

Zingerman's

issue #268 • september-october 2018

# BACK TO THE FLAVOR



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I.A.N.

14 THINGS YOU MIGHT NOT HAVE KNOWN ABOUT

PARMIGIANO  
REGGIANO



BUT WILL BE VERY GLAD YOU DO!

One of the key principles by which we've lived and worked since we opened in 1982 is our never-ending effort to improve in all we do! It's a never-ending process that's been happening over and over again for 36 years now. In the last few years we've undertaken a number of new projects here at Zingerman's to take our food to new levels of excellence. But of all of that inspiring and meaningful work, our Parmigiano Reggiano Project could be one of the most personally exciting things we've engaged in. For me, it represents so much of what we try so hard to do—to take an already excellent offering to new levels of quality, share new learnings about old offerings, connect with artisan producers in ever more meaningful ways, and bring more flavorful food to our customers and crew.

Last year we introduced four new sources of superb Parmigiano Reggiano cheese from four different dairies, each with its own style and personality and each making marvelous, distinctive, and super high-quality cheese. Grace Singleton (one of the managing partners at the Deli) and I visited Italy twice and tasted through probably 100 samples of cheese before settling on these four.

Our work, of course, is not done! This year we're working to bring even more variety—different ages, different seasons. We're working to educate—we've got a range of classes coming up. We're hoping to entertain—we've got a series of fun events planned, first of which will be with my longtime friend Evan Kleiman, author, chef, radio personality on NPR, who will be flying in from LA (or Italy, depending on where she is the week before), to do classes at BAKE!, and a special dinner at the Roadhouse. We've also got Paolo Crotti, son of Marisa Verzelloni, the cheesemaker at Roncadella dairy, coming in October to share his wines and stories of growing up in the dairy with his parents' cheese.

Part of the educational work as we take this project to the next level is to continue to share more in-depth info about the intricacies and idiosyncrasies that make this cheese so amazing. What follows, I suppose, could qualify as an advanced course—Parmigiano Reggiano 401. For those of you who are ready to take your knowledge and eating to the next level, here are a whole host of things you might not yet know about this marvelous cheese:

1

IT'S A GREAT EATING CHEESE

To my taste, Parmigiano Reggiano is THE eating cheese. While I know that it is, of course, most famous for grating, cutting a chunk and eating it is what I like to do.

This is about beliefs, I suppose. Because people believe it's for grating, that's what they keep doing. But, take cheddar. It's also good for grating. But no one bills it as a grating cheese, right? While I know enough to know that I can't make anyone change their beliefs, what I can do is give you evidence that an alternative belief might make your life (or at least your eating life) better.

The bottom line? If you haven't been regularly nibbling on freshly broken nuggets of Parmigiano Reggiano, I think you're missing out big time! Next time you're thinking of a cheese to put out on a cheese board, stick in your kid's (or your own) lunchbox, or just to nibble on nicely while you're making dinner, make Parmigiano Reggiano your top pick. Once you start eating it, you'll never, ever go back. (I should warn you that I've had more than a few folks over the years complain to me that their kid loves it and won't eat any other cheese. I try to remind them that there are far worse problems they could have!)

The very insightful (and now very famous) chef Massimo Bottura hails from Modena, an important district in the Parmigiano Reggiano producing region (Massimo calls it, "the land of fast cars and slow food"). I ran into him at a Slow Food conference in Denver this past summer, and he shared, "I grew up eating this cheese. I used to hide under the table when my grandmother made tortellini. My bones are made of Parmigiano Reggiano!"

2

GRATING IT ON SALAD OR SOUP IS AS GREAT AS GRATING ONTO PASTA

If you are going to grate, consider expanding your Parmigiano Reggiano horizons. I eat a lot of pasta, but there are so many places to sprinkle this cheese! It's super good grated onto a green salad, and it couldn't be easier. There's something about the way that the Parmigiano Reggiano takes to lettuce leaves and absorbs the oil and vinegar and black pepper and...man. Delicious!

It's also fantastic on soup! I particularly like it on vegetable or bean soups. The cheese slightly thickens the soup, and its terrific "meaty," umami nature rounds out the flavor! And then, of course, there are rice dishes, polenta, wheat berries, and porridge.

One of my all-time favorite, go-to meals is Martelli maccheroni or Rustichella fettuccine, cooked al dente, drained, and then tossed with a plethora of freshly grated Parmigiano Reggiano, a healthy dose of just ground, high-quality black pepper, and a great olive oil. Add a spoonful of fresh ricotta on top if you want to fancy it up! It's a fabulous way to feel better after a stressful day, a world class meal you can make in under 20 minutes.



3

ONE IS NOT ENOUGH

A couple questions to put this point in context: How many different wines have you enjoyed this year? How many brands of beer have you poured? How many different chocolates have you eaten? I'm guessing most people who are into any, or all, of those will have an answer that goes into many dozens. Even olive oil—many of our good customers will have two, three, four different oils on their counter at home to experience delicious, but different, flavors from different producers. Variety, you already know, is the spice of life. Diversity is a great thing. So why settle for a single offering of Parmigiano Reggiano?

The biggest reason, I realize, would have been supply—most local shops or upscale supermarkets have long sold only a single Parmigiano Reggiano offering. If you go to the same place to shop every week, then by definition that's what you're going to eat. And while there's nothing inherently wrong with that, the truth is that if we eat only the Parmigiano Reggiano from one producer, we're most definitely missing out!

My message? In the way that I'll bet almost no one settles for a single wine day in and day out, the same is true with Parmigiano Reggiano. Mix and match, pair and partner, point and counterpoint. The whole point of Zingerman's Parmigiano Reggiano Project is to help show the superb diversity of qualities and complexities that exist. Quality is a baseline for every cheese that bears the Parmigiano Reggiano "brand." But within that high-quality construct, there's a whole playing field full of Parmigiano Reggiano possibilities.

If you want to make a positive impression—even just on yourself—put out a cheese board with three or four different Parmigiano Reggiano cheeses. Maybe the 16-month old cheese from the Roncadella dairy in the lowlands that's milky, marvelously mild, fresh and delicious. A big-boned, bolder 24-month old from the Borgotaro co-op in the mountains; a really sweet succulent, honey-like cheese from the Raverano co-op further to the south; and a four year, ultra-aged masterpiece made from the milk of Brown Swiss Cows at the Valserena dairy down in the plains. All will be excellent, all will amaze you, all will leave you wanting more! And the difference, diversity, and lovely variation between them, while all well ensconced in the frame of very fine Parmigiano Reggiano, will take your cheese-eating and appreciation to new and super-tasty heights!

Since all four of the dairies I've mentioned—the ones we sourced after tasting more than 100 different cheese samples during two different weeklong trips to Italy last year—are excellent, you're pretty much guaranteed to be smiling. For some, the hardest part will be picking a favorite. Thinking anarchistically and inclusively, I'll simply eschew the entire issue. I can like each of them for what they are without trying to rank them in hierarchical order. I love them all equally, each for who they—and the man or woman who made them—are!

...continued on page 2

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## DIFFERENT FLAVORS FOR DIFFERENT PALATES

For openers, each of us likes different things. Different Parmigiano Reggiano offerings for different palates. And since it is one of nearly every cheese lover's favorites, it only makes sense to offer a range of options, just as we do olive oils, or as any good wine shop would have an array of Cabernets, etc. So, we set out to source a wide-ranging palette of Parmigiano Reggiano cheeses that can meet every situation and every set of taste buds.

While it's marketed with the formal quality stamp of approval of the Parmigiano Reggiano Consorzio, the truth is that there are over 300 dairies making Parmigiano Reggiano. And each producer has their own quirks, their own styles, and make choices about aging techniques, temperatures, etc., all of which impact the cheese. Look at it like a "traditional" country song. You can find 50 versions, all basically the same song, but all sounding slightly different, all true to the musician who's making it. The same is true for the cheese.

5

## DIFFERENT FLAVORS FOR DIFFERENT SITUATIONS

In the same way that we've learned over the years to pair different olive oils with different dishes (lighter oils like ROI from Liguria for lighter dishes like lemon sole, and bigger oils like Poggio Lamentano from Tuscany to pair with steaks, bean dishes, or fresh tuna, for example), the same thing is true with Parmigiano Reggiano!

Pick and choose your cheese to fit your needs. You can use a lighter softer, sweeter cheese like Valserena after dinner, or a bigger flavored cheese like Borgotaro to put atop a pasta tossed with a meat ragu, or the wonderful buttery cheese from Roncadella atop a plate of traditional tortelloni. You might shave slices of a young Roncadella Parmigiano Reggiano on a lovely fall salad with apples, walnuts and endive.

There is, I've come to realize quite clearly, a Parmigiano Reggiano for every plate, a different cheese for every dish. This theory was confirmed repeatedly on last year's visit to the region. Getting to go into some homes and cook with some of the locals demonstrated what I should have known all along—that they will always tailor the cheese they choose depending on the dish in which they're using it. And that they always taste the cheese before making a final call on when, where, and how much to use!

6

## EVERY SEASON'S CHEESE IS DIFFERENT

The truth is that really every day's cheese—even from the same dairy—will be slightly different. This is normal and appropriate. In the same way that, say, the buttermilk biscuits at the Roadhouse are always really good (we bake and sell thousands each week), each will be slightly different, and the same is true for the cheese.

Here's what Marian Burros wrote in the New York Times a few years ago about the seasonality:

When the spring cheese, with a slightly pink cast to its delicate yellow center, was cracked open, its delightfully herbaceous quality perfumed the air, though the fragrance dissipated quickly. To me, the spring cheese had the most complex flavor. It was drier and crumblier than the other cheeses. The fall Parmigiano was rich and full-flavored, with a bit of bite at the back of the mouth, the most balanced and polished of the cheeses. The winter, which is lightest in color, was the most delicate and sweet, with a nice mouthfeel because it had more butterfat...two summer cheeses, both different, one from the hills and one from the plains. These had the deepest golden color, and the one from the mountains had the texture of spring, the taste of summer: sharp with an almost acidic after-bite.

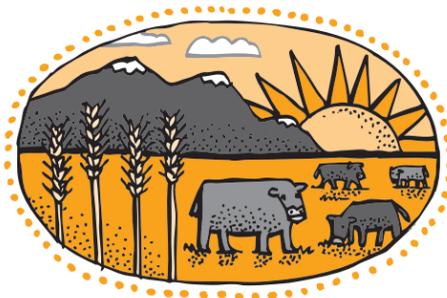
For the history buffs amongst you, it's worth knowing that up until 1984, official Parmigiano Reggiano could only be made during spring, summer and fall—April 15 through November 15. But improvements in the consistency of feeding helped minimize issues with winter cheese, so we now have access to all four seasons' worth of very fine cheese.



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## EVERY BREED'S MILK IS A BIT DIFFERENT

Different breeds are to cheesemaking what different grapes are to winemaking. Same basic genre but different flavor nuances in the "juice." While most of the cows in the region today are black and white, modern Holstein Friesians—the yields of their milk are generally much lower, but also more interesting. There are still some of the more traditional breeds to be found—some of the very old "white cows" (protected on the Slow Food Ark) and "red cows". Hopefully, in the coming years, there will be more and more of these old breeds being milked in the region. The biggest push over the years has been with the wonderful Brown Swiss. Happily for us, one of our four chosen dairies—Valserena—has a herd of only Brown Swiss. It's one of the oldest dairy breeds, dating back about six thousand years to the Swiss Alps. The flavor and fat of the milk are considered excellent, and so, too, is the quality of the Valserena's fine cheese!



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## MAKE SURE IT'S AT ROOM TEMPERATURE

This is true, of course, with all great cheese, cured meat, and really almost any great food that's not supposed to be served really cold or really hot. It's simple—if you serve the cheese right out of the refrigerator, at say 35-40°F, you will miss out on well over half of the complexity of flavor that's in the cheese. And after you've gone to so much trouble to get such terrific cheese, why leave the actual excellence of the flavor out of your eating equation? It's like going to Hawaii and then spending the day inside your hotel room watching TV! So be sure to get the cheese to room temp before you serve.

