

Zingerman's®

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3

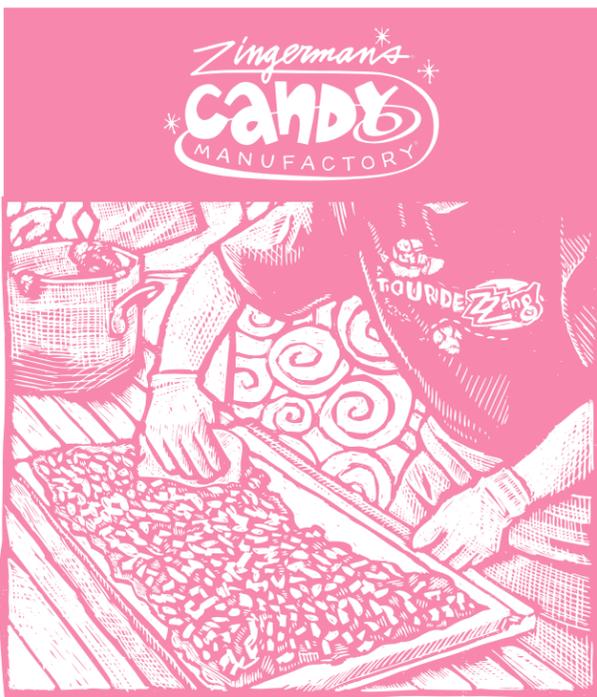
bacon for the brain,
belly, and soul

12

big flavor in a
small world

it's our
37th anniversary!

FOUR FANTASTIC WAYS TO CONNECT WITH High-Quality Craft Chocolate



Zzang!® Bar Bites in Nifty New Gift Box

A box of beautiful, old-school chocolate confections for the 21st century

Each, beautiful, one-inch square, Zzang!® bite is built around a homemade peanut butter and honey nougat, mixed with butter-roasted Virginia Runner peanuts and a caramel of Muscovado brown sugar from the Indian Ocean island of Mauritius, dipped into dark chocolate from Colombia, all of which is taken to the next level with just the teeniest loving touch of sea salt. Pretty terrific. Oprah's *O Magazine* marveled at them: "Chewy, crunchy, sweet, salty and highly addictive—this luscious handmade candy bar puts the vending machine stuff to shame."

We're super excited now to have those amazing bars cut and beautifully wrapped and packaged into delicious box-fulls of incredible candy bites. The new gift boxes will impress pretty much anyone who loves good things. You can get these beautiful boxes at the Deli, the Roadhouse, and, at the source—the spot where all this hand made, full flavored candy is crafted at the new Candy Store on Plaza Drive. You'll find a whole little workshop full of crazy good candy and chocolate.



Xoco Chocolate from Honduras

A quiet but compelling North American debut of a new chocolate

Xoco has effectively shown me a whole new set of flavors. I don't love any of my favorite bars any less than I did, and I'm no less loyal to the folks on the list above. But this stuff opened a door for me into a different profile of tastes. To say that it's interesting would be an understatement. Exotic might scare folks but in the context of well-made chocolate, that's sort of what comes to mind. Comfortingly familiar, yet totally foreign, and fully fantastic at the same time.

This chocolate is the result of a dozen years of work by Danish-born Frank Homann (along with dozens of farmers whose feet are on the ground and hands are in the soil), who started this project after exiting a high tech project. He got involved in helping an NGO project in Honduras to develop entrepreneurship and small scale economic development in the country. It didn't take long to figure out industrial grade cacao was hardly a way to encourage creative new businesses. There's no real money to be made, and, in the context of "The Art of Business," no real beauty to be found in it. So, he turned around went in the other direction. Rather than working with what might have been easier to grow and sell in the short term, he set out to look for something really special. It's been over a decade from Frank's decision to do this project 'til today, when the finished chocolate is yielding his first sales. Frank found the original tree that "seeded" the project in a backyard in northern Honduras! With a team of students, he continued to comb the countryside, looking for more of the same.

Eventually they came upon a grove of about four hundred trees with similar genetics and flavor profiles. Over the last ten years they've grafted over 1,000,000 trees! Because the variety of cacao had no formal name, the ancient, otherwise anonymous, root stock was christened "Mayan Red." The cacao from these farms are fermented in Central America, then shipped to France to be finished by chocolatier A. Morin, fourth generation chocolate maker, started in 1884 in the south of France.

The flavor of the finished chocolate is super juicy. Tart, a big burst of red fruit, mouth-watering and pretty wonderful finish. We have a 70% cacao and an 85%. Both are excellent, the latter, obviously is a bit darker, less sweet, more intense. There's also a 100 percent cacao—that's right, no sugar, just chocolate. It's shockingly good to eat even without sweetener added. The 48% milk chocolate is not to be missed—it's the favorite of our Next Door Café manager Reina Leber and of Candy Store manager Allison Schraf! If you're up for a bit of chocolate adventure this month, stop by the Candy Store on Plaza Drive, or the Deli, for a taste!



Exceptional Hungarian Chocolate Bars at the Candy Store

The best of Budapest arrives in Ann Arbor

It was in the fall of 2011 that I joined Frank and Amy from the Bakehouse (and also my good friend, food writer Molly Stevens) to make our first trip to Budapest. It was the beginning of an exploration that, seven years later, has made Hungarian baked goods into one of our specialties at the Bakehouse. The walnut beigli, Dobos Torta, Esterházy torte, lángos, rétes, and more, are all regular—and popular—offerings!

While we went to Budapest for the baked goods, one day while walking around downtown we happened past this beautiful little jewel of a chocolate shop. The packaging looked so good it was impossible for me not to pursue it further! And, happily, the flavor was as good as the package! Finally, seven years later, it's for sale at the Zingerman's Candy Manufactory on Plaza Drive!

The brand, Rózsavölgyi, looks a bit intimidating to an English speaker. "Rozha-vol-ye" is the closest I can get. It means "Valley of the Roses" which is an evocative and memorable image to stick in your head! The little artisan chocolate shop was started by chocolate maker Katalin Csiszar and her husband Zsolt Szabad in Budapest in 2004. They were the first chocolatiers to start up after the Communist government fell. Katalin does all the chocolate and the packaging design; Zsolt manages the production. Like so many of the chocolates we work with, the Rózsavölgyi folks are operating bean to bar. They have positive relationships with growers in all the producing countries with which they work. Zsolt roasts at the lighter end of the spectrum, so even the darkest of the Rózsavölgyi chocolate is still on the subtler side.

The packaging is exceptional. Katalin has a degree in Graphic Design and Animation and the packaging has won a number of awards. Honestly, if you like design, it's worth buying for that alone. That said, even if the packaging was terrible, the chocolate inside is so good it'd be well worth eating no matter what the boxes looked like! Gabor Banfalvi, who co-leads our Hungarian food tour, sings Rózsavölgyi's praises: "We bring about 2,000 clients to their shop every year. They do an amazing job and grew out of nothing in the past decade or so."

We've started with five bars, and I forecast we'll carry even more of them! My favorite is the 77% dark chocolate spiced with hot Hungarian paprika. You name it, this bar has it. On the chocolate front, it's dark, complex, delicious. The paprika—which, if poorly done could easily be intrusive—takes it into a whole 'nother, almost magical world of flavor. Really remarkable. The heat is slow to rise, never dominates, but is definitely distinctive. Spicy, sensual, not too hot, slow, super. I love it!

Then there's the milk chocolate bar with caramelized lavender. A fascinating blending of the medieval (lavender) and the modern (finely finished chocolate). Katalin caramelizes the delicate flowers then blends them into her milk chocolate. Elegant excellent; delicate and delicious with lovely little crunchy bits of lavender in every bite.

If straight chocolate is more your speed, Rózsavölgyi does that, too. We've got a terrific bar with their 75% Mababu bar—made from Trinitario cacao—one of the higher quality lower yield varieties that the best chocolate makers always seek out—bought directly from a group of only 60 families doing high quality organic cocoa farming in Tanzania near Lake Malawi. Buttery, creamy mouthfeel; smooth, deep chocolate flavor.

If you like really dark chocolate, try the 95% cacao Hacienda Las Trincheras, Venezuela cacao. Very dark—it's got only a smidgen of sugar! Intense cacao-fruit flavors with a pleasant bit of astringency, just enough sweetness to make it easy to eat. Perfect for those who want to taste their cacao without the intrusion of sugar's sweetness. This one's won a number of awards!

Last, but absolutely not least, is their bar with caramelized cacao nibs and palinka, the traditional Hungarian schnapps! It's terrific! Seriously, whether it's for casual eating at home on a Tuesday evening, or a gift for one of your chocolate-passionate friends, put this on your shopping list!



Women in Cocoa! An Askinosie and Zingerman's co-production!

A trio of great chocolate bars from high quality cacao co-ops led by women!

Three fantastic chocolate bars, all made in co-ops or companies run by women, all made from super high quality cacao, all made in collaboration with a company smack in the center of the American heartland that models the kind of collaborative, cooperative, holistic, high-values work that inspires me, and maybe you, to push forward and to more to make a difference every day!

The Amazonia bar comes from Ecuador, near the Peruvian border, in the village of Zamora, at the edge of the Amazon rainforest. "The most beautiful thing," Shawn told me, "is that it's in the cloud forest. There are waterfalls everywhere. It's just a beautiful place." And a beautiful piece of chocolate. The farmer group is led by Monica Guaman (a picture of whom you can see on the label of the bar). Monica's family has been growing and harvesting cacao for generations. She, along her husband and adult children, harvest their own small farm and Monica leads the cacao co-op in their village, gathering and fermenting cocoa beans from neighbors who are smallholder cacao farmers. They grow the amazing, indigenous Arriba Nacional beans—one of the old, low producing, high flavor varieties that large growers want to get away from. A lighter roast and relatively short conching time keep the chocolate down to earth and excellent. Big and round, murky and magical. Long, super-clean finish, like a big red wine.

The Tanzania dark bar comes from a cooperative chaired by Mamma Mpoki (you can see her on the front of that bar). She's married to Mr. Livingston, the lovely man who's portrayed in the scratchboard drawing on page 318 in *The Power of Beliefs in Business* (it's in Secret #45, "A Six-Pointed Hope Star," which details a great deal about Shawn's amazing work to help the farmers in the producing regions). The chocolate is incredible. Rich, marvelously mellow and intense at the same time, smooth and succulent and sexy if you want to go that way. A chocolate I go back to over and over again.

The third bar in the mix is also from the Tanzania co-op—it's the peanut butter and dark chocolate bar that shows you what all other peanut butter and dark chocolate combos could be! Delicious! Marvelous! Super simple but a superb way to make your kid's (or your?) day. Stick three or four squares of the chocolate between two slices of sourdough bread from the Bakehouse. Lightly butter the outside of the bread, put the sandwich into a hot skillet. A bowl or some other bit of weight on top will help it get brown. When you get the bread golden brown on one side, simply flip and repeat. Cut in half if you're feeling neat, and then eat. Wow! Talk about a way to bring more beauty to your day!

Lawren Askinosie, who led the work to make this happen shared that, "This topic is near and dear to me! We're excited to launch this special 'Women in Cocoa' collection and we love that it's only available at Zingerman's. There are excellent women cocoa farmers across the globe, many of whom are the unseen backbones of the chocolates we eat and enjoy. At Askinosie Chocolate we're proud to have been the first small-batch chocolate maker to work directly with a female-led farmer group in Africa, and now the only maker that we know of directly trading with two such groups, including our partnership in the Amazon. Thanks to Zingerman's for helping us amplify the voices and celebrate the important work of women cocoa farmers around the world."



Ari Zingerman's Co-Founding Partner

you really can taste the difference!™

ISSUE # 271 • MAR-APR 2019

1

KOREAN REGIONAL COOKING

I have been cooking professionally for about 10 years now, but I am not a classically trained chef. I am still a little wide-eyed when it comes to food, very much enchanted and finding inspiration everywhere—farmers’ markets, cookbooks, pouring through the Instagram posts of other cooks, eating, and exploring whenever I can.

Have I told you already that I’m an immigrant? I finally got my American citizenship in late 2018, but I will always be a stranger at heart. I think of my journey from Korea at the tender age of 13 to having a restaurant here in Michigan at 40, often. I don’t think I would’ve become a chef if I stayed in Korea. It is because I am an immigrant here that I am a chef. I didn’t know it when I joined Zingerman’s and decided to cook on a gut feeling and nothing else, but I think I was reaching for something.

Korea is not a big country, compared to say, the state of Texas. But it is geographically varied, surrounded on three sides by sea and a lot of inland being mountainous. Along with the lack of modern transportation until the beginning of 1900s, it provides the right condition for having distinctive regional cuisines. Each region takes what is available locally and seasonally and puts its own stamp on Korean food. Bibimbob in rich Jeolla Province boasts up to 20 ingredients, with rice cooked in beef stock, beef tartar and young bean sprouts tossed in gochujang, a spicy chili paste. That’s certainly different than the one from Tongyeong, a coastal city in Gyeongsang Province, where bibimbob is made with manila clams and seaweed tossed in anchovy soy sauce. Then there is the humble mountain vegetable bibimbob from Gangwon Province, delicious in its simplicity. Korean regional cooking is a huge inspiration for me.

When I started dreaming about a Korean restaurant, I agonized over what that meant. What is Korean food? Is Korean food even Korean when it is done so far outside of the motherland? When something stumps me this way, I turn to learning. So I set my worries aside and just studied Korean food. Educating myself on regional cooking was a joy because it’s fun for a food nerd like me, but it was also a relief for the self-doubting immigrant in me. My ancestors took what is locally available and developed distinctive styles of Korean food for where they are. This shall be how I approach the Korean food at my restaurant, too—as a regional Korean food in Michigan.

