy, pillow-like texture, the natural starter also allows the panettone to keep for weeks and still taste fresh. Motta also added a lot more butter to his panettone, inspired by the rich kulich bread he made for Easter for the Russian community in Milan. The additional fat weighed down the dough, so Motta began baking his panettone in tall, narrow paper pans, creating the high-rising shape we know today. He packaged his new tall cakes in beautifully designed cartons. They were an overnight success. Within a decade his four bakeries weren't enough to keep up with demand so he opened a factory. Other Milanese bakers took notice and started growing their own production. In particular, a baker named Gioacchino Alemagna became so popular as to challenge Motta's panettone preeminence. For the next several decades, Motta and Alemagna were known

throughout Milan as rivals. The Milanese took sides as to whose panettone was best. Both bakeries commissioned artists to produce gorgeous advertisement posters. Production grew, costs went down, and their rivalry fueled advertising campaigns further afield. Before long, panettone took over the country as the Christmas cake of choice. Today, more than half of it is sold in southern Italy—the opposite end of the country from Milan.

In Antonio's day, the hot new trends in the medieval confectionary world were luxuries brought back to Europe by the crusaders: citrus and sugar. Citrus was so precious that in order to not waste any bit of it, the peels were commonly candied. The addition of candied fruit pops up in Christmas sweets across medieval Europe: stollen in Dresden, panforte in Siena, fruitcake in England. Today, the most traditional panettone still contains plenty of candied fruit and citrus peel. But over the last several decades it seems just about every in-vogue flavor has shown up in panettone, from marrons glacés to beer. In addition to a traditional panettone, this holiday we have one with chocolate and figs, one laced with syrupy ribbons of balsamic, and a pair made with olive oil pressed with citrus: lemon and orange.

PANETTONE IS ONE OF THOSE FOODS WHERE EVERY ITALIAN FAMILY HAS THEIR OWN WAY OF EATING IT

One of my favorites dates back at least 500 years, to the Duke of Milan, where the head of the household cuts three large pieces and then every member of the family eats a bit of each piece for good luck. I know a family that likes to cut the top off their panettone, scoop out (but not discard!) the inside, fill it up with homemade whipped cream, then put the top back on. When they go to serve the cake it looks normal, but the cream hidden inside is a sumptuous surprise. And our purchasing manager, Joe, likes to make his panettone into super luscious French toast.

Panettone makes a beautiful addition to a holiday spread. This year we're digging lemon panettone from the makers of our fan-favorite Agrumato lemon olive oil. This fluffy cake is made with extra virgin olive oil—not butter—made by pressing the olives together with southern Italian lemons, plus ingredients like candied fruit, raisins, flour, eggs and yeast. Feathery light, bright and refreshing with sweet-tart lemon. Serve it for dessert with sparkling wine and, if you're feeling decadent, a scoop of mascarpone. Or nibble on it in the afternoon with a mug of tea or coffee. If there are leftovers, it makes for ridiculously good bread pudding.

 Val Neff-Rasmussen
Marketing Specialist
Zingerman's Mail Order

xxxxxx The Feed is a deeper look into the foods we sell at Zingerman's. xxxx
Each issue focuses on one product. Find more stories online at thefeed.zingermans.com

Catering holiday menu foods are available from Nov 15, 2017 to Jan 1, 2018

**Celebrate the holidays in spectacular taste!
to order call 734.663.3400**

We've developed a special menu for all of your holiday festivities! Whether you're taking some treats to a holiday party or in charge of serving the entire family, Zingerman's Catering is here to help. Starting November 15th, we are featuring some spectacular menu items for a stress-free celebration. Try our Holiday Party To Go! This great collection is perfect for taking to the office, a friend's party or for entertaining in your own home.

entrées

SMALLER SERVES UP TO 10, MEDIUM SERVES UP TO 20, BIGGER SERVES UP TO 30

APPLEWOOD SMOKED SPIRAL CUT HAM

From our friends at Nueske's in Wisconsin, this applewood smoked and honey glazed bone-in ham is spiral cut, heated and ready to serve. Comes with your choice of either whole grain mustard or Michigan cranberry sauce.

\$115 / 8 lb ham / serves up to 10

ROASTED SALMON WITH GINGER GLAZE

A side of oven roasted salmon seasoned with a soy ginger glaze, served with roasted carrots and green beans.

\$150 / side of salmon / serves up to 10

CHEF BILL'S TUNISIAN CHICKEN

Whole pieces of Amish chicken with preserved lemon, fennel, fresh parsley and Beldi olives. This succulent dish is served with lemon couscous, Bakehouse bread, Michigan farm butter and a green salad.

SMALLER \$160 MEDIUM \$310 BIGGER \$450



VEGETABLE TAGINE

A traditional North African dish. We slowly simmer seasonal vegetables like fresh chick peas, sweet potatoes, cauliflower and carrots. And then season them with tajine spices from Épices de Cru of Montréal. Served with lemon couscous, Bakehouse bread, Michigan farm butter and green salad.