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## IT'S INCREDIBLE WITH HONEY

There are so many great pairings in the world of food—peanut butter and jelly, corned beef and rye, hot dogs with mustard, bagels and cream cheese, the list is long. While it gets far less fame than any of those I just listed, Parmigiano Reggiano and honey is as powerfully good as all the others. If you like good cheese and you like good food, you like a bit of sweet with your savory (or maybe it's a bit of savory with your sweet), you're pretty much guaranteed to love this combo! Parmigiano Reggiano and a great varietal honey is delicious! Amazing! Ethereally excellent! I kind of go crazy every time I eat it!

Varietal honey, of course, refers to old-school honeys that come from single flower sources—where the bees are buzzing around the blossoms of a particular variety of flower, or in some cases, fields of fabulous wild flowers. We have more than 25 varietal honeys to pick from at Zingerman's—you can pair them up and try different pieces of Parmigiano Reggiano with different honeys to find your favorites.

Some of my faves? I love the Chestnut honey from Tuscany, the Cardoon from Sardinia, Mountain Honey from the Piedmont...but really, they're all fantastic. I don't think you can go wrong with any pairing you can come up with!

Kids, by the way, almost always love this combination! Great way to get them aware of the intricacies of great food in a healthy, natural, nutritious, and very happy way!

Entertaining? Put out a board of three or four different offerings of Parmigiano Reggiano, AND three or four different honeys. Your guests will be "ooh"ing and "aah"ing all night.

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## WONDERFUL WITH SPARKLING WINE

Sande Friedman, who works with our friends the Di Bruno Brothers in Philly, wrote that, "With big, crunchy cheeses and sparkling wine, take a bit of caution in making sure not to create too intense of a pairing. That said, bubbly wine is an excellent thing to have all of the time, so figure out fun ways to make this work. Parmigiano Reggiano has such an old-school Italian personality that it would be crazy not to go for Italian sparkling wine to pair. You've got two great options here: Prosecco and Lambrusco. On the bubbly side, a not-too-dry sparkling wine can balance the salt, refresh the palate and bring out the underlying richness of the milk. Lambrusco is the wine of the Parmigiano Reggiano region, and it combines the best qualities of both red and sparkling wine. All of these suggestions work with Parmigiano Reggiano on its own, or in dishes like pasta or risotto, where it's the dominant ingredient."

There's just something amazing about this pairing that makes me want to put them together! Serve some of each at your next get together—or treat yourself when you're dining alone—a small bit of each will always improve the excellence of your evening!

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## ALWAYS BREAK, DON'T CUT

Perhaps most important of all—the best way by far to enjoy Parmigiano Reggiano is always to break it into small rough-texture pieces. The eating experience is significantly more interesting because you get more cheese exposed to your tongue. The uneven surface allows you to experience the cheese's full complexity. By contrast, our "normal" American routine of slicing cheese with a knife leaves a surface that looks smooth but makes for suboptimal eating! One never wants to see straight sided cubes of Parmigiano Reggiano. Instead, you'll want to use the small, almond-shaped knives made especially for this purpose. When it's done right, you end up with rough-edged "nuggets" of cheese.



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## ENJOY THOSE CRYSTALS

One of the magical things about biting into a piece of really well-aged Parmigiano Reggiano is the feel of those tiny sharp crystals crunching on your tongue. Many folks mistakenly take these to be salt crystals, but they aren't. During the aging process, the proteins in the cheese are broken down into smaller nutritional units (peptones, peptides, and free amino acids, in case you were wondering). Some of these—particularly tyrosine—are naturally converted into a crystalline structure. Their presence is one of the signs of a well-made cheese and long aging.

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## GREAT FOR TRAVEL

For long plane trips, I almost always take two things—good bread and a reasonably sized chunk of cheese (not too big—that's really heavy; not so small that it's gone after we've barely just begun the trip). Both hold up well in all temperatures. Both will pass through pretty much every customs and security agent. Both are delicious. Both last without refrigeration. Both taste terrific. I can eat them for a meal if I get stuck somewhere.

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## THE FRESHER CUT, THE BETTER

While it's true that Parmigiano Reggiano is made to last, it's also true that the sooner you eat the cheese after it's been cut from the large, 80-pound or so wheel, the better it's going to be! Try not to buy too far ahead. Now mind you, I'm not trying to reduce your purchase size. But the truth is that you're going to be eating better cheese if you come by every couple days and get some more.

This is also true, by the way, for grating. I always grate my cheese either directly into or onto the dish I'm making. Or for a recipe that requires fast integration of ingredients, then I might, at most, grate the cheese ten minutes before I'm going to use it.

**CHECK OUT ZCOB.ME/PARM**  
for more on these fine dairies!

# WHAT THE EXPERTS THINK ABOUT PARMIGIANO REGGIANO

MOLLY STEVENS, NATIONALLY-RECOGNIZED COOKING TEACHER,  
AND AUTHOR OF THE AWARD-WINNING *BRAISING AND ROASTING*

**THIS RECIPE** for Parmigiano Reggiano broth is born out of equal parts thrift and appetite. This cheese is a staple in many kitchens these days, and if you purchase it by the chunk to grate as needed, you are going to be left with rinds. For years, I have tossed the rinds into a plastic container in the freezer with the intention of adding them to soups and stew for a little extra flavor, but my stash of rinds always seems to outpace my usage. Turning leftover rinds into a savory broth is not a new invention, but the technique got quite a bit of buzz in 2012 when renowned chef Massimo Bottura promoted a Parmigiano Reggiano broth recipe in order to call attention to the nearly 1,000 wheels that were damaged when earthquakes struck the Emilia Romagna region of Italy. Bottura launched a social media campaign to encourage hundreds of thousands of people across Italy to make risotto using the broth on the same evening as “a virtual, national sit-down dinner,” according to a travel writer for Forbes. I just love this image: simmering pots of Parmigiano Reggiano broth all across Italy—just imagine the fragrance! And now, every time I make a batch, I feel as though I’m doing my part to honor this great cheese.

The two essential ingredients for Parmigiano Reggiano broth are obvious—water and the cheese’s rinds. I also add a few aromatics to round out the flavor, and I include onion skins and carrots to contribute a golden color. If you go through a lot of Parmigiano Reggiano in your kitchen, you’ll have no trouble accumulating enough rinds. They keep in the freezer, well-wrapped, for up to 6 months, but after that, the flavor starts to deteriorate. Fortunately, most cheese departments sell rinds upon request. Many even wrap them and put them in the corner of the cheese case. Just be sure you’re not paying top dollar. Speaking of, you can make this broth with full chunks of Parmigiano Reggiano, but given the price, I can’t quite bring myself to do so. The good news is that you only need half as much cheese if you’re using chunks.

The best way to describe the flavor of Parmigiano Reggiano broth may be savory, but it’s also a little sharp with a pleasant sourness. Think of it as a great way to add loads of umami (that much sought after 5th taste dimension) to soups, braises, pasta and, of course, risotto.

## PARMIGIANO REGGIANO BROTH

Makes 5 to 6 cups

### INGREDIENTS

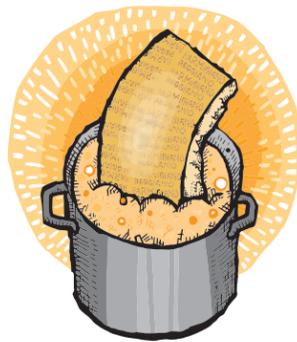
- 2 qts water
- 8 oz rinds Parmigiano Reggiano
- 1 small onion, root-end trimmed, peel left on, and quartered
- 2 small carrots, cut into chunks
- 3 garlic cloves, peeled and smashed
- 2 bay leaves
- ½ tsp whole black peppercorns
- Pinch salt

### DIRECTIONS

**Simmer.** Combine everything in a soup pot or large saucepan, and bring to a gentle simmer over medium heat. Cover partway to avoid too much evaporation and adjust the heat so the liquid simmers lazily but steadily. Stir occasionally to prevent the cheese rinds from sticking to the bottom of the pot (the cheese tends to clump onto wooden spoons, so I use a metal one for stirring). Continue to simmer until the liquid looks brothy and blonde, 1½ to 2 hours. It should have a light cheese flavor.

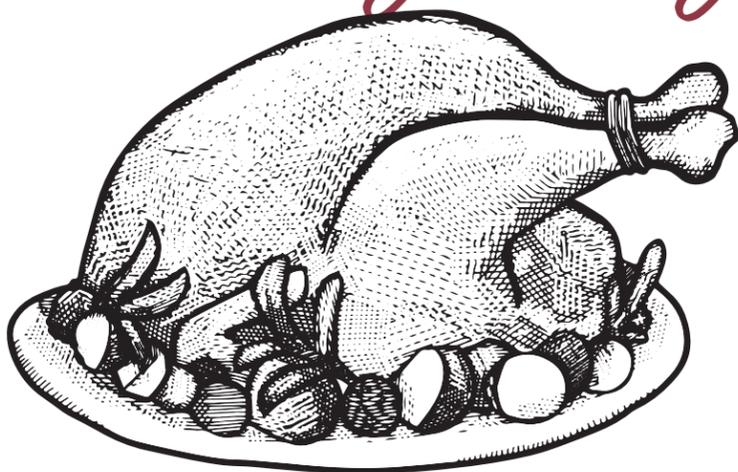
**Strain.** Set a fine-mesh strainer over a bowl or vessel, and strain the broth. Pour a couple of tablespoons of fresh water over the contents of the strainer to rinse and get as much flavor out of them as you can. Discard. Let the broth cool, then refrigerate.

**Store.** Transfer the broth to an airtight container and refrigerate for 3 to 4 days. You can also freeze for several months. (I like to freeze in 1 to 2 cup portions to make it easy to use in smaller amounts.)



ZINGERMAN'S  
Cornman farms

## Thanksgiving La-La



**HOSTING THANKSGIVING?** Or just looking for something delicious (and easy) to bring to your Thanksgiving host? Allow Cornman Farms to do the work for you this year. Back by popular demand, Chef Kieron will prepare a gourmet Thanksgiving feast to relieve some of the stress of cooking a full holiday meal. Featuring our Chef’s Feast, which includes a perfectly cooked roast turkey (brined and cooked with the sous-vide method to lock in the moisture and flavors), along with a curated selection of starters, sides and dessert, or you can pick and choose individual menu items from our à la carte menu, including salads and soups as well as your turkey and side dishes. You’ll receive reheat instructions from Chef Kieron so you can easily add any final touches and surprise and delight your guests with your gourmet skills (your secret is safe with us!)

Orders can be placed online starting in late October at [cornmanfarms.com/thanksgiving](http://cornmanfarms.com/thanksgiving) or by calling us at 734-619-8100. Pick-ups will be available at the Farm on November 20th & 21st.

**WHEN:**  
November 20 & 21 | Pick-up times vary

**WHERE:**  
Cornman Farms  
8540 Island Lake Rd, Dexter, MI

**ORDER:**  
[cornmanfarms.com/thanksgiving](http://cornmanfarms.com/thanksgiving)  
or call 734-619-8100

Sign up for our enews or follow us on social media to find out when you can place your order.

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

[facebook.com/zingermanscornmanfarms](https://facebook.com/zingermanscornmanfarms)

[instagram.com/cornmanfarms](https://instagram.com/cornmanfarms)



## SEPTEMBER

mail order-able!

### GUATEMALA BUENA ESPERANZA

A floral, juicy coffee with a silky body—brought to us by producer Noe Castillo. This coffee was grown on her family’s farm, five hours through the mountains from the city of Huehuetenango in the west of Guatemala—an area known for producing the most distinguished Guatemalan coffees. They strive to use organic products to fertilize their crops, and are always working hard to improve their shade trees, patios, and drying times.

## OCTOBER

mail order-able!

### TREE TOWN BLEND

In Ann Arbor this time of year, the leaves of the trees change to show beautiful reds, oranges, and yellows. We were inspired to create a coffee blend that sparkles with complexity and an ever-changing panorama of flavor. Our blend of Central and South American coffees is complex and layered, with lots of colorful high notes.



