

Zingerman's®

issue #265 • march-april 2018

new

HAPPY HOUR MENU

at the roadhouse

PG. 2
biscuit
sandwiches
hit the roadhouse

PG. 4
9th annual
camp bacon line-up

PG. 11
eat like a korean
at miss kim



MOLLY STEVENS:

a marvelous food writer, world class cooking teacher, and one of ari's very best friends comes to town

GOOD BOOKS, GOOD FOOD, GOOD DOGS, GOOD FRIENDSHIP, AND A REALLY GOOD CAUSE

Many of you know me pretty well. We've talked in person at the Deli, Roadhouse or Bakehouse; I've taught you a seminar at ZingTrain, or maybe you've read some of what I've written. Any of which might mean that you know I'm not big on the oft-discussed, much worried about, concept of "work-life balance." As popular a discussion topic as it is these days, and as much as so many folks are searching so hard to find it, for me at least, it's a construct that doesn't really work that well. While the intention behind it is, of course, a caring one, in practice I feel like focusing around work-life balance is a narrow way to experience life. While everyone who addresses it means well, it always feels like it comes down to seeking an elusive (if impossible) balance between two big parts of one's existence that, for some reason, have been positioned as if they're in opposition to each other.

Personally, I'd rather let go of that Sisyphean struggle and just instead go for excellence, working to create a good, meaningful life that matters, all elements included. I opt for the complete package, all in, conceptually and in practice every day: one really good and very rewarding life. One of my strong beliefs about being in the world is that while we show up in various places—at home, at work, in social settings, in study, in solitude, etc.—that it's all really one life. While I know that walls and separation work well for some folks, for me, it's much more about making a good blend.

Writing in his *Huffington Post* wine column, Ross Szabo says, "Blending makes wines more complex: blending is used to maximize the expression of a wine. It can enhance aromas, color, texture, body and finish, making it a more well-rounded and complex wine." I think that's a lot of what I appreciate about my one life as I live it. Where the components of life add up to a much richer whole than would the sum of its individual parts. Where each piece overlaps with, enhances and supports the others. Where every element of it can be teased out on its own. But when you "sip" the blend, the flavor is something all its own. As with a well-blended wine, you can't really tell which grape is which as you move it around in your mouth—it's the overall experience that leaves the lasting impression. Same goes, I'd argue, for life.

One of the best parts of the blend that is my life—Special Selection, Vintage 2018—has been the great friendships that have come out of my work. And, at the same time, I feel equally strong about the rewarding work that has gone into making those friendships so rewarding. It is, as I've been saying, one life—no reason to hold friendship and my work with food apart. When I was younger I had the belief that good relationships should just "work well on their own" and anything that required excessive effort wasn't meant to be. Over the years, I've changed my belief (see Secret #43 in *The Power of Beliefs in Business* — "A Recipe for Changing a Belief")—today I take the approach that anything I care about, anything I want to make great, will always require a lot of work. It just happens to mostly be good work that I really like doing! It, like a good workout, requires me to expend a lot of energy and work up a sweat but leaves me feeling energized and excited about what comes next.

One of the very best of those things in the blend that is my life has been my friendship with Molly Stevens.

Even if we'd never met in person I'd still admire and appreciate her books. Her attention to detail, her long years of careful study, her commitment to quality and to effectively communicating technique to those who want to learn—both in her books and her teaching—are outstanding. I'm not alone in recognizing that. She's won a wine rack full of awards over the years! All very well-deserved!

I love what early 20th century film critic, anarchist, and writer Siegfried Kracauer said: "Friendship civilizes...Friendship expands the soul. [It] presents people with treasures they could hardly have attained on their own." What he said on the subject totally resonates. What we achieve together is quite simply shared; it makes the notion of intellectual or spiritual "property" seem kind of silly. Friendships are about treating each other as equals regardless of one's formal standing in the world, honoring and encouraging the unique personality and spirit of each and every person we befriend. And that is very much what Molly and I have built over the decades. We share a lot of stories and a lot of strongly held beliefs about food, cooking, about life, learning, and a whole lot of other things.

With all that in mind, you won't be surprised to know that I'm honored and excited to have Molly coming (back) to town for a visit in March. She'll be at a special dinner at the Roadhouse on Tuesday, March 13th, cooking from two of her award-winning books, *Braising, and Roasting*, alongside Roadhouse head chef Bob Bennett and the rest of the crew in the kitchen. While everyone else eats and enjoys the fruits of their culinary labors, Molly will be talking a bit about her work, share "secrets" of good roasting and braising, and signing copies of her carefully-crafted, nationally-acclaimed cookbooks. She'll also share a bit of what will be in her new, not-yet-released-to-the-public book.

Roasting, Braising, and Raising Money for a Really Good Cause

The dinner will be an addition to our 3rd Annual Jelly Bean Jump Up—the fundraiser we run each February for SafeHouse Center. If you aren't familiar with its work, SafeHouse provides much needed shelter for survivors and their children who are caught in abusive settings. Jelly Bean, if you don't already know, was my very much-loved corgi (another great friend who fits Siegfried Kracauer's description of friendship). Jelly Bean and I had 17 years together of communing, communicating, and contributing positively to each other's lives. We ran together for most of her life, passing right by SafeHouse in the process. So when Jelly Bean died in the spring of 2015, we decided to do a fundraiser in her honor at SafeHouse. I still miss Jelly Bean every day. I'm not alone—people still stop me around town to ask how she's doing since so many saw us running over on Clark Rd. I sadly have to break the news to them that she passed away. The fundraiser is a way to honor Jelly's memory and make a difference for survivors and children who are often in dire straits with no safe place to go. SafeHouse provides that space. Jelly Bean, with her gentle, loving, loyal spirit would have fit in perfectly as a counselor!

Molly is the perfect guest chef to cook for this dinner. She knew Jelly Bean well over the years. She's an ardent dog lover (her dog Red would like to come to Ann Arbor with her, I'm sure, but it's a long drive). She ran regularly for years. She's a long-time believer in, and advocate for, women's rights and women's health, and someone who's constantly supporting good causes in her hometown of Burlington, Vermont.

With this dinner, we're giving guests a chance to—if they want—"Jump Up" their ticket price for the dinner. Anything you want to pay over the regular \$80 price will go directly to SafeHouse. Every little bit helps. There'll also be a silent auction of great things to bid on and all those funds will go to SafeHouse Center as well.

Questions and Conversation with a Close Friend and Quality-focused Colleague

With all that in mind, it seemed appropriate and timely to get Molly to share some of her thoughts with you. And, with me as well! It's not every day one gets to interview one of your best friends for a print publication. I'm glad I did. I hope that you'll be able to join us at either the Roadhouse dinner or the BAKE! class with Molly so you can meet this truly marvelous friend, food writer, cooking instructor, dog lover, and all around great person.

Ari: You grew up in Buffalo. Were food and cooking an important part of your upbringing?

Molly: One of my strongest memories from my childhood is the family dinner table. Every night, no matter what was going on in our lives, we sat down together around the dining room table. I don't remember the food so much as I remember the conversations, the review of the events of the day, the sharing and the passing of dishes. Ours was a pretty traditional family, with Dad headed off to the office and Mom taking care of the household, but my mother was also super active as a volunteer and community activist, so early on, my sister and I were taught to help with dinner. A striking thing about our family table was how often there would be guests. I remember having to squeeze in an extra seat (or two) because Mom had invited a neighbor, or a stray cousin, or an exchange student, or someone she had met at a meeting. I also remember her whispering "FHB" as she dished up a smaller than normal portion—our code for "family hold back" in order to insure that our guests would have plenty to eat.

So food and cooking were important, but only as a means to bring us all together. We never went to restaurants—except on Mother's Day and maybe Mom's birthday. I also come from a very large extended family that all lived in Buffalo and the environs, and this meant enormous holiday celebrations—Thanksgiving, Christmas Eve, Christmas Day, New Year's and Easter Sunday—and the highlight was always a sit-down feast, sometimes at our house, sometimes at the grandparents' or a cousin's house—but always a big dinner and time spent at the table.

A: Do you remember the day you started thinking about working with food for a living?

M: Not really. I just sort of fell into it at first. In high school, I wanted spending money, so I needed a job. I tried retail and just wasn't very good at it. A friend of my parents had a catering company, and she hired me to help out—and I took to the work immediately. It made sense to me, and I enjoyed it. It wasn't until I moved to France in my twenties that I had the epiphany that food could be a career.

A: A lot of people who don't do it for a living have the belief that food writing is a glamorous profession. I know there's a lot more to it than that. What's the life of someone who writes and teaches about food and cooking for a living really like?

M: I suppose it depends on how you define glamour. Personally, I love what I do. I love having a life and career that are inextricably linked. I don't have to draw lines between my professional pursuits and my personal interests. I haven't worked a regular steady job in over two decades, and that, to me, is very appealing. I get to write my own schedule and pursue projects that excite me. As for the challenges of a freelance lifestyle, well, I suppose, again, it depends on how you're wired. I actually like to spend time alone—which is a good thing, because I spend a lot of time alone (although not entirely alone because I have my dog!). When I'm not traveling, I work at home, and I live on a hilltop in the woods of Vermont, so it can be super quiet and isolated.

The other aspect of writing and teaching about food for a living that I love is that it's never boring. I am always learning, and my work and focus changes according to what I'm working on.

A: One of the things I admire most about your work is that you've really carved out your own path in ways that seem unique to you, and also true to who you are. You write in a style that's much more in-depth, and you've pursued topics—like braising and roasting—that aren't at the top of the glamour lists in the food world. How did all that happen?

M: For me, writing is a means to teach, and so I think I can't help but pour all my teaching habits into my writing. I was a culinary instructor at New England Culinary Institute for years before I started writing, and so when I turned my focus to writing, the teacher in me just took charge. I find food and cooking endlessly fascinating. I want to know more at every turn, and writing in depth allows me to dig deeper into every topic I encounter.

SAFEHOUSE
CENTER



...continued on page 2

you really can taste the difference!™

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A: Can you talk about your philosophies of cooking and eating?

M: I think my philosophies are pretty simple. I believe in cooking from scratch with whole ingredients as much as possible. I believe that if you understand how your ingredients got from the earth or sea to your table, then you will have a better chance of eating delicious and healthful food. You don't need to know the science or the details of how everything is made, but if you know a bit about where your ingredients come from, you'll be better off. Food is about stories, and the best stories make the best food. I also believe that one of the surest paths to happiness and health is to cook for yourself and for others—or to live with someone else who does.

A: Who's inspired you in your work over the years?

M: So many authors, chefs, farmers, eaters, activists. Off the top of my head: Judy Rodgers. Daphne Zepos. You, Ari. Nigel Slater. Deborah Madison. Dan Barber. Mark Kurlansky. John T. Edge. Individuals driven by a passion for ingredients and authenticity, for learning and telling the stories behind the food we eat, and folks who are making the world a tastier place.

A: When you and I started this work (and our friendship) all those years ago, there was no Food Network channel, no web, no social media. And working in the food business wasn't all that flashy. How do you feel about how things have changed?

M: I find it harder now to know who and what to listen to. There is so much noise and chatter about and around food these days that I find it easy to get confused or overwhelmed. Learning the story behind any given food used to require primary research, which often meant travel. These days, we can Google our way to answers and information that used to be inaccessible. While there are many great things about the information explosion, it can lead us astray. I'm constantly surprised by just how big (and popular) the food world has become. When you and I started this work, as you say, it wasn't nearly as popular or trendy. I sometimes wonder if I ever would have gotten involved if I knew where it was headed!

A: Anything you're excited to eat while you're in Ann Arbor?

M: I am really excited to check out Miss Kim. Hopefully, I'll get a chance to taste some Lángos from the Bakehouse, too, and I'm looking forward to checking out their True North bread. Finally, it's always a thrill to visit the Deli and check out the cheese case!

A: What's on the menu for the dinner at the Roadhouse? The class at BAKE!?

M: At the Roadhouse, Bob's come up with a really great menu that plays the two techniques of roasting and braising against each other. I love that he's taken recipes from both of my books and re-interpreted them to reflect the style of the Roadhouse. The menu starts with roasted BBQ oysters, followed by a roasted Brussels sprouts salad with a lemon-brown butter vinaigrette with fried capers. The main course will be braised beef "birds"—an old-school American dish of stuffed beef rolls. We'll be pairing that with a potato gratin. For dessert, there will be polenta Budino with roasted grapes and cherries.

For BAKE!, I'm going with a Sunday Supper theme, a soulful menu designed to comfort and nourish. The recipes include Gochujang Chicken Wings, Ricotta Gnocchi with Cider Braised Pork Ragout, Celery Salad with Apricots and Spiced Almonds, and Milk Chocolate Panna Cotta.

A: Even though the formal part of the fundraising effort was in February, we've decided to turn the Roadhouse dinner into a way to raise money for the Jelly Bean Jump Up, which goes to SafeHouse Center here in Ann Arbor. You knew my Corgi Jelly Bean well. And you're a big dog lover, and a long time advocate for finding ways for women to make their way successfully in what's still mostly a male-dominated world. Any thoughts on any of that to share with folks?

M: When you suggested that we turn this dinner into a fundraiser for the SafeHouse Center, I immediately got even more excited about the event—and of course, the connection with Jelly Bean makes me smile big time. You and I often talk about what it means to create a good, meaningful life, and that is something that I try very hard not to take for granted. To me, the essence of a life in food is not about the glamour or trendiness, it's the possibility of sharing and mentoring. As such, I so appreciate the opportunity to be a part of this fundraiser.

A: I know you're working on your next book. Are you ready to talk about what the project is?

M: Yes! I am super excited about my next book, due out in the summer of 2019. It's a collection of my favorite everyday recipes—my favorite things to eat and my favorite recipes to teach. It includes dishes that I've learned on my travels, and reflects my various appetites for simple, bold flavors. 🍴

 Ari Weinzwieg
Zingerman's
Co-Founding Partner

BONUS SUNDAY SUPPER WITH MOLLY STEVEN'S

a cooking demonstration at BAKE! March 14th.
Head to www.bakewithzing.com for more info.