SMALLER \$140 MEDIUM \$270 BIGGER \$390

BEEF TENDERLOIN

Sliced and plattered tenderloin served with horseradish cream sauce. Served with mini salted brioche rolls. This dish is served at room temperature.

SMALLER \$190 MEDIUM \$375 BIGGER \$550

ITALIAN MEATBALLS

A variation on an old family recipe. Made with local grass fed beef and pork, served in our housemade tomato sauce. Topped with Parmigiano Reggiano cheese. Great added to our penne pastas.

SMALLER \$50 MEDIUM \$90 BIGGER \$120

PORK TENDERLOIN WITH APPLE MOSTARDA

Tender braised pork served with our own apple Mostarda. Served with tossed green salad, roasted butternut squash, and Bakehouse bread with Michigan farm butter.

SMALLER \$180 MEDIUM \$350 BIGGER \$510

soups

Made in the Deli kitchen. We can send these warm or cold with reheat instructions.



MICHIGAN CHESTNUT SOUP

Made with chestnuts from our friends at Chestnut Growers, Inc. We add a touch of cream and a dash of nutmeg to make this delightful soup.

\$17/qt

ROASTED HEIRLOOM SQUASH

We roast buttercup-style squash then add Calder Dairy milk and fresh herbs to make this tasty soup.

\$16/qt

For our complete menu go to

zingermanscatering.com

desserts



ZINGERMAN'S BAKEHOUSE PIES

Perky Pecan - A pile of toasted pecans, butter & brown sugar based custard with an all butter crust. \$28/each/serves 8-10

Cranberry Walnut - A whole lotta walnuts & cranberries with brown sugar based custard & butter crust. \$28/each/serves 8-10



Merry Mint Cake - Chocolate cake with a rich chocolate mint buttercream, iced with vanilla buttercream and crushed brownie pieces. This delicious cake is topped with a fondant candy cane. \$35 for a 6" cake

EUROPEAN COFFEEHOUSE TORTES FROM THE BAKEHOUSE

Offer to bring dessert. You'll be the hit of the party! \$40/each

Rigó Jancsi - Two light layers of chocolate sponge cake filled with chocolate rum whipped cream and iced with apricot glaze & dark chocolate ganache. (serves 6-8)

Dobos Torta - Five thin layers of vanilla sponge cake and dark chocolate butter cream, all topped with pieces of crispy dark caramel. (serves 8-10)

Esterházy Torta - Layers of toasted walnut cake filled with a mixture of vanilla bean pastry cream, fresh whipped cream & more toasted walnuts, decorated with vanilla and dark chocolate poured fondant. (serves 8-10) \$35/each



SPICED PECANS

Sweet, salty, peppery & addictive. We slather our pecans with butter, cloves, ginger, allspice, cinnamon, and black pepper & then roast them 'til crispy. A holiday favorite at the Deli. This year, we've partnered with Épices de Cru of Montréal to bring you even better spices. \$20/16 oz bag

PEPPERMINT GELATO

Flavored with real peppermint oil and little crunchy bits of peppermint candy. Made special at Zingerman's Creamery for the season. Drums of vanilla also available. \$10/pint

PLAN AHEAD FOR BOGO CATERING



It's what you wait for all year! Every January and February when you place a catering order for pickup or delivery, you get your next order of equal or lesser value half off. Order what you'd like—bag lunches on Monday, lasagna on Wednesday or whatever else you have in mind, and you'll get half off the lesser order. This offer is good for orders that are picked up or delivered from January through the end of February, so call and order as many times as you'd like.

This offer cannot be combined with other discounts. This offer is only valid for orders from Zingerman's Catering. Discount will not be applied to equipment rentals or service staff. Service fees for events will be based on non-discounted totals.



you really can taste the difference!

ISSUE # 263 • NOV-DEC 2017



NOVEMBER

rare and amazing indian cloves

A story from Philippe de Vienne, owner of Épice de Cru: Great cloves usually come from equatorial islands like Indonesia or Zanzibar. As a rule, Indian cloves are of poor quality. Traders pay rock bottom prices to farmers who put a minimum effort into production so they have little incentive [to grow anything great.] Plus, the climate in India is generally far from ideal.

The clove is a much-misunderstood spice and the most probable culprit is the nefarious 'sixty cloves in the roast ham.' It's like putting 60 anchovies on a pizza or splashing on half a bottle of perfume. Too much of a good thing just overwhelms the other ingredients. One or two cloves in most dishes add a wonderful aroma. This is where buying the best is inexpensive; even if you use one or two cloves a day it will take months to go through a can.

Najeeb and Shihab are childhood friends from whom we get these special cloves. Their village is located in a semi-desert area of Kerala, built around huge basaltic hills, in the crags of the hills there are verdant oases, where life flourishes.

When we visited last February we sat having tea in the parlor. In typical Muslim manner they put a paper bag on the table and said nothing. We looked in and found the cloves that are now sold as our "special selection". They were all perfect. Their faces beamed with pride but they explained that these cloves were much more expensive. We understood why and agreed to pay the price they were asking for the 5 kg they had produced that year - a small amount due to being conditioned to believe that someone wouldn't actually pay the value for such hard work.