Learning about food in general, but learning about the specific regional foods of any cuisine gives me a window into people’s stories. I can imagine foraging for mushrooms and wild greens in the mountainous Gangwon Province to make the humble mountain vegetable bibimbob for my friends. I can imagine getting the freshest manila clams by the seaside and eating the bibimbob from Tongyeong in Gyeongsang Province. I can imagine living just outside of North Korea in China, mixing in cilantro and coriander seeds, more typically Chinese ingredients, into my napa cabbage kimchi. I can see their lives and their stories, as I can see my own story, using local beets and leeks in my bibimbob at Miss Kim. It makes me feel alright, being an immigrant who knows where she is from and putting her roots down in her new adopted home.

 Ji Hye Kim
Chef and Managing Partner
Miss Kim Korean Restaurant

For 2019, Zingerman's Miss Kim will be exploring different regional cuisine for their special dinner series every month. Please look for the details online at misskimannarbor.com

REGIONAL FOOD OF KOREA

JEOLLA PROVINCE, THE LAND OF RICE

Located in southwestern Korea, Jeolla Province is known for its rich cuisine and fierce spirit for popular uprising. We will explore the history of this region and its cuisine; delve into its reputation for democratic struggles, and recount anecdotes and stereotypes of its gangsters. This 5 course dinner will feature the most famous regional bibimbob: Jeonju bibimbob.

Here are some examples of Korean regional dishes at Miss Kim!

CORIANDER NAPA CABBAGE KIMCHI

This napa cabbage kimchi hails from the border towns in China just outside of North Korea. Ethnic Koreans in that area take the influence of Chinese cuisine and apply it to the Korean staple. The addition of cilantro and coriander seeds, unusual in South Korean kimchi, makes this version oh-so-fragrant and curiously buttery. We use fresh cilantro, stems and all, and the best coriander seeds from Épices de Cru for ours. It’s not on the menu, so make a special request for a taste!

zcob.me/mkim-regions



MARCH 25TH | 6:30PM | \$70



Zingerman's Camp Bacon® is a food lover's camp. It is a food historian's camp. It is a camp that fills your mind as much as your stomach. We love to taste the bacon and don't get us wrong, you will leave having tasted a lot of bacon, but we are there to share the story behind the bacon. The passion of our guest speakers is edible—you can literally taste the hard work and love they put into their bacon and dishes. Join us in support of the Southern Foodways Alliance!

2019 SCHEDULE

Bakin' with Bacon at BAKE!

Zingerman's Bakehouse | \$100/person

May 29th, 2019 6:00pm – 9:00pm

May 31st, 2019 1:00pm – 4:00pm

June 1st, 2019 9:00am – 12:00pm

We'll be using the power of bacon to flavor three amazing baked goods, all in honor of Zingerman's annual Camp Bacon® and Zingerman's Guide to Better Bacon. You'll make rich bacon cheddar scones and sweet-and-salty bacon pecan sandy cookies. Then we'll take you to hog heaven with a demonstration of our potato bacon strudel. Try and contain yourself. You'll leave BAKE! with our recipes, the knowledge to recreate them at home, all the food you made in class and great coupons.

Camp Bacon® Film Festival

Zingerman's Greyline

May 29th, 2019 6:30pm – 9:30pm

A symposium and dinner co-hosted by John T. Edge, author and director of the Southern Foodways Alliance. A discussion and audience Q&A will follow. This is a family-friendly event suitable for kids 12 and up. \$10 of the ticket price will be donated to Southern Foodways. Doors and cash bar open at 6:00pm. Program begins at 6:30pm. More details to come—stay tuned!

The 10th Annual Bacon Ball: With Tony Fiasche of Tempesta Market

Zingerman's Roadhouse | \$75/person

May 30th, 2019 7:00pm – 9:00pm

Brace yourselves for what will be the boldest and tastiest Bacon Ball yet! The Roadhouse can't wait to welcome Tony Fiasche, 'Nduja artisan and co-owner of Tempesta Market in Chicago. Dubbed the "Sausage Kings of Chicago" by Foodable, Tony and his father Agostino continue a tradition of five generations of Calabrian salumi-making. It's an art that requires as much balance as a proper tarantella.

A dance of flavor and flame, 'nduja is a spreadable salumi blended from Calabrian sweet and spicy peppers and pork. The Roadhouse has been using it on our menu for well over a year in our mussels, and it's been a huge hit. We love it because it's simple and good—the quality of the 100% Berkshire pork really comes through in every bite, along with a taste of family tradition.

For our 10th Annual Bacon Ball, Tony has put together a menu that will spread the love of his famed 'nduja, and also highlight the award-winning artisan meats he crafts from humanely-raised heritage pigs. These meats are sold by fans and chefs all over the country by Tony's deli in Chicago, Tempesta Market.

A deli-owner? At Zingerman's? We can't wait. Tempesta in Italian means "strong wind gusts", and we are ready for blustery flavors whirling through the Roadhouse in May. Join us for a century-old Calabrian legacy, right here in Ann Arbor!

THE MAIN EVENT

Zingerman's Cornman Farms | \$195/person

May 31st, 2019 10:00am – 6:00pm

Fascinating speakers. Breakfast & lunch. So. Much. Bacon! In support of the Southern Foodways Alliance. An all-day event filled with meaty speakers, lots of learning, a whole lot of laughing and, of course, all the bacon you can eat! Bacon lovers from around the globe trek to the Camp Bacon® Main Event to meet and eat and share their love for really good cured pork in a day filled with presentations by bacon producers, food experts, and a few fun surprise guests.

Yunnan Lunch with Mei

Miss Kim Korean Restaurant | \$28/person

June 1st, 11am-12:30pm

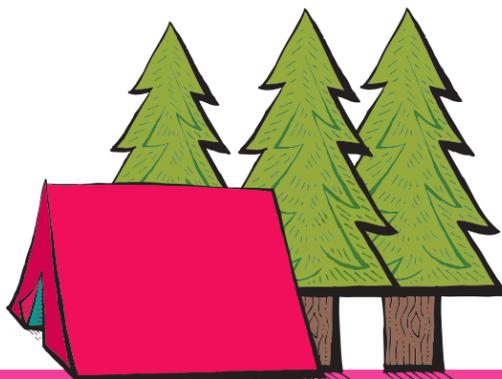
Meet Mei Zheng, the author of *Travels through Dali: with a Leg of Ham* and one of the main speaker for Camp Bacon. Learn about what delicious role pork plays in Yunnan cuisine, and enjoy a hearty lunch prepared at Miss Kim from Mei's recipes.

Camp Bacon® Street Fair

Sunday Artisan Market in Kerrytown | FREE!

June 2nd, 2019 11:00am – 2:00pm

Come on down to the market—around the corner from Miss Kim!—to celebrate great pork with a three-hour street fair with an array of vendors selling, sampling and showcasing all things bacon. It's a great way to have lunch, sample new bacon fares, or just have some fun with bacon-based games for kids of all ages.



THE MAIN EVENT LINE-UP

Allan Benton

"The Beauty of Dry Cured Bacon," founder of the award-winning Benton's Smoky Mountain Country Hams in Madisonville, Tennessee

Mei Zheng

Author of *Travels Through Dali: With a Leg of Ham*, and founder of Wild China

Allison Arevalo

"The Power of Pasta and Pork," founder of Pasta Friday and author of *The Pasta Friday Cookbook*

Jeff Roberts

"Salted and Cured," author of *Salted and Cured: Savoring the Culture, Heritage and Flavors of America's Preserved Meats*

Gábor Bánfalvi

"50 Shades of (Hungarian) Bacon," co-founder of Taste Hungary Food and Wine Experiences

Matt Romine

"Sustainable vs Substantive," founder of "Farm Field and Table"

Greg Gunthorp

"Building an Integrated Pasture Pig Business—Production, Processing, and Marketing," owner of Gunthorp Farms

Rhyné Cureton

"Being Black in Agriculture & Environmentalism," agricultural educator and swine specialist

Camilo Velasquez

"Tradition and Technology; Making Bacon in the 21st Century," founder and co-curer at The Baconer

Tony Fiasche

Co-founder of Tempesta Market in Chicago, Illinois

John T. Edge

"Awaiting Topic" Director of the Southern Foodways Alliance; author and editor of over a dozen books about the American South, including *The Potlikker Papers: A Food History of the Modern South*; and writer and host for the television show *TrueSouth*

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ISSUE # 271 • MAR-APR 2019

3



...ANNOUNCING THE 4TH ANNUAL...

Zingerman's

SPICE WEEK

Our spice trekking friends, Philippe and Ethné de Vienne, are coming back from Montreal for another series of marvelous events! Come to one, come to both—your life will surely be spicier, richer and more interesting for it!!

Tax Day Special Spice Dinner at Miss Kim | April 15 | 6:30pm

Our talented Miss Kim partner and chef, Ji Hye Kim, will be working with the de Viennes to create a wonderful spice-centric menu of traditional Korean dishes.

Épices de Cru Talk and Taste at Zingerman's Deli | April 16 | 6:30pm

Learning to buy, grind and cook with world-class spices is one of the easiest ways we know to upgrade the quality of your cooking. Philippe and Ethné will share three decades of travel, tasting, sourcing and cooking with us!

Seats are limited! Sign up soon! zingermanscommunity.com/spice-week



Zingerman's
DELICATESSEN

SPICE OF THE MONTH



march

Pasilla de Oaxaca Chiles

When one of the most quality-centric suppliers we have, a company that has spent three decades searching and researching the world's spice markets and has put together a portfolio of over 500 high end offerings tells me that a particular product is one of THE best things they sell... well, I pay really close attention! Which is exactly what happened with these chiles—the de Vienne family speaks, and I listen! Then taste! Then cook! They've never yet led me astray.

If you've never been to Oaxaca, it's an amazing place. Spiritually exceptional and culinarily compelling. I've only been to the town itself and some of the surrounding countryside (once to visit Susana Trilling's wonderful cooking school, Seasons of the Heart). The state of Oaxaca is of course much more than the town which bears the same name. It's in the southwest of the country—on its southern side, it runs along the Pacific coast. The interior remains rugged and little traveled. The state has sixteen officially recognized native tribes, the best known of which are the Mixtecs and the Zapotecs. It's the land of the seven moles, home to many marvelous foods, great chocolate and exceptional chiles amongst them.

These chiles come from way up in the Sierra Mixe, about a six hour drive up, down, up again, down again and then up high into the mountains. The remote location and relatively limited production has meant that these special chiles are little known outside their region. They're prepared as they've been for thousands of years in the region. Big, red, bold Pasilla peppers are left on the vine, well into the fall months, then picked and smoke-dried for three or four days. The region's climate is particularly conducive to chile growing and smoking. Lots of fresh cool air, tons of sun. The de Viennes make the long, very bumpy, and not very glamorous drive up into the mountains to track them down. Rick Bayless says "Make the effort to find the Pasilla de Oaxaca." Thankfully for us, de Viennes did!

Quite simply, I think these chiles are stellar. Exceptional. Amazing. Show-stoppingly superb! Does that get your attention? If you like chiles, you're gonna really like these! To be clear, these Pasilla de Oaxaca chiles are not the hottest. They're actually quite modest in heat. What they are, though, is delicious! Big, bold, smoky, sensual. They're dark red in color, nearly black. The end result is seriously fruity (sort of in the plum, peach sort of scope of things). Pasilla literally means "little raisin," which they're also reminiscent of. They're actually almost bacon-y in flavor. In fact, I'm gonna go out on a limb and just say it—these are the "bacon of the chile world!"

We get them from the de Vienne family in tins—flaked already so that they can be added to finished dishes at the table as well as while cooking. If you want to bring out the flavor a bit more than usual, you can dry toast them in a skillet, the rehydrate them in a bit of warm water. I've been adding them as is to just about everything. Salads, pastas, rice...they're also great in sauces. I made a really delicious lentil and chicken stew that was laced with a good dose of them. Fantastic, actually, in fruit salad. Sprinkle it onto a mix of jicama and pineapple pieces. Rick Bayless recommends a salsa of the chiles (soaked first in hot water to soften them) tossed with tomatillo, garlic and a bit of sea salt. Try a pork stew with plenty of the Pasilla de Oaxaca. A generous sprinkling of the chiles is excellent in simple cheese quesadillas along with avocado, lime juice and a good bit of the delicious Épices de Cru wild cumin. Amazing in a simple dish of sautéed shrimp with lime juice, a bit of garlic and a good sprinkling of cilantro. If you grind them fine in a spice grinder you'll have a remarkably rich paprika to sprinkle onto meat, fish, pork, or potato salad.

april

Sri Lankan Cinnamon

If one were to list the prominent spices in the American culinary palate, cinnamon would be pretty high on the list. It's in apple pies, mulled cider, coffee cake... you name it! Ironically though, what most of us have been raised to believe is cinnamon, isn't. It's actually another, if somewhat similar in a surface way, spice called Cassia. Cassia, is of course, another subject. But for the moment, let me call the question: if what we've been using and eating isn't the real thing, what is cinnamon?

Real cinnamon, the authentic article, comes originally from Sri Lanka. It's often called by the colonial era name—Ceylon cinnamon. In Mexico it's what's used all the time—when something in Mexico says 'cinnamon' they mean it! How does it compare to the more commonly consumed cassia? It has a softer, gentler sensibility to it compared to cassia's bolder, more in-your-face flavor. To be clear, if you swap it out secretly for cassia, most of your friends or customers will tell you what you served them is lacking. It's more like the acoustic version of a song played by a full five-piece rock band. There's beauty and benefit in each. But to appreciate the acoustic application takes a bit more of a gentle soul and a more focused attention.

