

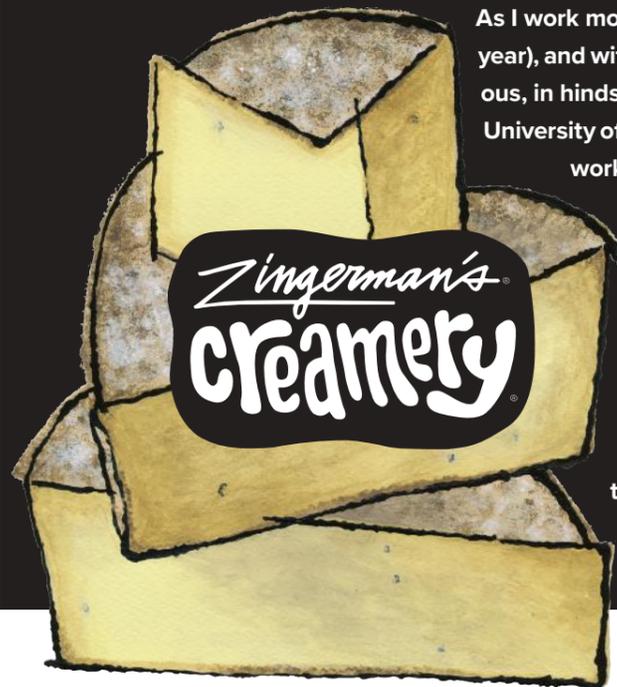
Arts and Crafts, Food and Philosophy

A Nuanced Look at Life in and Around the Zingerman's Community of Businesses



Zingerman's
issue # 274
september - october 2019

it's cool to go to cheese school



As I work more and more with the idea of organizations as ecosystems (stay tuned for a new pamphlet on the subject next year), and with the idea of working in harmony with the greater ecosystem in which one's business is located, it's sort of obvious, in hindsight, that Zingerman's is pretty much an ideal fit for a community in which the largest single component is the University of Michigan. From day one, March 15, 1982, we've always been about learning—and the learning component of our work just keeps growing.

Over the last year or so, the latest phase of Zingerman's terrific teaching and learning has unfolded at the Creamery. Each month, we add more classes because the response to the sessions has been so enthusiastic and positive. Between the now nationally-renowned BAKE! a few hundred feet to the north, and the internationally acknowledged ZingTrain (looks like I'll be teaching in Dublin in the fall—email me if you have a friend there who'd be interested) across the road, I'm starting to think that, with a nod to U of M, we might start casually calling Zingerman's Southside "South Campus."

In any case, the Creamery crew has been teaching some terrific classes—evenings, weekends, you name it! Here's the upcoming curriculum for the fall. Seats are limited—sign up soon. They're a wonderful way to treat your significant other, organize a date, create a family outing, or entertain out of town friends.

Ari

CHEESE 101

September 6 • 6:30 pm - 8:30 pm
October 12 • 3:00 pm - 5:00 pm

A delicious introduction to the world of cheese! Join our cheesemongers as they guide you through the seven major styles of cheese. We'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.
\$40/person

HEIRLOOM TOMATO & CHEESE TASTING

September 7 • 3:00 pm - 5:00 pm

What better way to enjoy ripe and juicy tomatoes than with your favorite cheeses? We are excited to share this special tasting amid the very peak of tomato season in Michigan! Join us as we sample a variety of locally-grown heirloom tomatoes paired with some of our favorite cheeses. We'll taste through a variety of summer pairings from the classic Caprese with our made-in-house hand-pulled mozzarella to more unique dishes!
\$45/person

MOZZARELLA & RICOTTA

September 8 • 2:00 pm - 5:00 pm
September 22 • 2:00 pm - 5:00 pm
October 6 • 2:00 pm - 5:00 pm
October 20 • 2:00 pm - 5:00 pm
October 27 • 2:00 pm - 5:00 pm

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, stretch and form fresh mozzarella from curd, stretch string cheese, and create a rich, creamy burrata. You'll get all of the cheese that you make in class to take home and eat (around 1 ½ pounds total!).
\$75/person

CIDER & CHEESE

September 13 • 6:30 pm - 8:30 pm
October 11 • 6:30 pm - 8:30 pm

Celebrate your weekend with one of the oldest American beverages—hard cider! We will pair 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, cider, and how we choose the pairings so you'll be 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+.
\$45/person

HONEY & CHEESE

September 14 • 3:00 pm - 5:00 pm

Join our cheesemongers as they guide you through a sweet and salty journey exploring a variety of artisan cheeses and honey pairings. We'll talk about what makes each style unique, provide samples, and give some tips on the basics of pairing cheese with honey. Bread and accompaniments from the Cream Top Shop will be provided in addition to honey and cheese.
\$40/person

DATE NIGHT

September 15 • 4:00 pm - 6:00 pm
September 27 • 6:30 pm - 8:30 pm
October 19 • 3:00 pm - 5:00 pm

Join us for a date night tasting with your significant other or your bestie featuring all the things you love! Relaxation, wine & beer, and of course, cheese! We'll put together some of our favorite perfect bites to enjoy with your partner for the evening, and pour some of our favorite beverages to go along with each bite—all you need to provide is the company and conversation. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.
\$45/person

CHEESE, WINE & CHOCOLATE

October 5 • 3:00 pm - 5:00 pm
October 25 • 6:30 pm - 8:30 pm
October 26 • 7:00 pm - 9:00 pm

Join us for a tasting featuring the great chocolate bars our friends at Zingerman's Next Door Café source from around the world, paired up with cheese and wine! While wine, cheese, and chocolate are relatively familiar combinations, all three together can be an uncommon matchup. We'll get your taste buds tingling and give you plenty of decadent pairing ideas for your next gathering—whether you are throwing a girls night out or just having a quiet night in! This tasting is for cheese lovers 21+.
\$45/person

CHEESE & CHARCUTERIE

September 21 • 3:00 pm - 5:00 pm

One of our most requested tastings! We'll explore the traditional methods of curing, cooking, and fermenting that are used to preserve the bounty of meats and dairy. We'll feature a variety of meats and fish paired up with cheeses from our artisan selections. Bread and additional accompaniments from our Cream Top Shop will be provided.
\$45/person

CHEESE & NON-ALCOHOLIC PAIRINGS

September 28 • 3:00 pm - 5:00 pm

Who needs hooch when you have the booch!? In this class, we'll explore the wide world of pairing with non-alcoholic beverages. Kombucha, seasonal spritzers, and fruit juices are all great with cheese, and we'll be sharing some of our favorite pairings. Bread and additional accompaniments from our Cream Top Shop will be provided.
\$45/person