## MONTHLY SPECIALS

## SEPTEMBER

### APPLE CIDER CHAI

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

## OCTOBER

### PUMPKIN SPICE LATTÉ

Not your basic latté! Our signature PSL contains real pumpkin and an invigorating house blend of allspice, cardamom, cinnamon, and clove. It’s not officially Autumn until you’ve had one!



Go ahead, snap an Instagram of your Pumpkin Spice Latté. We won't think you're basic ;)

#NotSoBasicPSL

you really can taste the difference!™

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## Zingerman's Employees Talk About the Impact Zingerman's Training Has Had on Their Lives

I couldn't help but get a little giddy upon learning that this month's newsletter theme was going to be "Nostalgic Favorites from the Zingerman's Community." I'm big on nostalgia—I'm an avid thrift store shopper, and I derive a great deal of delight in making something old "new" again.

And it turns out, I get to do the same thing in a slightly different way every day when I come to work. We're big on looking back in order to look ahead at Zingerman's, and at ZingTrain, we make it our business to share Zingerman's unique and uniquely successful approach to business. It's an approach that has been shaped by lessons we've learned over 36 years in business (and counting!) and the desire to be the very best we can be going forward—for our customers, for each other, and for the world.

Most of the articles in this newsletter are, understandably (and appropriately!) about food, but ZingTrain doesn't sell food. We've always held that the "food" we provide is our training. We share full-flavored and hard-earned best practices with other businesses in hopes that they'll find value in what we've learned here within the Zingerman's Community of Businesses (ZCoB).

And what we share with you and the rest of the world is based on what we teach to every single Zingerman's employee. Every staff member—whether they make sandwiches at the Deli, roast coffee at the Coffee Company, or do accounting at Miss Kim—takes a variety of classes that cover our approach to business. This includes (but is certainly not limited to) our approach to giving great customer service, a crash-course in Open Book finance, and tips for selling food effectively while having fun. Our goal is to set everyone up for success while they're working with us and after they leave the organization. One of the happy coincidences of teaching the fundamentals of the Zingerman's approach to business is the ripple effects it can have on each employee, past and present, in both their personal and professional lives.

Here's one of the many ways my life has been impacted by the training I've received at Zingerman's so far...

I'm much more comfortable with giving and receiving feedback. Feedback, regardless of whether I was the one giving it or the one receiving it, was always fraught for me. I wasn't the best at giving it constructively, and receiving feedback was never all that fun either. I had just started at Zingerman's, and I remember so vividly learning a framework for giving and receiving feedback in one of my training classes called "Liked Best/Next Time," or LB/NT, for short. The basic premise is that whenever you give feedback, instead of dwelling on what went wrong, the focus is on getting it right (or closer) in the future. Start with what you liked best (LB) and follow up with what could be done next time (NT). Having a framework and language for feedback has changed my attitude toward it. Feedback is something I no longer fear—I now rely on it to grow and get better!

To dig a little deeper into this (and because my curiosity was piqued!), I went around to a few of the Zingerman's businesses and asked staff to look back and reflect for a moment on how they've grown, either personally or professionally (or both!), as a result of the training they've received at Zingerman's. Here's what they had to say...

I've made the Zingerman's approach to Continuous Improvement (Kaizen) methodology—waste reduction and process improvement—a big part of the way my family and I operate at home.

I began my tenure in the ZCoB at Zingerman's Mail Order, where I was trained to use Continuous Improvement (LEAN) from my very first day on the job. It didn't take long for the LEAN practices I used at work to trickle into my life at home. Now, my family and I use LEAN principles in several areas of the household, like the cleaning schedule, groceries (maintaining and tracking stock, tracking spending, and meal planning), the organization of our belongings, and instructions (called Standard Operating Procedures, or SOPs for short) on how to use household appliances like the washer, dryer, dishwasher, the WiFi, or making the perfect cup of coffee! My beautiful wife and I have two young boys and often have house guests over, so our SOPs help our house run a lot smoother when we're entertaining them, or if they're staying with us for a few days. To be honest, I have never taken so much of my work training home with me until I worked at Zingerman's!

*Fielding Fowler, Graphic Designer  
Zingerman's Deli Merchandising*

Thanks to Open Book Management, I've been able to see a direct correlation between my work and the success of the business!

When we first started using Open Book Management at the Deli way back when, I remember having to track and report on number of late reviews—whether or not the managers completed their assigned staff reviews. When I reported during one of our huddles that we had 80 late reviews out of 100 employees, my boss asked what I was going to do to improve that number. I was quite defensive at first. What could I do? I wasn't in charge of the managers, so simply telling them to get caught up on reviews wasn't going to make a difference. I believed that I could only report the number, not affect it. After spending more time learning about how Open Book Management really works, and having some time to be patient and creative, I came up with a game to affect the number. The basis of the game was that there would be a substantial reward for all managers, as long as collectively, we had no late reviews. Someone could lose the game for everyone if they had even one late review. It worked! We went from 80 late reviews to ZERO! And we kept at zero for three years! Now that I've also learned about the power of beliefs from Ari, this example is meaningful to me on a couple levels. When I believed I could not have an impact, I didn't. As soon as I began to believe that I could make a difference, it all turned around!

*Carole Woods, Deli/HR Liaison  
Zingerman's Deli*

I discovered that my job is to serve the staff around me, just like staff serve our guests every day.

One training that I feel really grateful to have had is Servant Leadership—the idea that as a manager, it's my job to serve the staff around me just like the staff serve our guests every day. This approach has allowed me to help staff reach their full potential by giving them opportunities they might not have if they worked somewhere else. It has taught me that a manager can be kind, polite, and enthusiastic while still being fair, professional, and considered a successful manager. At other places I have worked, the managers were overwhelmed by numbers and percentages, and the staff was not a high priority other than for operational functions, like scheduling and hiring. With Servant Leadership, the management and staff work together to make a business successful. We are all people, right? Just because I am a manager doesn't mean I am more important. If anything, I have learned that the work our staff does every day is the long-term success of the business and managers need to appreciate, acknowledge, and reward that. I am proud to be a servant leader and to see staff grow and become their best selves whether that's here or at their next venture!

*Caitlin Doyle, Catering and Events Manager  
Zingerman's Roadhouse*

I have a system for handling complaints—at work and at home!

From working and training in the ZCoB, I have gained so many powerful tools to use in business and life, but the "5 Steps to Handling a Complaint" has been the most impactful for me across the board. I remember sitting in my first ever "Art of Giving Great Service" class and thinking "You want me to thank them for complaining?! Why the heck would I do that?" Within a week of learning this new technique, I was dealing with a customer who was really unhappy. I used the steps and she seemed happy, but I forgot to thank her, so I decided to call her later to follow up and make sure I said thanks. It was apparent that this step seemed to turn the interaction from pleased to ecstatic, and I could tell by the tone of her voice that this was the step that meant the most to her. From that day forward, I have used the 5 Steps in not only work-related issues, but in my personal life as well. It has helped me resolve hundreds of complaints at work and a even handful of complaints at home!

*Jaision Restruck, Wholesale Sales  
Zingerman's Bakehouse*

**If you want to learn more about the training we offer and discover opportunities for growth of your very own, check out our website [zingtrain.com](http://zingtrain.com)**

*Emily Sandelands  
ZingTrain Community Builder*

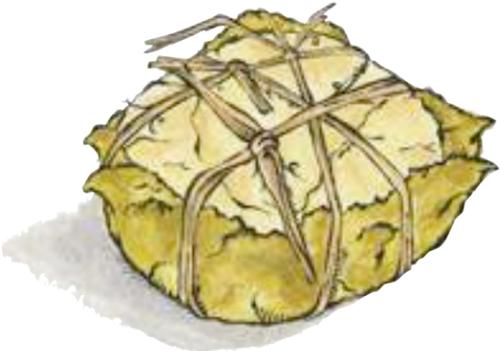


monthly specials



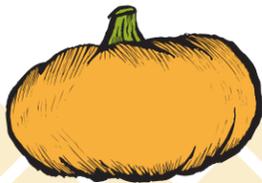
SEPTEMBER  
Chestnut Napoleon

This lovely little package of goat's milk goodness starts off identical to our classic Little Napoleon, but as soon as the cheese starts to develop a rind, we wrap it in chestnut leaves that have been soaked in a mix of Michigan red wines. Aside from making a beautiful presentation, the leaves alter the taste and texture of the round, giving it an amazing complex density and a tangy finish. The Chestnut Napoleon makes an excellent table cheese and pairs wonderfully with all sorts of breads, flatbreads, and crackers. We like it with a subtle, less hoppy ale or any kind of sparkling wine.



OCTOBER  
Manistique

The Manistique is our signature Manchester cow's milk cheese wrapped in cabbage leaves. A very traditional preparation for aging cheese, the cabbage enhances its floral and complex notes and helps break down the cheese to a luscious, dense texture as it ages. The end result is a ridiculously creamy, full-flavored cheese that will steal the spotlight on any table. This cheese is amazing left wrapped and thrown on the grill! Ari particularly enjoys this cheese with sparkling wine.



Autumn  
GELATO FLAVORS

SEPTEMBER 1<sup>ST</sup> — DECEMBER 31<sup>ST</sup>

PAWPAW GELATO

Made with ripe Michigan pawpaws

PUMPKIN N' CREAM GELATO

Seasoned pumpkin swirled in our cream gelato

CINNAMON CREAM CHEESE GELATO

Indonesian cinnamon folded into our cream cheese gelato

PEPPERMINT BARK GELATO

Zingerman's Candy Manufactory peppermint bark in milk chocolate mint gelato

CARDAMOM GELATO

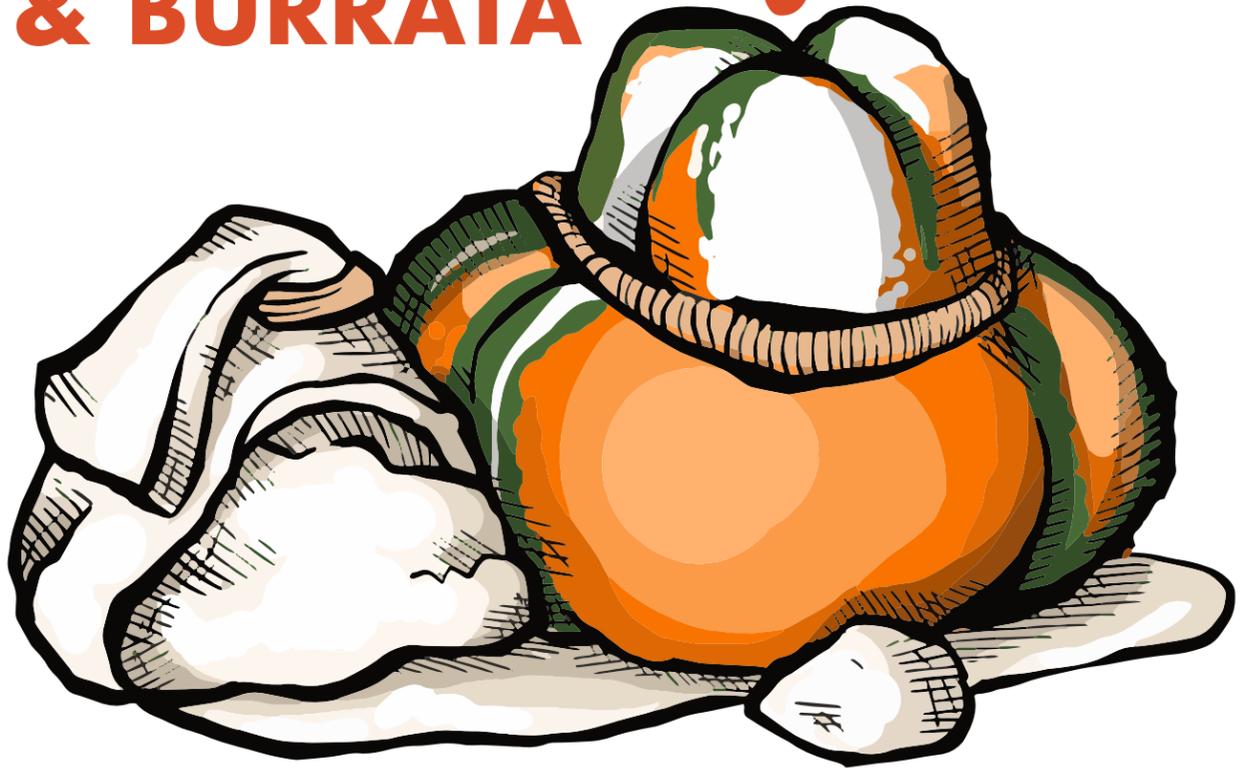
Fresh ground cardamom in our classic cream gelato

CRANBERRY ORANGE SORBET

Classic sweet and tart combination to brighten the winter days



Winter Squash  
& BURRATA



Here is one of our favorite fall dishes that highlights our deliciously creamy burrata. Our burrata is made in the style of Italy's Lazio region. We fill a mozzarella balloon with heavy whipping cream and chunks of mozzarella curd for an absolutely decadent cheese.