Our Sri Lankan cinnamon is, of course, special. It's not just any cinnamon, it's the highest grade. As Philippe de Vienne of our source, Épices de Cru, explains, "This cinnamon comes from our friends Sanath and Deepa in Sri Lanka. Sanath's family has been growing cinnamon for as long as they can remember. Their plantation is situated in the village of... Cinnamon (I'm not making this up), 50 or so kilometers south of the capital Colombo. The plantations are a few hundred yards from the beach which make the soil sandy and well-drained. The microclimate is constantly hot. All essential conditions for growing the finest cinnamon. After that the family tradition of excellence kicks in. Cinnamon attains its best balance of the different flavours when it is 4-6 years old. That's when the various oils attain the most interesting balance and complexity. At harvest, quills are scraped clean, peeled from the wood and left to dry in the shade. True cinnamon quills are always made up of several thin barks hand rolled together. This process demands great skill; cinnamon quill makers are in high demand and earn a very good living. This makes distinguishing cassia from cinnamon very easy as cassia is always made of a single thicker bark. Then cinnamon is graded in five categories ranging from 0 to 00000 (five zeroes or H5). The finest 00000 with delicate and very thin and pale bark is called 00000 Alba. It comes from the finest and youngest branches. Our friends then further select from this grade for our orders." No one else, it turns out, as has ever asked Sanath and Deepa for this extra special selection.

The Sri Lanka cinnamon is both elegant and excellent. It's a bit more delicate, more complex—it has four different essential oils. It's softer, too—you can crush it with your fingers. You'll see it in the Deli in thin, 12 to 14-inch-long sticks. Lamb chops spiced with freshly ground cinnamon and a touch of sea salt, then grilled, are amazing. Same could be said for pork chops or chicken. Rice pudding, kebabs, rice dishes of all sorts. Add a bit to fruit salad. It's great in almost any sweets where you want a subtler, softer, gentler flavor.

Unlike pre-ground commercial offerings, you do have to grind these at home. Pre-grinding means that essential oils and aromas are being lost to the air. What you gain in convenience is lost many times over in taste. A small spice grinder works well. It takes no more time to do than it takes you to grind coffee beans at home. And the aromas in the kitchen while you work will be totally wonderful. You really can taste and smell the difference!

Ari Zingerman's
Co-Founding Partner





Still crazy about improvement after all these years

In Part 1 of Zingerman's Guide to Good Leading, Secret #1 (there are now 49 Secrets all told in Parts 1, 2, 3 and 4) is an essay entitled "Twelve Natural Laws of Business." Natural Law #8 on the list is, "To get to greatness you've got to keep getting better all the time!" While the essay was written about a decade ago, it's really how Paul and I approached business from our very first day at the Deli, March 15, 1982. And, of course, it's how countless individuals and organizations who've been pushing themselves to greatness—whether in social change, sports, business, parenting, art, agriculture, music or most anything else—has been doing since time immemorial. That's why it's a Natural Law—anyone who's pushing themselves to excellence is always working to enhance whatever they've accomplished to date.

Mind you, driving for improvement doesn't mean that we can't also, at the same time, appreciate what we've already achieved. (Secret #13 in the same book is, "Creating a Culture of Positive Appreciation.") I'm honestly amazed by all the exceptional work and food that happens in our organization every day. And yet, all that said, and whatever we've accomplished, we're still always working to make it all better as best we can!

As I was working on the anniversary article for this newsletter, it struck me that this would also be a good place to share a few of far-too-many-to-fit-here stories of quality improvements that have happened across the ZCoB in just the last year or so! Thanks to all the many folks who worked to make these happen! I appreciate the fruits—and flavors—of their efforts, literally, every day!



THE BAKEHOUSE GRAIN COMMISSION PROJECT

When it comes to cooking and baking here at Zingerman's, we've almost always moved our food "forward" by taking big steps back! Quality here for us has long been defined as "full-flavored, traditional food." So, while the mass market is generally seeking "modern," "high tech," and "efficient" ways only to bring costs down and increase yields, most of our focus has been on how to dig deeper into history to find old ways of growing, crafting and cooking food that will taste better, be more environmentally sound, and healthier, too, in the process. One of the most exciting examples of our "old-o-vation" has been the Grain Project at the Bakehouse. Last month Amy Emberling, co-managing partner at the Bakehouse, wrote that, "In the last six months at the Bakehouse, we've started to delve deeply into the world of grains—locally grown, ancient varieties, freshly milled, and more non-wheat varieties. We're excited and we hope you'll find it interesting and tasty, too."

Dan Barber, chef, author of *The Third Plate*, and long-time friend, wrote that, "Industrially produced grains, vegetables, and fruits taste of almost nothing because the nitrates have crowded out the minerals." I agree. Our work with grains seeks the opposite effect, taking lower yields and higher costs in exchange for increased flavor and higher alignment with nature. In other words, most all of the grain's natural flavor components are left intact. Baking with grains like this is essentially like making cheese from raw milk. It requires more care by the maker and relies on higher quality raw materials, but the artisan's work is more to bring out the natural flavors that were already present rather than to add a whole range of other things to the mix.

Amy shared that, "Milling some of our own grains has been the most radical step we've taken since we opened the bakery. Our food vision has always been to make full-flavored, traditional foods. We've become skilled in fermentation, and have used many full flavored ingredients, but now we're going even deeper. By milling our own grains we are moving backwards in time and even more forward in flavor. An added benefit is the greater sustainability of using whole grain—less food waste and more nutrition. We are incredibly energized! I have a vision. I'd like us not just to change our approach to grains but to influence our community. In five years, I see a flour mill on the kitchen counters of avid home bakers throughout southeastern Michigan. Freshly milled whole grains will be used widely and will be embraced for their flavor and nutrition. Move over Mr. KitchenAid and make room for Ms. Mill."

On the sweet side of things, Alise Kwiatkowski, pastry manager at the Bakehouse wrote to say, "We tweaked quite a few things this year but the thing I am personally most excited about is milling our own fresh grains for some of our pastries! We are now using freshly milled grains for our Date Orange scones, Blueberry Muffins, Funky Chunky cookies and Michigan Double cookies. The Funkys have been my favorite cookie of ours since Day 1, but now it's become so elevated from even that. The grains give it a rich and full flavor I've never had before. The texture is incredible as well! Even scooping the dough is more fun." I agree with Alise! Here are a few of the (too many to fit them all here) improvements that have happened because of this Grain Commission project:

EINKORN SCONES FROM THE BAKEHOUSE

These special Einkorn scones are a tasty, sweet and intellectually inspiring part of the Bakehouse's Grain Commission project!

What makes them so remarkable? First off, Einkorn is old! It seems to be generally acknowledged as the first wheat used by humans. The name means, literally, "single grain." Einkorn wheat's origins likely go back to the Fertile Crescent area in ancient Mesopotamia, and it was likely later domesticated further west in what is now Turkey, around 7500 B.C.E. Our Einkorn is coming from a hundred-plus year old farm in Caro, Michigan.

In this case, the Einkorn scones are very simple in their ingredient list, and simply excellent to eat. The freshly milled grain is mixed with sweet cream butter, some sugar, a little bit of orange zest, and pieces of diced dates, then baked off to a light brown. Voila. Delicious. Lovely. As Lisa Schultz, restaurant manager at the Roadhouse, wrote me after trying them for the first time at the Westside Farmers' Market, they're "super delicious!"

While there are no spices in them, they taste to me of cinnamon, allspice and other wonderful things that clearly come from the quality of the freshly-milled grain.

MICHIGAN DOUBLE CHOCOLATE COOKIES

Two kinds of chocolate and one really great wheat combine to make a killer cookie! The Red Spring wheat for these cookies comes from the Leelanau Peninsula and is milled on-site. They have been winning rave responses in their first eight weeks at the Bakehouse. Marcy Harris from the Roadhouse loves them: "The flavors from the fresh-milled grains are so great. It tastes like there's spices in the cookies but it's really just the grain, the chocolate, and the butter. They're fantastic!"



FUNKY CHUNKY CHOCOLATE COOKIES

A perfect way to see how much difference that the Bakehouse's fresh milling makes. Nothing has changed in this recipe except the flour, which is now freshly milled from Michigan grown-grain. Bakehouse source-ress Hailey Schurr shared, "We use a mix of organic soft white wheat berries from Ferris Organic Farms in Eaton Rapids, Michigan and some hard red spring wheat berries from the Leelanau peninsula, mill them ourselves and make our chocolate and walnut-studded cookie. You'll notice a greater depth of flavor—slightly nutty, earthy, a little caramelly and an appealing chewiness. And yes, this is a whole grain cookie! And yes, it's delicious, not heavy or bitter as many of us used to think whole grain baking has to be. It tastes better and it's more nutritious." And, yet, that one small change has made a really significant improvement in both texture and flavor! It's a bit like a better mix on a song that you already liked. Adjust the bass a bit, bring up the violin, turn up the treble and all of a sudden you can't stop singing it in your head! Caitlin Doyle, longtime events manager at the Roadhouse, is in love with them. "The walnut nuttiness comes out a lot more with the new recipe. It truly reminds me of a cookie from my childhood. So good. Really beautiful!"

BLUEBERRY MUFFINS

One of my all-time morning favorites from the Bakehouse got better this year when they swapped out our standard flour for freshly milled, organic, soft white wheat berries from Ferris Organic Farms in Eaton Rapids, Michigan. We mill the wheat berries every day and mix the grain with wild blueberries from Maine and organic cornmeal from Champlain Valley Milling in New York. Since these morning Bakehouse classics combine cornmeal and blueberries, I've always thought we ought to name these Maize and Blue muffins. Whatever we call them, they were already good and they're even tastier today!!

continued on page 6



FRESHLY MILLED RYE MAKES ROADHOUSE BREAD EVEN BETTER

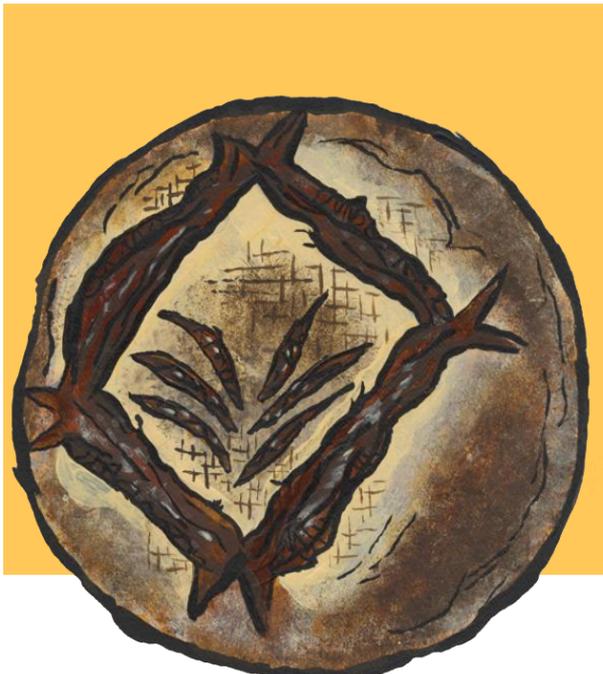
Although literally almost every day I come across customer who's just "discovered it," the Roadhouse bread has been one of my solid Bakehouse favorites nearly fifteen years now. It was actually a favorite of 18th and 19th century New Englanders, too, but for whatever odd reasons of historical trends, has completely fallen out of fashion. (As far as I know, we're the only ones in the country who bake it commercially.) Back then it was known as "Rye 'n' Indian" or also "Thirded Bread." Here we just call it "Roadhouse Bread" since it's been our "house bread" there since we opened there in 2003. A mix of wheat, rye, and corn, that's subtly sweetened up with a bit of molasses. It's excellent. (As you might also already know, I'm a big fan of very dark crusts—the darker the crust the more the natural sugars in the grain caramelize, the better the bread tastes. I always ask for the darkest loaf on the shelf.)

In the last few weeks, though, this already excellent bread just got better! Amy shared that, "The Roadhouse bread is made with all organic grains: organic rye from Breslin Farms in Illinois; organic wheat from Bay State Milling in Colorado; and organic cornmeal from Champlain Valley Milling in New York. And for extra flavor and nutrition, we're freshly-milling the rye here at the Bakehouse on our stone mill." As part of the Bakehouse's inspiring and insightful Grain Commission project, we've begun milling the rye—from a farm in western Illinois—for the Roadhouse bread right here on Plaza Drive. Does it make a difference? The answer is an absolute "yes!" Fresh milling, we've been learning, leaves the natural nutrients of the grain intact. Studies are showing that this simple act makes an enormous difference to the bread's impact on our bodies. It also improves the flavor and texture. There's just something a bit more vital, a little bit livelier, a touch lovelier. And the texture just seems to hold its moisture a bit longer—I've had one at my house for four days and it still feels alive and well. This new project is a big deal. And we're only at the beginning. Amy Emberling, Bakehouse co-managing partner, says, "Milling some of our own grain is one of the most exciting and transformative steps we've taken in years. It is going to transform not just our baking but also our relationship to our community." Watch for way more Bakehouse offerings to transition to be made freshly-milled-on-site in the months (and years to come).