PRODUCTION TOUR

September 29 • 1:00 pm - 2:00 pm
October 13 • 1:00 pm - 2:00 pm

Join our cheese and gelato makers on an hour-long adventure in our production facility to learn how we transform local milk into delicious cheese and gelato. On this tour, you will get to observe mozzarella stretching as well as taste freshly-made gelato. You'll also get to sample our collection of cow's milk and goat's milk cheeses while hearing directly from our cheesemakers.
\$10/person

BEER & CHEESE

October 4 • 6:30 pm - 8:30 pm

Do you know which beer goes best with that cheddar? We do! Join our beer-loving cheesemongers for an evening of tasting and exploration. We'll try a wide range of beer styles from our favorite breweries paired with artisan cheeses. Bread and additional accompaniments will be provided. This tasting is for cheese lovers 21+.
\$45/person

WINE & CHEESE

October 18 • 6:30 pm - 8:30 pm

Do you know which wine to pair with that triple cream brie? We do! Join us for an evening of tasting and exploration with our wine-loving cheesemongers. We'll try a spectrum of wines from our favorite vintners paired with artisan cheeses to show off a variety of styles and pairing types. Bread and additional accompaniments from our Cream Top Shop will be provided. This tasting is for cheese lovers 21+.
\$45/person

STYLE SERIES: GOUDA

October 26 • 3:00 pm - 5:00 pm

Gouda is one of the world's most popular and least-understood cheeses. We've selected our favorite examples that show off the diversity of this style and gathered them together for a celebration of this wonderful cheese. One of our cheesemongers will take you on a guided tour through a brief history of this famed Dutch curd and you'll taste delicious domestic and imported Gouda. Bread and accompaniments from the Cream Top Shop will be provided, in addition to the cheese.
\$40/person

save your spot
today at

zingermanscreamery.com

Arts and Crafts,

A Nuanced Look at Life In, and Around, the ZCoB

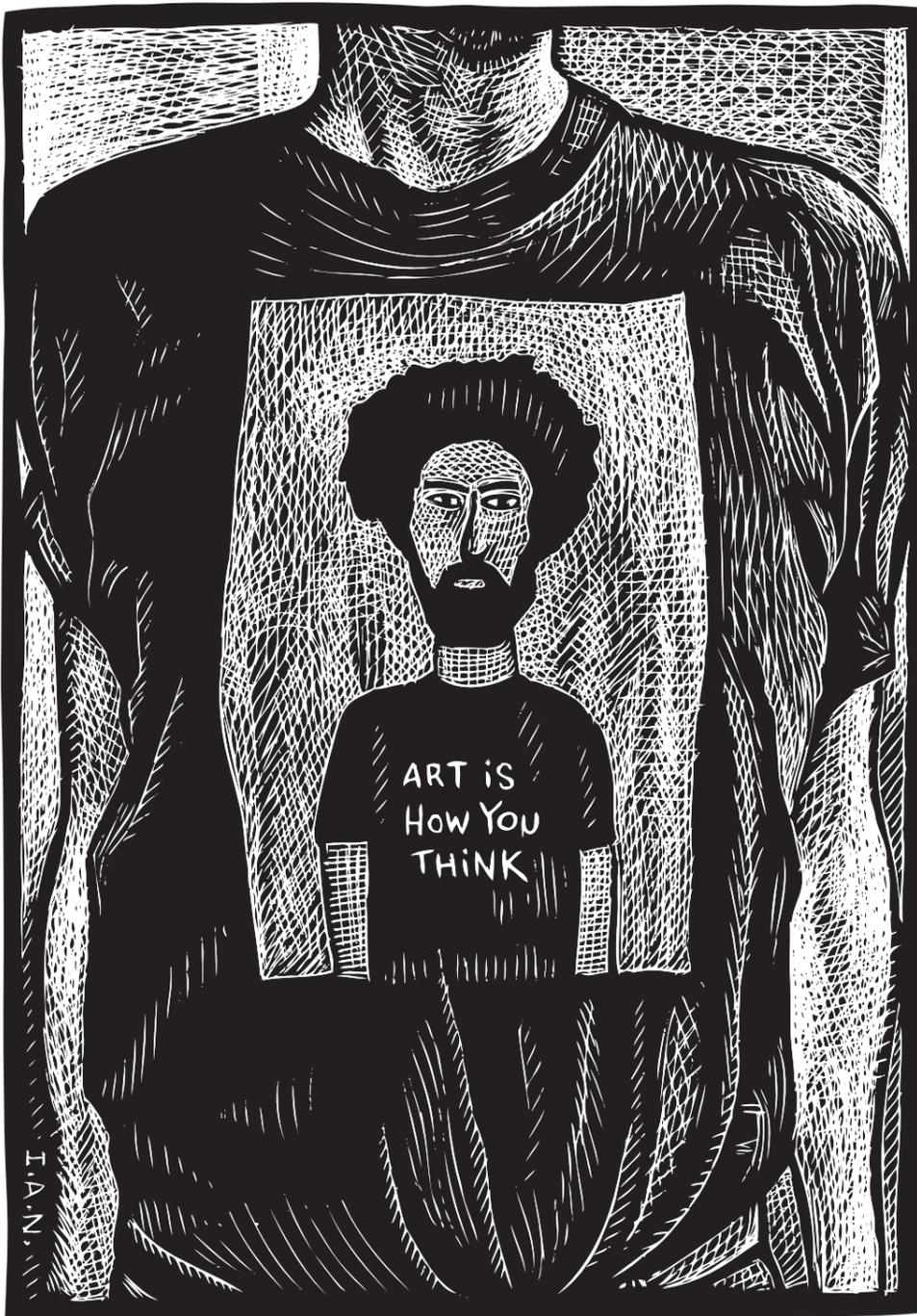
Painter Patrick-Earl Barnes insightfully wrote, “Art is how you think.” Actually, he painted it, which I think is completely congruous with the point he’s making, and with his work. Check out his amazing folk art paintings at patrick-earl.com. I’ve known Patrick-Earl’s paintings for fifteen years or so, ever since we met rather randomly when he was selling his pieces from a table on a street in Soho in New York City. I was in town for the Fancy Food show, so it was probably late June, and I think I’d just finished a stop off to see what was up at Dean & Deluca.

In hindsight, that connection with Patrick-Earl was a perfect illustration of Martinique poet Suzanne Césaire’s encouragement to each of us to live in a state of “permanent readiness for the marvelous.” It was a chance meeting, bringing together his folk-art with my own food-art. I bought three pieces and brought them back home to Ann Arbor. All these years later, with only minimal conversation, we remain connected through our shared spirit, beliefs and values. Over the years, I bought more, and his “Art is how you think” painting has been recreated in scratchboard by Zingerman’s own Ian Nagy—it’s the illustration inside “The Art of Business” pamphlet. Patrick-Earl’s well-taken point is really at the heart of what I wrote in the pamphlet—the belief that life and work are like art (or music or poetry). And that the more we approach everything we do as if we were making, let’s say, music for the ages, we would probably be a whole lot more intentional, thoughtful and gentle in all our actions. I know I have been since the thought first entered my mind a few years ago.