Special 221 event

AN EVENING OF ROASTING, BRAISING, AND EMPOWERMENT

with molly stevens, award-winning cookbook author

March 13th 2018 | 7:00pm | Tickets: \$80 | Donation options available

Zingerman's Roadhouse invites you to an epic evening on March 13th, as we welcome Chef Molly Stevens for our 3rd Annual Jelly Bean Jump Up Fundraiser! Join us as we celebrate a talented woman in the culinary world while supporting SafeHouse, a safe haven in Ann Arbor for all survivors of domestic violence and sexual assault.

During this event, award-winning cookbook author and teacher Molly Stevens will share her expertise about two of the Roadhouse's favorite cooking techniques, roasting and braising. Molly has been described in the *New York Times* Book Review as "a beautifully clear writer who likes to teach." Classically trained in professional kitchens in France, Molly has directed programs and taught at the French Culinary Institute, New England Culinary Institute, and L'École de Cuisine La Varenne in Burgundy, France and Venice, Italy. This year, Chef Bob Bennett has coordinated with Molly to prepare mouthwatering dishes from her two James Beard Award-winning cookbooks, *All About Braising: The Art of Uncomplicated Cooking* and *All About Roasting: A New Approach to a Classic Art*. Both books will be available for purchase at this unforgettable dinner.

We will also be raising money for an amazing cause with the 3rd Annual Jelly Bean Jump Up. Ari Weinzwieg started this fundraiser in honor of his beloved dog, Jelly Bean, who passed away in 2015. Ari wanted to turn his loss from sadness into something positive, and created the Jelly Bean Jump Up fundraiser to contribute to SafeHouse. This year, we will include a silent auction at this dinner, and options for donations in addition to the ticket price. By "Jumping Up" to donate any of the following amounts, you would be helping the families at SafeHouse in invaluable ways.

- \$100 Jump Start:**
Provides 1,000 copies of Safety Plans to support survivors of domestic violence.
- \$200 Trampoline Jump:**
The weekly cost to ensure that children in the shelter get safely to school, have nutritious meals, and receive the support services they need.
- \$500 Bounce House:**
The average weekly cost to provide food and kitchen supplies for shelter residents.
- \$750 Pole Vault:**
The cost to provide shelter to a mother and her two children for a week.
- \$1,000 Rocket Launchpad:**
The cost to maintain after-hours response services for five days. This includes the 24-hour Help Line and the continuously available on-call response teams who go to homes and hospitals.

Don't miss out on this one-of-a-kind opportunity to meet award-winning Chef Molly Stevens, and to contribute to the 3rd Annual Jelly Bean Jump Up!

NOW AT A ROADHOUSE NEAR YOU: BISCUIT HAPPY HOUR

STARRING BUTTERMILK BISCUIT SANDWICHES

Our fluffy, housemade buttermilk biscuits debuted for Zingerman's Roadhouse breakfast years ago, and have risen in the limelight to become golden stars on our menu. Whether they are presented with a smothering of housemade gravy, or on their own with local honey or American Spoonfruit preserves, they have definitely come a long way as a Roadhouse attraction.

So why do we have a Biscuit Happy Hour? We knew we wanted to raise the curtain on something really special for our Happy Hour at the Roadhouse. It was time to think of something that is going to make the Roadhouse Happy Hour the best anywhere in Ann Arbor. And what do we do best? Biscuits.

According to Head Chef Bob Bennett, "I would say because it's fun, it's different, and it's a big part of what we do. It's a hit on so many levels. I think our biscuits are the best around, and with that as a platform to be creative with, it just feels like the right thing to do."

Please give a round of applause for the premiere of our biscuits as Happy Hour sandwiches! Biscuits are the real talent in a dish simply because they don't upstage the featured players. Not to say that biscuits are an unsung hero, it's just that they perform so well in a supporting role. While providing just enough structure to hold up as a sandwich, they are soft enough to melt in the mouth and give way to more prominent flavors.

Chef Bob was brilliant with casting regional ingredients we adore in this menu. If anyone really knows the biscuit biz, it's him. "I have made biscuits at almost every job I have held. It was a daily event for 10 years. Over time, I have definitely gained an appreciation for our biscuits, along with all the different varieties out there. And I suppose this menu is just a tribute to my journey."

CHICKEN ON A BISCUIT: \$7.00

Fried chicken breast served on a buttermilk biscuit with Poirier's Cane Syrup.

PIGS IN A BISCUIT: \$5.00

Hot dog bites wrapped in golden brown buttermilk biscuit. Served with Raye's Down East Schooner yellow mustard.

MONTE CRISTO: \$6.00

Arkansas peppered ham, Swiss cheese, and honey-mustard vinaigrette on a buttermilk biscuit. Beer-battered with Wolverine P.U.B. Ale and deep fried.

DEEP SOUTH: \$6.00

Chorizo and sweet potato meatball served on a buttermilk biscuit with Ig Vella soft jack cheese.

THE WOLVERINE: \$6.00

Arkansas peppered ham with Kenny's Farmhouse Blue Gouda and whole-grain mustard on a buttermilk biscuit.

Come try these sandwiches for Happy Hour
Monday - Friday, 4-6pm exclusively at the Roadhouse!

 Marcy Harris
Marketing Manager
Zingerman's Roadhouse

ANNOUNCING THE FIRST-EVER...

ZINGPOSIUM

MAY 10-12, 2018 | ZINGTRAIN, ANN ARBOR



Ever found yourself wondering what the Zingerman's Community looks like behind the scenes? Perhaps you've eaten with us, had some of our coffee, read about our business practices, or you've just heard our name...after all, Zingerman's is a hard name to forget! But what are we really all about? If you've ever wondered or have found yourself curious about business concepts like LEAN, leadership transitions and succession planning, visioning, or open book management, and you want to meet other passionate business leaders from around the country while eating really good food, ZingPosium might just be the best thing you'll read about all day. Or dare we say, all week? Read on to learn why we feel at liberty to be so bold...

Remember learning the 5 W's in grade school? Who? What? Where? When? Why? We're big on learning and teaching at ZingTrain, after all, and so to give you a comprehensive idea of this event, we present it to you with the 5 W's in mind! We've also thrown in an extra—the How—as it sometimes creeps into discussions of the 5 W's despite not being a W itself, but we digress...

ZINGPOSIUM SOUNDS INTRIGUING...WHAT IS IT?

Think of ZingPosium as a show-and-tell with passionate people and really good food. Participants will spend a couple of action-packed days learning about the latest and greatest happenings within the Zingerman's Community, having plenty of fun, and mingling to their heart's content with other passionate business leaders, all the while eating as much Zingerman's food as they can manage.

HOW DID ZINGPOSIUM GET STARTED?

There are a few reasons why we decided to put an event like this together. The first is that clients who have attended our seminars and workshops, have read some (or all!) of Ari's books, or have spent time at, or been customers of other Zingerman's businesses, frequently say to us, "I want more!" The ZingPosium is our answer to that!

Another is perhaps a belated glimpse of the obvious, but as Maggie Bayless, ZingTrain's founder and Managing Partner points out, "Working within the Zingerman's Community gives us a unique perspective into all of the interesting stuff going on behind the scenes and it occurred to us that people outside of the organization might find some of those happenings interesting and helpful!" Participants will have the chance to attend breakout sessions on a wide array of business topics (like LEAN/continuous improvement) that we are beginning to use throughout the organization, but aren't quite ready for a full-on, two-day seminar.

WHY ATTEND?

We can think of several reasons, but here are a few standouts:

SHARING BEST PRACTICES IS THE RIGHT THING TO DO. As Maggie points out, "There is so much more to be gained by sharing business best practices than by being protective out of fear that someone will 'steal' your good idea." When best practices are shared, they can have a positive ripple effect on those around us. And we believe that progressive businesses can be a very powerful force in bringing positive change to their communities and to society at large. To that end, ZingPosium will feature some non-Zingerman's businesses sharing how they have implemented ideas that they got from ZingTrain seminars. Hearing other folks outside of the organization who have put our tools into practice is profoundly powerful and will give participants the chance to see that what we do here at Zingerman's can be adapted and used just about anywhere.

LEARNING FROM ONE ANOTHER IS POWERFUL. While Zingerman's staff and ZingTrain clients will be sharing their learnings in keynotes, breakout sessions, and open forum panels, participants will be encouraged to share their experiences and learnings with us as well—it's a two-way street! As Maggie says, "When I see how others use our tools, it gives me new ideas for things we can do differently—and better—within the Zingerman's Community of Businesses." We've been intentional about carving out time and space for this to happen throughout the ZingPosium and look forward to learning from one another!

EXPERIENCE THE ZINGERMAN'S BUSINESSES IN A WAY THAT NO ONE HAS BEFORE...UNTIL NOW! We're not big on keeping secrets at Zingerman's and we've actively been sharing Zingerman's approach to business since ZingTrain was founded in 1994. What makes ZingPosium different is the format: learning what happens in a variety of Zingerman's venues, with contributions from lots of different ZCoB partners and staff, as well as from business owners of other organizations.

WHERE WILL ALL OF THIS FUN BE TAKING PLACE?

In Ann Arbor, Michigan, throughout the Zingerman's Community. Participants will get to see as many of the businesses as possible and really get a feel for how things are done with the "Zingerman's Experience" in mind.

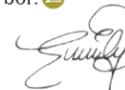
WHO WILL BE THERE?

You, we hope, along with other business professionals, including the ZingTrain clients who will be sharing their experiences. Expect to see Zingerman's staff from across the organization in attendance, as well, mingling with participants and presenting on things that are new and exciting to them.

Space is limited to 50 people, as we're planning on a super hands-on, interactive, and totally fun experience, full of good food from all of the Zingerman's businesses.

WHEN WILL THIS FUN BE GOING DOWN?

Things will kick off Thursday, May 10th at 5pm at Cornman Farms, Zingerman's event space nestled on 42 beautiful acres of farmland, including a restored 1800's farmhouse and barn. The learning continues on Friday, May 11 from 8AM-4PM at ZingTrain. And then things will wrap up on Saturday, May 12th around lunchtime, after spending the morning at the Greyline, Zingerman's private event venue in the heart of Ann Arbor.



Emily Sandelands
ZingTrain Community Builder

If you want to learn more or be a part of this one-of-a-kind event that is sure to be big on insights and promises to bring the fun, head on over to the website featured boldly below, or give us a shout anytime at (734) 930-1919—we'd love to talk more!

ZCOB.ME/2018

CORNMAN FARMS

est. **PIE & MASH** 1834

• POP-UP SHOP •

Zingerman's Cornman Farms is excited to introduce a new Pie & Mash Pop-Up Shop Series! Taking a cue from British Managing Partner Kieron Hales' homeland, the farmhouse kitchen will transform into a traditional English Pie & Mash Shop every Sunday in March. A celebration of one of the thriving traditional foodways from the UK, each Sunday will feature a fresh, savory handmade pie flavor with classic side dishes. Pre-order or place your order upon arrival and take it home or dine at one of our farmhouse tables. See the dates and menus below and pop-in for some traditional English pie! Visit zcob.me/pieandmash for more information.

Sunday, March 4 Beef and Onion	Sunday, March 18 Burgundy Beef
Sunday, March 11 Bacon Homity Pie	Sunday, March 25 Chicken Tikka Masala

9TH ANNUAL

Zingerman's®

CAMP BACON®

MAY 30 – JUNE 3, 2018

2018 BACON BITS



wednesday evening

Rick Bayless Cooks the Bacon Ball at the Roadhouse

One of the country's leading chefs, a long-time friend, founder of Frontera Grill, Topolobampo, and Xoco, author of amazing books on Mexican cooking traditions, avid supporter of ZingTrain's teachings, and a University of Michigan alum, Rick will be coming from Chicago to cook a pork-centric supper for those who are lucky enough to get a seat!

thursday evening

A Seoul-ful Pork Supper at Miss Kim

Chef Ji Hye Kim from Zingerman's marvelous Miss Kim restaurant has been winning raves both locally and nationally for her intelligent study and preparation of historical Korean cooking. For Camp Bacon, Ji Hye has put together an exceptional menu of pork-focused Korean dishes as specials, in addition to regular dinner menu.

saturday - the main event: a whole day of pork-centric learning, eating, and laughing

François Vecchio: Nature and Salumi

Called the Poet of Pork, François Vecchio has over 60 years of farming, butchering, sausage, salami, and prosciutto making experience. He introduced a new notion of quality for the meat products in the early 1980s and has been sharing his story for the last 15 years. This year, he will talk about his new book, *Meat, Life and Consequences*: which discusses his vision of a "New Meat," raised from the field to the plate in harmony with the Whole of Life.

Rolando Beramendi: Del Maiale non si Butta Via Niente! You Never Throw Away Anything from A Pig!

This talented food importer has been bringing essential flavors of Italy to Americans through his company, Manicaretti Italian Food Importers, since 1988 by sourcing regional, artisanal ingredients. His recently released cookbook, *Autentico: Cooking Italian, the Authentic Way*, connects us with the very best of these ingredients, including pork! Guided by Rolando's expertise, we will explore the tradition of utilizing the whole pig to create dishes that are full flavored and autentico!

Stephen Satterfield of Whetstone Magazine: Pork in African American Cuisine and Culture

We welcome Stephen Satterfield, founder of the International Society of Africans in Wine and co-founder of Nopalize, a website designed to connect people with the origins of their food! Stephen is also the founder of *Whetstone Magazine*, led by a team of women and people of color, which connects readers to the diversity and ancestry of food.

Arturo Sánchez: One of a Kind: A Gastronomic Jewel from Spain

Located in Western Spain, Arturo Sánchez is a fourth generation family of master ham curers. They are the first we know of to offer Iberico hams that have been through two full seasons of eating acorns. The result? An exceptional, intense, wonderful ham—a true gastronomic jewel. Hear the story, taste the ham, meet the man—you'll remember all three for a long time to come.

Sean Mullin from ANTHONY WILDER Architecture: Building with Bacon

We can't wait to hear Sean Mullin's discussion of bacon, architecture, and where they meet (or meat)! ANTHONY WILDER Architecture is a full-service, custom architecture, construction, and interior design provider. The firm's unwavering mission is to deliver the ultimate design-build experience for their clients, and every team member is committed to inspire their clients to live their dreams. For over 20 years, the team at ANTHONY WILDER have been creating award-winning projects in and around the Washington DC metropolitan and tri-state area.