What do you do with the Roadhouse bread? It makes a super marvelous toast—I love it with either the Creamery's cream cheese or the fresh goat cheese. Try it with the AMERICAN FRIED BREAD on page 162 in Zingerman's *Guide to Better Bacon*. Great for a sandwich, of course. One little known fact is that Roadhouse bread makes super great croutons! Just cut it into roughly one-inch cubes and fry gently in extra virgin olive oil, turning the cubes regularly, until they're golden brown. Toss while hot with fine sea salt and a healthy handful of freshly ground, good black pepper. Great on salads, but honestly, I often find myself eating them just out of hand at home!

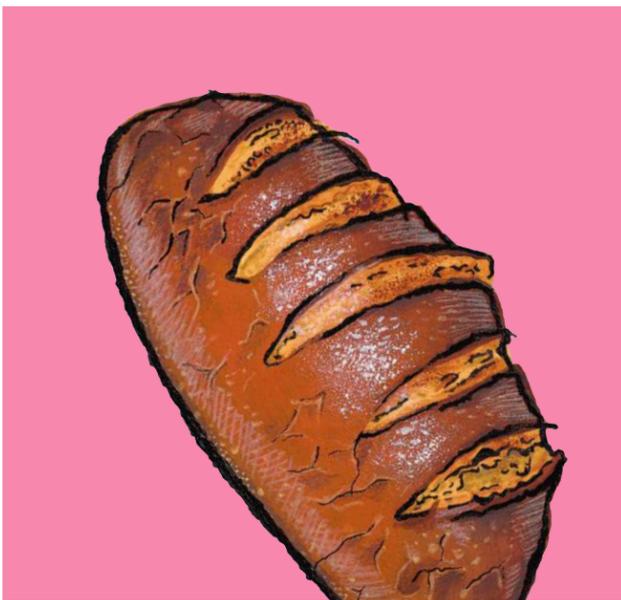
In any case, come by the Bakehouse, Deli, or Roadhouse to try this newly improved loaf! As you can tell, I've been loving it. I hope you do, too.

P.S. The Roadhouse bread is particularly well suited to shipping! Add some Creamery cheese and a small coffee cake and you've got a great taste of Ann Arbor to send to a loved one any time of year!



BAKEHOUSE'S MARVELOUS COUNTRY MICHE

This is one of my favorite new breads in years. Old school all the way, this is the kind of bread you'd have gotten in the French countryside a century ago. It comes in big, 2-kilo loaves (which taste significantly better than smaller loaves of the same exact dough); nice, dark crust (which is so, so, so much more flavorful than light crusts—ask any traditional baker and every one of them will tell that they always choose dark crusted loaves!); a blend of grains (True North flour from the Leelanau peninsula, spelt, buckwheat, and rye come together to make for a more complex, compelling set of flavors). You can pick up a loaf—or a half or a quarter loaf—of this marvelous Miche at the Bakehouse! Lately we've started baking them in smaller, one pound loaves as well. I've had some on my counter regularly since we started making it.

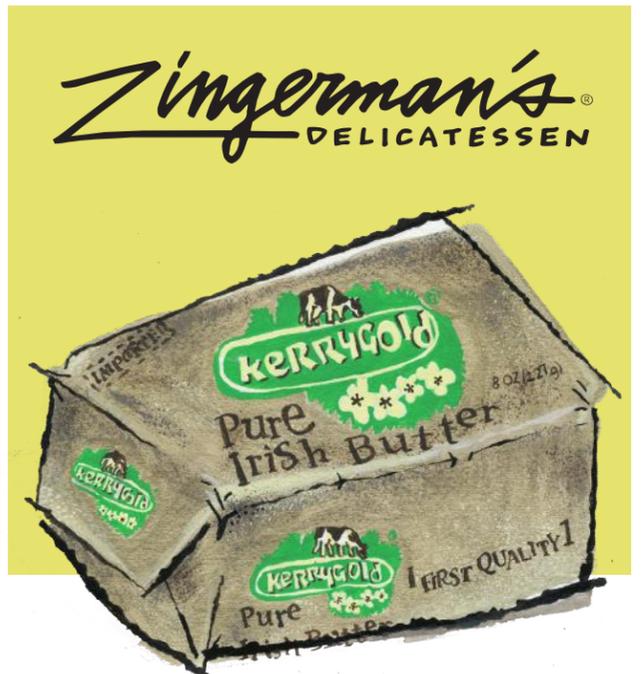


JEWISH RYE GETS EVEN BETTER. TOO!

All of the rye flour in the Jewish rye (caraway rye, pumpernickel, and more) is now being milled fresh at the Bakehouse. Again, a seemingly small switch is making a big difference! The Jewish rye, either just as it is, or toasted, is terrific with butter, cream cheese or fresh goat cheese from the Creamery!

MAIL ORDER MAKES THE MOVE TO JUTE PACKING

It doesn't taste good but JUTE replaced styrofoam coolers for shipping perishable products. It's naturally made from recycled coffee bags, it saves space in boxes so we ship less air, it comes folded so it arrives to us shipped with less air, and it keeps the food cooler. It's a HUGE service improvement as well food quality improvement as it insulates better and longer for cold items being shipped. The sandwich kit packaging is knock-your-socks-off presentation with positive impact to the environment.



KERRYGOLD BUTTER PATS AT THE DELI

Our in-house artist Ian Nagy wrote to remind me: "While on the one hand, it's a small thing, it's the small things that often make the biggest differences." Last fall, the Deli switched its pre-packed butter pats from a standard American butter to Irish Kerrygold butter. Kerrygold is made with cream from pasture-raised cows, and the flavor is far, far better!



THE ROADHOUSE WINE LIST GETS LIVELIER. SMALLER. MORE DIVERSE. AND MORE SUSTAINABLE

Marcy Harris at Zingerman's Roadhouse reports: Our beverage specialists have teamed up with Stephen Satterfield, wine expert, sommelier, food writer and founder of *Whetstone Magazine*, to put together a list that is full-flavored and focuses on wineries with sustainable practices. Our selection includes wines crafted by women and minority winemakers, allowing us to feature a unique collection that reflects the diversity of America, a really great place to live.

In an effort to focus on the best regional wines that are available in the U.S., we've narrowed down our selection to 36. So where did this number come from? In Hebrew, letters are also numbers. "Chai" (that's a hard "Ch" not the Indian tea beverage) means "life." As in "L'chaim," the well-known toast, "to life." In numbers, it equals "18." "36" in Jewish culture is considered a special number because it equals "twice life." And since we're working with wine and toasting to a good life here at the Roadhouse, it seemed a like an easy choice!

OTHER IMPROVEMENTS I DON'T WANT TO FORGET ABOUT:



The amazing new selection of Parmigiano Reggiano cheeses at the Deli



The delicious new Parmesan Pepper Bread at the Bakehouse

We've focused a lot of our work on vineyards that are growing sustainably. There is so much involved, everything from the soil and water, managing pests and energy, using green materials, and even providing a good working environment for your employees! Find just the right balance of responsibility and stewardship of all these things, and in turn, everything you grow tastes better. At the Roadhouse we've certainly noticed the difference with the wines on our list. We now carry several that are certified sustainable. LIVE Certified, for example, sets environmental and social standards for 327 vineyards in the Pacific Northwest. The wine we carry that is LIVE certified includes Alexana Winery. Honig Wine is not only California sustainable wine growing certified, but Michael Honig actually helped write the Wine Institute's Code of Sustainable Winegrowing Practices. Ancient Peaks Winery is SIP certified, and Domaine Carneros, Quivira are all sustainable.

WE'VE FOCUSED OUR WINE LIST ON WINEMAKERS AND WINERY OWNERS WHO ARE WOMEN AND COME FROM MANY UNDER-REPRESENTED GROUPS

And, we also wanted to mirror our commitment to developing ever more diversity in our organizational ecosystem by focusing our wine list accordingly. The more artisans work to create the ingredients, the more they endeavor, the more the elements of what they produce develop character. In that context, we've focused our wine list on winemakers and winery owners who are women and/or come from many under-represented groups. As we continue to taste the difference with what America has to offer, the Roadhouse raises a glass to all of you. Here's "to Life"!



SUPER TASTY NEW SHRIMP AT THE ROADHOUSE

Shrimp and Grits, Po' Boys and a bunch of other good things to eat! In the spirit of the significance of small improvements, this one makes me super-excited! What did we find? A really fabulous, great-tasting shrimp from Mexico. It pretty much fits our ideal product profile—wild caught, fished from small boats (known as "pangas") using specially-designed nets to avoid the endemic bycatch problem of industrial fishing, done sustainably by people who care about and actively contribute to their community. There are no motors on the boats to reduce pollutants. And because the boats are small, they return to the dock after only hours at sea (rather than staying out for days at a time). This shrimping group has the lowest percentage of bycatch and the lowest fuel consumption of any good-sized shrimping group in the world.

The fresh shrimp are taken off the boat and at the plant within hours of being caught—quick processing is critical to seafood quality. The fisherman are paid more for their product which helps the community. And of course, they taste terrific!

How good? Well, one of our regulars, someone who travels the country and the world with great regularity and seeks out good restaurants wherever he goes, ordered the shrimp and grits at the Roadhouse for dinner recently. It's a classic dish of course, one that's wholly dependent on the quality of the ingredients. Here we have those incredible Anson Mills grits, made from field ripened Carolina Gourdseed corn (a varietal that dates back to the 19th century), cold-stone milled, germ-left in. On their own they're already amazing. Topped with the shrimp, sautéed with butter, peppers, white wine, and spices it's a pretty great meal. Anyways, on the way out, our guest grabbed me to say, "Hey, I eat out all over the world and I've spent a lot of time in New Orleans lately. And that shrimp and grits was seriously one of the best meals I've ever had. Anywhere!" Five minutes later, another well-traveled regular, a writer, grabbed me to say the same thing. "Whatever you did to that shrimp and grits, it's a keeper!"

The other great place to taste these new offerings is the Shrimp Po' Boy on the lunch menu. A handful of these new fried shrimp on a soft, tasty po-boy bun from the Bakehouse, with plenty of mayo, lettuce, and tomato, along with a bit of Roadhouse tomato relish, served up with our Cajun fries (tossed with blackening spice). I had one the other day—terrific!



NASHVILLE HOT CHICKEN CHANGE UP

Marcy Harris at Zingerman's Roadhouse reports: After spending some time with Karl Worley of Biscuit Love in Tennessee, our head chef Bob Bennett was inspired to create a recipe that is more representative of the way it's done in Nashville. Instead of a sauce for his new recipe, Chef Bob uses a dry rub that is incorporated into the batter of the chicken, which marinates overnight. While there is definitely cayenne, he balances out the heat with paprika, garlic, and herbs. The boneless thighs are dipped in a spiced oil after they are fried, and the result is a developing heat that has soaked under the skin and into the chicken. With our old recipe, the chicken was simply hot from start to finish. With Bob's recipe, every bite has a lingering intensity that unfolds into flame, allowing the flavors to develop on the palate first. After testing and perfecting this version of the Nashville dish, Chef Bob let it take over our Hot Tuesday tradition. As a restaurant that focuses on regional cuisine, it is a priority for the Roadhouse to make sure that the food we are cooking for you is as authentic and full-flavored as possible. With Chef Bob's new recipe, we hope to tell a story by capturing that first bite of something wonderfully unexpected. We know you will taste the difference with our improved Nashville Hot Chicken!

Bethany Zinger at the Roadhouse added, "This dish in particular was a really wonderful way to introduce head chef Bob Bennett (who's been at the Roadhouse 16 years!) to the community.

And because that dish is amazingly different from what we had before, it shows where we are headed. I know as a new supervisor at that time it was an exciting and positive change that really set the tone for that coming year. Plus, have you tasted it? It's amazing!"

MUSSELS WITH 'NDUJA

Marcy Harris at Zingerman's Roadhouse reports: Our Blue Hill Bay mussels have been a favorite on the Roadhouse menu for years. Plump, sweet, and tender, they are a satisfying starter to any meal at the Roadhouse. Recently, our chefs decided to spice things up by adding 'Nduja to our mussels. It's been a favored menu item for anyone who appreciates a serious jumpstart to their palate—the flavors are explosive.

The best way I can describe it is like chorizo. It is a soft Calabrian sausage, made from salumi and hot peppers, and comes from a clique of sausages called "salami dal spalmare," or "spreadable salamis."

The name 'Nduja pronounced "en-doo-yah", possibly came from the French word, Andouille, which is a spicy sausage in its own right. When I say 'Nduja, I sound like a Yooper.

The pork meat is ground with Calabrian chiles, and can be aged for a couple years or stuffed in casing to be served fresh. We get ours from 'Nduja Artisans in Chicago. Once it is prepared, it is amazing on bread, served with fresh soft cheese, like ricotta or burrata. It can be served with grilled or roasted meats and fish, used as a base for a pasta sauce, or cooked with eggs. Due to its soft texture, it is quite versatile when you want to add a powerful, lingering heat to a dish. Spicy, slightly sweet, buttery, powerfully porky, yet as smooth in texture as homemade strawberry jam. 'Nduja is, almost inconceivably, both subtle and strong at the same time.

Adding it to our mussels is just inconceivably out of this world. It complements the fresh sweetness of the mussels perfectly, and adds a smokiness to the tomato broth we steam the mussels in. I love to soak thick slices of our Roadhouse bread in the broth and scoop up the 'Nduja with the mussels. Our 'Nduja Mussels are a hearty meal, and since it is still cold out, a bowl of them may be the perfect thing to warm you right through to your toes.



A TOAST TO TOAST AT THE COFFEE COMPANY

Since I'm sitting in the coffee shop right now as I write, watching wonderful orders of incredible plates of toast walked out to customer's tables... it's hard to resist sticking in a toast to toast here! So toast, here's to you! And here's to much more great toasting to come!