When we left, they walked us back to our car and we could see the many clove trees scattered in the village. We asked "How many cloves does this village produce in a year?" 5 tons was the answer.

One of us said, 'Insh Allah, one day all the cloves produced in this village will be of this amazing quality.'

Najeeb replied, beaming, 'Insh Allah!'. We know we have a great job but seeing people like Najeeb and Shihab prosper and be proud of their accomplishments is one of the best parts.

DECEMBER

tellicherry pepper #10

As you can probably tell already, I love, love, love black pepper. (And if you didn't already know, read all about our black pepper upgrade we made recently. Visit zcbn.me/sept-oct to learn more) And this one—the recently arrived 2017 harvest of Tellicherry black peppercorns from Kerala on the southwest coast of India—is something seriously special. By putting this stuff in your home grinder you can raise the quality of every single meal you serve!

The sourcing work is done for our friends at Épices de Cru through their friend Sudheer. His approach is radically different. He wants to raise people up and share the wealth, rather than taking it all halfway around the world. It's about working with the farmers to help get them to grow ever higher quality, paying them more for it, and in the process making the lives of everyone involved better. Since most people in the world know only "black pepper" as if it were a singular entity, Sudheer is determined to teach people the differences between one black pepper and the next.

Philippe de Vienne says, "Tellicherry is probably the most famous and abused name in the black pepper trade." Because Tellicherry pepper is in such high demand, unscrupulous traders often cut it with lower cost peppers from Vietnam or Brazil. The real thing is an inspiration.

The aroma of the de Vienne's Tellicherry #10 is BIG. Stick your nose inside the tin and take a deep breath. It reminds of burnished old wood, of eucalyptus, of walking through the woods in northern California. The flavor is big, too. Great, authentic Tellicherry like this is wine-like in that its flavor grows slowly in your mouth; it has legs you could say. It's spicy but it's hardly habanero-hot. This is a spice that livens the tongue, that continues to resonate without really ever taking over. The heat is rich, well-rounded, worldly, wonderful.

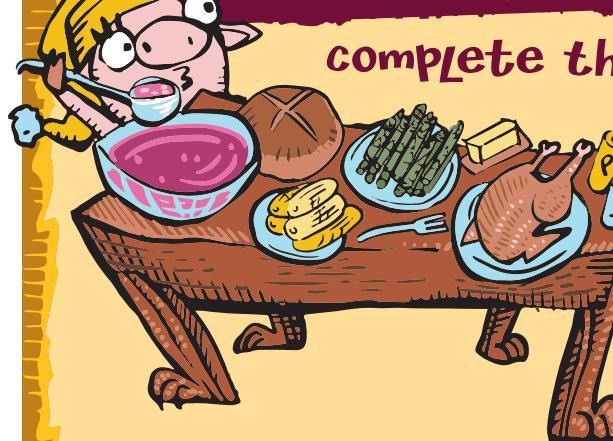
While good Tellicherry is always good, this year's is, to my taste, particularly terrific. Remarkably delicious. Hot, but not too hot. Spicy, but not searingly so. Alive. Mind-clearing. Calming. The flavor lingers long, starting on the top of my tongue and then gradually spreading outward, back and front from there. This pepper is guaranteed to take your plate and your palate to a positive place! 

THANKSGIVING - DELI MENU -

Let the deli do the cooking! choose either the complete feast or any number of fixins, desserts, and more. our thanksgiving dishes are made by hand with fresh, local, seasonal ingredients.

see the full menu at ZingermansDeli.com

complete thanksgiving feast



We've put together a complete feast for your guests to gobble! It includes our butter-basted and sage-rubbed bone-in turkey breast, mashed potatoes, homestyle gravy, cranberry sauce, sage and celery stuffing, wild rice, maple sweet potatoes, and Bakehouse Farm bread, along with fresh Michigan farm butter, plenty of our amazing spiced pecans for snacking, and Pilgrim Pumpkin pie from the Bakehouse for dessert.

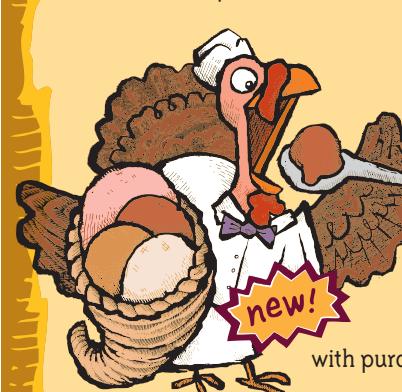


Zingerman's bakehouse pies

Long lost recipes and crowd-pleasing favorites. The "secret" to our pies is all-butter crusts filled with the best ingredients we can find.