Karl Worley of Biscuit Love: Hogs and Hygge

Nashville's nationally-known biscuit master will join us to share thoughts on the beauty of bacon and living a good life! This year, Karl will talk to us about Hygge, which is a Danish word used when acknowledging a feeling or moment, whether alone or with friends, at home or out, ordinary or extraordinary, as cozy, charming, or special. Bacon can definitely give you that feeling!

Eddie Hernandez from Taqueria del Sol: Turnip Greens and Tortillas

A native of Monterrey, Mexico, Eddie is one of the nicest and most talented chefs in the business. He'll share the story of his restaurant, Taqueria del Sol in Atlanta, and his new *Turnip Greens and Tortillas* cookbook. He will also be cooking lunch! Do not miss the work of this marvelous gentle soul and terrific cook.

Mike Phillips from Red Table Meat Co: Red Table Meat Co and Good Pigs

Mike Phillips has been working on forming Red Table Meat Co. for most of his life. Growing up in a small, rural farming community, he worked for and went to school with farmers. Seeing their struggles and tireless work, that powerful sense of community never left him. Now, Red Table Meat Co. couples those values with well-made, thoughtfully crafted products. Rooted in local farms and grounded in northeast Minneapolis, Red Table Meat Co. buys whole pigs from small, sustainable farms and collaborates with farmers to honor the pig from farrow and feed to humane slaughter. With unmatched freshness and exceptional quality in each bite, this studied craft results in a subtle and refined salumi that is immensely shareable. Red Table promises, simply: "Good Meat Here."

Chris Eley of Smoking Goose: The Story of the Smoking Goose

Grub Street in New York touted Smoking Goose founder Chris Eley "The Meat Expert Rethinking One of the World's Most Ancient Food Traditions". This year, Chris Eley will share the story of starting Smoking Goose and how he's turned his passion for great animal treatment and great tasting cured pork products into a thriving business in Indianapolis. It all started by partnering with small family farms, focusing on humane treatment of hogs, and practicing sustainable business.

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

Congratulations to Charles for winning a 2018 Good Food Award for his charcuterie! Charles is not only an award-winning chef and owner of Charlito's Cocina, he has also written an approachable how-to book on the process of curing meats, *Cured: Handcrafted Charcuteria and More*. Charlito's story of how his fascination with curing meats and his time in Spain led to the success of an artisanal business venture is an inspiration to all.

Margaret Carney from the Dinnerware Museum: The Pig and Dinnerware

Presented by the director and curator of the International Museum of Dinnerware Design in Ann Arbor, Dr. Margaret Carney will give us a light-hearted and brief visual history of how the subject of the pig has been utilized as a design feature in dinnerware to the delight and joy of diners for centuries.

Herb Eckhouse: Cinta Senese

Herb Eckhouse, founder of La Quercia, will talk to us about a special breed of pig from Tuscany! Herb and his wife, Kathy, started La Quercia to create premium-quality American prosciutto, then applied what they learned to other cuts of pork. Their appreciation for cured meats grew out of the three-and-a-half years they lived in Parma, Italy, prosciutto's area of origin, where they saw how the careful treatment of fine materials resulted in an accessible, sublime, and entirely regional cuisine. They create their own prosciutto out of a desire to take the bounty in Iowa to its highest expression. This way, they can contribute to the growth of premium artisan-made American foods by offering unique dry-cured meats of the finest quality.

Susan Schwallie: The Animal Side of Bacon

Join Susan Schwallie of The NPD Group to learn entertaining facts and figures about how America eats. In an ever changing world of food and retail, what's old is new again, yet reinvented. From shopping to preparing to eating, the entire path to consumption is being upended. Gen Z is entering adulthood and Millennials are finally forming families. What does this mean for bacon and pork? How will the industry need to adapt to changing tastes, technology, and attitudes?

Brian Merkel: Bacon Raffle

After an enjoyable childhood in Chelsea, Michigan, Brian Merkel hit the road. An artist turned meat guy, the combination of falling in love, a thirst for adventure, and the opportunity to continuously learn has taken him all over the U.S. The founding of Porktown, LLC in Detroit in 2010 led to many great pop-ups, collaborations, and eventually the move to butchering full-time. He believes animals should not only be raised properly, but aged, seasoned, and cooked properly, as well. He sees the craft of butchery and charcuterie as a creative practice that's both rich in cultural history and expandable in scope. His talents were recognized when he competed and won with Chef Grae Nonas from Tullibee at Cochon 555 Minneapolis 2017, the ultimate pork cook off. He will show off his craft and raffle off bacon and prime cuts as he butchers at our Main Event!

Moosejaw: Bacon and the Backcountry

Michigan's maker of outdoor wear shares the secrets of how to use bacon to make your next camping trip into something special. Guaranteed to be a fun and flavorful conversation—our friends from Moosejaw are ready to tell us about bacon and the great outdoors! Their stories will sizzle like smoked bacon over a campfire.

5 days of events for the brain, belly & soul, including a Film Festival, Biscuit Love Brunch, Bakin' with Bacon classes, and a Street Fair! Learn more at zingermanscampbacon.com!



EST 2017
CREAM TOP
SHOP

monthly specials



On Sale
\$9.99
per round

MARCH bridgewater

The Bridgewater is one of the Creamery's most robust cheeses. Made from fresh cow's milk, this lusciously creamy, soft-ripened orb is combined with hand-cracked Tellicherry peppercorns. The full-flavored, peppery zing perfectly complements the slight citrus and gentle mushroom notes of the center fudgy paste. This cheese is perfect paired with a blueberry jam and a crisp Michigan hard cider.

*Bridgewater rounds regularly \$11.99.
Bridgewater regularly \$27.99 per lb.*

On Sale
\$25.00
per lb



Spiced
\$9.99

APRIL the city goat & spiced goats

The City Goat & Spiced City Goat cheeses are made with locally source goat's milk from New Era Dairy. Hand-ladled to preserve the texture and flavor of our locally sourced goat's milk! These delicate and creamy little rounds are continuously changing in texture from luscious and airy when very fresh, to a firm and perfectly crumbly the longer it matures. We adore the City Goat's bright, clean, and slightly citrusy notes.

Our Spiced City Goat rounds come in a variety of 6 different spiced flavors: Tribal Green Pepper, 8 Pepper Blend, Shichimi Togarashi, Zaatar Blend, Ethiopian Berbere and Wild Black Cumin.

*City Goat regularly \$9.99.
Spiced City Goat regularly \$11.99.*

Regular
\$7.99



Winter Flavors

January 1st - March 31st



CHOCOLATE SORBET

Dense and overloaded with the best cocoa we can source. Our chocolate sorbet is the perfect solution for those seeking a dairy-free option. We use natural cocoa powder from Guittard in California, a 145 year old company. Guittard's cocoa beans are certified by Fair Trade USA and the Rainforest Alliance.

GRAPEFRUIT SORBET

Hand-squeezed grapefruit gives this sorbet its refreshing zip without the bitterness of conventionally available grapefruit juice. This flavor is satisfyingly fresh and tart.

SATSUMA SORBET

We start with a seedless citrus known as unshu mikan or satsuma mandarin, one of the sweetest citrus varieties. Its tender texture makes a creamy citrus sorbet not to be missed!

PEANUT BUTTER CHOCOLATE

An American classic is combined with an Old World Italian gelato base to create a deep, rich, nutty, and chocolatey flavor. Our all-natural peanut butter is ground locally in Michigan and mixed together with a blend of chocolate and cream gelati, to yield the perfect balance of chocolate without covering the peanut butter. If you're feeling wild, top that off with Zingerman's Candy Manufactory's Peanut Brittle for an extra fun play of texture.

MILK CHOCOLATE WITH BUENOS AIRES BROWNIE

This fabulous flavor begins with our rich and creamy milk chocolate gelato base. We then mix in chunks of Zingerman's Bakehouse Buenos Aires brownies. Ribbons of sweet dulce de leche are added for extra richness.



MARCH

HONDURAS

The Zingerman's Coffee Company visited Honduras a few years ago to learn more about the coffee produced around the municipality of La Union, a town of about 12,000 people in the western part of the country. The highlight of the trip was meeting Pablo Paz, a producer in one of the villages. Coffee plays an important role in Pablo's life on multiple levels. And yet, he has seen the final product of his efforts—a bag of roasted coffee—on only a few occasions. When we met Pablo, we presented him with a brewed sample of his coffee and enjoyed a cup together. For a few minutes, the world felt exceptionally small. This is the fourth year we have purchased Pablo's coffee and we continue to be inspired by his commitment to quality.

PROFILE: Medium

TASTING NOTES: Cocoa-like body with flavors of caramel and almond.

APRIL

COSTA RICA HACIENDA MIRAMONTE MICROLOT BLEND

We are excited to introduce a really special blend of coffees from Costa Rica's Hacienda Miramonte. Reserved exclusively for Zingerman's Coffee Company, this lot is the result of many years of collaboration between Zingerman's Coffee Company and the farm.

Hacienda Miramonte was started in 1917 by the matriarch of the Guardian family, Lucila Duval de Morales, and is now operated by her great-grandson Ricardo. Generation after generation, the Guardians have reaffirmed their commitment to growing quality coffee while serving as stewards of the environment and their local community.

PROFILE: Medium

TASTING NOTES: Wonderfully balanced with notes of caramel and citrus.



MONTHLY SPECIALS

MARCH

LAVENDER LATTE

Our Lavender Latte will put Spring in your step! Featuring house-made simple syrup, made with lavender from Provence, France—courtesy of Épices de Cru. Combined with our signature espresso blend and steamed Calder Dairy milk, this is a latté that blooms with floral flavor!

APRIL

TAP THAT LATTE

This sweet tree-t from the Mitten will have you smitten! Featuring Michigan-made maple syrup, our signature espresso blend, and steamed Calder Dairy milk. Pairs well with flannel.



you really can taste the difference!™

ISSUE # 265 • MAR-APR 2018

THE IMPACT OF *Art & Artfulness* IN LIFE & BUSINESS

Insight into the Epilogue from
*Zingerman's Guide to Good Leading, Part 4: A Lapsed
Anarchist's Approach to the Power of Beliefs in Business.*

With Ari Weinzweig, Co-Founding Partner,
Zingerman's Community of Businesses.

ZINGERMAN'S NEWS: Do you remember the moment you started thinking about this whole idea of living life as an artist?

ARI: I do actually. I'd been working on *The Power of Beliefs* book for quite a while. The whole book is built around the self-fulfilling belief cycle that I'd learned from Bob Wright of the Wright Institute in Chicago. The cycle got me thinking in new ways and I haven't stopped thinking about it since. That little diagram turned into a 600-page tome. It talks about how our beliefs lead us to take actions—every action we take is based on what we believe. In turn, those around us form beliefs based on our actions; their beliefs in turn lead them to act accordingly. And their actions, it turns out, most often reinforce our original beliefs. This cycle, I've come to realize, is playing itself out in our lives, all day, every day.

THREE OF MY BIGGEST TAKEAWAYS FROM IT ARE:

- 1 What we believe has an enormous impact on how we act and how our lives are—in essence, our beliefs are creating a lot of our reality. As William James said, "Belief creates the actual fact."
- 2 What we believe alters what we see and experience—we tend to filter out information that doesn't fit what we believe, and we allow in the information that supports the beliefs we already hold.
- 3 Because beliefs are not genetic, we can choose the beliefs that are most likely to get us to the outcomes and lives and businesses we're trying to create.

I'd long had this idea of approaching business and life as if they were art. As I was playing around with early drafts of the Epilogue, it dawned on me that because of these key concepts of the belief cycle I just outlined, that artists—in my mind at least—would seem to experience life differently from others.

First, it would be in what they see, hear, feel, smell, or taste. Norwegian psychologist and artist Stine Vogt found in her studies that artists see more of the whole picture, whereas non-artists tend to focus mostly on the main themes. Artists, she found, are more aware of what's not in the mainstream of our minds. They view the small details that others often ignore more holistically, as part of the bigger picture rather than just focusing on what's in the foreground. I started to realize that wasn't really about natural talent—it was something they'd figured out, or had been taught. Often it was really early in their lives, but sometimes as adults. Artist Paul Foxtan said, "The kind of seeing we [artists] employ is learned. It's at least partly—possibly mostly—that we habitually focus our attention more on what we see, and partly because we're actively looking for different things." I know from my own experience in food that folks in our industry taste and smell much more attentively than others are likely to. And I imagine it's the same for poets with words, and musicians with sounds.

Secondly, I started to believe that artists would then be committing more attention to the way the raw material that they've "taken in" are put together. They're more mindful about what they do, how they design things. It's easier said than done, but it's definitely doable. Things that seem mundane to most become special and significant to the artist.

To be clear, I'm not saying that everyone needs to be a painter or a poet or play guitar. It's really a different way of being in and viewing the world. Writer Julie Cameron calls it "the artist's way." Painter, teacher, and author Robert Henri calls it "the art spirit." Painter Patrick Earl Barnes says, "Art is how you think." I love what all of them have to say and I love their work. However you want to frame it—or phrase it—it struck me that if life and business are art, then what we do and what we design are likely to be more creative and more inspiring if we actually imagine ourselves as artists. We place and position things more mindfully, we're more conscious of what we say and do, we notice the small details, and we pay a lot more attention to tiny bits of beauty that are easily missed by others. So, I had the thought then to suggest that we might all want to imagine ourselves as artists (of whatever sort struck our fancy). And there you go!

ZN: Do you think that an artist would approach life differently?

A: Well that's a generalization but I do believe that a great artist is paying more attention. I mean, that's true for all of us, really—we all tend to pay more attention to the areas of the world that matter more to us.

So, if you believe you're a good parent, you take in a lot more information about parenting than, say, I do since I don't have any kids.

If you're a basketball player you're paying more attention to the nuances and details of a basketball game than a fan will see. And, of course, for artists, the nuances and details of the world all provide raw material for their craft. So, visual artists, as one example, tend to notice colors and shadows, and shading and texture much more than the rest of us. Musicians listen to sound much more mindfully. Writers take in all sorts of details because they provide material to use in essays and articles (at least, I do).