Seriously, I think the eight toast offerings we've got at the Coffee Company are some of the most delicious new additions we've made in the ZCoB in the last year or two. All are, of course, built on a base of the Bakehouse's marvelous breads. All have incredible toppings. (And if you don't live in town, all can be replicated by mail-ordering the ingredients and doing them at home!)

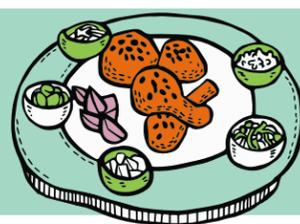
The Michelle Ma'Belle toast still makes me smile every time I have a bite. A nice substantial slice of the Bakehouse's Country Mische toasted, with a generous spreading of the Creamery's handmade artisan Cream Cheese and a healthy grinding of that same incredibly aromatic and amazing Tellicherry pepper #10 that comes in from Kerala in southwest India. We finish it off with a drizzle of extra virgin olive oil on the plate that you dredge the toast through before you take a bite. It all comes together to be one terrific piece of toast. Seriously, I could eat this stuff every day!

The Bulgarian toast has been the smash surprise hit—Sicilian Sesame Semolina toasted and topped with fresh goat cheese from the Creamery and Bulgarian lutenitsa (you may never have heard of it but it's highly likely you'll love it. A spread of peppers, eggplant, and tomatoes!). Or the Portuguese toast—cinnamon raisin bread topped with extra virgin olive oil and cinnamon sugar. Or the Caviar of the South—pimento cheese on toasted Roadhouse bread! Or the English toast with cream cheese and cucumbers! Or the alliteratively and culinarily catchy Teutonic toast—the Bakehouse's Dinklebrot (spelt bread) with cream cheese and wild Uzbek black cumin. And last, but not least, Lauren's Sweet Heat—goat cream cheese, coffee blossom honey, and Korean red chile flakes on toasted Roadhouse bread! Makes me hungry just writing about them. Come by anytime—all these toasts are terrific for breakfast, lunch, snacks or even an early evening meal (we're open 'til 7).

Ari Zingerman's
Co-Founding Partner



All the great work with spices around the ZCoB



So many delicious new dishes at Miss Kim!

Three
CHEERS
and

37
YEARS



A LONG LOOK BACK AND A
WHOLE LOT OF APPRECIATION
AS WE CELEBRATE OUR
37TH ANNIVERSARY

Filmmaker Ingmar Bergman once said, "Growing older is like climbing a mountain: the higher you get, the more strength you need, but the further you see." What I see when I look at our organization, sitting here today in the winter of 2019, is a whole lot of amazing people, some pretty special food, and a lot of wonderful work, all crafting and being crafted, at the same time here in Ann Arbor, Michigan. I feel incredibly fortunate to be some small part of this inspiring and energizing ecosystem. Before I go any further, I want to express at least a small bit of the enormous appreciation I feel for the hundreds of thousands of people who've contributed in a multitude of meaningful ways, small, large, and everything in between to making the Zingerman's Community of Businesses what it is. There's so, so much amazing work that goes on here every day. Millions of tiny interactions, so many sandwiches, loaves of bread shaped, scones baked, books kept, coffees brewed, weddings catered, burgers flipped, pigs put on the pit...I never forget that none of us would be here without the others. Small acts of excellence, jewels of individual generosity, thousands of really good vendors, so many caring people collaborating to create the collective. My hope is that Zingerman's has—imperfect as we are and always will be—left a positive taste, both literally, and figuratively, in the mouths of many.

Folksinger, anarchist, pacifist, poet, Utah Phillips once said, "The long memory is the most radical idea in this country. It is the loss of that long memory which deprives our people of that connective flow of thoughts and events that clarifies our vision, not of where we're going, but where we want to go." It's a beautiful comment. Think back first, reflect on where you've been, in order to effectively look towards and try to create the future of our dreams!

Utah's message is timely—this year we're working on the Zingerman's Community of Businesses 2032 Vision. I don't yet know what will be in it so we'll have to wait a bit to talk about that. But what we can talk about, what I want to do right now, is start with Utah's call to look back to the long memory. Very long. It's hard to believe. Zingerman's is now 12 years older than I was when we opened! What follows is taken from my next book. The book will be out maybe in a year or so. It's tentatively titled, *You Really Can Taste the Difference: Field Notes from the Front Lines of the American Food Revolution*. The book will be a collection of essays and articles about food and cooking that I've written over the years, along with some recipes, and also some commentary from caring folks in the food world about our work here and about the changes in the American culinary scene over all those years. As I started to frame the book, I began, with the sort of look back, the long memory that Utah Phillips understood to be so important.

With that in mind, the bulk of the piece that follows is taken from my working draft of the preface of the book. For those of you who just happened to come by today to get coffee or something to eat, maybe this short history will give you a sense of how far we've come. For others who have been a part of our ecosystem—either as longtime customers, present or former staffers, next door neighbors, loyal vendors or casual observers—it may read as nostalgia. Either way, thank you for reading, thank you for caring, thank you for allowing us the opportunity to serve you for so many wonderful years.

One of my favorite reads of the last fifteen years is the book *Why the Bee Is Busy, and Other Rumanian Fairy Tales* by Idella Purnell and John Weatherwax. The book begins with the line: "Once upon a time what happened did happen, and if it had not happened, you would not be hearing this story." Which is as true for folktales of Rumania as it is for what follows here. While the story of Zingerman's can seem, at times, unbelievable, all of what follows really did happen. If it had not, I would not be sitting here writing the story of this small Deli that opened on an out of the way intersection in a small town in southeastern Michigan. Irish philosopher-priest John O'Donohue was once asked what he found to be the most incredible part of the world in which we live. He said that for him, the most amazing thing was simply that it all even exists in the first place. I would say the same about our organization. If I push pause for a minute or two, it's mind-boggling to me what goes on here every day. The amount of support, encouragement, patience and love that we've received from so, so many sources over all these years is incredible. We would not be here at all without all of you. Thank YOU for the enormous support we've gotten over all these thirty-seven years; the positive partnerships; the chance to be able to work side by side with so many terrific people...

Once Upon

37

years ago this March, at the corner of Detroit and Kingsley streets in the Kerrytown neighborhood of Ann Arbor, Michigan, my partner Paul Saginaw and I opened Zingerman's Delicatessen. I've told—and heard the story told—so many times, that I'm seriously tempted to skip over it in the interest of not boring those of you who know it almost as well as I do. But that would likely leave many folks who aren't familiar with us feeling left out, in the dark on how and what we do. Which would be the complete opposite of the inclusive and positive—culinary, intellectual and emotional—experiences that Zingerman's has been all about for nearly forty years now.

Since a lot of our work at Zingerman's is about sharing stories, I'll start here with this one. Move the clock and the calendar back to the morning of March 15, 1982—Paul and I, along with two paid staff members (Marc Fribourg and Ricky Cohen), helped by a handful of generous (read, “unpaid”) friends opened up the Deli, in an oddly-angled, 1300-square foot space. On that first day in business, we had 29 seats, 25 sandwiches on the menu, a bit of bread from other bakeries, a few tins of extra virgin olive oil, some jam, salami, smoked fish, and mustard. Being in one of Ann Arbor's African-American neighborhoods (only about 50 miles from Canada, Ann Arbor and nearby towns were frequent stops on the Underground Railroad) and looking to pick up community connection and sales where we could, we sold collard greens and ham hocks a few feet away from corned beef and the knishes. We also sold cigarettes from a wall-mounted rack behind the cash register. (It's almost unimaginable today, but, as was common practice at that time, customers could—and did—smoke inside the store!) Back then, there were newspaper boxes out front of the shop—you dropped in coins and you could take out your paper. We sold the *New York Times* on Sunday mornings inside the store—we'd have big stacks piled up next to the cash register. Speaking of which, a lot of customers actually paid with paper money. And checks—where you use a pen to write in the amount you want to pay—were probably the most common form of payment. Credit cards were only then beginning to really take off (they'd first been introduced, I now know, in 1958). We offered gallons of milk at low prices to try to draw in a few more folks. Jarlsberg cheese was one of our biggest sellers; no one I knew knew what Balsamic vinegar was. And when you mentioned “extra virgin” olive oil, the general response was an awkward snicker.

1982...Now it seems so long ago. As I write this, we're almost as far today from the year we opened the Deli, as we were in 1982 from the end of WWII. 37 years each. Back in '82 the president was Ronald Reagan. The economy was pretty bad (as it has been in Michigan for much of our time in business). Interest rates to the bank were something like 18 percent. One of the biggest recessions in American history began that year, and kept going for so long I can't really remember when—or if—it ever actually ended. Unemployment was at nearly 11 percent. Gas cost less than a dollar a gallon. The Ford Escort (rolled out in 1981) became the biggest selling car in the country that year.

A few weeks before we opened the Deli, the 49ers and the Bengals had played Super Bowl XVI an hour away at the Pontiac Silverdome (the 49ers won). In February, John Irving's *Hotel New Hampshire* was published (the film came out a few years later, in '84). Four days after we opened, Argentina invaded the British Falkland Islands. The first artificial heart was implanted later that year. In movie theaters, “Gandhi,” “An Officer and a Gentleman,” and “Chariots of Fire” were amongst the country's (and my own) favorite films. The Soviet Union was still a superpower (or at least it looked that way from the outside). There were no blogs, websites, or laptops, nor any mobile devices on which you could scan your mail while waiting in line. Phones at the time had coiled up plastic cords and were always attached to walls. Unbeknownst to almost everyone in North America, the now ubiquitous emoticon was invented in Pittsburgh that same year. There were still phone booths sprinkled liberally around every town, and most people carried a few coins in case they had to make a call.

Me, I'd graduated from the University of Michigan in 1978, and had spent the four years before opening the Deli working at a local restaurant (Maude's) learning the basics of the industry—I started out simply and innocently washing dishes, then “graduated” to prepping and, from there, to cooking on the line and eventually managing the kitchen. I'd met Paul when I got hired as a dishwasher—he was the new general manager at the same spot. Frank Carollo (later, our partner at the Bakehouse) and Maggie Bayless (who, sixteen years down the road became the managing partner at ZingTrain, our training business), worked there as well. Paul left about half way through my four-year stint, and opened a world-class fish market in town with Mike Monahan. He and I stayed friends and would chat here and there about things we might do together given the opportunity. Eventually, I started to manage kitchens, and stayed on and did that for a few years. It turned out to be a great education in the critically important basics of food service management, something that was a huge help when we later opened the Deli.

In the summer and early fall of 1981 I was feeling more and more frustrated with my work. It wasn't terrible—they were nice people and it was a perfectly fine company. But it was becoming increasingly clear to me that where they were headed philosophically, and with their food, was not a place I really wanted to be. So, on the morning of November 1, 1981, I gave two-months-notice. I had no clue what I was going to do next. But it was time to try something new. Not knowing that I'd done that, Paul, in an incredible cosmic, karmic coincidence, called me a couple days later to suggest I consider leaving the restaurant group so he and I could open a little Deli across the street from the fish market. I turned 25 that same week. Paul was a few years older. I don't think I had much, if any, gray hair. Paul still had hair. I was driving my first car—a gray Renault Le Car

with a big, then rather-radical, fold-back sunroof. The Michigan football team—always an important part of the life and mood in Ann Arbor—had finished with a moderately good 9-3 record that previous fall and Bo Schembechler had completed his 13th year as head coach. They beat UCLA in the Bluebonnet Bowl on New Year's Eve (1981), 33-14.

Four and a half months after Paul called me to share his idea, we opened Zingerman's Delicatessen. Our intent back at the time was to start a small, corner—literally, we are located at the oddly-angled corner of Detroit and Kingsley streets—Deli that would serve food that was so positively memorable that people would make plans to adjust their travel or reroute a trip to make their way to us just to eat. We wanted to do it all in a very down-earth-accessible setting where the sandwiches would be incredible, but not intimidating; with service so good you'd want to come back, even if we screwed something up; a place that would provide positive, meaningful

and rewarding work for the few folks (it was only 1300-square feet) that we hired. We knew from the get-go that we wanted to create something really special, a one-of-a-kind destination business that you'd remember (positively) for years to come; something that people would be talking about long after they'd actually been there; a place that was unique to our town of Ann Arbor, that neither would, nor could, be replicated, by our own efforts nor through those of anyone who was trying to copy us.

We were determined from day one (actually before day one) that, although the standard food service model for anyone who'd gained some success was to simply open more versions of their original, successful store—first, in another part of town, then some suburb, or the next town over, and then, if you were really successful, all over the country (like Border's Books which had begun as our local bookstore, and ended as an almost irrelevant national chain that had lost itself in “the market”), or even internationally (like Domino's Pizza which was founded here in Ypsilanti in the 1960s). Those who really hit it big might sell their business for a small fortune, go public, franchise, or some combo of all three at the same time. Most opened replicas of their original, often by popular demand. But almost nothing about that approach appealed to me. The multi-unit model, I knew, wasn't for me. As number and geographic distance between “stores” grew bigger, spirit in those organizations almost always seemed to sink. The original spot might still be pretty cool, but Unit #12 was usually tepid; #120 was sad, and #1200 felt downright bad. Not unethical, and certainly not evil; clearly, often convenient for consumers. But just not—for us—very inspiring.

“
BUSINESSES. I
BELIEVE. HAVE
PERSONALITIES.
SPIRITS. SOULS
”

a Time...