One of the beauties—pun only partially intended—of what we do here at Zingerman’s is that nearly everyone we work with, both inside our organization and out, is consciously and thoughtfully engaged in this sort of craft work. Whether they’d describe it as such or not, they’re engaged in caring craft work—making cheese, cooking, baking, roasting coffee, farming, winemaking. Other than a can of Diet Coke, or a stray American “single” that gets put in a kid’s grilled cheese, pretty much everything we sell, bake, cook, sip, and serve is a craft product. Made mostly by hand, honoring the season and the source, reflecting a bit of the wonderful variation that’s inherent in nature. As Dan Barber—friend, chef, and food writer—said in his great book, *The Third Plate*, “To grow nature is to encourage more of it.”

The same sense of creating beauty, of putting craftsmanship into practice is, I believe, equally applicable to our approaches to doing business—giving caring customer service, visioning, systems design, training, and teaching are equally artistic acts.

Skills that can be practiced and polished over time to attain ever greater—if nevertheless, always still imperfect—ways



“Extraordinary things begin to happen when we dare to bring all of who we are to work.”

of working together. In the same way the craft of the food is to bring out the best of the natural world, so too are our organizational efforts to bring out the best in the people who’ve chosen to be part of our organization.

This work is detailed in the books and pamphlets that are a part of the *Zingerman’s Guide to Good Leading* series. And also taught in the various seminars at ZingTrain. Some of our most important work as an organization is to help people to be themselves. To bring out the artistic insight and creativity that’s in everyone that enters our organization. Frederic LaLoux in his great book, *Reinventing Organizations*, writes that, “Extraordinary things begin to happen when we dare to bring all of who we are to work.” And, he adds, “The ultimate goal in life is not to be successful or loved, but to become the truest expression of ourselves, to live into authentic selfhood, to honor our birthright gifts and callings, and be of service to humanity and our world.”

LaLoux theorizes that we are entering a new stage of organizational development. The three critical foci of that work, as he sees it, are self-management, wholeness, and purpose.

He believes—and I think it makes sense—that evolution of organizational forms in human history always correlates with a chronologically corresponding change in human consciousness. In other words, as humans evolve into more effective states of self-reflection and vulnerability, the more effective are the organizations that we create.

Interestingly, all of this correlates with publication of the new pamphlet, “Going Into Business with Emma Goldman.” Emma would be, I believe, well-aligned with LaLoux. “There exists an erroneous conviction,” she said, “that organization does not encourage individual freedom and that, on the contrary, it causes a decay of individual personality. The reality is, however, that the true function of organization lies in personal development and growth...” In the last year or two, Emma’s statement has pushed me to take that intention even further—to consciously commit to helping people to become themselves. Zingerman’s, as we see it, exists so that everyone who’s a part of it will be better off. As I write today, that commitment is being drafted into our still-in-the-works organizational vision for 2032.

While, of course, our food, service and finance need to be done well in order to keep our organization healthy, it’s the internal work—the self-reflection, mindfulness, and emotional health—that ultimately manifest in our organizational well-being. As futurist John Naisbitt writes, “The most exciting breakthroughs of the twenty-first century will not occur because of technology, but because of an expanding concept of what it means to be human.” The bottom line? Better business, better leadership, better bottom lines in the 21st century has to start with effective self-management!

The late Irish theologian John O’Donohue, who blessed the world with his own beautiful presence, said that, “When we experience the Beautiful, there is a sense of homecoming.” This issue of Zingerman’s News is focused around people and products that work hard and effectively to create that sense of “homecoming” through the art and the craft of our work—both our food and drink, and also the way we work! Imperfect as our work has always been and always will be, I feel honored to be around such amazing products and people—so much beauty, so much art, and such compelling craft—every single day. Thank you for reading. Thank you for being a positive part of the creative Zingerman’s community.

Ari

Food and Philosophy

tips

Craft Catering Across the 'CoB

Putting on a party may sound simple...until you actually have to do it! Zingerman's has an exceptionally wide range of resources to help you put on a memorable party at one of our many venues or at your house—from big tents to Tiny Weddings; craft cakes to candy; cheese platters to professional presents; and from urban events to fall colours in the country!



Zingerman's
Catering and Events

Our Deli Catering team can handle everything from Deli platters to upscale events and everything from corned beef and pastrami to fresh fish and fine cooking.

ZINGERMAN'S
Cornman farms est. 1834

Our nationally-recognized, award-winning venue for the most memorable country weddings in Michigan. Call Cornman Farms about our new Tiny Weddings, corporate events and cooking classes.

Zingerman's
roadhouse

Bring your party to the Roadhouse for everything from barbecue to donut sundae bars, nationally famous mac and cheese to fried chicken, oysters and salmon, all-American wines, beers and bourbons. Or have the Roadhouse crew come to you! Everything from parties of 2 to 200!

BAKE!
Zingerman's BAKEHOUSE

The cake artists at BAKE! craft some of the most amazing cakes you've ever seen. Not only do they look terrific, they taste great! For weddings, graduations, promotions, retirements, birthdays, divorces, or department holiday parties, we've got a cake for you!

Zingerman's
creamery

Out on Plaza Drive by the Bakehouse, the Creamery crew makes lovely cheese platters, custom gelato flavors, and some super tasty wedding "cheese" cakes!

≡ GREYLINE ≡

The Greyline hosts meetings, weddings, art openings, bar mitzvahs and other marvelous events in the old Greyhound bus station on Huron in downtown Ann Arbor.

Zingerman's
CANDY
MANUFACTORY

Handmade, craft candy makes a compelling wedding favor! Stop by and taste the difference!

Zingerman's
mail order

Looking to coordinate a virtual event? Send artisan food to your friends and colleagues across the country! Intrigued? Email us at professionalpresents@zingermans.com





Porridge in the

With whole grains at the forefront of our mission, it seems only fitting for the Bakehouse to delve into the world of porridge. And what a fascinating world it is; with its long culinary history stretching back to the Agricultural Revolution of the Neolithic Era (between 8000 and 5000 BCE), and the countless variations of the hot, whole-grain cereal that people throughout the world have been concocting ever since. Throughout history and within every culture, porridge has been a dietary staple. As one historian of early human history, Alistair Moffat, proclaimed a few years back, “The great invention, the greatest revolution in our history was the invention of farming. Farming changed the world because of the invention of porridge.”

For many around the world, porridge (also historically spelled porage, porrgie, parritch) represents nourishment: whole-grain goodness, healthy nutrition and ultimate comfort, served up in a bowl. An added bonus is that it's easy to make—simply boil or bake ground, crushed or chopped whole grains in water or milk. As food writer, Mary Luz Mejia, notes, “A big bowl of porridge can rev your internal motor at breakfast, help you unwind after a late night, or ease the previous night's excesses. It can be made sweet, savory, thin or thick, with toppings or without. The only rules for entry into the ‘porridge club’ are that it needs to be made with a grain and it's usually a dish best served warm to hot.”