Poets choose their words with great care. I love what Robert Henri wrote, "It is harder to see than it is to express...A genius is one who can see." It's my belief that there's genius and a jewel-like spirit inside every single person you or I will ever meet.

And then the second thing is that they're much more careful, mindful, conscious of what they do with all that. And it struck me that those seemingly small changes would—and do—add up to a much more rewarding existence. The main point is that it's really about a way of life, not a particular skill set like painting. It's what Enrique Celaya Martinez said: "Being an artist is not a posture or a profession, but a way of being in the world and in relation to yourself. An artist is revealed in his or her choices." I agree.

ZN: What's the alternative?

A: A lot of us are unknowingly raised to live what writer and psychologist Ellen Langer calls "mindlessly." She says it's the opposite of mindfulness. And, she says that a large part of the world goes through its routines without giving a whole lot of thought to them other than doing them well enough to get by. I know I've done it at various times—too long sometimes—in my life. It's easy to do—we just zone out and get done what we need to get done. We go through the motions. It's just that we miss a lot of the beauty and we lose our ability to piece things together with meaning and elegance.

I was writing, playing around on the page, and all that came together. I realized that being a great artist—at least in the area of one's life focus—is the opposite. It's about being mindful. Conscious. Attentive to and appreciative of the detail and nuance. You can plug in poets or musicians or sculptors if you want. Or carpenters working with wood or potters throwing clay. Or artisan cheesemakers or master bakers. The idea is the same—if each of us approached our lives as artisans crafting something special, something that expressed who we wanted to be in the world, then I'm pretty sure we would pay more attention. Attention to the eyes of the person we're talking to. To the energy of the people we work with. To the flavors and textures of our food. To the laugh of someone we love.

Great artists take them in, file them, put them back out in consciously chosen ways. And all that struck me as a much more interesting, and much more rewarding way to live. And to work.

There's a tendency in the press and in common conversation to focus on the people at the "top." It's the idea that only the "great leaders," the "great musicians," etc. have real value. That those people might be "artists" but the rest of us are just implementers. I've always looked at it the other way around. Those "great leaders" are surely bringing their creativity to the fore in their work and inspiring others. But I really believe that everyone can be a great leader and

that, in the right mediums—i.e., the way they live their lives—everyone can be a great artist. In business, in life, in anything they're really interested in doing well. While we may not have the physical ability to paint like Picasso, write poetry like Marge Piercy, or make music like whatever musician whose work you really love, we all have the ability to design a beautiful day. To imagine and enact a caring interaction with someone we know. To write a moving and touching note of appreciation.

Now to be clear, some of us have access to more means than others. If you have Maslow's "Hierarchy of Needs" in mind, then it's clear that people who are struggling to survive may have less immediate bandwidth for this than others who may have more money, more tools, more support, etc. I think we all know that too many people in society are under enormous pressure to just pay their rent or put food on their tables. When you're worried about finding a winter coat for your kid, or when you're stressing about how to buy food for breakfast in the morning, it's a lot harder to put energy into imagining interesting details. But still, even with the pressures of society, the challenges of getting through day to day life without a lot of means, there are ways to design small positive pieces into our lives. As Hungarian Holocaust survivor and psychologist Edith Eva Eger says, "Things aren't important, but beauty is." Even in the dark moments and stressful stretches of our lives, there's art to be found. As Eger explains, "Our painful experiences aren't a liability—they're a gift. They give us perspective and meaning, an opportunity to find our unique purpose and our strength."

ZN: So how would this play out in the workplace?

A: Well, when we start to notice the nuances, then the small things matter much more. We start to see the beauty in little things. I know for me that it continually pushes me to be more attentive. To catch myself more quickly when I start to slide into "mindless" behavior. I still slip, of course. Thinking this way, though, has helped me to catch myself much more quickly. Anyone can do it. And it does make a difference. Imagine if instead of approaching meetings as if they were some dull drudgery that we needed to deal with, we imagined them as improv skits in which we were actors? Or tryouts for an acting troupe we hoped to be chosen for. Or material for a play we were writing. It just seems like approaching things creatively like that makes life a lot more fun and more interesting. At least it does for me.

It's also important because when we're working mindlessly, we're not using our creative abilities to tackle problems or innovate with new approaches. When we're going through the day mindlessly we're more likely to be insensitive to the struggles of co-workers or customers. All of which are creating more work, leading us to miss opportunities, increasing costs unnecessarily, etc.

If you imagine the difference between 50 people in a business who are mindfully, carefully, and caringly attending to nearly every action they take and treating each moment as if it matters in making the work of art that is their day, and compare that to a company with 50 people who are just going through the motions...that's a pretty significant difference.

ZN: Then there's the art you make at Zingerman's?

A: I was just thinking about that. We have a small team of full-time designers, illustrators, sign makers on staff. They do all of the newsletters, catalogs, websites, posters. Plus more folks who have other roles for their main work here but double by doing beautiful drawings or chalkboards or writing copy.

We actually sell the posters—they're beautiful works of original commercial art. All of those illustrations that people see in our mail order catalog and on our websites are done here in-house. Also, the beautiful scratchboard drawings that are in the business books. Packaging, too—check out the coffee bags, bread bags, candy bars and gift boxes. It's pretty amazing to be surrounded by all this original art every day. There's a lot of creative writing work, as well. Frank and Amy (Managing Partners at the Bakehouse) just put out the *Zingerman's Bakehouse* cookbook last year and it's winning raves all over the place. Maggie (managing partner at ZingTrain) is working on a book as well. All the writing for the catalogs and the websites. About five years ago we started a Zingerman's writing group that runs twice a year. It's led by Deborah Bayer who taught me a ton about writing and who edits a lot of the work in the *Guide to Good Leading* books. And then, of course, there's all the food! Pretty much everything we make here is an artisan product. Bread and pastry at the Bakehouse, cheese and gelato at the Creamery. Candy-making, cooking, coffee roasting. They all, when done at this level, create acts and effective expressions of the spirit and beliefs of those who make them. Really, I guess, as I think about it, we're kind of surrounded by it! Which is a nice thing!

ZN: Where did you get the idea of thinking about business as art?

A: Probably 25 years or so ago. Maybe more, even. It dawned on me that designing our organization well was as much a creative act as the work I was doing with food and cooking.

Before that realization, in the context of the new book, I'd say I had negative beliefs about a lot of the organizational work that we needed to do. I'd seen it as drudgery, or a problem I "had" to deal with. But when I started thinking of it as a creative act, the whole thing got a lot more interesting and a lot more rewarding. I started to realize that, just like a beautifully designed building looks better, works better, and feels better, most of the people using it can't tell you what it is that makes it feel that way. Same with a great organization. It feels better and works better even though most people may not be able to tell you why it works as it does.

Today, having come to think of things much more in alignment with nature, I'd use the metaphor of a beautifully designed garden. It looks great. It's comfortable. But it's not just about surface-level beauty. It actually works better—more sustainably, enriching the soil, retaining water effectively, etc. And although one can walk through it and casually appreciate it in a few minutes, it takes a LOT of hard work, advance thought, skill, creativity, and care to make it what it is.

ZN: It seems like a lot of this is about relationships?

A: Yep. Joanne Leonard, the Ann Arbor-based artist told me, "I'm interested in what could be called rhythms and rhymes—a diagonal here with another, similar one there, or a dark shadow off-set in another place, by a light but similar shape." I agree. I think I look for those rhythms and rhymes in the way our spaces are laid out, in the way an organization relates to the community it's a part of, etc.

It's a lot about your relationship with yourself as well. It's only when we really get to know ourselves, when we can (more often than not, at least) separate the voices of all the other people we know and care about that we've internalized from our own...that we can sort through things to get where we want to go. I like the Robert Henri line: "There is nothing more entertaining than to have a frank talk with yourself. Few do it—frankly. Educating yourself is getting acquainted with yourself."

ZN: Part of this focus on business as art seems to be played out in your focus on uniqueness.

A: That's true. It's just a lot of what's always appealed to me and motivated me for as long as I can remember. It was true when I was a kid. It was true when I was in school at Michigan—that's a lot of what was so intriguing to me studying the anarchists. They were all about honoring every person as a unique individual. Which was so much the opposite of people being swallowed by society and pressured to fit in and conform. I love the Rollo May quote about "the opposite of courage isn't cowardice, it's conformity." But of course, walking one's own path is much easier said than done!

This is a lot about what resonates for me with this art-life-spirit approach. I really like the John O'Donahue line: "The poet wants to drink from the well of origin; to write the poem that has not yet been written." With businesses, the sort of mass market, big box franchises that are plopped down or opened up all over the country—actually all over the world—are the opposite of uniqueness. They're pretty much identical whether you go to the south side of Ann Arbor or South Carolina. Wendell Berry wrote that this conformity is, "placed upon whatever landscape merely by imposition, as a cookie cutter is imposed upon dough." Less obvious, there are so many businesses that are trying to catch the latest wave, to take advantage of the trends, to take on what everyone else is doing, to follow the market leaders as quickly as possible. That's not a terrible thing. But I don't think it makes for optimally interesting businesses.

Maybe a better word is originality. Because in a way we're all just combining things that already exist in some other spot or form, or putting our own spin on something that's been done for centuries. The cool thing, I think, is that when we're true to our spirit and to who we really are, then what comes out is, by definition, going to be original. I love Robert Henri's quote—"Don't worry about your originality. You couldn't get rid of it even if you wanted to."

So often, though, people are watching others' success patterns and trying to tag onto their success. Which isn't evil, but it's not all that interesting. I was reading an interview with Scott Belsky in Tim Ferriss' book *Tools of Titans*. He said, "It's easy to see why most investors rely on pattern recognition. It starts with a successful company that surprises everyone with a new model...what follows is endless analysis and the mass adoption of a playbook that has already been played...sure, [those companies] may create a successful derivative, but they won't change the world. If you only look for patterns from the past, you won't venture far."

I'm convinced that everyone we work with has it in them. Like Henri said, "Art, when really understood, is the province of every human being." There's a musician named Lauren O'Connell whose music I really love. When I was watching some YouTube videos of her playing one day I discovered that on many of her recorded songs she actually plays nearly all the instruments herself. That was impressive. But what blew my mind was that how many everyday

ordinary things she turned into instruments. Everything from loose coins shaken on a tennis racket and then tapped with a spoon, to rubbing her finger on the edge of variously filled water glasses, tapping glasses with a blue ballpoint pen, hitting a phone book with a drum stick, to using a bow to play the banjo. She stomps her boots on one song to start the percussion. While I'm sure she's not the first person in the world to do those things, she's clearly put them together in a way that brings something special to her music and performance. And it's not just an oddity or affectation. She uses it to make really great music.

The opposite of originality is standardization. It's the industrial model. On a personal level, it's—to a greater or lesser degree—dehumanization. Where individuals don't matter. At the extreme level that can be enslavement, concentration camps, lynchings, pogroms, etc. But on a far less extreme, much more common, middle of the road level, it can just come in the form of people being treated like statistics or machine parts. Like they're unimportant, not creative, not capable. Like they have no value.

"Being an artist is not a posture or a profession, but a way of being in the world and in relation to yourself. An artist is revealed in his or her choices."

They get put into boxes. They're assigned identities based on...you name it—who they hang out with, the color of their skin, what they study, where they worship. It's true with people and it's true with big box stores set down at the crossroads of beautiful backcountry. If you do what everyone else is already doing, then the only draws you really have are price or location. Both of which are relatively easily overcome for someone who wants to compete with you.

I'm always inclined to go the other way. To try to do things that honor the individual for who they are and that try to create businesses that are doing something unique and special. Part 1 of the *Guide to Good Leading Series* has much more on this.

ZN: And how does this translate into business?

A: I believe ever more strongly that great businesses are unique in the way they put themselves together and the way they put themselves out there in the world. Great art is always a reflection of the soul and spirit of the person who makes it. I love that line from Thelonius Monk about a "genius is the one most like himself." I agree. And I think it's true of organizations. Great businesses are the ones that are "most like themselves."

Of course, it's harder to really be ourselves than it is to know that it's a good idea to be ourselves. But that's really what this whole idea is about. Creating something special that's an accurate and effective manifestation of the spirit, values, beliefs and passions of the person or people behind the project. An artful existence—whether personally or collectively—that makes a positive impression on the people who are around it. And, personally, I'd add that, at least for me, it had a positive impact on the people and place that it comes into contact with. But that's another interview.

ZN: How did that work out for you guys with Zingerman's?

A: For me and Paul, all of this was implicit—granted in rough form—in what we were trying to do from the get go. From the beginning of the Deli back in 1982 I was always focused on creating something special and unique. Not just a copy of a deli in New York or Chicago or Detroit. It just seemed more interesting to me to work on. And, I believe very strongly, ultimately a better business. Because, while it's almost always easier to sell people what they're already used to buying from others, in the long run you really don't have anything uniquely your own to offer when that's what you do.

On the other hand, the businesses that do something special, that create a unique model, that put pieces together in unique ways have a much better shot at doing something memorable in the marketplace. So customers are drawn to them. People who like creative work want to work in them or with them. The press wants to write about them. And that's what I wanted to create.

The same effort to create uniqueness was built into the vision for Zingerman's 2009 that Paul and I wrote in 1994. Rather than follow the standard "open more stores" model, our vision was designed to create growth by recreating uniqueness. So, we designed a business model in which each business would be part of the Zingerman's Community, but, at the same time, each would have its own specialty.

Each would have a managing partner, or partners, in it—in this sense, they're the artist whose inspiration informs that business. Our hope was that we kept the same energy of uniqueness that had helped make the Deli so special. In many ways, it's harder to walk one's own path. I'm with Herman Melville—"It is better to fail in originality than to succeed in imitation." You know, it's the old Frank Sinatra hit—"I Did It My Way!"

ZN: So you don't think that the standard business model of opening more units of your successful original is "art?"