Pilgrim Pumpkin Pie
Cranberry Walnut Pie*

Rustic Apple Pie
Pecan Pie*
Chocolate Chess Pie*



(*Select pies are Mailorderable)

pre-order pie & gelato deal

Place a pre-order for a large Zingerman's Bakehouse pie and get \$2 off a pint of Zingerman's Creamery gelato. *Must place your pre-order along with purchase by Monday, November 20th.

to order call: 734.663.3400

The Deli will be closed on Thanksgiving Day. Thanksgiving foods will be available for pick-up beginning Tuesday, Nov. 21st at 12pm. Please place your orders in advance to ensure availability!



november

ALTON-ATIVE-ROQUE! \$15.50/each

Winner of the auction to benefit the University of Michigan Transplant Center. The Lipford family worked to design a sandwich that is far from ordinary! Sliced roasted turkey teams up with peppered bacon—which, alongside Marcia's Munchies pickles, bring the heat! Mayo and avocado round out the players, and they all jam together between two toasty slices of Bakehouse white bread.

december

C-Charp \$15.99/each

Auction winner to benefit Mott's Children's Hospital Designed by the Charp family who paired spicy, creamy, crunchy, and sweet. Cuban-style pulled pork, cheddar cheese, fire-roasted New Mexico green chiles and house-made coleslaw on grilled challah bread.



november

Hot Brisket Plate \$15.99

Fill your belly with a heaping helping of Jewish comfort food: Hot, hand-sliced beef brisket; rich, buttery, golden mashed potatoes; and a side from our salad case.

december

Piri Piri Chicken Plate \$16.99

Enjoy a half chicken marinated overnight in a blend of olive oil, lemon juice, garlic, and pequin pepper. Served with buttered rice and your choice of side from the salad case, this meal is a feast fit for a king.

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

GIVE THE GIFT OF ZING

Spreading love and good cheer is what this time of year is all about. Give your friends and family something that will bring them true delight—the Gift of Zing! Whether it's a bottle of fine olive oil, a bar of single-origin dark chocolate, hand-sliced prosciutto, tinned sardines or a gift card loaded up for the most delicious shopping spree, we've got something for everybody on your list. We'll be your guide to picking the perfect gift. Let's spread smiles this season!



top 10 for chocolate lovers

Whether you are looking for impressive presents, delightful stocking stuffers, the perfect hostess gift or sweets to accompany your holiday party, we have it all. Visit us at the Next Door to peruse our entire bounty of seasonal treasures.



1. Veruca Chocolate: Grown-Up Gelt for Chanukah

Celebrate the tradition of Chanukah gelt a bit more deliciously! Gold and silver dusted disks from Veruca Chocolates in Chicago are formed to look like Judean coins circa 40 B.C. Available in two sophisticated flavors: dark chocolate with crunchy nibs and dark chocolate with crystals of sea salt. A great gift for every day of Chanukah.

2. Askinosie Chocolate: Peppermint Bark

Our favorite artisanally-made "bean-to-bark" from Springfield, Missouri has returned to the Deli! Layers of dark single-origin dark and white chocolates, topped with all-natural crushed peppermint from Denver's Hammond's Candies. Crafted with complex 72 percent dark chocolate from Mababu, Tanzania and cocoa butter from the Philippines (which is pressed right in their shop!). Makes a cheerful gift or an indulgent confection to keep all for yourself.

3. Venchi Italian Chocolate: Hazelnut & Dark Chocolate Bark

Often incorporating original recipes dating back over 130 years, this innovative Italian chocolate shop has been producing handmade confections in small batches for over a century. Traditionally crafted, these slabs of rich dark chocolate are dotted with buttery toasted Italian hazelnuts. A classic combination which is hard to beat.

4. Marou Faiseurs de Chocolat: Coconut Milk & Vietnamese Chocolate Bar



The cacao grown in the Ben Tre province thrives in the shade of towering coconut trees, so it was only a matter of time before founders Vincent Mourou and Samuel Maruta developed this well balanced 55 percent dark chocolate and coconut recipe. Initially creamy and sweet with only a hint of fresh coconut, slowly giving way to clove, cinnamon, dried plum and a touch of acidity. A complex, creamy chocolate bar sure to charm even the hard to please connoisseur on your list.

5. Béquet Confections' Caramels



From tinkering in her home kitchen to an award winning confection maker, Robin Béquet's caramels, from Bozeman, Montana, are some of the best in the country. A hefty half-pound bag of smooth, buttery rich caramels with notes of brown sugar. Available in an assortment of flavors. They are an all-around crowd pleaser—delightful for hostess gifts and stocking stuffers—so you might want to pick up another bag.

6. Charles Chocolate's Chocolate Dipped Toffee Macadamia Nuts

Made by Michigan native and self-taught chocolate maker Chuck Siegel in a small chocolate shop in San Francisco. Fresh and full-flavored macadamias are roasted to perfection then coated in a crunchy layer of butter toffee, dipped in rich milk chocolate, and finished with a dusting of cocoa powder. A decadent nosh for your next festive party.

7. D. Barbero Northern Italian Nougat

The Barbero family has been making hazelnut torrone for five generations in the town of Asti since 1883. This nougat takes seven hours to make and incorporates real egg whites. This makes the confection crisp and crumbly in texture. The special hazelnuts are roasted every morning then hand selected and folded into the nougat. Available as is or smothered in layers of dark chocolate.