The most humble and universal of dishes, porridge was our first and simplest way of cooking grains to release the arsenal of nutrition and burst of flavor locked inside. Grains, served up as porridge, fed our earliest civilizations and “sustained empires because they were powerhouses of nutrition, relatively quick to plant and harvest (unlike fruit and nut trees), easily stored in cold, drought, or rain, and capable of feeding armies,” so notes Rachel Laudan, author of *Cuisine and Empire*—a sweeping chronicle of the rise and fall of the world's great cuisines. “The early Romans built their empire on barley porridge,” she says. In Asia, “the Chinese built theirs on rice porridge, the Indians on rice and lentil porridge.” The list of grain porridges throughout world history is prolific and global: in Scotland and Ireland, barley and oats; in America, oats, wheat, and corn grits; in Asia, rice; in Russia, the pseudograin, buckwheat; in Norway, rye; in Africa, millet, corn, and sorghum; in Italy, corn and millet polenta, to name but a few. Within the rich, diverse histories of food in every culture, almost everyone eats porridge; it has been and continues to be the everyday food of everyday people.

Oat and Wheat Porridge in America- A Brief History

Here in the United States, porridge has been a nation-wide breakfast staple since the late 19th century. Most of us, today, especially here in the Midwest, when we think of porridge, conjure up warm, nourishing bowls of hearty oatmeal or creamy wheat farina—comfort foods we've been dishing up since childhood. This fall, breakfast at the Bakehouse is featuring our own tasty variations on traditional oatmeal and creamy wheat porridge made with whole grains that are locally sourced and freshly milled. Stop by the Bakeshop on weekday mornings for some warm, flavorful, whole-grain nourishment, either cream of whole wheat or baked oatmeal, served up in a bowl and topped with tasty fixings of your choice, including dried Michigan cherries, California walnuts, and Michigan maple syrup! As the year continues, expect our breakfast menu to change as we explore porridges made from other grains.

Oat Porridge's Early Origins

We've been eating oats (*Avena sativa*) since at least the Neolithic and Bronze Ages, and perhaps even earlier. Recent discoveries by archaeobotanists in Italy suggest that stone-age people were making porridge from wild oats 32,000 years ago! That's some history! Yet, as a staple food crop, oats are a comparative latecomer to agriculture. Often growing weed-like amid cultivated fields of various other crops, wheat and barley among them, oats were the last of the major cereal grains to be domesticated some 3000 years ago in Europe. Unlike wheat or barley, people were slow to embrace oats as food for human consumption. The ancient Greeks and Romans regarded oats as course barbarian fare and the Romans thought the crop was nothing more than a substandard form of wheat suitable only for lowly horse feed or other animal fodder. This was due in part to oats' propensity to go rancid very quickly, given the presence of natural fats and a fat-dissolving enzyme present in the grain.

On to the British Isles

“...The halesome parritch, chiefo' Scotia's food...”

From “A Cotter's Saturday night” by Robert Burns (1785)

Yet, their disdain notwithstanding, it was, in fact, the Romans who spurred the cultivation of oats as a staple human food following their conquest of Britain (43 - 84 AD). There, the Romans discovered that the climate, especially in Scotland, was well suited to growing the grain. Oats thrive in cold, wet climates with a short growing season, hence their prevalence in Scotland, Ireland, Scandinavia, and Germany. Indeed, the Scots and Irish have been enjoying their oat porridge for centuries, taking great pride in their oat farming and milling heritage. Dr. Samuel Johnson (1709-1784), the noted 18th-century Englishman of letters, who happened to harbor a rather lowly opinion of the Scots, defined “oats” in his 1755, *A Dictionary of the English Language*, as “A grain, which in England is generally given to horses, but in Scotland appears to support the people.” Not to be taken down, the Scotsman's retort to this was, “That's why England has such good horses, and Scotland has such fine people!”

On to the U.S. and the Birth of Quaker Oats

“Quaker Oats - Full Flaked and just as big as life. Each flake a grain; each grain perfection. We purchase more oats, many times over, than any other concern in the world; from this enormous quantity, only the very best are selected for Quaker Oats.”

Quaker Oats print advertisement, 1900.

In America, prior to the mid 19th-century, oats were cultivated primarily for horse feed. That all changed, however, with the arrival of “The Oatmeal King,” Ferdinand Schumacher (1822-1908), a German grocer who, with his brother Otto, emigrated to the Midwest in 1848. The regional climate there was especially conducive to the growing of oat grass, and farmers were producing some 150 bushels of the grain per year. Settling in Ohio, Ferdinand, already versed in the production of oatmeal for human consumption in his native Germany, saw a ready market for the cereal in America among the growing immigrant population. Up until that time, with much of the country's land devoted to agriculture, American breakfasts leaned toward farm-raised meats, eggs, breads, potatoes, fruits, and vegetables. Yet, the immigrants arriving in the ever-expanding urban areas of the Northeast and Midwest, had neither the means nor the resources to produce such morning meals. Schumacher, ever the entrepreneur, sought to give them a nourishing, more accessible and affordable breakfast option.

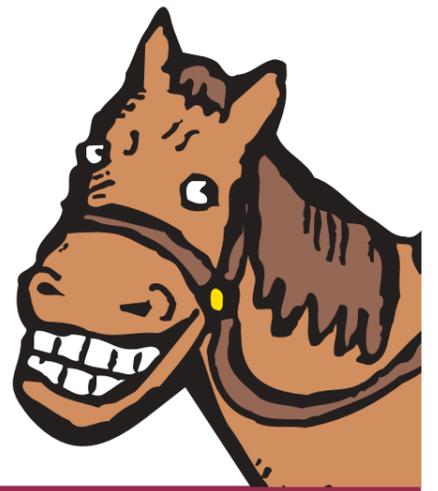
In 1854, after two years of farming, Schumacher set up shop in Akron and began grinding oats for oatmeal in his grocery store using a hand mill similar to that used to grind coffee beans. Within a couple of years, he opened the German Mills American Oatmeal Company, where he installed a large, traditional, hydro-powered stone mill along the Ohio Canal in northwest Akron, which enabled him to fill twenty, 180-pound barrels, with oatmeal daily.

Initially, Schumacher's oatmeal was a tough sell, as the press had a field day with the notion of people eating horse food. Cartoons and editorials poked fun at the so-called “oat eaters,” accusing them of robbing horses of their feed and developing a whinny. Schumacher, persisted, nevertheless, and with technological advancements in milling well underway by this time, one of his employees, Asmus J. Ehrlichson, had the idea to replace the millstones with rotating knife blades. This substantially reduced the amount of residue waste generated from stone milling and produced an oatmeal of uniform taste and flakiness. However, one-quarter of Schumacher's oats were still ending up as residue, a product that he could not sell. Therefore, in 1878, Schumacher purchased a set of porcelain rollers from England. By rolling the groats, the residue was virtually eliminated, and the cooking time of the resulting oatmeal was decreased considerably.