A: Well, I think it's "art." It's just not great art. Or not the kind of art I'm interested in. I always say to people: if you think there's really no difference between a business with a single unique

entity and one that replicates itself over and over, then why is a Picasso original worth millions when a Picasso print is worth next to nothing? The art is technically the same. But the feel, the energy, the nuance, the details, the uniqueness - totally different in the one he actually painted! I mean, I love Apple products and I admire a lot of what they've done. And I think the idea of the Apple store was very cool. The first one they opened blew people's minds. But when I walk through mall to get to the Apple store in Ann Arbor and the store is 90% the same as every other Apple store in the world, it's not all that exciting. I go there because I need to get something and really that's it.

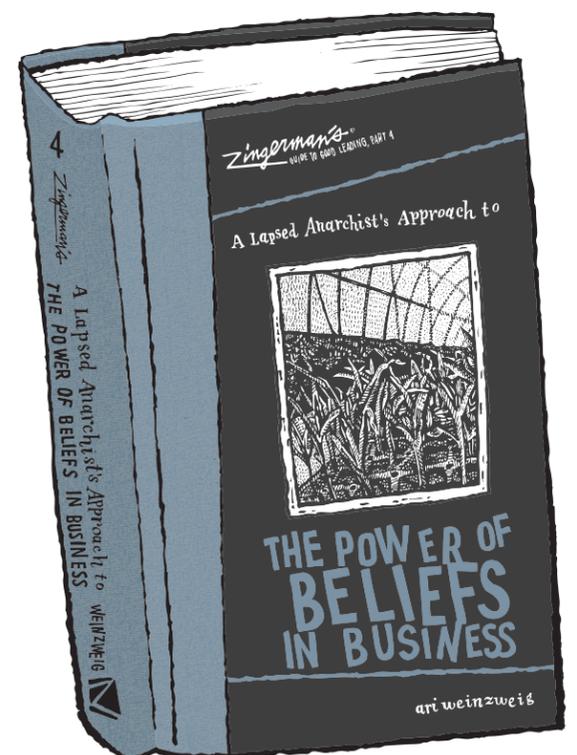
The same is true with being a market leader in anything, rather than a follower. When we're following in someone else's wake rather than creating our own path, the second and third and fourth players in will always be compared—almost always unfavorably—to the original. I've generally always tried to do the opposite—to go away from the trends where I can.

I love that Robert Henri quote: "The individual says, 'My crowd doesn't run that way.' I say, don't run with crowds." Running with the crowd is often easier in the short term and it can definitely make you more money more quickly, but the businesses who follow in others' footsteps are never regarded as innovative artists in their field. Jack Trout wrote about that phenomenon years ago in his books on market positioning. If you're in a field in which someone else is already the pioneer, you're stuck with, at best, second place. I stand by the statement from the Positive Organizational Scholarship folks here at U of M that says, "Excellence is a function of uniqueness." The more you do something in a way that others haven't already done it—or at least not lately—the more you have a shot at doing something that will be remembered positively for a long time.

The reality, though, is that we're mostly taught to try to fit in, not how to take a flyer on the top five trends of our era. There's a safety in fitting in. It's what Irish poet and priest John O'Donahue wrote: "One of the sad things today is that so many people are frightened by the wonder of their own presence. They are dying to tie themselves into a system, a role, or to an image, or to a predetermined identity that other people have actually settled on for them. This identity may be totally at variance with the wild energies that are rising inside in their souls. Many of us get very afraid and we eventually compromise. We settle for something that is safe, rather than engaging the danger and the wildness that is in our own hearts."

On the other hand, the more we focus on what we feel strongly about, something we really believe in, something we ourselves came up with or something we created out of others' pieces, the more interesting it's likely to be. Now, obviously, if we're making something no one wants at all, or something no one's willing to buy, then that isn't going to work if we're trying to make it in a business.

But I know from all the work on the Beliefs book that how much we believe in what we're doing makes an enormous difference. When we're doing something we really believe in, and what we do is done well, the odds go up a lot that we can make it work. It's like Thelonius Monk said: "Play your own way. Don't play what the public wants—you play what you want and let the public pick up on what you are doing—even if it does take them fifteen, twenty years." Now, of course, businesses can't generally wait fifteen years. But still, the point is the same. Doing something that you believe in, making a product or service that people don't even know that they want until you make it...those are the people/businesses who become market leaders. Make something so interesting and special, unique but still accessible in its own special way, that people will go a long way to get.



READ THE REST AT ZCOB.ME/LINK.
BUY THE POWER OF BELIEFS IN BUSINESS AT ZCOB.ME/PART4

THE FEED

THE SECRET LIFE OF AMAZING FOOD AT ZINGERMAN'S

Easter Treats at zingerman's mail order

No Fooling!
EASTER IS APRIL 1ST, 2018

Reserve your sweet treats for Easter and turn the standard holiday basket into something worth a few posts on Instagram. Featuring confections to please all your bunnies, plus meats for the centerpiece of the feast.

golden chocolate egg



Roald Dahl's Veruca Salt was a spoiled brat who wanted lots of things, in particular golden eggs. She could have saved everyone a lot of trouble if her dad had known about these. Then again, that would mean none for us. From the aptly named Veruca Chocolates in Chicago comes this spectacular chocolate egg filled with a chocolate peanut ganache and salted caramel, wrapped around a burnt caramel center. The egg is hand-rolled in edible gold luster dust making it desirable to any Veruca Salts you might have lurking in your family.



fruit: on chocolate eggs



Fruition Chocolate is a bean-to-bar chocolate maker, meaning they source their own cacao beans directly from farmers and then use them to craft all manner of chocolate bars and confections, including these bright pink and blue eggs for Easter. Each box of four eggs contains two flavors: Strawberry Basil, which starts savory like fresh basil from the garden but finishes with bright strawberry sweetness; and Peanut Butter & Toffee, which almost tastes like the truffle version of a PB&J sandwich from the bright, fruity notes of the chocolate. The bold, fresh flavors will wow even the most adventurous Easter eater you know.

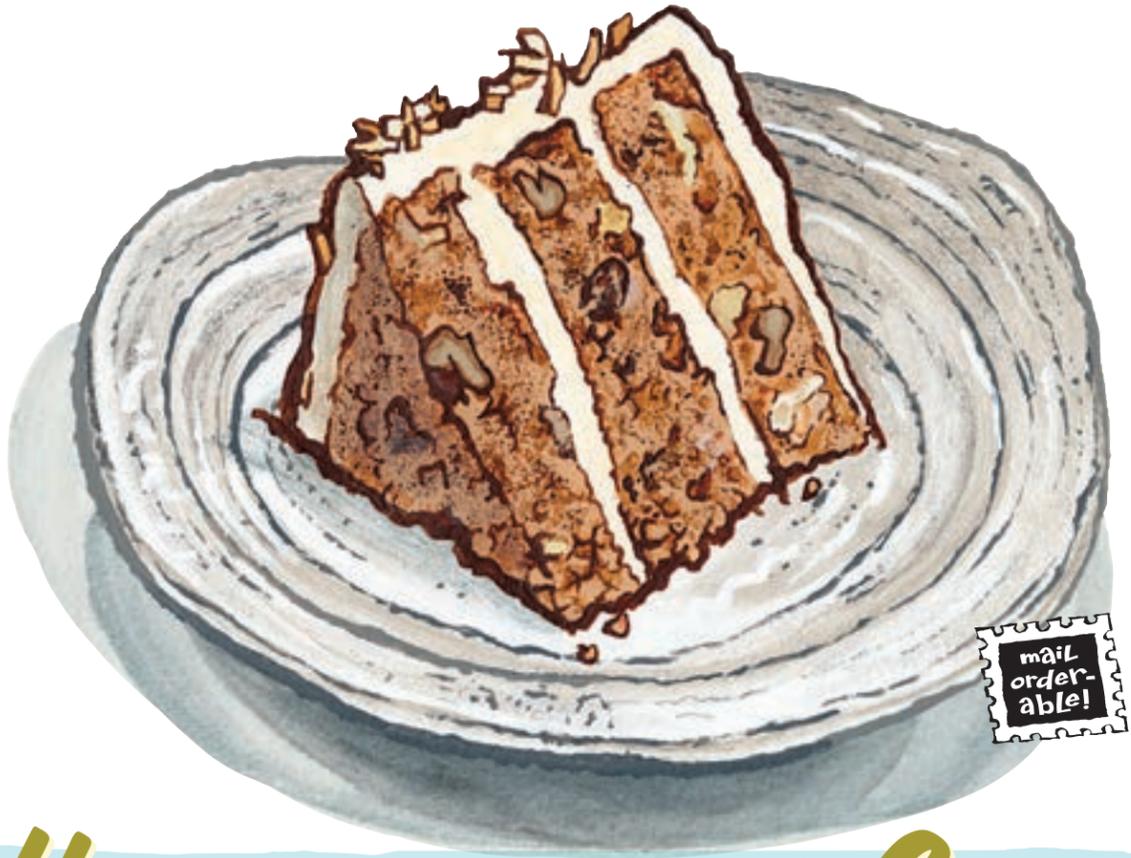
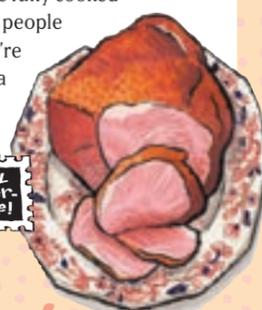


chocolat moderne chocolate eggs

If the Easter Bunny had these eggs in his basket, he wouldn't hide a single one for the kids. And who'd blame him for hoarding the lot? Chocolate eggs rarely taste this good, nor look this beautiful. Our friends at Chocolat Moderne in New York City have nested three huge eggs into a handsome little box just for us for Easter. Three flavors: Pomegranate Rose, Almond & Walnut Baklava, and Hazelnut Praline. You won't find these three flavors together anywhere else. Even the Easter Bunny wouldn't know where to look.

pecan smoked duroc ham

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 root and 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. Then 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, you won't find these hams available anywhere else.



Hummingbird Cake

A few decades ago, hummingbird cake was the brainchild of a Jamaican marketing executive. Today it's a beloved American classic, used to celebrate everything from holidays to Tuesdays. It's the Southern belle of fruitcakes: sweet, a bit sassy, pretty, and popular with everyone from brides to grannies.

ONCE UPON A TIME, ABOUT FIFTY YEARS AGO, A NEW AIRLINE WAS STARTED IN JAMAICA.

They wanted to get more foreign tourists to visit Jamaica, so naturally they cooked up an advertising campaign that included posters of scantily clad women on white sandy beaches. However, they also sent out recipes for local dishes, including one for "Doctor Bird Cake," named after the Doctor Bird, a hummingbird that's both the national bird of Jamaica and the emblem on the Air Jamaica logo.

HUMMINGBIRD CAKE IS A BIG FAVORITE FOR WEDDINGS AROUND ANN ARBOR.

The original Doctor Bird Cake was a bundt cake made with bananas. By the early 1970s, recipes for Doctor Bird Cake—sometimes called by other names like Doesn't Last Cake, Nothing Left Cake, or Hummingbird Cake, which was the name that stuck—started showing up in small town newspapers across the American south. The recipes featured "tropical" additions like crushed pineapple, shredded coconut, and pecans (which aren't tropical at all). In 1978, *Southern Living* printed a recipe for Hummingbird Cake: a layer cake made with cream cheese frosting, which became the most requested recipe they ever printed. Ten years after the Jamaican tourism board invented it, hummingbird cake was a southern American classic.

HUMMINGBIRD CAKE HAS MORE FRUIT THAN FLOUR.

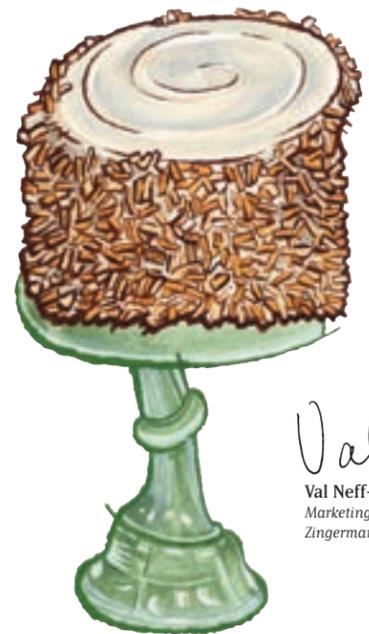
Zingerman's version has almost half a pound more of banana, pineapple, and coconut than flour. The most important flavor booster comes from using super ripe bananas. The ideal banana for hummingbird cake has a dark yellow peel covered with lots of dark brown splotches. When that happens, the starches in the fruit have all broken down into sugars and it's at its peak sweetness. To get just the right flavor for the cake, we hold onto our bananas until they reach their peak ripeness. Then it's all hands on deck to get them all peeled and frozen.

Hummingbird Cake is also unique in that it's traditionally made with oil, not butter. Using oil gives the cake a super moist and light texture. Even if you were to eat a slice right from the refrigerator (an act I don't recommend because it'll be way more flavorful at room temperature, but hey, I get it—sometimes you can't wait to have your cake and eat it, too), it will still be the moistest cake you ever ate.

One final flavor booster is the toasted pecans that are mixed into the dough. Like saving bananas until they're fully ripe, toasting the nuts is a step that takes extra time but pays huge dividends in flavor. We toast all the nuts we bake with, for everything from coffee cakes to breads. The toasted nuts are sweet and roasty with a great depth of flavor. We also toast a bit of coconut that gets sprinkled on the rich vanilla buttercream frosting on the sides of the cake.

HUMMINGBIRD CAKE IS A BIG FAVORITE FOR WEDDINGS AROUND ANN ARBOR.

"After they taste it, brides always end up choosing to have Hummingbird Cakes for their weddings," explained Amy Emberling, pastry maven and co-managing partner at Zingerman's Bakehouse. It's a show-stopping centerpiece for just about any event. My co-worker Angela uses the Hummingbird Cake as her go-to for just about every occasion: her birthday, apologies, anniversaries, Mother's Day...And at Zingerman's Roadhouse, it's been one of the most popular choices on the dessert menu since day one. ☺



Val
Val Neff-Rasmussen
Marketing Specialist
Zingerman's Mail Order

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

Baking with allergens— a particular kind of ingredient!