8. NEW! Zingerman's Hot Cocoa Tin



Available on our menu, now available by the tin. Warm up after a day of sledding and building snowmen with a frothy mug of the Next Door's most popular hot cocoa for over 15 years. Add your favorite kind of milk to make our chocolatey classic at home. Pair a tin with a package of Zingerman's Marshmallows for a comforting and indulgent gift for the cocoa lover in your life.

9. Zingerman's Candy Manufactory: Zzang! Bar 6pk

There is no mystery why the Zzang! is our Candy Manufactory's most popular candy bar: it starts with honey nougat, made with natural peanut butter rolled in silky muscovado brown sugar caramel, combined with Virginia peanuts, and finished with 64 percent dark chocolate. Makes a great stocking stuffer, addition to a gift basket, or refueling snack while wrapping gifts.

10. Box of Chocolates

Who doesn't love a special box of handmade confections? The Next Door's truffle case is a treasure trove of handmade confections from near and far, from traditional to wild. We have pre-assembled collections and staff ready to help you craft your perfect custom box of truffles and caramels. Here is a seasonal list to get you started:

Grocer's Daughter Peppermint Honey Caramel:

Soft caramel infused with peppermint, lightly sweetened with star thistle honey, all dipped in dark chocolate.

Chocolat Moderne's Maple Magic:

Maple caramel blended with cardamom, cinnamon, clove, and a sprinkle of sea salt dipped in velvety chocolate.

Chocolate in Chelsea's Orange Cardamom:

Dark chocolate ganache brightened with orange zest, cardamom, and orange oil, all dipped in dark chocolate.

Sweet Gem Confections' Cranberry Pâté de Fruit:

Juicy French-style fruit candy made with tart and sweet cranberry purée, balanced by a coat of rich white chocolate.

for the cheese enthusiasts



Give the Gift of Parm

Have you heard about our Parm Project? Throughout the Zingerman's Community of Businesses, we've embarked on a year-long project to source Parmigiano-Reggiano from multiple dairies and share them with you. We want to spread the word that this cheese is not a singular thing—there are a range of flavors and characteristics in Parmigiano-Reggiano varieties, just like with fine wines and olive oils. Stop by to get a taste! We'll have gift sets available for your diehard parm fans.

extra aged comté

Every year, it's with much anticipation that we await the arrival of vieux comté at the Deli's doorstep. It signals the official beginning of the holidays for us and many of our guests as well. There are seven cave affineurs that oversee 100,000 wheels of comté at Marcel Petite. Four wheels are carefully selected for our extra aged profile.

for pretty much anybody



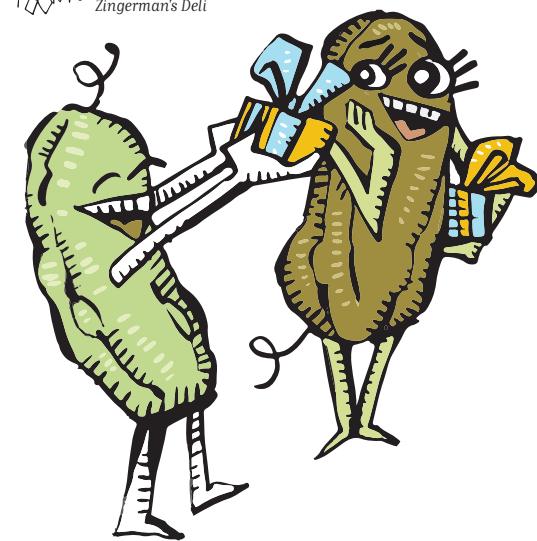
Spiced Pecans!

We know the holidays are coming when we start to smell the aroma of Spiced Pecans being prepared in the Deli Kitchen. Just the fragrance alone is incredibly enticing, but pop one of them in your mouth and you'll soon find yourself eating an entire bag! Believe me, I'm speaking from experience. They are the perfect hostess gift, all dressed up in handsome, shiny packaging. Grab a bag or three and go nuts this holiday.

Gift bundles & baskets

Need a sharp looking gift tied up with a bow? At any price point, we've got you covered. Looking to impress your in-laws or your boss? Check. Want the ultimate Italian pasta package? Mangia, baby! Or, want a gift basket but have no clue what to put in it? Give us a price range, and we'll put together an eye-catching and mouth watering masterpiece! Call us or come in to start building your gift bundle today.

Katie Honoway
Merchandizing Collective
Zingerman's Deli

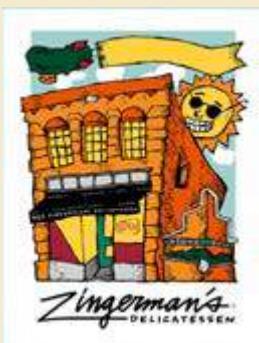


for the artsy fartsy types

Give the gift of zing art!