INGREDIENTS

- 1 Turban Squash  
(or any large squash)
- 1 Whole Burrata
- Good Olive Oil

INSTRUCTIONS

1. Take a whole turban (or large type squash) and cut the top like a lid.
2. Scoop out the seeds (just like carving a pumpkin).
3. Remove raffia from burrata and place it whole inside the squash.
4. Drizzle with olive oil.
5. Place in a 350°F oven for 45 minutes.
6. Scoop out and enjoy!



HOW ARE YOU USING OUR CHEESE THIS FALL? SHARE YOUR IDEAS WITH US BY TAGGING US ON INSTAGRAM!  
@ZINGERMANS CREAMERY

October is

AMERICAN CHEESE MONTH!

We feature American artisan made cheeses. Come and visit us to try the best artisan cheeses made in the U.S. as well as the accoutrements that make them shine! American made salami, prosciutto, crackers, dried fruits, beer, and wine.



# SAVE THE SEASON!

WITH A LITTLE HELP FROM MISS KIM'S PICKLING RECIPES

The nip in the air is bracing. The leaves are turning red, orange, purple and gold. And as lovely as it all is, it also marks the end of summer and the impending close of the Ann Arbor Farmers Market for the season. Here in the Miss Kim kitchen, this change in the weather means that we get busy pickling and preserving.

Here are some of the recipes we use in our kitchen. Ji Hye has translated them for the home kitchen and added some excellent Chef's notes for your edification!

## MASTER VINEGAR PICKLE RECIPE

### For the brine:

- 2 qt Hot water
- 1 qt Rice wine vinegar or apple cider vinegar
- 3 c Granulated cane sugar
- ½ c Kosher salt
- 6 qt Your favorite vegetable (not leafy ones)

1. Cut your favorite vegetable or vegetables into bite size pieces (about an inch all around is good, too).
2. Place the vegetables in a container or a jar.
3. Mix all the ingredients for the brine. Whisk until all the sugar and salt is dissolved.
4. Pour the brine over the vegetables. Store in the fridge.

### Chef's notes:

For most vegetables, the hottest water you can get from the faucet should be hot enough. But for harder vegetables like beets, I'd go closer to boiling hot. The harder the vegetable, the hotter the water should be.

This is a master brine that you can play into numerous variations. Add chile peppers or spices to the brine! I have at least 4 different kinds of vegetables pickled this way, and they all taste distinctive and show off the natural flavors of the vegetables very well. My favorite combinations are adding cloves, cinnamon, and orange peel, or jalapeno peppers and red onions, or adding a ½ cup of soy sauce to the master brine for a less sweet and more complex flavor. There is no wrong way to go about it—go wild and have fun!

## SOY PICKLED ONION

### For the soy brine:

- ¾ c Soy sauce (low sodium ones without sugar or MSG in the ingredient list)
- 1 Tbsp Sea salt
- 3 Tbsp Cane sugar
- ¾ c Rice wine vinegar
- 2 c Water
- 1 Large onion (about 1 lb in weight)

1. Cut onion into quarters.
2. Mix all soy brine ingredients together. Place it into a pot and bring it to boil.
3. Pour the hot brine over the onions. Store in the fridge.

### Chef's notes:

This makes really tasty condiments for burgers, eggs, you name it. I'd take the onion out and julienne it. I'd save the brine and use it as your secret ingredient—add it to mayo and use it for dipping french fries, add it to your salad dressing instead of salt, whip it with herbs and silken tofu for a creamy vegan sauce. This brine recipe also works very well with pickling hot peppers.

## KOREAN MOO RADISH KIMCHI

### For salting the radish:

- 3 lbs Moo radish (1 ½ large ones or 2 medium ones)
- 1½ Tbsp Sea salt
- ½ Tbsp Cane sugar

### For kimchi paste:

- 6 Tbsp Korean chili flakes
- 4 Tbsp Korean salted shrimp (or 3 tbsp Korean fish sauce)
- 1½ Tbsp Minced garlic
- 2 tsp Minced ginger
- ½ Tbsp Sea salt

### Vegetables for kimchi:

- 1 bunch Scallions
- 1 bunch Watercress or mustard greens or other spicy, bitter greens

### Prep the vegetables and shrimp:

1. Peel the radish and cut into 1 inch cubes.
2. In a large mixing bowl, toss the cut radish cubes with the sea salt (1 ½ Tbsp) and cane sugar (½ Tbsp) from "for salting" ingredients above. Leave in the mixing bowl for an hour. Then drain in colander for about 10 minutes.
3. Cut the scallions and watercress into 1 inch pieces.
4. Finely mince the salted shrimp.

### Dress the moo radish kimchi:

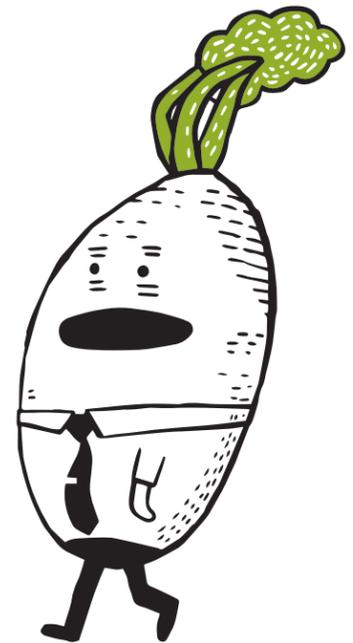
1. Place the salted and drained radishes into a mixing bowl. Toss it well with the chile flakes.
2. Add the minced salted shrimp, garlic, ginger and sea salt (½ Tbsp) to the radishes and toss well.
3. Fold in the scallions and watercress gently.
4. Place the kimchi into a jar or an airtight container. Leave out for a few hours, then store in the fridge.

### Chef's notes:

This is the first kimchi that our staff learns to make, because it is one of the easiest! The whole recipe is basically "cut vegetables, toss in salt, then toss in spices and aromatics". No shortcuts here though—just a very traditional, yet very easy kimchi recipe. In Korea, it's known as "kkakdukki", roughly translating to "one that is cut into right angle". Historically, very perfectly cubed kkakdukki was enjoyed by pregnant women who wished for everything to go right for their child. 🍴



Ji Hye Kim  
Chef and Managing  
Partner, Miss Kim



If you try these recipes at home and get the pickling bug, then you're going to LOVE this special dinner

## SECOND ANNUAL MISSKIMJANG

October 22, 2018, 6:00 pm

A Korean harvest and pickling tradition, a kimchi-making class & a strolling dinner, all wrapped up in community, conversation and fun!





# Happy Golden Birthday to Zingerman's Roadhouse!

We will turn 15 years on September 15th! In honor of our family here at the Roadhouse who have made every minute really special, we have captured 15 of our staff's most memorable food items.:

1

Every time I eat at the Roadhouse, my girlfriend Jen will laugh at me and ask "No really, which **steak** are you getting this time?" Any of them are fantastic, because we use pasture-raised heritage breed cattle, dry-age the cuts for 5 weeks, and butcher in-house. Not every place is willing to make that investment, but it makes all the difference. Our steaks are just that good. Bonus if you add sautéed **scallops** and make it a Surf n' Turf.

- John Timm, Server & Accounting Assistant

6

I love the **Eggs Benedict** on our buttermilk biscuits with smoked salmon. Ari calls it the Sea Biscuit! The creaminess of the Hollandaise is perfect, with just the right touch of lemon. I love the way the poached eggs break open and mix with the sauce, and the way the soft, buttery biscuits soak it all up. It's phenomenal.

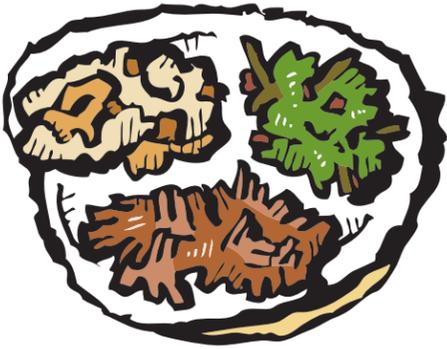
- Kristin Beckett, Host

11

Our **Chai**! We use beautiful tea and spices, with natural raw sugar. It's a perfect blend of sweet and spices, so it's not overly sweet like the Chai you get from other places.

- Sarah Mays, Roadshow

2



**BBQ Pulled Pork.** The hogs that we get from Homer, Michigan are consistently great. Arturo, our pitmaster, handles them really well. The Eastern North Carolina vinegar-based BBQ sauce and the pork fat on our brioche bun from the Bakehouse is an incredible experience.

- Bob Bennett, Head Chef

7

**Gluten-Free Grits and Bits Waffles!** They taste wonderful and make me so happy. They also accommodate my food allergy without sacrificing really good ingredients.

- Elaine Carroll, Roadshow

12



I love our **Mac n' Cheese.** It's cheesy, but not too cheesy, so it's just right. The Martelli pasta is the best part. I've never had artisanal pasta like that anywhere else.

- Delbert Williams, Lead Cleaner

8

The **Memphis Mac with extra Sarvecchio cheese.** My sister, Kathleen, was actually involved with the creation of this dish when she worked here years ago. With our Red Rage sauce and BBQ pulled pork, this dish is smoky, sweet, tender, and smacking of flavor.

- Rachel Oxender, Assistant Manager

13

The **Limeade Swordfish.** The swordfish we bring in is from the Long Island Sound, where I grew up, so it reminds me of the fresh fish I had at home. We serve it with Jefferson Red Rice we get from Anson Mills', and it's the best rice I've ever had. Also, I love our limeade!

- Zach Milner, Food Runner

3

It is hard to choose just one! But if I must choose, then I would have to say it's the **Fried Chicken Mac n' Cheese.** It's cheesy, it's crunchy, it's really the whole package!

- Bethany Zinger, Assistant Manager

9



Hands down the **burger**, because it has really good ingredients and it's cooked over a wood-fired grill, so the char tastes great. The availability of sides and toppings makes it a versatile item. I like it with our house hot sauce, grilled onions, bacon, and New Mexico green chilis. It is so delicious!

- Micah Smith, Server

14

I would have to choose the ribs. They are always moist, with just the perfect balance of smoky and sweet. I also like that they are not overly fatty, but have just the right amount of fat for full flavor.

- Felipe Diaz, Server

4

**Bacon Pimento Mac** forever. That is all.

- Gaelan Campbell-Fox, Supervisor

5

**Chicken Fried Steak** has been a classic dish served at the Roadhouse since we opened our doors. We use a sirloin steak, which makes it taste great! Back in the day, when I worked a server double shift, I would often treat myself to this dish. It was so rich but SO delicious. I'm surprised I was able to stay awake for my second shift after eating such a hearty meal!

- Lisa Schultz, Restaurant Manager

10

I'm a huge fan of the **Grilled Grits!** It's very unique, with a great combination of flavors. I love grilled polenta anyway, but our Anson Mills' heirloom grits takes this dish to a whole new level!

- Thomas Wilson, Line Cook/Butcher

15



Our **Buttermilk Fried Chicken**, duh! I recommend it to every first-time guest.