In nearby Ravenna, another Ohio mill, the Quaker Mill Company, which had opened in 1877 and was owned by Henry Parsons Crowell, William Heston, and Henry Seymour, produced steel-cut oats and also developed rolled oats or oat flakes by steaming and rolling the coarsest grade of oatmeal. Instead of selling their processed oats in bulk out of an open barrel, Crowell measured out two pounds and placed them in clean paper boxes with the cooking directions printed on the outside, calling the packaged cereal Quaker Oats. The name was the brainchild of mill partner, Henry Seymore, who chose it after coming across an encyclopedia article on the Quakers, believing that the qualities described—integrity, honesty, purity—provided an appropriate

Pot!

Serving up Some Stirring History of the Age-Old Hot Cereal in its “Grainular” Variations!



Processing Oats and Its Many Forms

Processing oats for porridge involves harvesting, washing, steaming, and hulling the grains. Once hulled, porridge oats may be whole (groats); cut into two or three pieces to make “pinhead,” “steel-cut” or “coarse” oatmeal; ground into medium or fine oatmeal or steamed and rolled into flakes of varying sizes and thicknesses to make “rolled oats.” The larger the pieces of oat used, the more textured the finished porridge. Rolled oats, a process which extends their shelf life, reduces cooking time, but also reduces nutritional value, are used for many purposes; the bigger the flakes, the chewier the porridge. Toasting the oats beforehand for a couple of minutes gives the porridge a distinctly nutty, roasted flavor. Choose rolled oats if you want a smooth consistency and a porridge that cooks quickly.

identity and clever marketing ploy for the company's oat products. So moved, Seymour took the additional step of registering Quaker Oats along with “a figure of a man in ‘Quaker garb’” with the U.S. Patent office in 1877 as the first trademark for a breakfast cereal; the Quaker Oats brand of oatmeal was thus born. Its success and industrial prowess were solidified some years later when the brand made a popular nation-wide splash with its featured exhibition at the 1893 World's Columbian Exposition in Chicago.

Riding a wave of popularity and demand, Schumacher's German Mills American Oatmeal Company, along with three other oat mills--The Quaker Mill Company in Ravenna; a cereal mill in Cedar Rapids Iowa, owned by John and Robert Stuart and their partner George Douglas; and the Rob Lewis & Co. American Oats and Barley Oatmeal Corporation--merged in 1901 to form the Quaker Oats Company, headquartered in Chicago. Eventually, the medical profession jumped on the oatmeal train, declaring the human consumption of oats to be beneficial for the entire population. Indeed, by the end of the 20th century, oatmeal was being touted as one of the primary elements of a healthy diet. Chock-full of nutrients, antioxidants, and fiber, oatmeal still is one of the most nutritious whole-grain foods one can eat.

Wheat Porridge in America and the Birth of Cream of Wheat - Some History

“From babyhood to old age CREAM of WHEAT brings a smile of welcome. Palatable, wholesome, nourishing, good at all times for all people. Served in many tempting forms--dainty breakfasts, delicious desserts. CREAM of WHEAT CO., Minneapolis, Minn.

Cream of Wheat print advertisement, 1909

The next hot breakfast cereal to take America by storm in the late 19th century was farina, a form of milled wheat made from the germ and endosperm of the grain, which is milled to a fine consistency and then sifted. The porridge, branded Cream of Wheat in 1893, was created by a group of enterprising millers based, initially, in Grand Forks, North Dakota and, eventually, in Minneapolis, Minnesota. Like Quaker Oats, Cream of Wheat started in a very small way, but with a sound idea and the vision and determination to build a successful and worthwhile business.

The story goes that Emery Mapes (b. 1853), a former newspaper publisher, printer and editor, decided in 1889, with his partner George Bull, a Grand Forks farm manager, to go into the milling business in Grand Forks by purchasing the milling machinery from the Diamond Flour Mill, after a fire had destroyed the company's milling facility near Mankato, Minnesota. Knowing nothing about the milling craft, the two partners hired Tom Amidon, an experienced miller, to supervise the operation of their facility as head miller.

As the Grand Forks Diamond Flour Mill struggled to find its footing in the dark days leading up to the Economic Panic of 1893, Amidon came up with the idea of producing for profit, a “breakfast porridge,” made from milled farina, the whitest part of the wheat, which he had taken home and cooked into a cereal for his family, much to their liking. The milling partners, Mapes and Bull, loved the porridge's delicious taste and creamy smooth texture, prompting them to name it, “Cream of Wheat.”

Confident they were on to something, the partners then agreed to let Amidon pack some of the cereal and ship it to their New York brokers, Lamont Corliss & Company. With the milling company barely afloat, financially, at this time, Amidon was left to his own devices in preparing the cereal for shipment; he cut the cardboard for the cartons by hand, labeled the packages himself, and crated them in wooden boxes he made up from waste lumber. With no money to spend on package design, Mapes, a former printer, drew upon his stock of old printing plates for an appealing illustration to brighten up Amidon's makeshift cereal cartons. The image he settled on happened to be a figure of an African American chef holding a saucepan over his shoulder, the precursor to the present-day, widely known Cream of Wheat trademark image.

In October 1893, the Diamond Flour Mill sent 360 boxes of Cream of Wheat to New York, along with a carload of milled flour. Within 3 hours of the shipment's arrival, the New York brokers sent a telegram to the Grand Forks mill stating, “Never mind shipping us your flour. Send us a carload of Cream of Wheat.” To fill this order of nearly 2000 boxes and even larger shipments in the future, the Mill came up with a strategic plan that entailed renaming their enterprise the Cream of Wheat Factory and packaging the cereal in assembly-like fashion so as to maximize the number of boxes they could churn out daily. They also enlisted Melvin Brannon, a biology professor at the University of North Dakota, in developing an electrolysis treat-

ment to eliminate contaminants and provide longer shelf life for the cereal.

1893 also saw Cream of Wheat making its manufacturing debut, to great popular fanfare, at the World's Columbian Exposition in Chicago. To generate further national interest in their new cereal, not to mention market share, Mapes began running ads for Cream of Wheat in the Ladies Home Journal in November of 1896, promoting an image of wholesomeness, family, home, and security; this message, published as print ads in scores of national magazines, went on to become one of the most successful and transformative cereal advertising and marketing campaigns of the early 20th Century. The demand for the new cereal was extraordinary, so much so, that by 1897 it had outgrown the producing capacity of the small plant in Grand Forks. The company thus relocated the Cream of Wheat Factory to Minneapolis, which had become a major grain hub and distribution center for the growing cereal market. Cream of Wheat had arrived, giving Quaker Oats a run for its money as America's favorite breakfast porridge!