Holiday Hand Painted Poster SALE

Save \$25 on our entire archive of 1,100+ unique, hand-painted posters that once hung in the Deli! From corned beef to tea, in red, blue and green (the tea, not the corned beef!), fishes to knishes, cake to pie, don't pass this by!! Use the code GIFTofZING for a \$25 discount on each hand-painted poster you buy from November 24–December 31, 2017.



brand new!

Customizable Screen-Printed Poster \$60 (not on sale but worth every penny!)

We're serving up a customizable, locally screen-printed poster of our most iconic Deli imagery. Whether you want to commemorate a favorite sandwich, tell someone how much you love them, or let your imagination run wild, let us know what you want the pickle blimp to broadcast across the Deli skies. We'll hand paint your message in our classic Zingerman's font (fun fact: it's called muno bold!) with black acrylic paint and ship it for free!*

Browse and order at www.zingermansdeli.com/zingmans-art-for-sale

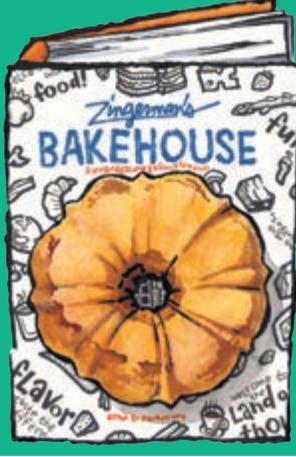
*All poster purchases include FREE ground shipping within the continental U.S.