When we started our adventure in artisan baking in 1992, our focus was on becoming experts in making traditional, hearth-baked breads and using the most flavorful ingredients we could find. Guests wanted to understand the baking process we were using, which seemed mysterious and revolutionary at the time, and were more than satisfied with our choice of real ingredients, nothing artificial and zero preservatives. This was actually quite special and unusual. In the process of making our food we adhered to the food safety standards of the Department of Agriculture, which were straight forward and relatively uncomplicated. This was a small part of the daily work we did and never a part of a conversation with a guest.

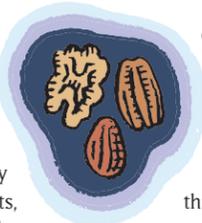
Much has changed in the world of professional baking. Today, I am happy to write, these ingredient standards have become the lowest bar of entry into the artisan baking world. American baking has evolved tremendously since the mid-1980s when large numbers of people began to explore making naturally leavened bread. Locally and sustainably grown ingredients, organic grains, whole grains, freshly milled grains are where we're focused and heading. Many of us have gained enough understanding of traditional methods that we are actually improving upon them, coaxing more flavor out of the grain we use and manipulating our starters more expertly.

Not only have our baking standards evolved but so have our food safety standards and the needs of our community.

FSMA is the acronym for the Food Safety Modernization Act, which was enacted in September of 2017. The expectations of FSMA take food safety to a more elevated level, which include well designed systems of verification on top of strict and thorough systems to ensure food safety. One area of change that is most interesting to guests and critical to our ability to serve you is how allergens are handled.

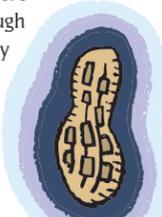
In the last decade, from my lay person's perspective, the number of us living with food-related allergies, and the variety of allergies we're living with, seems to have grown tremendously. What was in the past an occasional customer request for a carrot cake without nuts or a loaf of bread without eggs has become a daily concern. We decided two years ago that we needed to tackle the large project of developing systems to ensure there were no cross contact of allergens in the bakery so that guests could be confident that they were safe to eat our food.

What does this mean? It simply means that if you are eating something we've made we want you to know that there was no contact of that item with any of the other 8 official allergens that are not one of its ingredients. The 8 official government designated allergens are: wheat, eggs, milk, soy, tree nuts (almonds, walnuts, pecans, pistachios, coconut, etc), peanuts, fish and shellfish. We regularly have wheat, eggs, milk, soy (in a few chocolates), and tree nuts in our bakery and we use them in large quantities in lots of different breads and cakes. To control their cross contact meant creating processes and work practices that when followed,



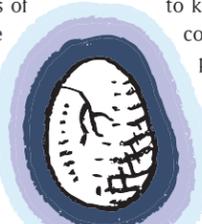
eliminate the possibility of an allergen, not in a recipe, from contaminating a product at any point in its creation, packaging, and delivery.

How do we do it? Through education and conversation we have created a work culture that fully endorses making this possible. It is now just a way of working.

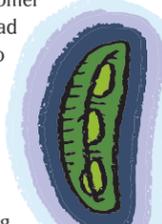


We have documented our intention in the broadest terms and then interpreted what this means systemically in each area of our bakery.

We then reinforce our choices by holding each other accountable to them and regularly doing our own internal inspections.



What are some practical steps we've taken? It all starts with our ingredients. Even before we receive them we need to know how they were handled and that they were not in contact with an unlisted allergen. Then, there are strict practices for storing raw ingredients. Non-like allergens can be stored next to each other but not above one another. (They could fall onto each other from above.) Containers holding allergens must remain sealed at all times and not compromised in any way. Then, once ingredients are used in final products and component products they all need to be stored with the same attention to allergens—not touching each other, not on contaminated surfaces, not above each other.



Within the baking process utensils, bowls and all surfaces are washed, rinsed and sanitized between all non-like allergens. To state the obvious, we also wash our hands after working with a non-like allergen. When we are working with an allergen we even wear disposable plastic aprons so we can make sure that we don't inadvertently cause contact through fabric.



The list of specifics is lengthy. We have designated slicers for specific allergens. We individually wrap pastries to keep them apart during the delivery process. We do our own protein testing to make sure our efforts are working. I could go on but I hope you get the point. We are taking many measures to keep allergens from co-mingling.

Amy
Amy Emberling
Bakehouse Managing Partner

special bakes

We have made some great specialty breads and pastries over the years that developed their own followings. We bring them back for a weekend here and there just for fun! If you're looking for a little adventure, check out this calendar.

march

IRISH BROWN SODA BREAD - 3/1-3/17
OLIVE OIL CAKE - 3/16-3/19
SOMODI KÁLACS - 3/23-3/25 & 3/30-4/1
HOT CROSS BUNS - 3/29-4/1

april

PUMPERNICKEL RAISIN - 4/6-4/8
CHERNUSHKA RYE - 4/13 & 4/14
BLACK OLIVE FARM - 4/20 & 4/21
CHOCOLATE CHALLAH - 4/27 & 4/28
SWEET BUTTER TEA CAKE - 4/26-4/29

reserve your special bakes today!
call 734.761.2095

Cake of the month

20% off
whole cakes
& slices!

march

BOSTON CREAM PIE

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

april

HUMMINGBIRD CAKE

When Zingerman's Roadhouse first opened in 2003 we were inspired to introduce many old time American favorites. Hummingbird cake is one of them. A traditional southern cake with toasted coconut, ripe bananas, toasted pecans and pineapple covered in cream cheese frosting. Taste why it's still one of our most popular cakes.



Bread of the month

now \$4.75/ea,
was \$6.79/ea

march

SICILIAN SESAME SEMOLINA ROUND

The bread to seize the imagination of sesame seed lovers everywhere - the entire loaf is rolled in unhulled sesame seeds. Made with semolina flour, the crumb has a golden color and great taste. Really bring out the flavor by toasting or grilling it.

april

PAESANO

The traditional bread of the Puglia region of Italy. Pass it around the table for ripping and dipping in great olive oil, soup or pasta. It has an airy white crumb made from organic flour and a chewy organic cornmeal dusted-crust. Everyone likes this bread. We'll put money on it.

BAKE!
Zingerman's BAKEHOUSE

Summer
**HANDS-ON
BAKING CAMPS**
For Kids Ages 9 to 14

Learn valuable kitchen skills that will come in handy for years to come
choose from baking basics, advanced baking, or dinner series

Visit bakewithzing.com
for tasty details & available dates

SAVE YOUR SEAT NOW!

For a limited time only!
Special batches for

Easter & Passover

3/19-4/7
Pavlova, Chocolate Orange Torte,
Lemon Sponge Cake & Coconut Macaroons

3/29-4/1
Hot Cross Buns

3/19-4/1
Easter Egg Cookies



Your bucket list is calling.

GRAB YOUR PASSPORT, HUNGER FOR ADVENTURE, THIRST FOR KNOWLEDGE, AND LET'S GO!

Meet us on location and we'll do the rest. You relax, eat, drink, and learn with the experts. Take home once-in-a-lifetime memories. Put that tax refund to good use and reserve your spot to see the world the Zingerman's way. But don't delay, 2018 Food Tours are filling fast! Just a few spots left as we go to print with this newsletter!



Zagreb and Istria, Croatia

September 17th-26th

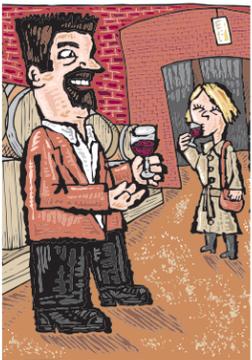
Venture out to hunt for truffles in the woods. Visit an olive orchard, a goat farm, a vineyard, an oyster farm, a distillery, and more. Enjoy an intimate cooking demonstration with a local chef. Explore beautiful old towns, historical sites, markets, and scenic landscape. Also includes a quick trip to Italy!



Tuscany and Emilia Romagna, Italy

October 6th-15th

Hands-on cooking classes with an Italian chef. Wine tastings at picturesque vineyards. Private tours of Parmigiano Reggiano cheese, balsamic vinegar, and prosciutto making. Dine in cozy local restaurants. The list goes on!



Grand Traverse Bay, Michigan

September 21st-23rd

Enjoy true farm to table meals. Experience the passion of makers of cider, beer, and wine in person. Go behind a vibrant local food scene. Tour a potato chip company. Take in the lake views at a boutique hotel. And much more!

For detailed itineraries & to book your spot visit zingermansfoodtours.com or call 888.316.2736

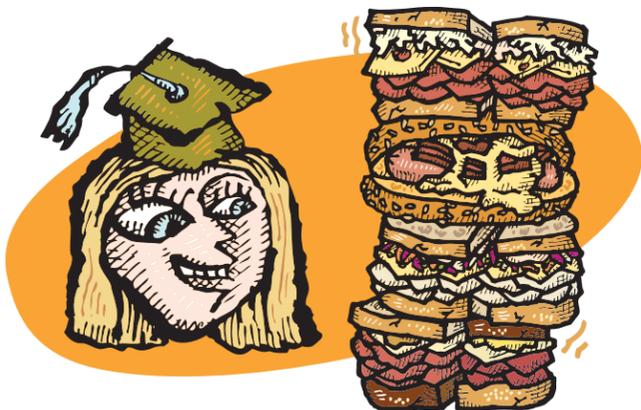
Sign up for our enews while you're there. Stay tuned for new tour announcements!



GRADUATION 2018

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

Call to chat with one of our expert caterers. They can take care of all the details so you can focus on the big day. One of our sales staff will ask all the right questions and walk you through your order in a flash. Our delivery drivers will even bring the food to your door and help you get set up (but we also make pick-up easy—you won't even need to get out of your car!). Leave Ann Arbor in good taste with Zingerman's Catering!



\$24 PER PERSON

DELI AT YOUR DOOR!

Whether you are hosting a party for graduation or need food for your next office gathering, we are here to save the day by bringing the Zingerman's Experience to you! Choose from an assortment of Deli sandwiches with sides of our potato salad and coleslaw. We'll include pickles, fruit salad, pimento cheese with pumpernickel and celery sticks, and finish it off with a tray of our delicious brownies and cookies. We throw in an assortment of sodas so you don't have to worry about a thing.

*Pricing and menus are designed for 10 or more people. We can accommodate smaller groups upon request. Per person price may vary. Please place your catering order 48 hours or more in advance. This will help us to secure your desired delivery time and menu selection.

Call 734-663-3400 or visit zingermanscatering.com today to view our many other tasty menu offerings!

EAT LIKE A KOREAN

There's much talk about authenticity and cultural appropriation. Many opinions have been voiced in many forums. I have my own, to be sure, but I also believe that the most important aspect of this conversation is good, honest dialogue about what it means to belong to a particular community. To understand why they laugh and cry and spend and primp and, closest to my heart, to know how and what they eat.

So, come with me, Ji Hye Kim. I'm going to take you into Korean dining rooms, past and present, so you can see how we eat. And then, I'm hoping you'll come to Miss Kim and EAT LIKE A KOREAN.

SETTING

A middle class apartment in Seoul, South Korea. A family of 4 is seated for dinner on a weekday night. Both Mom and Dad work outside of the home.

WHAT'S FOR DINNER?

- Freshly made rice.
- 2-3 banchan [bite sized flavor bombs like pickled, blanched or sautéed vegetables, eggs, dried fish, etc.].
- Kimchi.
- Sautéed meat or fish or tofu.

All the food is on the table at the same time and everything gets eaten together. There are no courses in Korean meals.

The banchan and kimchi are purchased from a store. The meat might be as well, most likely pre-marinated. There's a ton of traditional, well-made Korean food available for purchase because Koreans today don't cook as much as they used to.

The family eats at the table. The real point of this meal is the rice. Everything else on the table is only there to support the consumption of rice. No wonder why the Korean word for "meal" is the word for "rice!"

SETTING

Another middle class apartment in Seoul but the Mom in this family does not work outside the home. This is still pretty common in Korea.

WHAT'S FOR DINNER?

- Freshly made rice. Always.
- 4-5 banchan and a couple kinds of kimchi, likely homemade.
- Marinated and stir fried or braised meat. Or a quickly sautéed fish.
- A broth based soup or stew, hearty but not filling.

As before, all the food is on the table at the same time and everything gets eaten together.

Rice is still the point but with so many more dishes on the table, we learn a few more details about how Koreans eat. All the banchan and kimchi is set on the table. The family gathers around. Mom is bringing out the last plates of dishes she's finishing on the stove, more often the proteins and stews. Everyone digs in, eating as much banchan and kimchi as protein.

We note a casualness to the way they're eating. Mix. Stir. Wrap. Spoonfuls of rice go into a steaming bowl of soup, followed by a quick pop of kimchi or crunchy banchan. Juices from the sautéed beef are sopped up with a little bit of rice and some pickled radish—a perfect bite for someone else at the table.

You get the sense that in Korea, meals are not composed in the kitchen, they're composed at the table. Each person does what's right for them with each bite. It's as though Mom trusts you to do what's good for you. "I'm going to put a bunch of deliciousness on the table," she says, "then you do you."

SETTING

A middle class family in Seoul, South Korea. A century ago.

WHAT'S FOR DINNER?

- Freshly made rice. Always.
- 4-5 banchan and a couple kinds of kimchi, likely homemade.
- Marinated and stir fried or braised meat. Or a quickly sautéed fish.
- A broth based soup or stew, hearty but not filling.

Ah, you've noticed that it's the same kind of meal as the modern family with one difference. You'd have to talk to the lady of the house to know what it is. She'll tell you this - numbers matter. Korean culinary tradition comes with a set of rules to ensure harmony and balance at the table. If you're putting 5 dishes on the table, here's how many banchan you must have. If you're putting 7 or 9 or 11, here's what your table should look like. It's always an odd number. And there's always soup and rice.

SETTING

The day after an important Korean holiday. Think Thanksgiving.

WHAT'S FOR DINNER?

- Bibimbob!!

Ah! Finally you have an answer to the question that's been keeping you up at nights. When do Koreans really eat Bibimbob?