Now that we're milling some of our own wheat at the Bakehouse, we decided to see what freshly milled whole grain (FMWG) cream of wheat tasted like. It's as comforting as the red box version and more flavorful because it contains the entire wheat berry. We are using coarsely milled, soft white wheat from Ferris Organic Farm in Eaton Rapids, MI and cooking it with local Guernsey Dairy milk. Come in and try some with muscovado brown sugar and a splash of milk or cream.

Watch for new porridges and more porridge history in the new year.

Lee Vedder,
Bakehouse Historian and member of
the Bakehouse Grain Commission



Oatmeal at the Bakehouse

Baked Oatmeal Monday through Friday

Michigan unhulled oats baked with local Guernsey Dairy cream and Michigan maple syrup, eggs, vanilla, and cinnamon. Stop by for a bowl!

EXPLORE

AND SO MUCH MORE



Designing Zingerman's Food Tour to Israel

June 5-12, 2020

As managing partner of Zingerman's Bakehouse, I have designed and led food tours to Hungary and Croatia. I have found the process of exploring food traditions on the ground to be invaluable for keeping our own baking and cooking innovative and engaged, and I have loved having the chance to share what I've learned with guests on our food tours.

I have been working with Kristie Brablec, managing partner at Zingerman's Food Tours, to develop a new tour to Israel and the West Bank. The process of developing a food tour is more complex than it might appear, and I wanted to share some observations about our first tour to this region.

Designing a food tour is not unlike writing a novel or filming a movie. A tour is crafted, shaped, and formed. It is an interactive event that tells a story. It has a beginning, middle and end. It has a plot. It has subtexts and foreshadowing, all of which must be chosen. It often hints at the possibility of more and intends to inspire further reflection, exploration and travel. In this way a food tour is much more than just a superficial collection of eating experiences—a market tour, a few restaurants, some time in a kitchen...Although the tour itinerary may appear to be a simple listing of sites and events, if done well, it becomes the scaffolding for a full-bodied, multi-day transformative experience

After a tour, members of the group are changed, and see food and the world differently.

Figuring out what story to tell, how best to do it, and what sub-plots to include takes research and reflection. I visit the country, of course, multiple times whenever possible. I speak to others, not in my field, who live there or have visited. I read books, on a wide variety of subjects relevant to the region—cookbooks (obviously), and in this case ancient and modern histories, the Bible, literature. I've signed up for daily online newsletters from many organizations that write about the current events of the area and educate about food, culture, and history. I cook and eat a wide variety of foods from the region and visit shops and restaurants that feature the food to get a sense of how it is presented in the American context. This helps me translate what we're experiencing.

A critical step in creating a tour is testing the itinerary by visiting the country and experiencing it: feeling the length of each planned day, assessing the combinations of the experiences, making sure that they build on one another both in information and flavors. Experiencing the drives and walks: are they too long, too short, bumpy, twisty? I visit and whenever possible stay in our chosen accommodations, assessing noise levels, street life, shopping and eating possibilities. Just as in a novel or movie, the pace, lighting, and scenery are all important parts of the experience.

In preparation for our upcoming Israel tour, I recently spent a week in Israel. I went at the same time of year as our upcoming tour so I could understand the experience right down to the weather and the length of the daylight. I visited possible sites, visited chefs, home cooks, artisans, entrepreneurs, markets, and restaurants, and all along considered all of our possible choices.

The week was incredible. I left wishing that I could stay longer, wishing that the actual tour was going to be sooner, and thinking that I could create multiple tours. Basically I came home very enthusiastic and excited to return.

What did I discover that got me so excited? No spoiler alert necessary here. I'm sharing highlights. This is definitely a teaser.

The Food

On the most basic level, I ate a tremendous amount of interesting and tasty food—homemade, simple, complicated, culturally distinctive, fresh, preserved, au courant, and artisanal.

In a Druze village I saw bulgur being made. I love bulgur, have been cooking it frequently, researching how it's made, and was then unexpectedly taken to a 100-year-old Druze mill that makes it for local residents who bring their own parboiled and dried wheat kernels to be processed.

In East Jerusalem I bought white mulberries and special apricots, which are only available for a couple of weeks each year and snacked on them both—delicious!

In the Palestinian town of Nablus, I watched the entire process of making the local famous dessert called *kanafeh* and then ate it standing in the street with the many other local community members who were also having a mid-day snack.

I had the best (I don't say best frequently) goats milk yoghurt in my life. I love yoghurt but generally don't love goat milk. This was incredible.

I had a meal of my lifetime at Uri Buri, an amazing seafood restaurant on the Mediterranean in the old city of Akko. Chef Uri Jeremias chose the menu and joined us for the meal, sharing his life story, his "guidelines" about cooking, and a few naughty jokes.

These are a few of the food highlights that will be on the tour next year. The range of food possibilities is great, making for a rich experience.

The People

One of the things I enjoy most on our tours is the chance to engage with the people who host us. We really get to talk and share. No small talk! On this trip, what I think was most distinctive about the many people I met was the passion people expressed about what they were doing and the incredible energy that they were bringing to their endeavors. The sense of hustle was palatable. Israelis often describe their country as the start up nation. I think this usually refers to their tech/business world. Regardless, I sensed incredible entrepreneurialism and energy from the many people I met.

As I wrote earlier, food is the starting point in our conversations, which inevitably turn to personal stories, future dreams, past challenges, and often discussions about the political events of the day. The authenticity and openness made for meaningful experiences and added an important depth to our trip and to the understanding of the food.

For example, we went to Nablus and met with Fatima Kadumy of the Beit al-Karama. We toured the old city with her, visiting the local—almost literally—hole-in-the-wall bakery, tasted candied squash wrapped in a fried flatbread (unbelievable!), and entered the women's *hammam* (a neighborhood bath, which felt like a community picnic party). Throughout, Fatima explained where different events of the 1st and 2nd Intifada happened and how she experienced them first as a child and then as an adult. Then Fatima cooked a multi-dish Palestinian lunch for us over which we discussed the American influence in the Israeli Palestinian peace process. It was authentic food enjoyed with real discussion.

An interesting element of the food world in Israel is what they call "home hospitality". This can include hosting meals, cooking classes, or tasting parties in people's homes. We went to three separate homes that provided us with a very personal window into the private lives in Israel. One sub-story of my week was the relationship between the different Jewish communities in Israel in terms of heritage—Ashkenazi (Eastern Europe) and Sephardic (from other parts of the Middle East and North Africa). At the home of Osi, in the southern part of Israel, near the Gaza Strip, we enjoyed a relaxed lunch on stools surrounding her kitchen island. The food was primarily North African in style and flavors, but also included chicken schnitzel with sesame seeds in the breading. Gotta love the mixing of traditions. (I'm now on a schnitzel kick.)