you really can taste the difference!™

Zingerman's events calendar

November Adventures

<p>CREAM TOP SHOP</p> <p>NOV 3RD</p> <p>Cider & Cheese Pairing 6-8pm</p> <p>The fall air is crisp and so are the hard ciders! We will pair up a range of Michigan-made ciders from dry to sweet with cheeses selected from our shop. This tasting is a great way to get ready for the upcoming holidays: you will leave armed with notes on the cheeses, ciders, and how we choose the pairings, ready to wow your guests. Bread and accompaniments from the Cream Top Shop will be provided in addition to the ciders and cheese. This tasting is for cheese lovers 21+.</p> <p>\$35/person</p>	<p>BAKE! Zingerman's BAKEHOUSE</p> <p>NOV 5TH</p> <p>Who's Who of Jewish Cookies 1pm-5pm</p> <p>Great Jewish cookies have great names. Rugelach! Mandelbrot! Hamentaschen! They command attention. Putting out a tray of these at a party is your way of saying "the cookie is king." We'll walk you through every step of mixing and shaping these regal, head-turning, mouth-watering traditional Jewish desserts. You'll leave BAKE! with our recipes, the knowledge to recreate them at home, five dozen cookies you made in class and great coupons.</p> <p>\$100/person</p>	<p>CREAM TOP SHOP</p> <p>NOV 5TH</p> <p>Production Tour 11am-12pm</p> <p>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 learning about the process directly from the makers. After the tour, make time for tasting in the Cream Top Shop or grab a couple of grilled sandwiches to enjoy for lunch.</p> <p>\$10/person</p>	<p>MISS KIM NOV 6TH</p> <p>First Annual Miss KimJang 6pm</p> <p>A Korean Tradition, a kimchi-making class and a strolling dinner, all wrapped up in community, conversation and fun! More info on page 6.</p>  <p>\$75/person</p>
<p>Zingerman's DELICATESSEN</p> <p>NOV 8TH</p> <p>Just for Kids: Explore the World of Parmigiano-Reggiano 5-6pm</p> <p>Calling all budding cheesemongers to join us for a delicious introduction to the KING OF CHEESE! We'll tell you all about how we choose which Parm we bring from Italy to Ann Arbor and what makes it different from other Parm. We'll taste several different kinds! We think kids ages 4-14 would most enjoy this tasting. Parents are welcome to attend at no charge and observe on the sidelines.</p> <p>Upstairs Next Door</p> <p>\$15/kid</p>	<p>Zingerman's BAKEHOUSE</p>  <p>NOV 8TH</p> <p>Bakehouse Book Signing & Tasting 6:30-8:30pm</p> <p>Go back to where it all started. Reminisce with the authors, and Zingerman's Bakehouse managing partners, Frank Carollo and Amy Emberling, taste deli sandwiches featuring the best of Bakehouse breads, snack on Magic Brownies and go home with a signed book.</p> <p>\$50/person</p>	<p>NOV 8TH</p>	<p>CREAM TOP SHOP</p> <p>NOV 10TH</p> <p>Wine & Cheese Pairing 6-8pm</p> <p>Do you know what wine to pair with that perfectly melting triple cream brie? We do! Join Tessie, our resident Certified Cheese Professional and wine lover for an evening of tasting and exploration. We'll taste through a spectrum of wines from our favorite vintners paired with wine-friendly artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.</p> <p>\$35/person</p>
<p>Zingerman's roadhouse</p> <p>NOV 14TH</p> <p>Arab American Special Dinner #217: A table shared with culinary genius Ana Sortun 7pm</p> <p>After multiple visits to Turkey, the James Beard Award-winning chef Ana Sortun, became inspired to open her first restaurant, Oleana, in 2001. She is committed to using only the best ingredients to create her dishes, which take the traditional flavors of the Middle East to an approachable, yet evocative level of flavor. Our dinner with Ana will feature cozy dishes from her cookbook Soframiz. For more information, see page 5.</p> <p>\$75/person</p>	<p>BAKE! Zingerman's BAKEHOUSE</p> <p>NOV 17TH</p> <p>Tips with Tips: Basic Cake Decorating 1pm-5pm</p> <p>Learn the basics for a decorated cake. We'll split several cakes, fill, crumb coat and ice them. We'll spend time practicing with different piping tips to make shells, rosettes, roses, vines, leaves, and writing letters on a cake. Finally, you'll have time to let your creativity flow as you put all that practice to work by decorating your cake. You'll leave BAKE! with the knowledge to decorate cakes at home, a cake you decorated in class and great coupons.</p> <p>\$125/person</p>	<p>CREAM TOP SHOP</p> <p>NOV 18TH</p> <p>Build it Yourself Cheese Plates 3-5pm</p> <p>This hands-on event will give you the confidence to create a cheese plate for any occasion! We'll have a selection of cheeses and accompaniments from our Cream Top Shop available to taste and use to build your own unique cheese plate. Just in time for Thanksgiving, you'll leave with our tips and tricks for creating an eye-catching cheese centerpiece, enjoy a glass of sparkling wine or grape juice while you build your creation, and take home a cheese platter for up to 10 people to enjoy.</p> <p>\$125/person</p>	<p>NOV 19TH</p> <p>Production Tour 11am-12pm</p> <p>See November 5th for more information.</p>
<p>CREAM TOP SHOP</p> <p>NOV 20TH</p> <p>Build it Yourself Cheese Plates 6-8pm</p> <p>See November 18th for more information.</p>	<p>BAKE! Zingerman's BAKEHOUSE</p>  <p>NOV 20TH</p> <p>Baking Pies A Plenty 8am-12pm 5:15pm-9:15pm 5:30pm-9:30pm</p> <p>Every baker should know how to make a pie crust. You never stood on a chair to help Grandma bake a pie? You don't get many second chances in life, but here's your opportunity to learn how she did it. In this class we'll deliver the techniques of how to make a pie crust the Zingerman's way—creating a flaky crust with butter, and another crust using lard and butter (no shortening allowed!). We'll teach you how to make the dough by hand, successfully roll it out, show you what par-baking a crust is, and how to crimp the edges to make your pies look beautiful. You'll make a double crust fruit pie and a single crust baked custard pie. Pie flavors for this class vary by season. Roll up your sleeves and join in the fun so you can tell all your friends you learned how to make a pie crust. You'll leave BAKE! with our recipes, the knowledge to make pie crust at home, two 10" pies, one butter pie crust to bake later and great coupons.</p> <p>\$125/person</p>	<p>NOV 20TH</p>	<p>BAKE! Zingerman's BAKEHOUSE</p> <p>NOV 21ST</p> <p>Baking Pies A Plenty 12-4pm 12:15-4:15pm</p> <p>See November 20th for more information.</p>
<p>CREAM TOP SHOP</p> <p>NOV 21ST</p> <p>Build it Yourself Cheese Plates 6-8pm</p> <p>See November 18th for more information.</p>	<p>BAKE! Zingerman's BAKEHOUSE</p>  <p>NOV 22ND</p> <p>Baking Pies A Plenty 1pm-5:pm</p> <p>See November 20th for more information.</p>	<p>January 25, 2018 \$95 per person</p> <p>Enjoy a cozy evening at the farm featuring Cornman Farms' seasonal winter menu created by Chef and Owner Kieron Hales. Guests will enjoy cocktails and appetizers by the fireplace before sitting down for a multi-course dinner with wine pairings underneath the gabled roof of our historic, award-winning barn. Please find the full menu online.</p> <p>Purchase tickets at cornmanfarms.com/events</p>	