As you watch the Bibimbob being prepared, you realize that it's leftovers from yesterday's carefully prepared holiday feast. Bibimbob is eaten the day after ancestral ceremonies or big holidays. It's the Korean equivalent of the turkey sandwich after Thanksgiving!

Most holidays in Korea involve a big spread of food. Before you eat, you offer the feast to your ancestors as a mark of respect. The next day you have a slew of leftovers and you make Bibimbob.

But much like constructing the leftover turkey sandwich can be elevated to an art form, so too is the construction of the Bibimbob bowl. Legend has it that when you hold a bowl of Bibimbob, you're holding the entire universe in your hand. There are rules about its composition. You must represent all the colors of the universe - white, black, red, yellow and green or blue.

But when the family sits down to eat these reverently constructed bowls of Bibimbob, you see that casualness you noticed earlier. It all gets mixed up and slurped down.

So Bibimbob is not quite the fast, casual everything-in-a-bowl lunch that you're used to seeing here, although it's also taken on that role in Korea.

At Miss Kim, by the way, it's neither fast casual or leftovers. It's a carefully constructed bowl that pays homage to the ingredients and rules of Korean ancestral food and Michigan's seasonal offerings. You could say that in lieu of our ancestors, we pay attention to the ingredients. We're pretty sure our ancestors don't mind.

SETTING

You and 5 of your friends. At Miss Kim. Tomorrow.

WHAT'S FOR DINNER?

- Banchan
 - Koryo Carrot Salad
 - Brussels sprouts
 - Fried winter squash
 - Tteokbokki
 - Bacon kimchi collards
 - Avocado edamame dip
- Soup/Stew
 - Chicken jook or country miso soup (we suggest you get 3 chicken jook and 3 country miso soup and taste each other's soups!)
- Protein
 - Lamb shank
 - Fried Soft Tofu
 - Baby back ribs
- Chili Butter monkfish or soy butter scallops
- Kimchi and freshly cooked rice, always

Miss Kim
now accepts dinner
reservations for parties
of any size!

Now that you pretty much know how to eat like a Korean, you just have to put it all together! Seasonal vegetables, carbohydrates and protein get equal billing at the Korean table. We like our tables to be full—teeming with different flavors, textures and colors. And because we like our tables full, we like to eat with lots of company, so bring your friends with you. And share! Everything on the table is for everybody. We'll put a bunch of deliciousness on the table. You do you. 🍴



Ji Hye Kim
Chef and Managing
Partner, Miss Kim



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

Every year in March we get a teensy bit nostalgic. It's our birthday month, after all! We take a moment to reflect on the previous year. One more rotation around the sun. We feel so incredibly fortunate to be a part of this community. We think about all the folks who have come through our doors or we've had the chance to encounter in some way and we're grateful for each and every interaction. We're guided by our mission to provide an amazing Zingerman's Experience to all.

Mission Statement



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

When Ari and Paul opened the Deli's doors on March 15th, 1982, they sought to open a place unlike any in the area at the time. A Jewish Delicatessen serving traditionally-made and full-flavored foods reminiscent of the delis of their youth. Today, we continue to be incredibly passionate about all the delicious foods we are lucky to encounter and over the years we've discovered as many flavors, if not more, as there are bricks on Detroit Street!

JEWISH SPECIALTIES

Do you find yourself asking what is a knish, kugel and kreplach? Or, if those are Jewish foods of which you're intimately familiar but haven't yet experienced at Zingerman's, then you should probably drop everything you're doing and order some immediately. Handmade in the Deli's kitchen, our Jewish specialties are truly something to write home about...do people still do that? Ok, well, tweet about. :) Seriously though, for your sake, try one of these today:

kugel

Traditional Jewish "pudding" of rich egg noodles from Al Dente, fresh farm cheese from Zingerman's Creamery, plump raisins, cinnamon and a lot of real vanilla.

latkes

Twice fried, thick potato pancakes. Served with Calder Dairy sour cream or house-made applesauce.

knish

A classic Jewish savory pastry. Four filling choices: Herbed mashed potato, roasted chicken, toasted kasha grain, or pastrami.

kreplach

Our chicken broth with a brisket filled dumpling.

bagel & lox (#30 the special)

Cold-smoked salmon by Ducktrap River, Zingerman's Creamery cream cheese, tomato, and red onion served with a toasted sesame bagel from Zingerman's Bakehouse.

cheese blintz

Traditional Jewish "crêpe" filled with rich farm cheese from Zingerman's Creamery, blended with chestnut honey and real vanilla. Served with a side of sour cream and mixed berry preserves.

new matzo ball soup

Our chicken broth with a homemade matzo ball got a huge upgrade—now featuring The Matzo Project matzo meal.

LET'S CELEBRATE!

It wouldn't be a birthday without CAKE! Pre-order and purchase your Birthday cake (even if it's months away) on the Deli's Birthday, March 15th, and receive 15% off! (Valid at Zingerman's Next Door only.)

Get a chance to taste many of our favorite products (some we've carried from the beginning!) at The Best of 36 Years with Ari tastings. Spend an evening with Ari as he shares stories of Zingerman's and his most favorite foods. Bring an appetite!

36TH ANNIVERSARY POSTER SALE

Every month at the Deli, our two full-time artists design and hand paint posters to promote our bounty of full-flavored, traditional and Jewish foods and events. After their moments of glory on the Deli floor, these one-of-a-kind posters become available for purchase on our website. To celebrate 36 years of Neverending Noshes at the Deli, we're offering \$36 off each of our 1000+ posters for the entire month of March - just use the code HAPPYBIRTHDAY! on our website. But wait, there's MORE! To celebrate the very day we started noshing, March 15, 1982, all of our posters will be \$50 off using the same discount code on March 15. Browse our poster selection at zingermansdeli.com/zingermans-art-for-sale/, choose your favorite and own a piece of Zingerman's history!

WIN A FREE SANDWICH!

Tag us on Instagram in March and April for a chance to win a free sandwich! Just snap a pic of your Zingerman's Deli fare and use the hashtag #neverendingnoshes to be entered. We'll share our favorites on our feed and choose a winner on Monday, April 30th. 🍷

Katie
PRINTS

Katie Honoway
Merchandizing Collective
Zingerman's Deli



we'll return to our regular hours (7am-10pm) on march 11th

PASSOVER MENU



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



Seder Plate

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



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

A few favorites on this year's menu:

Other Menu Highlights

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

The Matzo Project Matzo

Our matzo is gettin' a makeover! That's right. Brooklyn based duo, Ashley Albert and Kevin Rodriguez, set out to bake a new take on the culturally beloved, but traditionally flavorless box of matzo. Boy, did they succeed! Grab a box of these "surprisingly delicious matzo" crackers or try it in our handmade matzo balls and gefilte fish.

Complete Seder Meal for 4

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

*Our Passover foods are not kosher.

Full menu available March 1st. Call 734.663.3400 to order. Free local delivery!



MARCH

Carne Adovada con Patatas y Huevos \$13.99

Our take on a traditional New Mexican morning staple - Carne Adovada. Tender pieces of pork shoulder braised in a rich sauce of New Mexican chiles from Los Chileros paired with a side of Yukon gold potatoes and chopped green chiles. This duo is topped by two Grazing Fields eggs, cooked to perfection.

(*Only available until 11am*)

APRIL

Creole Jambalaya \$13.99

Chow down on a heaping helping of red Jambalaya straight from the Crescent city. We jazz up Anson Mills Carolina Gold rice with Louisiana andouille sausage, Nodine's smoked chicken, and Creole spices from Épices de Cru to make this delectable delta delight.

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

MARCH

ethiopian berbere

Berberere could be called the "curry of Africa." The fragrant and versatile Ethiopian blend is Épices de Cru's best-selling blend in Montreal. In Ethiopia, it's used as much as Spaniards season with paprika. It's ideal for seasoning meats—chicken, pork, and fish. Mix it with crushed fresh garlic and some butter and rub it over chicken before you roast. Add it to hearty soups made from beans, chickpeas or lentils. It's good on everything. The de Vienne's say, "It simply makes everything taste better!"

In Ethiopia, of course, every family has its own recipe. The de Vienne's version starts with a blend of three chili peppers with ginger, black and green cardamom, fenugreek, allspice, adjwain (which is a bit thyme-like), cassia buds and black pepper. Philippe told me that it's "traditionally used for meat in Ethiopia; we have yet to find a dish where it did not work: seafood, vegetarian, grains...even in brownies. It's the ultimate answer to the question: 'If you had to take only one spice blend to a desert island? This would be it.'"

One of our regular items at the Cream Top Shop has become our fresh City Goats spiced with Berbere. Like so many good couples in the world, opposites attract—the creamy, mild, milkiness of the cheese is a pretty perfect foil for the well-rounded, exotic, lively, free-jazz jive of the Berbere. Together, they make a pretty marvelous appetizer. Or buy a Bakehouse baguette, toss a small salad and eat them all together! In a pinch, I crumble one of the spiced City Goats onto pasta—easy sauce, super good supper!



APRIL

sweet korean chili flakes

Sorry to break it to you, but there were not always potatoes in Ireland; Italy used to have no tomatoes; Hungary once had no paprika; France hasn't always had chocolate; and no one but Ethiopians used to enjoy coffee! And Korea—known around the world for the spiciness of its traditional cooking—had no chilis!

Ji Hye Kim, managing partner at our newest restaurant, Miss Kim, said, "Arriving in Korea only a few centuries ago, chilis have a shorter history in Korean cuisine, but Koreans really took a liking to it. Not all Korean food is spicy, but chilies do reserve a special place in Korean cuisine. And they are featured prominently in the dishes at Miss Kim."

These special chilis starting coming in from Korea to Épices de Cru in Quebec last year. The cultivar is a hybrid with no particular name, one they've developed to grow large and somewhat spicy.

These special pepper flakes are what we use at Miss Kim for our kimchi and a whole range of other dishes. At my house, they're on the kitchen table next to the Fleur de Sel sea salt and the Tellicherry black pepper, and they get used at almost every meal. I sprinkle it on salads, soups, pasta dishes, fish...you name it, it's good!

Ari

Ari Weinzweig
Zingerman's
Co-Founding Partner



A TASTE OF NEW MEXICO COMES TO ZINGERMAN'S

Zingerman's Deli will be holding a special Pueblo on the Patio event on Sunday, May 6th at the Deli. Our own Nestor Bonilla and the team will be preparing a delicious New Mexican-inspired brunch.

Here at Zingerman's, we offer scholarships to staff who wish to expand their knowledge of food or any other subject that'll broaden their expertise and benefit our organization. Scholarships to study charcuterie, olive oil, and marketing have been given out in the past, and this year one of our recipients was Nestor Bonilla, a Deli supervisor, who used his award to tour New Mexico's chile farms and delve into the regional cuisines of Albuquerque and Santa Fe.

A big part of Nestor's job is creating new dishes, and in the two years he's worked in the Deli kitchen, his love for interpreting the flavors of the American Southwest has grown—he's the man behind the delicious tortilla soup we serve during the winter as well as very popular monthly specials, like Mole Negro con Pollo. While he loves researching and experimenting with recipes, Nestor says he was excited to taste the flavors and spices of authentic New Mexican dishes and bring back what he learned to the Deli menu and the Ann Arbor food scene.

"There are a lot of restaurants serving different styles of food here, but there's only one restaurant in Ann Arbor serving Southwest food," he says.

During his travels, Nestor made many friends. Whether he was visiting farmers' markets or Indian reservations, he struck up conversations with locals, who were very eager to give him restaurant recommendations. With Native American, Mexican, and Spanish influences, New Mexican

cuisine is one of the oldest regional cuisines in the United States, utilizing ingredients like blue corn, potatoes, pork, beans, and, of course, chile. He quickly learned that if you want to eat in New Mexico, that there's one question that needs to be answered:

"In every restaurant, they ask you if you want red or green chile, and if you want both, it's called 'Christmas Sauce,'" says Nestor, who was blown away by all the chile products, including everything from chile jam to chile pasta, that he encountered during his travels.

Along with food advice, Nestor also garnered a few invites to chile farms (8,000-10,000 acres of chiles are harvested annually in New Mexico, according to New Mexico State University's agricultural department), where he learned a lot about the crop and was gifted bags and bags of chiles. A chance encounter even got him an invite to the factory that houses Los Chileros, a small, family-owned company that produces dried chiles, rubs, and powders, which are sold nationally. A few weeks after returning to Michigan, he received a big box of their products, which he's been putting to good use in the Zingerman's kitchen.

Nestor can't wait to share what he learned during his trip with Ann Arbor. He'll be putting his newfound knowledge to delicious use at the Deli on May 6th, when Nestor and the team will be cooking a New Mexican-inspired feast on the patio from 7 to noon. He's currently working on a lot of different recipes, including huevos rancheros with rice and beans, choripapa with eggs and queso fresco, blue corn muffins with jalapenos and lots more. Don't miss a chance to get a taste of New Mexico!

Valentina Silva

Valentina Silva
Communications Specialist
Zingerman's Service Network

JOIN US FOR PUEBLO ON THE PATIO, A NEW MEXICAN INSPIRED BRUNCH WITH NESTOR BONILLA
Sunday May 6th, 7am-noon on the Deli patio

MENU HIGHLIGHTS

Blue Corn Atole Blue Corn Jalapeño Muffins

NEW MEXICAN BREAKFAST BOWLS - \$10.99

Huevos Rancheros with charro beans, rice, and braised kale (vegetarian, comes w/ 2 eggs)	Choripapa: chorizo and potato with refried black beans, braised kale, queso fresco (comes w/ 2 eggs)	Carne Adovada with roasted green chile, potatoes, and marinated pork, topped with pico de gallo and braised kale (comes w/ 2 eggs)
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SAUCE BAR

Ranchera sauce	Red Chile sauce	Green Chile sauce	Chile Cascabel Sauce
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MARCH

GMR Part Deux \$15.99

A remix of a sandwich with former menu fame, showcasing some of what the Deli kitchen does best! Oven roasted beef brisket, warm provolone cheese, New Mexico green chilis, and oven roasted onions on a grilled Zingerman's Bakehouse onion roll. A mix of sour and sweet with a spicy kick, this melty masterpiece is a true DELI-ght!