ENJOYING FOOD

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ISRAEL 2020
\$7,300/PERSON

Osi's family was from both Morocco and Iraq. Over our delightful lunch with her husband and sons coming and going, interrupted with moments to engage with her dog and her mother stopping by, Osi told us about their early years in Israel and the bias faced by many Sephardic Jews seemingly sent to live in the less desirable parts of the country. She showed us pictures of their family on arrival and described their path. Now life is good for them, but there were challenges getting there. The joy of being in Israel was not quite what they had expected.

It's over food served in people's kitchen's that we get access to these stories. It helps us understand the importance placed on preserving family dishes from a different place and time.

The Environment

On a broader level, being in Israel is incredible. The physical environment is dramatic and bucolic and desert barren—remarkably varied for such a small area. In the north, the Galilee region is both stunning on a large scale and cozy and small-feeling on the local farms. Jerusalem! What can I say that has not been said many times before by more accomplished writers? Then there is Tel Aviv, modern, Art Deco, and on the Mediterranean. These physical environments are exceptional backdrops for a tour.

Add to this the ancient history of the area. I think it's impossible not to be transformed by visiting.

The Politics

What about THE conflict? The Israeli and Palestinian conflict to be clear. Is going to Israel supporting the politics of the current ruling Israeli government and some of the Israeli population?

It is not. The tour is intended to visit many of the communities living in the geographic area and to experience the many foodways and their interaction, and of course this includes Palestinian events. We will be going to the West Bank for a day, early in the trip so it will influence future experiences, Nablus and an olive oil producer, meeting with Chefs for Peace in East Jerusalem, and we will be visiting the Arab village of Ein Rafa where history will be discussed.

Going to Nablus will be important and enlightening for the group. Seeing the wall, the checkpoints, the refugee camps, and the settlements makes the conflict very real. I believe that there's nothing like seeing something for yourself to bring it alive. It's easy not to get it from the distance of our American homes. Being at Osi's house near Gaza gives us another perspective on the conflict.

Food will be our common language of engagement, but the rest of life will be in the conversation. It's not possible for it to be avoided. I believe in educating, connecting, and opening eyes. Using food, a common point of our humanity, has been, in my experience, an excellent way to learn and inspire understanding and change.

A trip to Israel and the West Bank promises to be an enriching culinary experience and more. For more detail on this tour and the many other tours offered by Zingerman's Food Tours please visit zingermansfoodtours.com.

Amy

MORE THAN A
HOLIDAY
JOB

A COMMUNITY

Zingerman's is Hiring!

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TO DISHWASHERS,
COOKS TO SERVERS,
BARTENDERS TO
BUSSERS

...

Work for a local, independent, James Beard award-nominated company.

Zingerman's creates exceptional food and experiences for customers, while delivering an engaging employment opportunity to staff. Using the servant leadership model, we focus on learning and having fun in an inclusive environment.

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Holiday Noshes, Sweet Treats, & Savory Gifts

TO LOVED ONES ALL OVER THE COUNTRY

While Zingerman's Mail Order is buzzing with holiday orders, the shelves at Zingerman's Bakehouse are stacked high with holiday treats ready to don a bow. To make all of the Zingerman's holiday magic happen, our teams need help from a special squad of energetic and enthusiastic holiday help. Could this be you?

Help us bring Zingerman's to the rest of the country this holiday season. If you're looking for a fun, fast-paced job complete with PAID training, free lunches, amazing snacks, and opportunities for growth, we want you!

Who's hiring?

We're hiring holiday crew members across the Zingerman's community of businesses for order picking, order packing, cheese-cutting, food preparation, baking, cleaning, emailing, tasting, phone talking, and much more!

If you're interested in joining the team, meet two of our leading hiring hirers:



Zingerman's Bakehouse is an artisanal retail and wholesale bakery and baking school. We hire 30-40 people at the Bakehouse for a 10-week long holiday season, beginning mid-October and ending after Christmas. Our holiday staff assist with prep, baking and packaging for our holiday pastries.

Zingerman's Bakehouse Holiday Bonuses:

- Up to \$200 bonus for working through the end of the season
- \$1 sandwiches and/or salad made on site for employee lunch
- Up to 5 free loaves of bread each week
- Up to 65 percent discount on baked goods from the Bakehouse
- 10 percent discount at other Zingerman's businesses
- Paid training
- Paid lunch breaks



Zingerman's Mail Order is the online and catalog shop for Zingerman's. The holidays at Zingerman's Mail Order are crazy but fun. We grow from a crew of 70 to a swarm of nearly 400! Our holiday teams are busy shipping everything from bread and cheese to cured ham and bacon all across America. We'd love you to come work with us.

Zingerman's Mail Order Holiday Bonuses:

- \$12.00 an hour
- Paid training
- Paid breaks
- Free lunch
- Discounted shopping
- Fun work & great co-workers

Lots of Zingerman's employees started during the holidays.

Holiday shifts are a great way for us to get to know people, and for people to get to know Zingerman's. These special holiday crews give us an amazing pool of stand-out candidates to offer permanent full-time and part-time positions to!

Jason is one of those wow-inducing folks that started at Mail Order in the fall of October, 2018 and has since found a home working in our warehouse. In his own words, we give you Jason!

"I heard that Zingerman's was hiring through my girlfriend. She had a friend that worked at Mail Order and she said they were hiring and that it was a pretty cool place to work. I needed something for the holidays, so I thought it'll work for a little while...but the longer I worked, the more I learned, the more I fell in love with the culture of Zingerman's as well as the team in the warehouse.

I'd recently returned to Michigan (I was born in Detroit) after living abroad for eight years. I was mostly living in the Balkans, but I had the chance to travel all over Europe, and what I really missed most, once I returned, was the food. Getting the chance to not only work with amazing food, but to taste and enjoy it in classes, in huddles, even at lunch (our employee meals) was awesome. I had no idea this could all happen in a warehouse.

So the food was great, the culture was cool, and after getting to know folks like J and Shalette and Kelly I knew I wanted to stay. After the holidays they offered me a part-time position and I'm hoping it will be full-time soon!

There's so much more about Zingerman's that I love that has nothing to do with work. I took the Visioning Class that Joe Capuano taught and it really hit home. I loved it. I've been using what we learned in that class in my personal life, not just work!"