What we wanted was the exact opposite—to willingly embrace the limits of local, and focus on making something that was super special, something with soul, mojo, engaging energy, and (did I already say this?) really good food and service! While others around the area could, of course, also sell corned beef, make similar-in-name sandwiches and/or abscond with elements of our visual look and feel (all of which have happened regularly over the years), the spirit, the feel of the place, was the part that would—and I'd say, still is—impossible to replicate. Businesses, I believe, have personalities, spirits, souls. You can feel the energy of an original as soon as you walk in (or nowadays, log on). Making that happen—and making it ever better—is a lot of what's driven us from day one. (For more on this subject see my most recent pamphlet, "The Art of Business.")

For what it's worth, the general wisdom around Ann Arbor when we opened was that there was no way we'd make it. The town had had a dozen delis go belly up in the previous decade. The neighborhood was considered a "bad" one—"no one will go there" was a common refrain. Our location wasn't exactly "prime real estate"—we were half a mile from downtown, on an obscure corner, four or five blocks from the main business district. Parking sucked, and as you likely know, still does. On top of that we took the rather strange step of selling both restaurant items (corned beef sandwiches, bowls of chicken soup, etc.) in the same small space in which we were going to sell retail items (like cheese, smoked fish, and salami by the pound; bottles of olive oil, mustard and jam on our shelves). Making it even worse (to our critics at least), while we were offering an appropriate array of old-time Jewish foods, we were doing it within "spitting-distance" of slabs of bacon, ham and a host of other not-kosher offerings. Critics told us then (and on occasion still do) that this was a stupid and sacrilegious practice. By the book, many argued, we were doing almost everything incorrectly.

Fortunately, times change; what was wrong in one era often ends up being excellent in the next. Ann Arbor, it turned out, had needed a good deli for longer than anyone had realized; that both displaced New Yorkers and long-time locals really loved good corned beef; that the neighborhood was actually a lovely place to do business. (It's now one of the most highly-priced parts of town in which to live—"Ann Arbor's historically black neighborhood is the hottest market in town" was a headline in a recent issue of the online version of the *Ann Arbor News*.) As things played out, I learned that although the world-at-large places super high priority on parking and location, the reality is that when you have something really special, bring positive energy and provide positively memorable experiences, people will regularly go out of their way to come to you. I learned too that, contrary to what my kosher-keeping mother led me to believe, the majority of American Jews actually eat pork, or at least aren't bothered enough by its presence to put them off a good pastrami sandwich. And that blending retail and restaurant in the same space was "brilliant"—selling people stuff by the pound or the jar to take home works way better when they've first been able to taste it on a sandwich they were having for lunch.

All of which could, if you're picking up the clues (or already know a lot about us), lead you to the not-surprising conclusion that 37 years after we opened, we've come to be considered quite a "success." Today the Zingerman's Community of Businesses is comprised of over a dozen businesses, all located here in the Ann Arbor area, each with its own unique specialty. We've been recognized over the years in a wide array of food journals, blogs, TV and radio shows, podcasts, public television shows, and newspapers. As I write, the organization will do about \$64,000,000 in annual sales and we have a staff of about 700, including 20 managing partners, 3 "staff partners," and 175 or so staff "Community Share" owners. What we set out to do has, in fact, with due modesty, mostly happened as we've mapped it out along the way. That said, a lot of things we never imagined in the early '80s have also played out positively. Back in 1982, I didn't really think I'd live to be thirty, let alone author eight or nine books; no one we knew we'd be selling Reuben kits, coffee cakes, and Comté cheese online; or have a high quality, traditional Korean restaurant.

That said, there's a lot more to Zingerman's than just good food and high-quality customer service. We've been written up over the years as much for our rather out-of-the-box business practices as for our food. Our approaches to visioning, servant leadership, energy management, open books, high quality customer service, Bottom Line Training® and Bottom Line Change® have all been reported on extensively, and have generally been acknowledged in the progressive part of the business world to be on the leading edge (or over the edge) of new and more positive ways to work.

We've regularly been the subject of business school case studies, books, and articles, and our approaches have been put to use in various spots around the world. I've spoken to groups—large and small—all over the country about our approach to business. I also study, teach, and write about the application of anarchism to progressive business. In 2015 Paul and I were the speakers at University of Michigan's commencement address about 50,000 people in what's known to football fans across the country as the "Big House." Word has it that we were the first locals to ever have that honor.

Of course, underneath, or maybe it's alongside, all this business stuff, is the rest of what I do every day. Actually, "intertwined with," is probably more accurate since, the way I see it, it's all one life (see Part 3 of the *Guide to Good Leading* on managing ourselves for more on this belief). After all, if we're going to spend the next few pages together it'd only be fair for me to tell you a touch more about myself. I grew up in Chicago, came to Ann Arbor to go to school where I studied Russian history, with a particular focus on anarchists and anarchism. I have a great girlfriend who farms, paints, and rescues dogs from Jordan; we have three dogs of our own, and an occasional Jordanian foster in the house as well. We make dinner every evening (for ourselves and the dogs, both), I run every day and journal every morning (neither of which I would have imagined doing at all—let alone daily—back when we opened). I read like crazy. I buy a lot of books and eventually read most of them. I've written over 250 editions of *Zingerman's Newsletter* (the thing you're holding right now!), and an array of articles on all sorts of subjects. In the last few years I started doing a weekly enews called "Ari's Top 5." I'm at work now on the next business book—Part 5 in the *Zingerman's Guide to Good Leading* series—as well. I hardly go on social media at all. My email is ari@zingermans.com.

Early in January I had the honor of speaking to the staff of another long-standing Ann Arbor organization—it was the annual meeting of ProQuest's local office. Over 600 people in the audience. While I'd known of ProQuest and certainly had heard positive things, I didn't really know much about the company's history. So to prepare properly for the talk I started doing a bit of historical research. You know, Utah Phillips idea of putting the "long memory" to work. It turns out—and apologies if you already knew this—that ProQuest began here in Ann Arbor back in 1938, when the visionary leader, Eugene Power (who you may know of if you've seen a show at the Power Center on campus), had the insight to start a company that would do the then radical work of taking archives and memorializing them on microfilm. That company then was called University Microfilms. Looking back, I almost certainly benefited from their good work when I was in school at the University of Michigan.

About 80 years later ProQuest—the present day descendent of Mr. Power's company—has over 2500 employees and is still based here in Ann Arbor. Over all my years of speaking, teaching and training, I've come to believe that one can generally assess the health of an organization by the energy of the individuals from the business with whom one comes into contact. While the ProQuest peoples' presentations that morning shared many great successes during 2018, it's really the positive energy of the hundreds of people—people from every level of the organization—in the room that day that tells me they're doing a lot of really good work over there! Kudos to the whole company for continuing to make great things happen all these decades down the road!

I realized as I was prepping to go up on stage that ProQuest is presently about twice as old as the Zingerman's Community of Businesses is today. While it's not all that likely I'd still be around personally if we hit 80, I hope that our organization in 2062 will be as healthy and active and engaged with the world as ProQuest is today. Thank you, again, for all you've done to help get us this far. And thank you in advance for helping us set out on the next 37 years of our journey! Here's to all the cheesemakers, bakers, farmers, foragers, importers, retailers, and writers who made this work possible, and who, through their efforts, have transformed the way we eat. I'm honored to be in such caring, and collaborative culinary company.

Ari
Zingerman's
Co-Founding Partner



Molly's Rye

Big Flavor In a Small World

Since late October, a substantial portion of Zingerman's Bakehouse rye has been coming to us from our newest farmer collaborator, Molly Breslin. To be exact, at present, 100% of the rye in our Roadhouse bread, 100% of the rye in our Country Miche, 98% of the rye in the new and improved Vollkornbrot, and 25% of the rye in our family of Jewish rye breads is from Breslin Farms. It comes to us as whole berries, is milled by us in-house, and the resulting flour is kept whole, not refined by sifting out any of the bran. In case you missed it, we got a mill! This beautiful mill needs beautiful grains to fulfill its destiny and in Molly Breslin's rye we have found just that. Originally, we had plans to use Michigan rye for our inaugural milling exploits, but when nature had other ideas, we expanded our local rye search and happily connected with our midwestern neighbor, Molly, in Ottawa, Illinois.

Across the local food discourse, from the ecological and sociological literature to foodie memoirs, 100 miles is often used as the boundary that divides local food from everything else. Here at the Bakehouse, we are some 300 miles from where Molly grew our rye berries. This rye might not meet the somewhat polarizing textbook definition of "local," but we believe other metrics measure local, too. For us, the most compelling aspect of "local food" is the ability to know more about the way something is grown and the farmers that grow it and to be in real relationships with those important and too often undervalued people. This component of "localness" knows no exact geographical boundaries and can be engendered in surprising ways. The midwest growing region spans much more than 100 miles but is its own small world. After talking to Molly we almost immediately discovered that the apple orchard, Earth First Farms, where she worked for 5 years, was also one of the study sites in my master's thesis. Talking on the phone with Molly I immediately felt a closeness to her and, even without a shared professional past, I think you would, too. After all, three hundred miles are nothing when we find someone with a commitment to sustainability, mastery of craft, and love of baking that are so closely aligned with our own.

In fact, when I asked Molly if she liked to bake, she informed me that it was actually her lifelong love of baking that inspired her to become a grain farmer in the first place. Much of her family folklore is centered around baking. She vividly recounted for me the legend of her father's grandma baking German sourdough in a big roasting pan, carving the huge loaf right at the table, and then using the knife to stab and fling the slices to the awaiting family, piece by piece. Foreshadowing her eventual career, Molly's dad, John Breslin, returned to these baking roots by crafting his own sourdough starter shortly after she was born. Molly grew up to love baking and had long been committed to buying local and organic fruits and vegetables but was unable to find similarly sourced grains. So, like the start of so many entrepreneurial adventures and heroines' quests, she decided to do it for herself.

This self-reliant spirit serves her well in a male-dominated field, no pun intended. As destiny would have it, the land she now farms belonged first to her mother's family and is a matrilineal legacy over which Molly presides. Though the 100 acres of land came from her mother, Peg, she has worked closely to farm it with her father, John, since 2010. Molly admits this aspect of their father-daughter relationship was not without its challenges. She attributes some of the initial friction to very different leadership styles—she gained many of her interpersonal skills from housing co-operatives in college, while he learned how to navigate teamwork while serving in the U.S. Army. Nine years later, these differences have been resolved and John is known for deferring to Molly with a good-natured "it's your farm, I just work on it."

Beyond navigating this father-daughter dynamic, being a woman in a typically male role, at least in recent history, comes with some additional challenges. For example, there are no bathrooms out in the field and no maternity leave when you're self-employed, which can put a lady into some literally and figuratively uncomfortable positions. Oh the glamour of womanhood! To any new farmer moms out there, Molly recommends a hand pump because, and I quote, "I started using a hand-pump to pump breast milk because it was more versatile—I could pump with one hand while checking the oil, scouting for bugs, or operating the combine." In other words, Molly is an intrepid pioneer. Though requiring some multitasking, Molly believes the very distinctiveness of being a woman who farms actually allows her to more easily deviate from farming norms and do as she pleases. With no preconceived notions or expectations about how a woman farmer does business, she feels her traditional community is less shocked or bothered by her organic methodology and commitment to somewhat unconventional agricultural priorities than if she were a man. While the freedom to do her own thing is appreciated, she does question whether it hampers her ability to lead by example and convert her neighbors to organic farming.

As an organic farmer who has never considered farming conventionally, something we especially appreciate about Molly is that soil regeneration is central to her agricultural philosophy and game plan. Everything she does starts from the proverbial ground up and when asked about her management strategy, she responds immediately with a firm and elegant motto: "soil health is plant health is people health." To this end, her first crop year was black beans to prep the soil for wheat, build organic matter, and fix nutrients. Ever since then, the entirety of her management strategy is truly predicated on this assertion, with her hands-off pest management made possible by plants that are healthy enough to fight pests for themselves. Rather than spending time, energy, and money defending plants from insects and fungus, Molly focuses her resources on achieving healthy soil. She does this primarily by maintaining a 3-year crop rotation, cover cropping, and frequent soil testing paired with very small and targeted nutrient additions. Of the crops in this 3-year rotation, rye is usually the most reliable and low maintenance. The type of rye we received from Molly is VNS, an acronym that stands for "variety not stated." Using VNS rye allows seed to be saved each year without any legal issues. This is important for many reasons, not least of which is that it means they've grown their seed stock up over several years so it's biologically acclimated to Ottawa, Illinois, and represents a flavor unique to their location and management. Seed saving and grain terroir go hand in hand.

Because of this terroir, this particular rye's flavor tells a story. It represents the taste of years of seed going straight into the northern Illinois ground without tilling, coming up in the fall through richly built organic matter that it will hold onto through the winter, flowering in the spring with heads that Molly says look like shiny purple fish scales, and will be pollinated via the wind, and spending the summer drying down in the field. This rye is the taste of Illinois, of organic methods, of diversity in farming, of a baker who got her hands dirty, of local food. We think it is a tale as delicious as it is intrepid and savoring of kismet are proud to use it for our freshly milled, whole grain rye flour. If you haven't tried it yet snag some Roadhouse bread; Jewish, Onion, or Caraway Rye; Pumpnickel; Country Miche; or Vollkornbrot.

Check out our baking schedule at zcob.me/bread-bake-times

Hailey Schurr

Hailey Schurr
Bakehouse Sourcer-ess

Vollkornbrot



We have already been making a great (if we do say so ourselves) Vollkornbrot (Vollk 1.0) that our guests have come to love and appreciate over the years. Developed by a former Bakehouse employee, who was a certified Master German Baker, Vollk 1.0 was essentially a field of rye condensed into a nutritious brick of a loaf studded and covered with toasted sunflower seeds. It is a hefty dose of rye chops, essentially held together with a bit of medium rye flour and our powerful and fruity rye sour. A sprinkle of instant yeast, together with the action of the rye sour, the dough rise before it hit our rotating convection ovens for a relatively low and slow bake. It was good. Really good. But part of the Zingerman's ethos is "constant improvement," and we believed this bread could be revised to have improved flavor and texture.