plan ahead



Book a spot at events.zingermanscommunity.com

december happenin's

Cream Top Shop	DEC 1ST	Cream Top Shop	DEC 3RD	Zingerman's Delicatessen	DEC 6TH	Zingerman's Delicatessen	DEC 7TH
Cheese 101 6-8pm		Production Tour 11am-12pm		Ari's Top Picks of 2017 Tasting 6:30-8:30pm		Just for Kids: Explore the World of Baked Goods 5:30-6:30pm	
A delicious introduction to the world of cheese! Join Tessie, one of our Cream Top Shop managers and resident Certified Cheese Professional, as she guides you through the seven major styles of cheese. She'll talk about what makes each style unique and provide samples of each, 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	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 learning about the process directly from the makers. 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	Every year we dig through our notes and create a list of the absolute best tasting products that blew us away. Ari will lead us through exploring and sampling nearly 30 of these fantastic finds. It will be a night of storytelling and tastebud euphoria. Sign up early—this one always sells out! Attendees receive a 20% off coupon to use after the tasting.	\$50/person	Be the star of your next family gathering or school potluck and come with all the knowledge about the full-flavored baked goods made at Zingerman's Bakehouse. We'll sample some of our favorites at this tasting JUST FOR KIDS – cake, pie, and breakfast pastries. Learn about how they are made and why you really can taste the difference at Zingerman's. We think kids ages 4-14 would most enjoy this tasting.	\$15/kid
Cornman farms DEC 7TH	Holiday Wreath Workshop with Jen House Design 7:30pm	Cornman farms DEC 11TH	Cornman Farms Holiday Pop-Up Shop & Tree Lighting Ceremony 1pm-5pm 6pm-7pm	Zingerman's roadhouse	DEC 12TH	Cream Top Shop	DEC 12TH
Jen House Design, Cornman Farms' in-house designer, is hosting a fun, festive wreath making workshop at the farm. Cornman Farms will provide light bites and wine while you and your friends create custom holiday wreaths under the guidance of Jen House and her incredible team. Class space is limited so please reserve your seat early.	\$95/person includes wreath plus light bites and wine	Enjoy some holiday shopping in a fun and festive atmosphere at Cornman Farms. Featuring snacks and hot cider by Cornman Farms, as well as a curated selection of food items for purchase from a selection of Zingerman's businesses. Stay for the Tree Lighting ceremony, starting at 6pm, featuring hot toddies and holiday music.	free admission for pop-up shop; \$10 for tree lighting ceremony	Italian Special Dinner #218: With Culinary Archaeologist, Rolando Beramendi 7pm	Italian Special Dinner #218: With Culinary Archaeologist, Rolando Beramendi 7pm	Build it Yourself Cheese Plates 6-8pm	Build it Yourself Cheese Plates 6-8pm
Zingerman's Delicatessen DEC 13TH	Autentico: A Night with Rolando Beramendi & Ari Weinzweig 6:30-8:30pm	Cream Top Shop	DEC 16TH	Cream Top Shop	DEC 19TH	Cream Top Shop	DEC 22ND
Rolando Beramendi is one of the greatest Italian food minds the U.S. has ever seen. We are celebrating the release of his first cookbook, Autentico. Join longtime friend and Zingerman's co-founder, Ari Weinzweig, for an interview about the book along with a curated tasting of some of the most amazing Italian pantry items we carry. Each guest will leave with a signed copy of the book.	\$55/person	See December 12th for more information.	Build it Yourself Cheese Plates 3-5pm	See December 12th for more information.	Build it Yourself Cheese Plates 6-8pm	See December 12th for more information.	Build it Yourself Cheese Plates 6-8pm
Cream Top Shop	DEC 28TH	Cream Top Shop	DEC 29TH	Cream Top Shop	DEC 30TH	Cream Top Shop	DEC 27TH
Winter Break Series: Mozzarella & Ricotta 2-3:30pm	\$10/person	Winter Break Series: Gelato 101 2-4pm	\$20/person	Production Tour 11am-12pm	See December 3rd for more information.	Production Tour 11am-12pm	See December 3rd for more information.
Zingerman's Delicatessen		Zingerman's Delicatessen		Zingerman's Delicatessen		Zingerman's Delicatessen	
Not Feelin' Too Adventurous? consult with our cheese mongers to design the perfect custom platter for any event. call 734.929.0500 to reserve yours today!							

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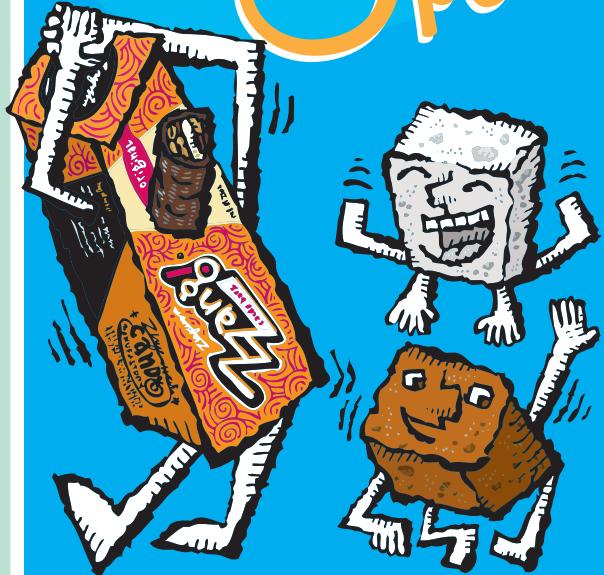
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A NEW WEEKLY E-NEWS!

We've recently launched a weekly curated email to give you a quick roundup of 5 Zing things Ari is excited about - stuff you might not have heard of! Ari had a vision of a weekly communication that could "feature interviews with suppliers, ZCoB staff, photos and links to films. We promote events coming up and report on events just past. We let guests know ETA on new product arrivals and offer limited supply specials for readers."

If this sounds like what you've been missing in your life,
sign up for Ari's Top 5 at [zingermanscommunity.com/e-news!](http://zingermanscommunity.com/e-news)