- Sarah Bartlett, Supervisor/Bartender



## PLAN YOUR Tasty Tailgates WITH ZINGERMAN'S CATERING!

With Michigan celebrating its 139th football season on the gridiron, we've been planning tailgates since June. Call soon to plan your meal at the Big House! The first step is to check out our 2018 Tailgate menu. We offer everything from Deli sandwiches in our classic red bags to burgers and hot dogs grilled right before your eyes.

We make ordering easy! Call (734) 663-3400 to speak to our expert team, who will be sure to get you really great food with no fuss, whether you want a delivery or prefer picking up at the Deli. We also offer curbside service so you don't have to wait in line or find a place to park! Make your event an upright success and score big with our Tasty Tailgates!

### big ten blowout

- Quarter pound all-beef burgers with cheddar and swiss cheese, tomato slices, lettuce, pickle slices, condiments, and Bakehouse buns
- Italian sausage with grilled onions, whole grain mustard and buns
- Fresh fruit salad
- Old-fashioned potato salad
- Fresh crudite with ranch and roasted red pepper dip
- Molasses baked beans
- Warm apple crisp
- Assorted Coke products

**\$29/person**

### zingerman's Gridiron feast

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

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

**\$24/person**

### a maize-ing tailgate

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

**\$27/person**

### zingerman's touchdown tailgate

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

**\$27/person**

### Grab and go tailgate

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

**\$16/person**

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

### Portuguese spiced chicken wings

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

**\$13.50/person (about 6 wings)**

(We'll send lots of napkins!)

This year's menu and  
more is available online at  
[zingermanscatering.com](http://zingermanscatering.com)



## GREYLINE

ZINGERMAN'S EVENT SPACE



## PLAN YOUR Holiday Party AT GREYLINE

Tired of throwing the same humdrum holiday party every year? Do something different this year at Zingerman's Greyline! Right now we're busy booking holiday parties for November, December, and beyond into 2019. We're excited to help plan your party as well! Located in the heart of downtown Ann Arbor, this unique venue can accommodate up to 200 strolling guests and has everything you need to throw the most successful party of the season.

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

Want more information on this beautiful venue? Visit [www.zingermansgreyline.com](http://www.zingermansgreyline.com), or better yet, stop by at 100 N. Ashley and see it for yourself! To start party planning, just give the Greyline a call at 734.230.2300 and one of our friendly event planners will help walk you through the initial planning steps, and assist in turning your vision into an event your guests will remember for years!

CALL 734.230.2300 TO PLAN YOUR PARTY

# Some Granular Facts About Grains

Installment #1 from the Bakehouse Grain Commission

**G** rains have been part of the human diet since we were hunter-gatherers—at least 14,000 years! We're interested in old foodways at the Bakehouse and often use at least 100 years as a mental guideline for what constitutes old. At 14,000 years grains certainly make the cut-off.

Archaeologists recently found the earliest bread (around 14,000 years)—a mixture of wild einkorn wheat and a kind of root vegetable—at a site in northeastern Jordan. Ancient potato bread! This was a real surprise both because it's amazing that it was preserved and because it was thought that at this time humans mainly ate grain

in the form of porridge. Around 10,000 BCE humans started a process of domesticating grain and settling down from our nomadic lifestyle into villages. Bread making at this point would be less surprising.

**For more information about the early domestication of grains, join us for a talk by Archaeologist Geoff Emberling at BAKE! on September 6<sup>th</sup>.**

Although grains have been a major part of our diet prior to the dawn of civilization, today many of us have lost even the most basic connection to them. It's not surprising. Baking and milling are actually two domestic activities that moved out of the household and into larger-scale production comparably early in human history. With all this time, the world has gotten very good at growing and milling cereal grains—to the point that most of us haven't felt the need to know much about them. We could go to the store or mill and buy the flour we need any time. Our supply has been very reliable and consistent, and as a result, most of us have lost knowledge of our grains. As the Bakehouse Grain Commission pursues our work on sourcing local grains and milling, we realized we should remind all of us of some basic information about grains.

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Our ultimate goal is to inspire some of you to mill your own grains at home, so that you can use freshly milled flour in your morning pancakes! It's as easy as grinding coffee beans, and the flavor and nutritional difference is remarkable. On October 25th and 26th, Sue Becker (a home miller since the early 1990s, as well as educator and business owner) will be with us at BAKE! to host two classes about home milling. Make room on your kitchen counter for your own mill... move over Mr. Cuisinart!

Here are some basic facts:

Here are some basic facts:

## WHAT ARE GRAINS, OR AS THEY ARE SOMETIMES CALLED, CEREALS?

Grains are mainly grasses. Cereal grains are members of the grass family that produce edible seeds or kernels. Examples are wheat, rice, barley, corn, oats, and rye. Although flour to most Americans refers to wheat flour, that's because wheat is the primary grain in the US. Flour, it actually means the powder created by grinding seeds, nuts, or roots.

## WHAT IS THE STRUCTURE OF THE EDIBLE SEEDS?

Most grain seeds have the same basic anatomy. **Chaff** or **hull** is the dry, very thin protective membrane that covers the exterior of the seed for protection. We do not actually eat the chaff. Once the grain is harvested, the seeds are threshed to remove them from the stalk and release the chaff. Winnowing comes next which removes any remaining chaff. When we buy kernels to mill, this process has already been completed.

Some grains have an exterior called a **hull**. Hulls are much more stubborn than chaff and require some form of physical force to remove them. This is the case with barley and hence the term "pearled" barley. Barley has a hull, and it takes "pearling" to remove it.

The jargon around grains is well developed and can be confusing without a little education. Have you ever wondered why it's called a wheat berry versus an oat groat? It's all about whether the exterior is a chaff or a hull. Berries have chaffs and oats have hulls.

**Bran** The next layer of a grain berry or groat is the bran, which many of us are super familiar with because of its high-fiber content. That's not all that bran brings to the table. It's high in vitamin B and iron, and has a good amount of protein and enzymes that help with digestion. When I learned about the enzymes, I wondered if some of our digestive issues around wheat might have to do with not getting these enzymes from the bran because we're eating primarily white flour that has the bran removed. Nutritionists and doctors have often promoted eating bran for the fiber, but it also has other valuable nutritional qualities.

**Germ** The germ is the smallest part of the kernel, only about 5 percent in terms of weight, but it contains the highest density of nutrients. Mostly it's fatty acids and a very high amount of vitamin E, which is an effective antioxidant. The germ is removed from many of our store-bought flours because it can become rancid more quickly than the other components of a kernel, shortening the shelf life of the flour. For some purposes, shelf life is more important than nutrition or flavor.



**Endosperm** is the largest part of the kernel. It is primarily starch and serves as the food for the plant. White wheat flour is the endosperm.

Whole wheat or whole rye or whole barley in its most correct form is the flour produced when the entire kernel of a grain is ground together and kept intact. In our country, sometimes the descriptor "whole" is used but actually means that the white flour (the endosperm) is separated from the bran and the germ, and then some amount of bran and germ is added back in. The amount added in can vary by mill.

## STORAGE AND MILLING

Grains are one of the few human foods that don't have to be processed before storage, which makes them highly valuable. Remarkably, archaeologists have found stashes of ancient grain kernels that are thousands of years old and are still viable. Perhaps the resiliency of grains is one of the reasons they've been a part of our diet for such a long time. All they need is to be protected from moisture and infestation, which I'll admit is not insignificant. The Bakehouse just lost 6,000 pounds of kernels at a mill because the grain developed a musty aroma and flavor from moisture.

We plan to write more fully about milling in the coming months, but for the purpose of relaying the most important basic information about grain, we think it's good to know the difference between roller milling and stone milling.

Stone Ground Milling is an older form of milling in which two moving stones grind whole kernels of grain in between them. Humans, animals, water, wind, and now electricity can power the stones. One of the benefits of stone milling is that the entire kernel is ground together, meaning that the bran, germ, and endosperm all come into contact with one another. When this flour is left as is, not sifted after milling, it's considered whole. If the miller decides to make it more refined by sifting what's left, it still has some of the bran and germ in it because they were mixed with the endosperm during the milling process. This flour is more complex in its nutrition than what is produced by other methods, even when it is refined. Soon we will have a small stone mill at the Bakehouse. We're looking forward to learning about milling effectively.

Roller Milling is a more recent invention that allows us to mill more flour more quickly and efficiently, and it allows us to get highly refined flour. The result is the possibility of creating flour that is highly refined and only has the endosperm in it. Prior to milling the grain the grain is tempered, a process where water is added to increase the moisture of the bran, making it break off in larger pieces which makes it easier to separate it from the milled flour. Tempering also softens the endosperm making it softer and easier to mill.

Two other elements of the milling process that are important for us all to know about are bleaching and aging.

First, bleaching whitens the flour, nothing else. It may not be an unhealthy process but also is not a necessary process. When bakers are working in the realm of art, and beauty and aesthetics are the primary criteria for success, then using bleached flour may be appealing, but it isn't necessary.

Second is aging—as flours sit, they become oxidized and the enzymes inside change. When this happens, the quality of the flour in baking is more consistent and predictable, which professional bakers often prefer. Consistency certainly makes life easier. Aging can happen simply by allowing flour to sit after milling. Most artisan bakers think that three weeks is plenty of time to turn flour from "green" to aged. Not everyone wants to hold milled flour for three weeks, though—imagine the inventory space necessary! Millers came up with a chemical method of aging called bromation—they use the chemical potassium bromate, which has been identified as a carcinogen and banned in some parts of our country. It definitely is not necessary, and we recommend avoiding it. We avoid using any bromated flour at our bakery.

## AN INTRO TO WHEAT! THE MOST POPULAR GRAIN

Wheat is the most popularly grown grain in the world. In recent years it accounted for fully one third of the world's cereal harvest. I imagine that there are many reasons for this, but from the perspective of a baker, I can say that it performs incredibly well in many baking contexts. It makes our lives easier.

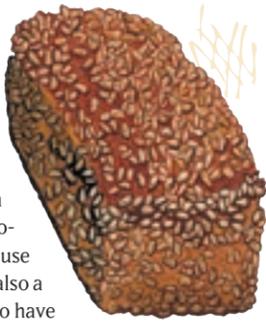
## JUST ONE WHEAT?

No, there are many strains of wheat! Just like there are many different kinds of apples or grapes or basil, there are wide varieties of wheats. Some of them are in use today, and many are being brought back by interested farmers and bakers. They are referred to as heritage varieties. We can all expect to see more "named" wheats identified as ingredients in bakeries, on menus, and sold in stores. Examples of heritage grains are Red Fife and Turkey Red wheat, which we're using in our Turkey Red Walnut bread. Understandably there's been some confusion about this name with people wondering if there's turkey meat in the loaf. Nope, it's just the name of the actual strain of wheat we used. Just like other plants, these different wheats have different baking qualities and flavors.

Another group of named wheats are ancient varieties, which are being revived. Two common ones are emmer and einkorn. They are thought to be the original wheats of the ancient Middle East from which modern wheats were eventually evolved. We have been milling einkorn at the Bakehouse and using it fresh and whole in a scone. The flavor complexity—nutty, slightly sweet—immediately appealing.

## SPELT AND DURUM

These are two forms of wheat which are distinct types that have been used and named for years and perhaps more familiar to people. Durum wheat is the second most cultivated wheat in the world. It is a high-protein wheat most prevalent in southern Italy and commonly used in pasta production and some breads. It's what we use in our sesame semolina bread. Spelt is also a member of the wheat family. It seems to have been developed around 5,000 BC. It's the wheat we use in our Dinkelbrot. Dinkel means spelt in German.



What about the wheat we find in the grocery store? Most of the time many of us are using unnamed, generic wheat. Bakers and millers characterize this wheat in the following three ways:

**Hard/Soft:** The difference between these is determined by their protein content. Hard wheat has a higher protein content, making it better for structure development and, therefore, bread baking. Soft wheat has a lower protein content and is more commonly used for more delicate baking, like cakes.

**Winter/Spring:** This is a reference to when the wheat is planted. Some varieties are planted in October and November, become dormant through the winter, and are harvested in the early summer, hence, it's called winter wheat. Spring wheat is planted in the spring and is harvested later in the summer. Winter wheat tends to have more protein than spring wheat.