Our new and improved naturally leavened (no commercial yeast) Vollkornbrot (Vollk 2.0) still embraces the ideals of our original version—a dense, nutritious, lasting rye loaf, one that German expats may be especially delighted to find and become loyal to at our bakery. A handful of toasted sunflower seeds adds just the right amount of nuttiness to the complex flavors of rye. In every moist bite, you will find fruity, spicy, earthy, almost wine-like notes with a complimenting sour and a lingering smooth mouthfeel. One analogy that comes to my mind is this—if Vollk 1.0 is the well-flavored grape, Vollk 2.0 is the wine (of course, the latter being more true when Vollk 2.0 is well-executed). How so?

With flavor, texture, and digestibility in mind, this new version uses freshly milled, organic, whole grain rye flour as well as freshly cracked organic rye chops from Breslin Farms in Illinois. Using the whole grain and freshly milling it in-house means that we are keeping the nutrition and the aromas and flavors of the grain as intact as possible in the flour by incorporating all of the components of the rye berry in the flour, including the bran and the germ. (The medium rye flour we were using in Vollk 1.0 had some of its components removed.)

For Vollk 1.0, we pre-soaked only some of the rye chops (and none of the sunflower seeds) that went into dough, and those that were soaked were not necessarily soaked in enough water to fully soften the chops. That resulted in some uncooked rye chops in the final bread (also visible to the eye as white starchy bits when sliced). Vollk 2.0 pre-soaks all of the rye chops as well as the sunflower seeds with plenty of boiling water for several hours. This results in rye chops that are fully softened and somewhat pre-digested by the action of enzymes during the soaking process, and yet still intact enough to add some texture to the final bread. The pre-soaked sunflower seeds also don't steal moisture from the dough, as opposed to raw ones that soak up moisture as they sit and bake with the dough.

Vollk 1.0 used instant yeast and a small amount of rye sour for fermentation, which happens typically in about 2 hours. This resulted in a very mildly flavored, not as open-textured bread, with an aroma that is reminiscent of a field of grains on a hot summer day. Vollk 2.0

has a lot more flour in the mix and is all whole-grain, which means the chemistry of rye becomes more critical for proper fermentation. That is why Vollk 2.0 uses almost a one to one ratio of flour to a stiff rye sour for effective fermentation, coaxing as much flavor as possible from the grain while providing leavening and acidification to prevent the delicate starches of the rye from breaking down from too much enzyme activity. Using more rye flour in the mix results in a lighter texture, and using only natural leavening results in a deeper, more complex flavor profile with a pleasant amount of sourness that matches the flavor of the rye.

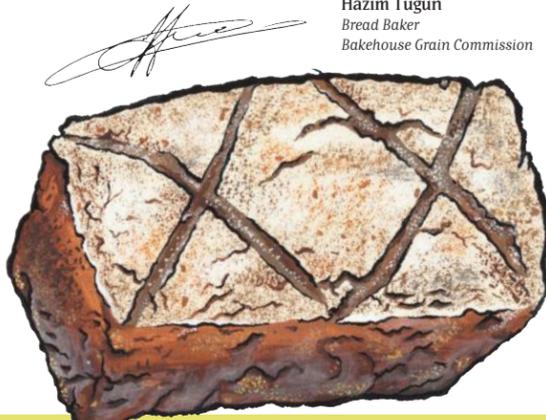
Vollk 2.0 gets baked in a "falling" oven, which means that it starts baking at 500°F, and we slowly turn the temperature to 375°F over the course of 1 hour and 15 minutes, as opposed to a 375°F bake for 1 hour and 10 minutes for Vollk 1.0. The higher temperature and slightly longer bake of Vollk 2.0 means a relatively more fully cooked loaf of bread without burning it, as well as fully releasing the flavor potential of the bread.

The result? With the freshly milled whole grains, fully softened rye chops and sunflower seeds, long and slow natural fermentation, and a fuller bake, Vollk 2.0 is intended to offer better digestibility together with an improved flavor profile and texture.

What does this mean for your enjoyment of the bread? The high moisture retention capacity of the rye grain and the high amount of natural rye sour that goes into the making of this bread gives it a long shelf-life. It easily lasts a week compared to a few days or so with Vollk 1.0—and it is easier to cut. We wait 24 hours after it is baked before slicing and eating it; this "curing" period lets the crumb set and flavors develop. We suggest storing it differently than anything else we make! Wrap it well in plastic (this helps soften up the crust!) and keep on your countertop in a cool and dry environment, or refrigerate it for a shelf-life easily beyond one week.

This bread is flavorful and satisfying on its own. It would also be fantastic with Zingerman's Creamery smoked salmon cream cheese and a little fresh dill, with some butter of your choice like Danish Lurpak, with a red fruit jam, or a hardy mustard and a slice of smoked ham. Enjoy!

Hazim Tugun
Bread Baker
Bakehouse Grain Commission



Stone Milling Idioms We Say All the time

While traditional stone milling is far removed from American daily life, as we know it, we still get to enjoy sayings around the water- or wind-powered craft, that were coined during a period when such milling was central to our lives and communities. Today we may know what these idioms are communicating but few of us understand the actual reference from which they came. Listed below are some of the more common mill sayings and proverbs, together with an explanation of their point of origin:

"First come, first served"

This was the law for millers in many countries. Because it could take days for a farmer to have his grist ground, the law was designed to prevent impatient customers (or those receiving special treatment from the miller) from queue jumping.

"Grist for one's mill"

Since wheat and corn are ground by "teeth," the grinding stones "chew" the grist into flour; thus to "chew" over something became a thought or idea to ponder.

"The daily grind"

The repetitive nature of milling led to the concept of "the daily (same old) grind".

"Run of the mill"

The ordinary, daily grind.

"Keep your nose to the grindstone"

If set incorrectly, millstones could grind too hot and the flour would become cooked, emitting a burning smell. Occasionally, flour would burst into flames. The miller kept his "nose to the grindstone" to detect the temperature and condition of the meal—and because most stone mills were made of wood, they could (and frequently did) burn to the ground in a matter of minutes.

"Rule of thumb"

To test the quality and grind of the flour, the miller would take a pinch of it between his thumb and finger. If too coarse, the flour would be ground again.

"Three sheets to the wind"

A (four-sailed) windmill with only three of its sails covered in "sheets" of canvas will turn clumsily because it is off balance. Thus, the term is applied to drunks.

"Put through the mill"

Means to be exposed to hardship or rough treatment, just like being ground in a mill between stones.

"Show your metal"

Millstones often needed to be dressed (re-carved). When a miller hired an itinerant dresser, he could tell whether the man was experienced by noting the slivers of metal (thrown off from his carving tools) embedded in his hands. Variant of "show your mettle".

"Take your turn"

To "take your turn" is to be the next person to have corn or wheat ground by the turning of the millstones.

you really can taste the difference!™

Zingerman's® events calendar

march goings-on

Pie & Mash Pop-Up Shop

3/3/19, 4:00 to 7:30pm

3/10/19, 4:00 to 7:30pm

3/17/19, 4:00 to 7:30pm

3/24/19, 4:00 to 7:30pm

3/31/19, 4:00 to 7:30pm

4/7/19, 4:00 to 7:30pm

\$19/meal

Inspired by British owner Kieron Hales' homeland, the farmhouse will transform into a traditional English Pie & Mash shop every Sunday from March 3 to April 7!

This hearty, age-old comfort food features a savory handmade pie with mashed potatoes, seasonal veggies, Chef Kieron's creamy and indulgent Devon Fudge, and a recipe from his hometown...all for \$19! Pre-order or place your order upon arrival. Our farmhouse tables are available for you to relax and enjoy your meal.

Each Sunday we will be making a limited quantity of our weekly pie flavor. All pre-orders will be fulfilled and walk-ins will be honored on a first-come, first serve-basis. Guest are welcome to takeout or dine-in. Please visit commanfarms.com/pieandmash to reserve your pies today.

Honey & Cheese

march 1 | 6:30-8:30pm | \$40

Come and join us for a delicious honey and cheese pairing class! Join Tessie, our 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.

Fondue & Raclette

march 2 | 3:00-5:00pm | \$45

Join us for a cozy evening of melted cheese. The ultimate in comfort food, we'll serve up a couple of dishes to help chase away the chill of winter. At this tasting and demonstration, we'll make two kinds of fondue, and make and taste traditional Swiss Raclette. We'll also taste some of the classic and modern cheeses used to make these dishes. You'll leave with a warm happy belly, plus all of the recipes that we'll be serving.

Mastering Mozzarella

march 3 | 2:00-5:00pm | \$75

Come and learn the secret to making terrific fresh mozzarella from the experts! In this fun-filled class we'll show you the ins and outs of making this simple, yet delicious cheese. In our production room, 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 all of the cheese that you make in class to take home and eat, plus the recipes that we teach in the class! Perfect for pizza, super on a salad, or amazing on its own, this versatile cheese is as much fun to make as it is to eat. Adults and children over 12 are welcome.

Special Event #235: Celebrating Mardi Gras the Italian Way

march 5 | 7:00pm | \$75

Rolando Beramendi is bringing *Carnevale* to the Roadhouse, just for you! Save the date for the biggest party of the year! We are excited to celebrate the Italian version of Mardi Gras with Rolando Beramendi and taste what our favorite food importer will bring to the feast!

The very first Martedì Grasso began in Venice in 1162 and celebrates the Catholic tradition of the final day of eating meat before Lent. Rolando has selected delicious meat dishes from his cookbook *Autentico* to follow the Italian tradition. He will also bring masks for everyone to decorate! Feel free to wear a favorite costume if you enjoy dressing up for the holiday!

Local Grain Economies with Dr. Stephen Jones

march 7 | 6:00-8:00pm | \$40

Gather round and listen to the charming Dr. Stephen Jones, director of the Bread Lab at Washington State University and host of the annual Grain Gathering there. He'll present on the innovative work being done by the Bread Lab in the world of grains, including re-establishing local grain economies. The evening will also be accompanied by a light meal. You'll leave BAKE! with newfound knowledge and inspiration, happy taste buds, and great coupons.

Just for Kids: Explore the World of Cake

mar 8 • 5:30-6:30pm • next door café | \$15/kid

Happy Birthday to the Deli, Happy Birthday to us. Yay! It's our 37th Birthday next week and we want to invite you to our party! What's one of the best ways to celebrate a birthday? Eating CAKE, of course! In this tasting that is JUST FOR KIDS, our sweet treat experts from Zingerman's Next Door will guide us through the world of cake—learn how they are made, the special ingredients we use and what sets ours apart from the rest! We think kids ages 4-14 would most enjoy this tasting.

Wine & Cheese

march 8 | 6:30-8:30pm | \$45

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+.

Date Night: Beer Edition

march 9 | 5:00-7:00pm | \$45

Join us for a date night tasting of all things your significant other LOVES! Relaxation, beer, and, of course, cheese! A classic take on our beer and cheese tasting with a little less education and more quality time together. We'll try a variety of beer from our favorite domestic brewers paired with some of our favorite artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.

Comparative Cupping

march 10 | 12:00-2:00pm | \$30

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

Style Series: Alpine

march 10 | 3:00-5:00pm | \$40

Creamy, funky, nutty, and smooth—Alpine cheese includes many iconic cheeses and our cheesemongers are here to serve. We'll taste our way through the classic examples of Alpine-style cheeses from around the globe as well as from here in the States, accompanied by our favorite serving suggestions. Come prepared to learn all about this fascinating mountain cheese style and the folks who make them.

Suckling Pig Dinner #8: All The Funky Goodness

march 11 | 6:30pm | \$40

While spring is close, we're still celebrating fall and winter vegetables. For this all-you-can-eat feast, we will have beautiful, roasted suckling pigs with healthy dishes of pickles, kimchi, and more. Trust us, funk has never been so varied, subtle, and delicious.

Just for Younger Kids: Deli Birthday Storytime Tasting

mar 15 | 10:30-11am • next door café | \$10/kid

It's never too soon to start honing your expert palate, so join us for this JUST FOR YOUNGER KIDS tasting event where we'll read a story and learn to taste like an expert! This will be an extra special event because we'll be celebrating the Deli's Birthday!! We'll be reading *Happy Birthday to You!* by Dr. Seuss and then tasting a few of our favorite cake flavors! We think kids ages 2-5 would most enjoy this event. The story and tasting will last about 30 minutes and then participants are welcome to stay in the reserved room for lunch.

Cheese 101

march 15 | 6:30-8:30pm | \$40

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

ST. PATRICK'S DAY BAKING

march 16 | 1:30-5:30pm | \$100

Celebrate the holiday with some great tasting food (sorry, no green food coloring). We'll bake two traditional Irish breads, Bakehouse brown Irish soda bread and also a sweeter white soda bread with currants. For fun, we'll top it off with Guinness® Stout chocolate cupcakes with Bailey's® Irish Cream frosting. You'll leave BAKE! with our recipes, the knowledge to recreate them at home, 2 loaves of soda bread, a dozen cupcakes, and coupons.

Beer & Cheese: with Special Guests Short's Brewing Company!

march 16 | 3:00-5:00pm | \$45

Do you know which beer to pair with that perfectly aged slice of cheddar? We do! Join our beer aficionado cheesemongers and special guests for an evening of tasting and exploration. Featuring Special Guests from Short's Brewing Company in Bellaire, Michigan, we'll taste through a range of their beers paired up with some of our favorite cheeses.