APRIL

Corn Bag's Party Fowl \$15.50

Never skip good food day! Strong, pungent and lively, this sandwich is a delightful combination of the meats and veggies we love! Smoked turkey, bacon, sauerkraut, onions, sunflower sprouts and a schmear of hot mustard on grilled rye.



15% off

It's our Birthday—let's celebrate! Pre-order and purchase your Birthday cake (even if it's months away) on the Deli's Birthday, March 15th, and receive 15% off! Give us a call to discuss flavors and sizes available at 734-663-3354.

36TH ANNIVERSARY POSTER SALE

Own a piece of Zingerman's history for a steal!



\$36 off in March
\$50 off 3/15 only

you really can taste the difference!

Zingerman's® events calendar

march goings-on



MAR 4TH

Comparative Cupping 12-2pm

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



\$30/person



MAR 4TH

Mastering Mozzarella 2-5pm

In this fun-filled, two part class we'll show you the ins and outs of making this simple, delicious cheese. You'll learn how to pull balls of fresh mozzarella from curd we make in class using fresh milk. Then we'll stretch string cheese and create rich, creamy burrata. You'll get all of the cheese that you make in class to take home and eat, plus the recipes that we teach! Adults and children over 12 are welcome.

\$75/person



MAR 4TH

Pie & Mash Pop-Up Shop! 5-7:30pm

The farmhouse kitchen will transform into a traditional English Pie & Mash Shop every Sunday in March. This Sunday will feature a fresh, savory handmade Beef and Onion Pie with classic side dishes. Pre-order or place your order upon arrival and take it home or dine at one of our farmhouse tables. Only available at zcob.me/pieandmash

**\$19/1 meal
\$70/4 meals**



MAR 9TH

Cider & Cheese 6-8pm

We will pair up a range of our favorite Michigan-made ciders from dry to sweet with cheeses selected from our shop. You will leave armed with notes on the cheeses, ciders, and how we choose the pairings, ready to wow your friends and family. 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+.

\$35/person



MAR 7TH

Just for Kids: Explore the World of Jewish Foods 5:30-6:30pm

We'll taste our way through the world of our favorite Jewish Foods - learning about their cultural heritage and the special ingredients and methods we use to make them. We think kids ages 4-14 would most enjoy this tasting. Parents are welcome to attend at no charge and observe on the sidelines.

Upstairs Next Door

\$15/kid



MAR 9TH

reSet: Live Music at Greyline featuring Corn Daddy 6-9pm

We're ready to shake out the winter doldrums with some live music! On Friday, March 9th, come enjoy some local music with us at the Greyline. Doors will open at 5pm, bands start at 6pm, so come grab a drink and start celebrating the weekend! Snacks and full bar will be available for purchase.

\$5/person



MAR 11TH

Creamery Production Tour 11-12pm

Join our cheese and gelato makers on an hour-long adventure to learn how we transform local milk into delicious cheese and gelato. You will get to observe mozzarella stretching as well as taste freshly-made gelato. Taste some of our cow's milk and goat's milk cheeses while learning about the process directly from the makers.

\$10/person



MAR 11TH

Pie & Mash Pop-Up Shop! 5-7:30pm

The farmhouse kitchen will transform into a traditional English Pie & Mash Shop every Sunday in March. This Sunday will feature a fresh, savory handmade Bacon Homity Pie with classic side dishes. Pre-order or place your order upon arrival and take it home or dine at one of our farmhouse tables. Only available at zcob.me/pieandmash

**\$19/1 meal
\$70/4 meals**



MAR 13TH

Special Dinner #221: An evening of roasting, braising and empowerment with Molly Stevens 7pm

Zingerman's Roadhouse invites you to an epic evening on March 13th, as we welcome Chef Molly Stevens for our 3rd Annual Jelly Bean Jump Up Fund-raiser! More information on pages 1 and 2.

\$80 | donation options



MAR 14TH

The Best of 36 Years with Ari 6:30-8:30pm

Spend an evening with Ari while he shares his favorite noshes from the past 36 years. It's gonna be an epic evening of stories and lots of amazing food so bring an appetite ready to feast on our notable noshes and hear the story of our humble beginnings to where we are today.

Upstairs Next Door **\$60/person**



MAR 15TH

Just for Kids: Explore the World of Cake 5:30-6:30pm

It's our 36th Birthday and what's one of the best ways to celebrate a birthday? Eating CAKE! In this tasting, our sweet treat experts will guide us through the world of cake—learn how they are made, the special ingredients we use, and what sets ours apart from the rest! Parents are welcome to attend at no charge and observe on the sidelines.

Upstairs Next Door **\$15/kid**



MAR 16TH

Irish Baking 1:15-5:15pm

Just in time for St. Paddy's Day, we're bringing you some tasty new recipes (sorry, no green food coloring here!). You'll bake Irish brown soda bread, whiskey shortbread, and Irish apple cake. We'll also throw in a demonstration of oat cakes for fun. Leave BAKE! With our recipes, the knowledge to recreate them at home, all the food you made in class and great coupons.

\$125/person



MAR 16TH

Beer & Cheese 6-8pm

Description: What goes better with cheese than beer? More cheese! With the ever-increasing number of great breweries and craft beer, it can be hard to know what to look for in choosing a beer for your cheese. We'll talk about the brewing process, major styles of beer, and some of our favorite cheeses to pair up with each style. We'll end the evening on a sweet note with a beer and gelato float! This tasting is for cheese lovers 21+.

\$35/person



MAR 18TH

Brewing Methods 12-2pm

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

\$30/person



MAR 18TH

Mastering Mozzarella 2-5pm

See March 4th for more information.

\$75/person



MAR 18TH

Pie & Mash Pop-Up Shop! 5-7:30pm

This Sunday will feature Burgundy Beef Pie. See March 4th for more information.

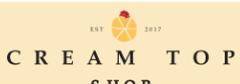


MAR 22ND

Scrumptious Scones and Buttery Biscuits 10am-1pm

Learn the tips to flaky and tender scones and biscuits, such as how to properly cut butter into flour. We'll make Bakehouse classic ginger scones, sweet potato biscuits, and Southern style buttermilk biscuits. Leave BAKE! with our recipes, the knowledge to recreate them at home, 3 dozen pastries you made in class and great coupons.

\$75/person



MAR 23RD

Cheese 101 6-8pm

Join Tessie, our 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



MAR 23RD

reSet: Live Music at Greyline featuring Sons of Ditches 6-9pm

See March 9th for more information.



MAR 25TH

Creamery Production Tour 11-12pm

See March 11th for more information.

\$10/person



MAR 25TH

Pie & Mash Pop-Up Shop! 5-7:30pm

This Sunday will feature Chicken Tikka Masala Pie. See March 4th for more information.



MAR 26TH

A Feast from Ancient Korean Cookbooks 6:30-8:30pm

Chef Ji Hye Kim spends hours pouring over ancient Korean cookbooks. Join us for a feast that showcases the fruits of her labor. We can promise you two things: 1. The "youngest" recipe will be at least one hundred years old. 2. This will be an experience of a lifetime. Ain't nobody studies up like Ji Hye studies up.

**\$75/person
\$100 with beverage pairings**

Book a spot at events.zingermanscommunity.com

apr:~L happenin's

Zingerman's DELICATESSEN

APR 4TH

Vinegar 101 11-12pm

Vinegar - it's more than red wine, white and apple! Learn about all the complexity and balancing qualities that vinegar provides and how it can enhance different dishes. Learn how to make your own vinaigrettes and take home great recipes for dressing your salads to the nines.



Upstairs Next Door \$10/person

Zingerman's DELICATESSEN

APR 5TH

Just for Kids: Explore the World of Olive Oil 5:30-6:30pm

You will learn to taste olive oil like an expert as we taste our way through olive oils from across the globe. We'll learn about different types of olives, their unique flavors, how you would use these oils in your cooking at home, and why we call olive oil "liquid gold".



\$15/kid

CREAM TOP SHOP

APR 6TH

Tea & Cheese 6-8pm

You might not think of tea as being a typical pairing for a slice of cheese, but the two can be exceptional at bringing out the best flavors of each other. Our cheesemongers have teamed up with our neighbors at the Zingerman's Coffee Co. to showcase specially selected teas from Rishi that pair deliciously with an assortment of cheeses hand-picked by our cheesemongers. Join us for this unique take on tea time!

\$30/person

Zingerman's COFFEE COMPANY

APR 8TH

Comparative Cupping 12-2pm

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

\$30/person

CREAM TOP SHOP

APR 8TH

Mastering Mozzarella 2-5pm

In this fun-filled, two part class we'll show you the ins and outs of making this simple, delicious cheese. You'll learn how to pull balls of fresh mozzarella from curd we make in class using fresh milk. Then we'll stretch string cheese and create rich, creamy burrata. You'll get all of the cheese that you make in class to take home and eat, plus the recipes that we teach! Adults and children over 12 are welcome.

\$75/person

CREAM TOP SHOP

APR 13TH

Wine & Cheese Pairing: Michigan Edition 6-8pm

Join Tessie, our resident Certified Cheese Professional for an evening of tasting. In celebration of Michigan Wine Month, we'll taste through a spectrum of local Michigan 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+.

\$35/person

BAKE! Zingerman's BAKEHOUSE

APR 14TH

Fabulous French Baguettes 1:30pm-5:30pm

We'll teach you to make the traditional French baguette recipe—starting with a flavorful poolish, hand rolling your dough, and ending with a very crisp crust surrounding a soft, holey interior. Leave BAKE! with our French baguette recipe, the knowledge to recreate it at home, four French baguettes you made in class, dough to bake later and great coupons.



\$100/person

CREAM TOP SHOP

APR 15TH

Creamery Production Tour 11-12pm

Join our cheese and gelato makers on an hour-long adventure to learn how we transform local milk into delicious cheese and gelato. You will get to observe mozzarella stretching as well as taste freshly-made gelato. Taste some of our cow's milk and goat's milk cheeses while learning about the process directly from the makers.

\$10/person

Zingerman's DELICATESSEN

APR 19TH

Vinegar 101 11-12pm

Vinegar - it's more than red wine, white and apple! Learn about all the complexity and balancing qualities that vinegar provides and how it can enhance different dishes. Learn how to make your own vinaigrettes and take home great recipes for dressing your salads to the nines.



Upstairs Next Door \$10/person

CREAM TOP SHOP

APR 21ST

Celebrating Traditional Cheese 2-4pm

April 21st is Raw Milk Cheese Appreciation Day! In this tasting, we will be joining this international celebration of traditionally crafted raw milk cheese and the individuals who bring it from the pasture to the plate. Because we are so passionate about keeping old traditions alive, we are paying tribute to our favorite domestic selection of unpasteurized, traditionally-made cheeses.

\$35/person

Zingerman's COFFEE COMPANY

APR 22ND

Brewing Methods 12-2pm

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

\$30/person

CREAM TOP SHOP

APR 22ND

Mastering Mozzarella 2-5pm

In this fun-filled, two part class we'll show you the ins and outs of making this simple, delicious cheese. You'll learn how to pull balls of fresh mozzarella from curd we make in class using fresh milk. Then we'll stretch string cheese and create rich, creamy burrata. You'll get all of the cheese that you make in class to take home and eat, plus the recipes that we teach! Adults and children over 12 are welcome.

\$75/person

CREAM TOP SHOP

APR 27TH

Cheese 101 6-8pm

Join Tessie, our 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

BAKE! Zingerman's BAKEHOUSE

APR 28TH

Fabulous French Baguettes 1:30pm-5:30pm

We'll teach you to make the traditional French baguette recipe—starting with a flavorful poolish, hand rolling your dough, and ending with a very crisp crust surrounding a soft, holey interior. Leave BAKE! with our French baguette recipe, the knowledge to recreate it at home, four French baguettes you made in class, dough to bake later and great coupons.

\$100/person

CREAM TOP SHOP

APR 29TH

Creamery Production Tour 11-12pm

Join our cheese and gelato makers on an hour-long adventure to learn how we transform local milk into delicious cheese and gelato. You will get to observe mozzarella stretching as well as taste freshly-made gelato. Taste some of our cow's milk and goat's milk cheeses while learning about the process directly from the makers.

\$10/person

MISSO KIM APR 30TH

Sensational Spices :

A Dinner With Épice De Cru 6:30-8:30p

Featuring the spices sourced for us by the intrepid trekkers at Épice de Cru. And very special guests, Phillippe and Ethne de Vienne

\$75/person
\$100 with beverage pairings

the Sweetest new addition to the Southside!
Zingerman's CANDY MANUFACTORY

COME VISIT US AND SEE OUR CANDY BEING MADE!
All your favorites, old and new, and special chocolate and confections from around the world!

Open 9am-6pm

Sign up to receive updates via email!
zcob.me/etreat

Celebrate Easter with Zingerman's Candy Manufactory!

GIFTS FOR PEOPLE OF ALL AGES!
Marshmallow Bunny Tails
PB&J & Chocolate Almond Fudge Eggs
Alma Chocolate Gold Luster Bunnies
Venchi Italian Dark Chocolate



you really can taste the difference!™

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15

ANNOUNCING THE FIRST-EVER...

ZINGPOSIUM

MAY 10-12, 2018

Ann Arbor, Michigan, throughout the Zingerman's Community! | \$1,500 to attend

Whether you own your own business or are just fascinated by the inner workings of organizations, this is an opportunity to learn more about the tools, systems, and business practices that excite Zingerman's the most. Mingle with and learn from other passionate business leaders from around the country and participate in keynote addresses from our co-founders, Ari Weinzweig and Paul Saginaw. We'll have both plenary and break-out sessions on topics like LEAN (continuous improvement), surviving (and thriving!) during a buildout, and leadership succession planning (to name a few!). Consider this an interactive show-and-tell with passionate people and really good food!



Space is limited to 50 people, as we're planning a super hands-on, interactive, educational, and totally fun experience. Join us for an action-packed couple of days full of learning, plenty of fun, and networking galore!

EARLY BIRD SPECIAL
SAVE \$250!
 only \$1,250 through March 15th

Read more about this first-of-its-kind event on page 3!

For more information and to reserve your spot visit zcob.me/2018 or call 734.930.1919



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