**Red/White:** This descriptive is in reference to the color of the bran on the wheat berry.

How do people use these distinctions in conversation? A baker may say that they are using a soft white winter wheat in their pie crust. Quite a mouthful and not as tasty as the actual pie! As consumers we most often see the names bread flour, all purpose flour, pastry flour, and cake flour. These names are indications of the protein content of the flour. Bread flour has the most at 12 percent or higher, and cake flour often has 7.5-8 percent protein. The protein content has the greatest impact on how the flour functions in baking, so it makes sense that we would want to know this when we're purchasing the flour.

There is obviously much more to explore about grains and wheat. Expect to learn more in installment #2, as we reconnect with this ancient food source.

*Amy* Amy Emberling  
(Bakehouse Managing Partner)  
and The Bakehouse Grain Commission



# Freshly Milled at the Bakehouse!

If you've been keeping up with Bakehouse news by visiting us, subscribing to our enews, reading our blog, or stopping by our Westside Farmers' Market table, then you already know we've begun to delve into stone milling our own flour in small batches.

And why freshly milled? Like we've been saying for 26 years since we opened the Bakehouse, you really can taste the difference and we believe in traditional baking methods and recipes. Stone milling our own flour right before we're going to use it is bringing back an old tradition to our baking, and it keeps more of the whole grain kernel and more of the grains' natural oils in our flour. This equals more flavor, more aroma, and better nutrition in the baked goods we create. Wait until you taste it!

# We're Excited to Announce What's New in September

ONLY AVAILABLE AT ZINGERMAN'S BAKEHOUSE, DELICATESSEN AND ROADHOUSE!

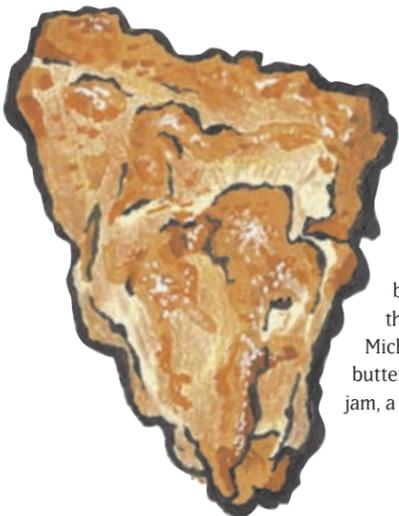
## Michigan Peach Pie

September only! We're freshly milling the flour at the Bakehouse for this whole grain double pie crust, using soft white wheat berries and hard red spring wheat berries grown in Michigan. We lovingly craft a simple filling of Michigan peaches, a bit of cane sugar and some real vanilla bean. Celebrate these last few weeks of summer with a slice of Michigan. Enjoy what went into every bite of this pie while you can!



## Mother Scones

September and October only! Our "mother scones" are made with einkorn, which we think of as the mother of all wheat, a truly ancient grain. To get a jump start on creating these special scones, we bring in organic einkorn from Bluebird Grain Farms in Washington state and then freshly mill it at the Bakehouse. (If all goes as planned, next year at this time we'll have einkorn grown right here in Michigan.) Then we add in the local heavy cream from Guernsey Farms dairy, Wisconsin sweet cream butter, and a touch of cane sugar. The result is so tender and so very tasty. Enjoy them with your favorite jam, a cup of tea, or alongside a bowl of soup.



**Zingerman's BAKEHOUSE**

**Cake of the Month**

**20% off whole cakes & slices!**

september

### DOBOS TORTA

Pronounced [DOH-bosh], this traditional Hungarian coffee-house torte was created in 1887 by well-known chef and confectioner József C. Dobos (1847-1924). Five thin layers of vanilla sponge cake and dark chocolate espresso buttercream, all topped with pieces of crispy dark caramel. Taste one of Hungary's most famous tortas!

october

### 24 CARROT CAKE

We hand-peel and grate oodles of fresh carrots to make a batch of this cake. All those carrots add an incredible moistness and a fresh sweetness to the cake. Combine them with toasted walnuts and aromatic spices and you get a great cake that's totally delicious on its own. Cover it with a generous amount of cream cheese frosting and it becomes irresistible.

**Bread of the Month** **now \$4.75/ea**

september

### FARM LOAF

Imagine sitting around a French farmhouse table waiting for dinner to be served—this would be the bread they'd bring out. It has a thick, caramelized crust and a soft, white, chewy interior. The flavor profile is toasted wheat from the organic wheat flour and a touch of whole wheat, as well as a touch of sour from the natural leavening.

october

### PAESANO BREAD

This bread hails from the Puglia region of Italy. We make it with organic wheat flour and an organic cornmeal dusted crust. And all those holes you'll find inside each loaf? We worked hard to put them there by making an extra hydrated dough and giving the yeast plenty of time to work its bubbly magic. The end result is a tender, airy crumb that's perfect for passing around the table for ripping and dipping. It'll bring any dinner up a couple notches.

## Rosh Hashanah Specials

All Rosh Hashanah Specials are Mailorder-able! 9/6-9/18

### BUMBLE HONEY CAKE

A dense spice cake made with buckwheat honey, brewed tea, almonds, and golden raisins.

### CHALLAH TURBANS

Our fresh egg and Michigan honey challah bread in a traditional round shape, available with or without dark rum-soaked raisins.



### MOROCCAN CHALLAH

A traditional five-strand braid topped with Michigan honey, poppy seeds, sesame seeds, and anise seeds.

## special bakes

**TORTA DE SANTIAGO & CHOCOLATE MIGUELITOS** - 9/14-9/16, 9/21-9/23, 9/28-9/30

**GREEN OLIVE PAESANO BREAD** - 9/28 & 9/29

**CHERNUSHKA RYE BREAD** - 10/5 & 10/6

**BANANA CREAM PIE** - 10/5-10/7

**SOMODI KÁLACS (CINNAMON SWIRL BREAD)** - 10/12-10/14

**CHOCOLATE CHALLAH BREAD** - 10/19-10/21

**IRISH BROWN SODA BREAD** - 10/26 & 10/27



reserve your special bakes today!  
call 734.761.2095

you really can taste the difference!

ISSUE # 268 • SEP - OCT 2018



## SEPTEMBER

### zingerman's 5-star black pepper blend

**S**ome of the world's great wine names are, when you look more closely, blends—Côte du Rhône, Bordeaux, Chianti, Rioja. 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."

If it works so well with wine, why not with pepper, too? We've gotten going at the Roadhouse by shifting from solidly good Tellicherry pepper from a mass market importer to farm-to-table Tellicherry pepper, sourced from small farms in southwest India by our friend Sudheer and his employers, respected and highly skilled Montreal-based family of spice importers, Épices de Cru.

The name? Zingerman's 5-Star Black Pepper Blend

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

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

The aroma? Piney, a bit of eucalyptus, aromatic, floral. A hint of juniper—it almost smells like a really high-end gin. Almost minty maybe. It's long and lasting.

The flavor? Follows from the aroma. A gentle heat at first that grows as it sits on your tongue. The complexity of the five top notch black peppercorns the de Viennes have brought together especially for this purpose. The reference to gin above makes me think about a black pepper-infused gin and tonic?

Its use? The idea of creating the blend is that...you use it everywhere. The idea is that this 5-Star Black Pepper Blend belongs on your dinner table. On your kitchen counter. I keep a small finger-press grinder in my suitcase — if you get stuck somewhere on the road a small bit of fresh pepper can elevate a not very good meal (I keep a small tin of sea salt with me for the same reason).

What's in it? As you'll have guessed from the name, a quintet of black peppercorns, all from southwest India. Together, as per Ross Szabo's well-taken point above, they create a blend that is more complex and interesting than any of them would be on their own.

*Tellicherry Reserve* - Their most aromatic black pepper offering. Less than 0.05% of the entire harvest qualifies for this category but the de Viennes have put a generous amount of it into this special blend. The flavor is wine-like with a richness and well-rounded heat.

*Mlamala* - Grown at above 700 meters in full on southern Indian sun in the Cardamom Hills. There's a freshness and liveliness to its flavor and aroma, and its unique flavor brings lots of low notes, and a long, loving heat that really stays with me for a marvelously long and very pleasant time.

*Rajakumari* - The name means "princess" in the local Malayalam dialect and that is just what this peppercorn is! Hardly ever seen outside of India, it's an elegant addition to the blend. It has a denser texture, is highly aromatic, and more intensely-flavored.

*Tellicherry EB* - Extra-large, fully ripened, peppercorns from the Wayanad region that bring long slow heat, big flavor. Carefully selected by Sudheer for maximum flavor and aroma.

*Shimoga* - An especially interesting, lively black pepper from the Shimoga district in the Indian state of Karnataka. Where Tellicherry goes big, wide and deep, Shimoga is focused, narrow, intense with an almost electric set of high notes, a sensual spicy warmth, lively-on-the-palate and featuring a very long and lovely finish.

Our 5-Star Black Pepper Blend is very much a gift, a black pepper blessing, from India by way of Montreal, assembled by the de Vienne family using 30 plus years of spice sourcing knowledge. It's on my table at home and we hope it will soon be on yours too! Come by for a taste any time!



## OCTOBER

### hills of provence herbs blend

**O**ne of my first trips to Europe was to Provence. It rained 17 days out of 20 or something like that. But I do remember eating marvelous food, and loving the chance to walk through open air markets, smelling the smells, taking in the sights, imagining what I might do if I had my own kitchen to shop for and cook in later that day. The aroma of this blend is the smell that has stayed with me for all these years! It's also the smell of the Provençal countryside, where herbs grow wild in abundance.

That's exactly what Ethne de Vienne said, too: "We created this amazing blend because it reminded us of our strolls in the hills of Provence smelling the thyme and lavender - a composition unique to this blend. Our blend is made exclusively from Provence-grown herbs: rosemary, marjoram, savory and thyme with a hint of lavender. This blend of herbes de Provence is wonderful when combined with the classic flavors of northern France: garlic, lemon and olive oil. This blend is great with roasted vegetables, grilled meats, simmered dishes, roast chicken, lamb and goat cheese." I agree. Definitely really good on goat cheese. And I love it on roasted potatoes.

Ask for a sniff next time you're in the Deli! I know that any time I'm feeling overwhelmed I can walk over to the spice shelves in the shop, pop open this tin and use the smells to spiritually ship myself back to Southern France for a few minutes. Calming, soul-quieting and culinarily compelling! 🍷

Ari Ari Weinzweig  
Zingerman's  
Co-Founding Partner

**ROSH HASHANAH MENU 2018**  
Let the Deli do the cooking this holiday! Items available for pickup starting September 9<sup>th</sup> at 1pm.

#### roasted saffron chicken with almond and honey glaze

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

#### roasted beet salad

Sweet beets brightened with a pomegranate dressing.

#### vegetable tagine

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

#### braised beef brisket

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

#### Lamb and honey stew

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

#### sweet carrot tzimmes

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

#### lemon couscous

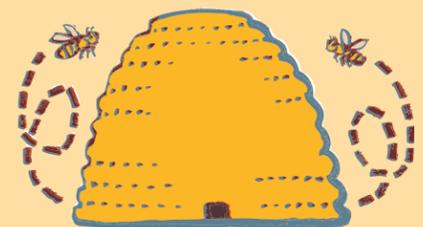
Hand-rolled Tunisian couscous and Marcona almonds in a lemon herb dressing.

#### herb roasted fingerling potatoes

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

## rosh hashanah HONEY SALE

September 3<sup>rd</sup> through September 15<sup>th</sup>



### ALL HONEY 20% OFF

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

This is just a small sample of the feast we're preparing. Go to [zingermansdeli.com](http://zingermansdeli.com) to see the complete menu and call 734.663.3400 to order!



We welcome your crisp air, spiced beverages and gorgeous color scheme. The Deli is a great place to be during autumn, and we've got some really exciting new things happening this year. Get ready for paella season on the Patio and so much more—we've got a few ideas to help you celebrate the season with Zingerman's Deli.

#### THE DELI DELIVERS!

**FREE** delivery continues! Set your student up with a gift card, and let us deliver the best meals they'll have all semester. We deliver sandwiches, desserts, sliced meats, cheese, and groceries to dorms, libraries, businesses and wherever they call home away from home.