Production Tour

march 17 | 11:00-12:00pm | \$10

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

Family Food Tasting: Explore the World of Deli Favorites!

march 18 • 5:30-6:30pm • next door café | \$10/person

The Deli is turning 37 this year and we'd love to taste our favorite foods with you!! We're expanding our popular JUST FOR KIDS tasting events and offering a brand new family-friendly night where we will welcome you AND your kids to our table. We'll Explore the World of our Deli Favorites made right here in our Deli Kitchen—matzo balls, knish, chocolate pudding, and more! Deli Chef Rodger Bowser will join our tasting expert Jenny Hall to teach your whole family how to taste like an expert and to tell you all about how we make these favorite foods and why they taste so delicious! We think families with kids ages 2-12 would most enjoy this tasting.

Date Night: Wine Edition

march 22 | 6:30-8:30pm | \$45

Relaxation, wine, AND, of course, cheese! A classic take on 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 (winemakers) paired with some of our favorite artisan cheeses.

Style Series: Smoked

march 23 | 3:00-5:00pm | \$40

Join our cheesemongers for a delicious evening of all things grilled and smoked! We'll talk about the history and reasons that cheeses have been smoked and grilled throughout the years and guests will sample some of our favorite cheeses that have been either smoked or grilled.

Brewing Methods

march 24 | 12:00-2:00pm | \$30

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.

Regional Food of Korea: Jeolla Province, the Land of Rice

march 25 | 6:30pm | \$70

Located in southwestern Korea, Jeolla Province is known for its rich cuisine and fierce spirit for popular uprising. We will explore the history of this region and its cuisine; delve into its reputation for democratic struggles, and recount anecdotes and stereotypes of its gangsters. This 5 course dinner will feature the most famous regional bibimbob: Jeonju bibimbob.

Gelato 101

march 28 | 3:00-5:00pm | \$35

Join us for a tasting that will tingle your sweet tooth as we introduce you to our flavors of gelato and sorbet produced here at Zingerman's Creamery. We'll talk about why we choose the ingredients that we use, techniques used to create these delicious frozen confections, and taste our way through what makes great gelato!

Cheese 101

march 29 | 6:30-8:30pm | \$40

A delicious introduction to the world of cheese! Join Tessie, a Cream Top Shop manager and resident Certified Cheese Professional, as she guides you through the seven major styles of cheese. She'll talk about what makes each style unique and provide samples of each, share tips for building a well-rounded cheese board, and give some tips on the basics of pairing cheese with beer and wine.

Production Tour

march 30 | 2:00-3:00pm | \$10

See March 17 for more information.

Mozzarella & Ricotta

march 31 | 2:00-5:00pm | \$75

Come and learn the secret to making terrific fresh mozzarella and ricotta from the experts! In this fun-filled class we'll show you the ins and outs of making these simple, yet delicious cheeses. You'll learn how to make ricotta from fresh milk, pull balls of fresh mozzarella from curd, stretch string cheese, and create rich, creamy burrata. You'll get all of the cheese that you make in class to take home and eat, plus the recipes that we teach in the class! Perfect for pizza, super on a salad, or amazing on its own, this versatile cheese is as much to make as it is to eat.

Legend



Zingerman's DELICATESSEN

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SHOP

april happenin's



3

Tea 101

april 3 | 6:30-7:30pm • upnd | \$10/person

Stop by the Zingerman's Next Door Café and let's talk tea! Come to learn about and taste through five types of tea. Whether you sip it slowly, gulp down cup after cup, have had the same box in your cupboard for years, or you buy a new tin of loose leaf every week, there's always something new to learn about the world's most popular beverage. Attendees receive a 20% off coupon to use after the tasting.

Really Good Rugelach

april 5 | 1:00-4:00pm | \$75

These are royally good cookies, and maybe our most popular Jewish baked good at Zingerman's Bakehouse. In this class, we'll make three rugelach flavors—dark chocolate, almond sesame, and date—and practice two different ways to shape them (as seen in our cookbook, *Zingerman's Bakehouse*, available now). You'll leave BAKE! with our recipes, the knowledge to recreate them at home, all the rugelach you made in class, and great coupons.

Cheese & Spring Fruits

april 5 | 6:30-8:30 | \$40

Seasonal eating is one of those internet-worthy trends of the moment! We'll take those principles and pair up cheeses with the fruits of the season. From fresh, young fruit just becoming available to preserves featuring fresh flavors, we'll taste through them all with our favorite cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided.

Wine & Cheese - with Special Guest

april 6 | 3:00-5:00pm | \$45

Do you know which wine to pair with that triple cream brie? We do! Join us for an afternoon of tasting and exploration. Featuring a special guest winery, we'll taste through a flight of their wines paired with some of our favorite artisan cheeses. This tasting is for cheese lovers 21+.

Style Series: Cheddar

april 7 | 3:00-5:00pm | \$40

Cheddar is the most well-known and loved of milled curd cheeses. But how did a style with such humble beginnings end up conquering the Western world? Join our cheesemongers as they take us through the beginnings of this ubiquitous cheese from the English village of Cheddar, the definition of the cheddaring process, and its implications for cheese production in the centuries to come. We will discuss milled curd technology, texture, and flavor, as we taste our way through some classic examples of this popular cheese style.

Tea 101

april 10 | 6:30-7:30pm • next door café | \$10/person

Stop by the Zingerman's Next Door Café and let's talk tea! Come to learn about and taste through five types of tea. Whether you sip it slowly, gulp down cup after cup, have had the same box in your cupboard for years, or you buy a new tin of loose leaf every week, there's always something new to learn about the world's most popular beverage. Attendees receive a 20% off coupon to use after the tasting.

Date Night: Beer Edition

april 12 | 6:30-8:30pm | \$45

Join us for a date-night tasting of all things your significant other LOVES! Relaxation, beer, and, of course, cheese! A classic take on our beer and cheese tasting with a little less education and more quality time together. We'll try a variety of beer from our favorite domestic brewers paired with some of our favorite artisan cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.

Cider & Cheese

april 13 | 3:00-5:00pm | \$45

The winter air is crisp and so are the hard ciders! We will pair up a range of Michigan-made ciders from dry to sweet with cheeses selected from our shop. You will leave armed with notes on the cheeses, ciders, and how we choose the pairings ready to wow your guests at your next party or get-together! Bread and accompaniments from the Cream Top Shop will be provided in addition to the ciders and cheese. This tasting is for cheese lovers 21+.

Comparative Cupping

april 14 | 12:00-2:00pm | \$30

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



Mastering Mozzarella

april 14 | 2:00-5:00pm | \$75

Come and learn the secret to making terrific fresh mozzarella from the experts! In this fun-filled class we'll show you the ins and outs of making this simple, yet delicious cheese. In our production room, 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 all of the cheese that you make in class to take home and eat, plus the recipes that we teach in the class! Perfect for pizza, super on a salad, or amazing on its own, this versatile cheese is as much fun to make as it is to eat. Adults and children over 12 are welcome. Classes fill fast, sign up today!

Suckling Pig Dinner #9: Sensational Spices

april 15 | 6:30pm | \$40

Did you know our Suckling Pig dinners started with a warm feast hosted by the Spice Trekkers of Épices de Cru? They are back this year to celebrate their adventures and love of spices. All the dishes will highlight particular spices from Épices de Cru!

SPICE WEEK "Spice-ology 101"

april 16 | 6:30-8:30pm | next door café

Learning to buy, grind and cook with world-class spices is one of the easiest ways we know to upgrade the quality of your cooking. Philippe and Ethne are coming into town to share three decades of travel, tasting, sourcing and cooking with us! Seats are limited! Sign up soon! Attendees receive a 20% off coupon to use after the tasting.

Family Food Tasting: Explore the World of Spices

april 19 | 5:30-6:30pm • next door café | \$10

Any foodie will tell you that spices are an important key to their culinary masterpieces. We don't think that these complex and potent ingredients are only for the grown-ups in the room. Come to this FAMILY FOOD TASTING if you want to SPICE UP YOUR LIFE! The whole family will learn to taste spices like an expert as we explore the world of some of our favorite spices. We'll introduce you to these spices, tell you stories about our friends from Montreal who roam the world in search of the best ones and learn about the spices that are on the shelves in our Deli kitchen. And the best part is, we're going to taste them!

We think families with kids ages 2-12 would most enjoy this tasting. The cost is \$10 per taster (kids and parents). All participants will receive a 20% off coupon to use after the tasting to eat and/or shop at the Deli. Please include your child's name, age, and any allergy information in the comments field when you register. Thank you!

Cheese 101

april 20 | 3:00-5:00pm | \$40

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



Brewing Methods

april 21 | 12:00-2:00pm | \$30

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.

Production Tour

april 21 | 2:00-3:00pm | \$10

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

Flatbreads Around The World

april 25 | 10:00am-2:00pm | \$100

This class takes you all the way back to the origin of bread. In this class you'll make whole wheat tortillas, za'atar bread, and einkorn naan. We'll also demonstrate how to make a proper matzo. Learn everything you need to know to make these versatile, full-flavored breads. You'll leave BAKE! with our recipes, the knowledge to recreate them at home, a dozen flatbreads, and great coupons.



26

Rosé & Cheese

april 26 | 6:30-8:30pm | \$45

There are few things more refreshing than a glass of crisp rosé with the perfect wedge of cheese. Join us for a relaxing evening where we will be pairing this beautifully blushing beverage with an assortment of various cheeses. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.

Tea & Cheese

april 27 | 3:00-5:00pm | \$45

You might not think of tea as being a typical pairing for a slice of cheese, but the two can be exceptionally good at bringing out the best flavors in each other. 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!

Mastering Mozzarella

april 28 | 2:00-5:00pm | \$75

Come and learn the secret to making terrific fresh mozzarella from the experts! In this fun-filled class we'll show you the ins and outs of making this simple, yet delicious cheese. In our production room, 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 all of the cheese that you make in class to take home and eat, plus the recipes that we teach in the class! Perfect for pizza, super on a salad, or amazing on its own, this versatile cheese is as much fun to make as it is to eat. Adults and children over 12 are welcome. Classes fill fast, sign up today!



29

Korean Street Foods

april 29 | 6:30pm | \$70

Tteokbokki is one of our most popular dishes, but also one of the most quintessential street foods of Korea. For this 5 course dinner, we will hear stories from Chef Ji Hye's childhood sneaking in this forbidden treat, and explore the crazy and fun world of Korean street food.

THE ROADHOUSE KITCHEN TUNE UP IS COMING!

On March 18th we'll be closing the dining space at the Roadhouse in order to do a much needed complete replacement of our kitchen floor. If all goes to plan we'll be reopening for full sit down service on April 1st!

The good news? We're going to keep our drive-thru Roadshow trailer open throughout! So while we won't be able to give you anywhere indoors to eat, we will be able to at least offer a limited menu of items to keep you going!

The hours of the Roadshow will be Monday thru Friday 6am-9pm, and Saturday and Sunday 7am-9pm. Feel free to call ahead to place your order at 734.929.0332.



What's a Kitchen Tune-Up?

A Kitchen Tune-Up means that the Roadhouse is making much needed repairs in the kitchen and other areas of the restaurant. This work includes installing a brand spanking new kitchen floor (the entire kitchen!), replacing carpet, painting, and replacing countertops. In order to do so, we will need to close off the inside of the kitchen and dining rooms.

When is the Kitchen Tune-Up happening?

March 18th thru March 31st.

Will the Roadhouse be open during the Kitchen Tune-Up?

The dining room and the kitchen at the Roadhouse will not be open for seating and full service. But the Roadshow will be offering a limited—and still delicious—menu of food to go.

Will I still be able to order food from the Roadhouse during the Tune-Up?

You will still be able to order food from the Roadshow. The full Roadshow menu will be available, as well as certain items from the Roadhouse menu.

What kind of food will be offered during the Kitchen Tune-Up?

We will have a full Roadshow menu available and a limited Roadhouse menu (thru the Roadshow). The limited menu will include some breakfast items, and a few of our signature items including Barbecue, Mashed Potatoes, and Braised Greens. Stay tuned for more info.

Why isn't our regular menu available during the Kitchen Tune-Up?

Because the Roadhouse kitchen will be closed for repairs, we cannot cook everything on our menu that we would like to.

If the Roadhouse kitchen is closed, how are you able to prepare the food you are serving through the Roadshow?

We are sharing a kitchen with our friends at Zingerman's Mail Order.

Will there be catering available?

There will not be any catering service available through the Roadhouse for this time period. We're glad to help with your catering needs at Zingerman's Deli. Give us a call at 734-663-3400.

Are other Zingerman's businesses open during the Kitchen Tune-Up?

Yes!! Please visit our sister restaurant Miss Kim, or swing by the Deli for a sandwich! Are you heading over to the south side of Ann Arbor? Grab some brew at the Coffee Company, a sandwich and soup at the Bakeshop and follow up with delicious gelato at the Creamery!

How long until the normal menu resumes?

The normal menu will be available the day we reopen, on April 1st. No foolin'!!



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
734.929.0500 | zingermanscreamery.com



422 Detroit St. Ann Arbor, MI 48104
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
888.636.8162 | zingermans.com



415 N. Fifth Ave. Ann Arbor, MI 48104
734.275.0099 | misskimannarbor.com



418 Detroit St. Ann Arbor, MI 48104
734.663.5282 | zingermansdeli.com



2501 Jackson Rd. Ann Arbor, MI 48103
734.663.3663 | zingermansroadhouse.com



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734.930.1919 | zingtrain.com