#### STUDENT BACK-TO-SCHOOL SURVIVAL KIT

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

**University of Zingerman's Orientation Tote:** For your classic Zingerman's-lovin' student who is planning on graduating Zingerman's summa cum laude.

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

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

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

#### STUDY HUB

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

#### MEAL DEALS

Hungry students love a good deal, and it's just plain smart to be frugal on a budget. We've got some great options for those watching their spending.

#### MAC AND CHEESE MONDAYS

That cheesy goodness awaits! Enjoy a ½ lb of Mac and Cheese and a side salad for only **\$9.99**. Just place your order online at [zcob.me/macandcheese](http://zcob.me/macandcheese) and come to the Deli between 5-7pm to be united with your creamy, dreamy deliciousness.

#### T-SHIRT & BAGEL TUESDAYS

Wear a Zingerman's t-shirt to the Deli on Tuesdays and **get \$4 off** your sandwich! Ya might wanna invite a friend because if you buy 2 t-shirts you **save \$10**—now that's just good math.

**Buy 6 bagels and get 6 more free on Tuesdays!** Pro tip: slice 'em and freeze 'em, then pop 'em into the toaster. Makes mornings easy for busy students on-the-go.



#### BYOYB WEDNESDAYS

Bring your own Zingerman's yellow canvas bag and get **10% off** groceries on Wednesdays. This locally screen-printed, heavy-duty bag mimics the design of our iconic yellow to-go bags and is sturdy and stylish enough to carry your books to class.

#### GET HOOKED

We partnered with Hooked, the number one food, drink, and lifestyle app in college towns, to bring you daily deals during the week. Simply download the free Hooked app, find our deal, and show up! Your friends will wonder how you're always in the know. [hookedapp.com/gethooked](http://hookedapp.com/gethooked)

#### RECYCLE ANN ARBOR'S PLASTIC POLLUTION SOLUTION

Through September, Recycle Ann Arbor's pilot program will continue at the Deli. In line with Planet Zingerman's, our sustainability focused and environmentally conscious committee in the ZCoB (Zingerman's Community of Businesses), this program is aimed at offering additional, and convenient, community locations for individuals to recycle plastic bags and plastic film. Just look for the green bins — on the front porch of the Next Door Café and the upstairs Deli dining room. Read more about our sustainability efforts at [zingermanscommunity.com/about-us/culture/sustainability/](http://zingermanscommunity.com/about-us/culture/sustainability/)

#### PAELLA PARTY SEASON ON THE PATIO!

##### 33rd ANNUAL FIESTA DE ESPAÑA!

Three Paella Parties on the Patio Sun, Sept. 16th, 23rd & 30th 11am 'til the paella's gone! Paella Presentation at noon: The show is free—the paella is sold by the pound.

We had so much fun last year we had to do it again, so to paella fans' delight there will be not uno, not dos, but tres Paella Parties on the Patio!

Our 33rd annual celebration of the fabulous foods of Spain culminates with a two-grill paella throwdown on Zingerman's Patio. Join us at noon for a step-by-step presentation on how to prepare this prized Spanish dish. After, Chef Rodger and his crew deal the goods: three kinds of traditional paella—chicken/chorizo, seafood and vegetarian—all grilled over mesquite. Zingerman's Bakehouse is also back with their delicious desserts for the festivities: Torta de Santiago and chocolate miguelitos! And don't forget the real Valencian-Style Horchata made with tiger nut. RAAAAWR! It's a tasty trifecta of tremendous proportions.



Mark your calendars and come early because one thing is guaranteed—the Paella always sells out!

#### COOKING CONTEST

Turning Ann Arbor's Worst Cook into a Paella Professional! Make burning rice a thing of the past, and become an assistant chef at Zingerman's 33rd Annual Paella Party! (Or maybe you're a pretty great cook, but would love an opportunity to get hands-on paella-preparing experience.) Learn how to cook authentic paella step-by-step with the Deli Head Chef, Rodger Bowser. You'll get to take home your own paella creation and a Paella Party t-shirt to commemorate the day.

Just look for our post on Facebook and Instagram, coming soon! Send us a creative response to why YOU should be a Paella Professional! Chef Rodger and team will pick one lucky winner to don an apron at the final Paella Party, September 30th. \*You don't need to live in Ann Arbor to play. We ask that those entering be available on the Deli patio at 12pm sharp, ready to make some delicious food. We look forward to seeing your submissions!

#### PRE-ORDER YOUR FULL PAN OF PAELLA

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

#### DIY Paella Kit

Comes complete with a 33rd Annual Paella Party t-shirt and everything you need to get started making paella at home for an incredible value. Includes t-shirt, 18" paella pan, bomba rice, paprika and saffron. Priced at \$95, with a value of \$120. 🍴

*Katie*  
Katie Honoway  
Merchandizing Collective  
Zingerman's Deli



## SEPTEMBER

### BBQ Ribs \$14.99

Lip smackin' baby back ribs smothered in house-made BBQ sauce pairs with crunchy, caraway coleslaw and a hunk of jalapeño cornbread. Bring your appetite and a lot of napkins for this formidable feast.

## OCTOBER

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

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

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



## SEPTEMBER

### The Tempeption! \$13.99

A 'beans and greens' combination to take your tastebuds to cloud nine! Five classically funky and fresh flavors join up on grilled sourdough to have us doo-woppin' all day! Tempeh, avocado spread, sunflower shoots, leaf lettuce, and tomato slices on grilled sourdough.

## OCTOBER

### ...is still under development!!!

We have a family team (winners of the UofM Law School SFF auction) from across the country hard at work with our sandwich experts to craft a fantastic feature. Please stay tuned for updates, and visit us in October to share in the sandwich surprise!



Upgrade your dinner dance moves with inspired meals from Zingerman's Deli. From oven to table in 20 minutes or less!

Starting October 3rd, Zingerman's Deli will offer heat-and-serve meals for folks looking to shake things up in the kitchen—or just searching for a convenient dinner option. Deli Dinners a Go-Go showcase our cooks' creativity and passion for great food and the best ingredients we can find. Wholesome, delicious, and inclusive of a variety of dietary preferences, these delicious dinners come complete with starch and veggie sides to support the main show. Easy-to-follow reheat instructions included.

Look forward to new dishes and favorites from our catering menu, like Eggplant Parmesan with garlic bread and kale salad, Hungarian Paprikash with Nokedli egg noodles and roasted vegetables, and Chicken Pot Pie with golden mashed potatoes and gravy accompanied by a tossed green salad with balsamic vinaigrette.

Check out the details and menu options at [zcob.me/delidinner](http://zcob.me/delidinner)

# Zingerman's® events calendar

## september goings-on

EST. 2017  
CREAM TOP SHOP

SEP 2<sup>ND</sup>

### Production Tour 11am-12pm

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

\$10/person

EST. 2017  
CREAM TOP SHOP

SEP 7<sup>TH</sup>



### Beer & Cheese 6:30-8:30pm

Do you know which beer goes best with that cheddar? We do! Join our resident Certified Cheese Professional and beer aficionado, for an evening of tasting and exploration. We'll try a range of beer styles from our favorite breweries paired with artisan cheeses. Bread and accompaniments will be provided. This tasting is for cheese lovers 21+.

\$45/person

EST. 2017  
CREAM TOP SHOP

SEP 8<sup>TH</sup>

### Cheese 101 3-5pm

A delicious introduction to the world of cheese! Join Tessie, our resident Certified Cheese Professional, as she guides you through the seven major styles of cheese. She'll share samples and expert tips for making cheese boards and pairings. Bread and additional accompaniments will be provided.



\$40/person



SEP 9<sup>TH</sup>

### Comparative Cupping 12-2pm

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



\$30/person

EST. 2017  
CREAM TOP SHOP

SEP 9<sup>TH</sup>

### Mastering Mozzarella 2-5pm

Learn the secret to making fresh mozzarella from the experts! 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 and milk, stretch string cheese, and create rich, creamy burrata. You'll get the cheese that you make to take home and eat, plus recipes that we teach in the class! Adults and children over 12 are welcome.

\$75/person

EST. 2017  
Zingerman's BAKEHOUSE

SEP 12<sup>TH</sup>

### Goin Crackers! 10am-2pm

Crackers are the humble underdogs of the baking world. Unassuming looking, they pack a powerful flavor punch and deliver an addictive texture experience. Join us to make cheesy pepper squares, whole wheat thins, seedy garlic crisps, and rice bites. They'll soon be your new favorite additions to salads, soups, and cheese plates.



\$100/person

EST. 2017  
Zingerman's DELICATESSEN

SEP 12<sup>TH</sup>

### Honey 101 6:30-8pm

Join us as we dive into the world of single varietal honeys and what makes them different and special. You'll be surprised to discover the variety of honey flavors you may not know existed! From the super sweet, to spicy, and even the chewy, you'll come away with the knowledge and recipes to use honey to elevate your everyday fare. Attendees receive a 20% off coupon to use after the tasting.

Upstairs Next Door \$15/person

EST. 2017  
Zingerman's ROADHOUSE

SEP 12<sup>TH</sup>

### Special Event #229: Featuring Tomatoes, Parmigiano Reggiano and Evan Kleiman 7pm

Join us for an evening with the host of Good Food on KCRW 89.9 in Los Angeles, Evan Kleiman! A friend of Ari's for decades is back due to popular demand. The chef of Angeli Caffe of 28 years is known for her commitment to fresh, simple ingredients based on Cucina Povera, or "peasant cooking" of Italy.

\$75/person

EST. 2017  
CREAM TOP SHOP

SEP 14<sup>TH</sup>

### Honey & Cheese 6:30-8:30pm

Come and join us for a delicious honey and cheese pairing class! Join Tessie, our very own resident Certified Cheese Professional, as she guides you through a sweet and salty journey exploring a variety of artisan cheeses and honey pairings. She'll talk about what makes each style unique and provide samples, and give some tips on the basics of pairing cheese with honey.

\$40/person

EST. 2017  
CREAM TOP SHOP

SEP 15<sup>TH</sup>

### Cider & Cheese 3-5pm

The fall air is crisp and so are the hard ciders! We will pair a range of Michigan-made ciders from dry to sweet with cheeses selected from our shop. This tasting is a great way to get ready for the holidays: you will leave armed with notes on the cheeses, ciders, and how we choose the pairings, ready to wow your guests. Bread and accompaniments will be provided in addition to the ciders and cheese. This tasting is for cheese lovers 21+.

\$45/person

EST. 2017  
Zingerman's DELICATESSEN

SEP 16, 23, 30<sup>TH</sup>

### 33rd Annual Fiesta de España: 3 Paella Parties on the Patio! 11am 'til the paeLLa's gone!

Not uno, not dos, but tres Paella Parties on the Patio! Three kinds of traditional paella—chicken/chorizo, seafood, and vegetarian, all grilled over mesquite. Zingerman's Bakehouse desserts—Torta di Santiago and chocolate miguelitos! Real Valencian-Style Horchata with tiger nut! It's a tasty trifecta of tremendous proportions. Mark your calendars and come early because one thing is guaranteed—the paella always sells out!



Deli Patio

free to attend/food for purchase

EST. 2017  
CREAM TOP SHOP

SEP 16<sup>TH</sup>

### Production Tour 11am-12pm

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

\$10/person

EST. 2017  
Zingerman's DELICATESSEN

SEP 18<sup>TH</sup>

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

If there's one thing we've learned from the kids... it's that they like sweet things! We'd like to expand their palates beyond the sugary goodness of baked goods and candy and Explore the World of Honey! We'll learn about some of these different types and what makes them so special. Oh yeah, and we'll taste them too!

Upstairs Next Door \$15/kid

EST. 2017  
CREAM TOP SHOP

SEP 21<sup>ST</sup>

### Cheese Style Series: Betcha with Cheddar 6:30-8:30pm

Cheddar is the most well-known and loved of the milled curd cheeses throughout the Western world. Join us through the beginnings of this ubiquitous cheese in the English village of Cheddar, the definition of the cheddaring process, and its implications for cheese production in the centuries to come. Taste our way through some classic examples of this popular cheese style.

\$40/person

EST. 2017  
CREAM TOP SHOP

SEP 22<sup>ND</sup>

### Tea & Cheese 3-5pm

Like wine, certain teas contain tannins which result in full-bodied flavors and make for a perfect accompaniment to a variety of cheeses. Our cheesemongers have teamed up with our neighbors at the Zingerman's Coffee Co. to showcase specially selected teas from Rishi that pair most deliciously with an assortment of cheeses hand-picked by our cheesemongers. Join us for this unique take on tea time!

\$40/person

EST. 2017  
Zingerman's COFFEE COMPANY

SEP 23<sup>RD</sup>

### 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

EST. 2017  
CREAM TOP SHOP

SEP 23<sup>RD</sup>

### Mastering Mozzarella 2-5pm

Learn the secret to making fresh mozzarella from the experts! 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 and milk, stretch string cheese, and create rich, creamy burrata. You'll get the cheese that you make to take home and eat, plus recipes that we teach in the class! Adults and children over 12 are welcome.

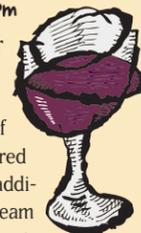
\$75/person

EST. 2017  
CREAM TOP SHOP

SEP 28<sup>TH</sup>

### Wine & Cheese 6:30-8:30pm

Do you know which wine to pair with that triple cream brie? We do! Join us for an evening of tasting and exploration. We'll try a spectrum of wines from our favorite vintners paired with artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.



\$45/person

EST. 2017  
Zingerman's DELICATESSEN

SEP 28<sup>TH</sup>

### Just for Younger Kids (2-5 years old) Storytime Tasting 10:30-11:30am

We'll be reading a food-themed story and then providing a snack related to that story. We'll be teaching your kids to taste food like an expert using our 5 steps to tasting great food. The story and tasting will last about 30 minutes and participants are welcome to stay for lunch. We will have an order taker on hand, so no need to shlep the tots all around the Deli.

Upstairs Next Door \$15/kid

EST. 2017  
Zingerman's BAKEHOUSE

### Baking Pies A Plenty 1:30-5:30pm

Every baker should know how to make a pie crust. We'll deliver the techniques of how to create a flaky crust with butter, and another using lard and butter. We'll teach you how to form the dough by hand, successfully roll it out, show you what par-baking a crust is, and how to crimp the edges to make your pies look beautiful. You'll make a double crust blueberry pie and a single crust lemon chess pie.



SEP 29<sup>TH</sup>

\$125/person

EST. 2017  
CREAM TOP SHOP

SEP 29<sup>TH</sup>

### Pairing 101: Beer & Wine with Cheese

6:30-8:30pm

\$45/person

EST. 2017  
CREAM TOP SHOP

SEP 30<sup>TH</sup>

### Production Tour 11am-12pm

See September 2nd for more information.

\$10/person

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

# october happenin's

**CREAM TOP SHOP** **OCT 5<sup>TH</sup>**

**Cheese Style Series: Beginner Blues 6:30-8:30pm**

Creamy, crumbly, and slightly funky, blue cheese can seem intimidating, but our cheesemongers are here to serve as your guide into this flavorful world. We'll taste our way through the classic styles of blue from around the globe as well as from here in the States, accompanied by our favorite serving suggestions.

**\$40/person**

**CREAM TOP SHOP** **OCT 6<sup>TH</sup>**

**Beer & Cheese 3-5pm**

For more information, see September 7th.

**\$45/person**

**CREAM TOP SHOP** **OCT 7<sup>TH</sup>**

**Comparative Cupping 12-2pm**

For more information, see September 9th.

**\$30/person**

**CREAM TOP SHOP** **OCT 7<sup>TH</sup>**

**Mastering Mozzarella 2-5pm**

For more information, see September 9th.

**\$75/person**

**CREAM TOP SHOP** **OCT 12<sup>TH</sup>**

**Cider & Cheese 6:30-8:30pm**

For more information, see September 15th.

**\$45/person**

**CREAM TOP SHOP** **OCT 13<sup>TH</sup>**

**Cheese 101 3-5pm**

For more information, see September 8th.

**\$40/person**

**CREAM TOP SHOP** **OCT 14<sup>TH</sup>**

**Production Tour 11am-12pm**

For more information, see September 2nd.

**\$10/person**

**BAKE!** **OCT 14<sup>TH</sup>**

**Coffee Cake Craft 8am-12pm**

Making a coffee cake is worth it for the smell alone! In this hands-on class you'll craft three different coffee cakes so good you'll be baking them for years to come- including our popular hot cocoa coffee cake, blueberry buckle, and banana bread with salted pecan praline. You'll have your household jumping out of bed in the morning for your fresh baked creation!

**\$125/person**

**Zingerman's roadhouse** **OCT 16<sup>TH</sup>**

**Special Event #230: Saffa Comes to Town 7pm**

Join us for a journey back to Israel, with Alon Shaya. We are thrilled to welcome one of the most influential chefs in the country and the South, Alon Shaya, for a powerful evening of cultural exploration! The chef of Saba in New Orleans will share transformative recipes from his cookbook, Shaya: An Odyssey of Food, My Journey Back to Israel. Look forward to Alon's Black Cod Chraime, Pomegranate-Glazed Lamb, his famous grilled laffa, and more! His deep, personal stories of discovery and achievement with Israeli cuisine will inspire you to find magic with your own cooking at home.

**\$75/person**

**BAKE!** **OCT 18<sup>TH</sup>**

**German Breads 5:30-9:30pm**

Come and learn three breads our friends from the famous Dresden Backhaus in Germany taught us: Dinkelbrot, a spelt bread and sunflower loaf; Wurzelbrot, a rye and wheat baguette; and Vinschgauer, a savory seasoned mountain roll delicious with ham and cheese.

**\$125/person**

**CREAM TOP SHOP** **OCT 19<sup>TH</sup>**

**Date Night 6:30-8:30pm**

Join us for a date night tasting of things your significant other LOVES! Relaxation, wine, and, cheese! This tasting takes on a classic spin of our wine and cheese tasting with a little less education and more quality time together. We'll try a variety of wines from our favorite domestic vintners paired with some of our favorite artisan cheeses. Bread and additional accompaniments from will be provided. This tasting is for cheese lovers 21+.

**\$45/person**

**CREAM TOP SHOP** **OCT 20<sup>TH</sup>**

**Wine & Cheese 3-5pm**

For more information, see September 28th.

**\$45/person**

**CREAM TOP SHOP** **OCT 21<sup>ST</sup>**

**Brewing Methods 12-2pm**

For more information, see September 23rd.

**\$30/person**

**CREAM TOP SHOP** **OCT 21<sup>ST</sup>**

**Mastering Mozzarella 2-5pm**

Learn the secret to making fresh mozzarella from the experts! 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 and milk, stretch string cheese, and create rich, creamy burrata. You'll get the cheese that you make to take home and eat, plus recipes that we teach in the class! Adults and children over 12 are welcome.

**\$75/person**

**MISS KIMJANG** **OCT 22<sup>ND</sup>**

**2nd ANNUAL MISSKIMJANG 6pm**

A Korean harvest and pickling tradition, a kimchi-making class & a strolling dinner, all wrapped up in community, conversation and fun!



**\$75/person**

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

**Halloween Hootenanny! 4-7pm**

The Hootenanny is a fun evening of Halloween treats and activities! There will be pumpkin drawing, kooky cookie decorating, face painting and more! Whether you're meeting to share costumes and a play date or just stopping by on your way home from school, visit the Deli and have some Halloween fun! You'll enjoy music and snacks like apple slices and popcorn as you participate at your own pace. Costumes are not required, but they are encouraged!

**Deli Patio** **\$8/kid, parents are free**



**CREAM TOP SHOP** **OCT 26<sup>TH</sup>**

**Cheese Style Series: Good as Gouda! 6:30-8:30pm**

Gouda is one of the world's most popular and least-understood cheeses. We've selected our favorite goudas and gathered them together for a celebration of this wonderful cheese. Take a guided tour with one of our cheesemongers through a brief history of this famed Dutch curd, and taste delicious gouda of all different ages, both domestic and imported.

**\$40/person**

**CREAM TOP SHOP** **OCT 27<sup>TH</sup>**

**Cheese & Chocolate 6:30-8:30pm**

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

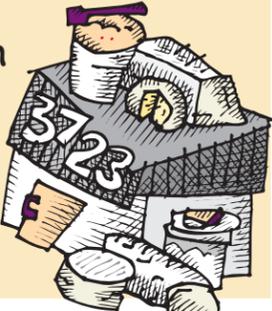
**\$40/person**

**CREAM TOP SHOP** **OCT 28<sup>TH</sup>**

**Production Tour 11am-12pm**

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

**\$10/person**



**Zingerman's FOOD TOURS**

**MOROCCO MARCH 24—APRIL 2, 2019**

**plan ahead**

Come experience the food, people, and culture of Morocco. Zingerman's has teamed up with Peggy Markel, long-time fellow culinary adventurer and food guide extraordinaire, to create an unforgettable tour. From a private guest house in the Palmeraie, surrounded by lush gardens of fruits, vegetables, and herbs, to the bustling, lively markets of Marrakech with their towers of fresh spices, to the wonderful traditional cooking of the mountain villages and sunny seaside towns of the region we will explore. This tour is a Feast for the Senses.



you really can taste the difference!



MILK CHOCOLATEY

# KARAMEL KRUNCH

candy bar

Zingerman's Candy Factory; where your inner-child gets together with your grown-up taste buds and has a really good time! And what better season to bring out that inner-kid than Halloween? It's an excuse to dress up and enjoy some chocolate and confections.

While we're bombarded with bags of mass market candy for this season, consider our fantastic Milk Chocolatey Karamel Krunch made by Zingerman's Candy Factory in September and October.

We start with our fantastic muscovado brown sugar caramel. "What's muscovado?" you might ask. Muscovado sugar is unrefined sugarcane juice that has been crystallized with the natural molasses left in, preserving its naturally rich and complex flavor.

Ours comes from the island of Mauritius, a tiny nation (just under 800 square miles; about 200 square miles smaller than Rhode Island!) in the Indian ocean off the east coast of Africa. It's one of the last places in the whole world where this very special cane sugar is made in the traditional, low-tech way.

We cook our caramel in small batches using this muscovado dark brown sugar, sweet midwest butter, and fresh, delicious, local Guernsey Dairy cream, and the resulting flavor is simply the most delicious of all possible caramels.

Our incredibly delicious and not-overly-sweet muscovado brown sugar caramel is featured in our perfectly chewy, nostalgic-only-better, crisped rice treat—the A2 Caramel Crisp!

To make Milk Chocolatey Karamel Krunch, we cut the A2 Caramel Crisp Treat into mini- and bite-sized bars and drench them in creamy milk chocolate! It's just that simple but the combination is oh, so delicious!

This seasonal treat is a huge favorite with our guests and staff alike, and is only available for about 6 weeks every fall. It's creamy, chewy, crispy, and delicious! Like so much of the candy we make and sell in the Candy Store, your inner-child and your adult taste buds will be equally pleased!

Sign up for our e-news or follow us on Facebook to find out exactly when Milk Chocolatey Karamel Krunch will be available at the Candy Store and retailers everywhere. ☺

*Allison*

Allison Schraf  
Retail Store & Marketing Manager  
Zingerman's Candy Factory



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



3711 Plaza Dr. Ann Arbor, MI 48108  
734.761.2095 | zingermansbakehouse.com



3723 Plaza Dr. #3 Ann Arbor, MI 48108  
734.619.6666 | zingermanscandy.com



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



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



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



3723 Plaza Dr. #2 Ann Arbor, MI 48108  
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422 Detroit St. Ann Arbor, MI 48103  
734.663.3354 | zingermansdeli.com



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



100 N Ashley St. Ann Arbor, MI 48103  
734.230.2300 | zingermansgreyline.com



610 Phoenix Dr. Ann Arbor, MI 48108  
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734.275.0099 | misskimannarbor.com



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734.663.3663 | zingermansroadhouse.com



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734.930.1919 | zingtrain.com