Holiday Staff in their own words:

"I'd been a stay-at-home mom for about 7 or 8 years and I really wanted to get back to working, so I thought why not, lets make some extra holiday cash, and it's the best thing I've ever done."
- Cathy

"We do a lot of work on training folks—other jobs I've worked at have not really focused on training and making sure people are prepared for the jobs that they're going to be working. That makes a big difference. They actually tell you what they expect from you rather than going to a job and having no idea what you're supposed to be doing."
- Tim

"There's way nicer people here. They work with you, they teach you everything. When I first started, it was like, I had to think about what I needed to do, but now its just instinct, and I feel like that because it was good training. I had proper training."
- Terrance

"I look forward to being here. When I take time off, I look forward to coming back."
- Alex

"I'm happy to see my coworkers—we share a lot of laughs and good energy with each other."
- Ben

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an interview with Pastaficionada

ALLISON AREVALLO

Pasta Friday on Tuesday: A Four-course Meal Featuring
Amazing Artisan Pasta Dishes from Allison's New Book, *Pasta Friday*
on tuesday, Oct 22 at the roadhouse
For the full menu, go to zingermansroadhouse.com | \$75/person

Ari: You and I met many years ago when you started to come to ZingTrain to take seminars. Since you were coming from Oakland, I figured you were a California girl. Later I found out that was wrong! Where did you grow up?

Allison: I think I'll always be a California girl at heart. I can't handle the cold! But I grew up on Long Island... a small town called Cedarhurst, right next to Kennedy Airport. A favorite activity in high school was hanging out at the airport, watching the planes land... just like in Wayne's World! I lived in Queens for a while, and then in Brooklyn, before ditching the winters for the warmer weather out west.

When did you start learning to love food and cooking?

I started cooking when I was about 7. I'd help my great-grandmother prepare the Sunday meal for our extended family. Food was such a big part of our lives. Everyone in my family knew how to cook... it's just what we did. We'd think about dinner before we even finished breakfast. We always ate together, too. Planning our meals was a family activity, though we didn't see it like that at the time. It was just life. We thought everyone lived this way.

What was your first foray into food as a business?

I wanted to open a restaurant for as long as I can remember. It was always my life goal, though I didn't quite know how to get there. I went to college in Queens, and studied journalism and marketing, figuring I'd try something else for a while. But my passion was always food. After about 10 years of working in marketing in New York City, my husband and I decided to quit our jobs and move to California, to one day open a restaurant.

I ended up opening a mac and cheese restaurant called Homeroom in Oakland, less than two years after we moved. And it was awesome! Opening a restaurant was everything I thought it would be. Hard work, yes, but also fulfilling and so much fun. My business partner and I grew Homeroom to 2 locations and about 90 employees. It was around that point that it stopped being fun for me. Turns out that running a big business was not for me... so I sold my shares and I left, 7 years later.

How did Pasta Friday get going?

The time I decided to sell my business coincided with other hardships in my life. My 4-year-old son was sick and needed a risky surgery, and my sister was battling cancer. But I realized that the times when I was able to let go of my sadness was when I was cooking for, and eating with, my family and friends. Similar to when I'd eat with my family at Sunday Supper in New York. And so, I started doing it weekly. Every Friday I'd cook a giant pot of pasta and I'd toss together a big salad. Guests would bring wine, and we'd eat and laugh and support each other through life's obstacles. Pasta Friday grew fast. Before I knew it, I was cooking for about 30 adults and 20 kids every week. There were over 100 people on my email list, with even more on a waitlist. The amazing thing about this tradition was that it was so different from a regular dinner party. No one

talked about work, phones were tucked away... and because it was a consistent gathering, you really got to know people. My friends would tell me that I gave them the big Italian family they always wanted. Even the kids formed a community! They called themselves "the Pasta Friday kids," and every week they couldn't wait for the pasta party!

What is it about pasta that's so special for you?

Pasta has just always been such a big part of my life. I can still see my great-grandmother mixing the butter into spaghetti for me, before I ate sauce. My dad, making his famous red pepper sauce. My other grandmother, stirring cavatelli into broccoli rabe. When I was sick, I ate pasta. When I was tired, I ate pasta. It will always be the dish that makes me feel like home, no matter where I am. I think my kids will feel that way too.

What do you look for in a great quality pasta?

The quality of the pasta makes ALL the difference! Let's only talk about dried pasta here... fresh pasta is a completely different thing.

When I'm looking at a box of dried pasta, I want to see that it's extruded through bronze dies. I want to see long drying times, and only two ingredients. Pasta that's cut with bronze dies means it's going to have a rough texture that holds the sauce and gives it more bite. Long drying times means it won't crack or break when it's cooking. Once you start eating quality dried pasta, you'll never go back. The pasta becomes more than a vehicle for the sauce... it's part of the dish. My favorite brand is Rustichella d'Abruzzo... and I especially love their Saragolla pasta. Saragolla is an heirloom grain from Abruzzo. It makes pasta that tastes almost like fresh bread!

The book just came out! Congrats! Can you tell us a bit about it?

The Pasta Friday Cookbook is based on the dinners that I'd do at my house. There are 52 pasta dishes, 16 salads, and lots of extras like crispy, spicy prosciutto and green garlic bread. The other cool thing is that every pasta recipe uses a different shape of pasta, so you can experiment with Cencioni, Radiatore, Candele, and other shapes you may never have heard of. The book is set up seasonally, so you can pick it up and start your own Pasta Friday tradition whenever you want.

What was the writing process like for you?

It was such a joy to write this book, especially since my family and my friends played such a big role in it. I wholeheartedly believe that a Pasta Friday tradition can change lives... I've seen it happen! I'm so excited to share this with people and to have them experience it for themselves.

Writing a book is a little isolating... at least for me. It's a lot of time sitting quietly, thinking, typing. I love to write, but I'm not good at sitting still for too long! I'd usually go out for a long run and spend the rest of the day writing and testing recipes. I ate A LOT of pasta during the months that I was writing! Which was fine, because it's my favorite thing to eat!

What are some of your favorite dishes?

I really love all of the dishes in the book for different reasons, but there are definitely a few that stand out. My dad's roasted red pepper sauce is one of my all-time favorite things to eat. The duck lasagne is decadent but also somehow delicate. The meatballs are my aunt's recipe, and she's the only one who makes them like my great-grandmother did. The salads are also incredible! I tend to think of them more like vegetable sides, so the dressings are simple... but they're topped with things like fried capers and homemade lemon breadcrumbs.

In my book "The Art of Business" I wrote about approaching life and work as if we were making art, or music, or poetry. How has that played out for you in your work? Or with pasta?

I read through "The Art of Business" quickly. And then I read it again. It's so spot on to how I try to live my life, but I was so surprised at how perfectly you put it into words... because I wouldn't be able to articulate it. I have always tried to live my life deliberately and passionately, and I am quick to change course if something isn't working. Some people call it impulsive, but I'm not willing to waste time living a life that someone else wants for me. I saw an old neighbor of mine recently... someone I haven't spoken to in 10 years. He told me that he's been following me on social media, and what impressed him the most was that it seems like I don't just walk through the doors of opportunity... I build the doors. I thought that was pretty cool.

But to the point of living and working as an artist... for me it means creating the life I want by always making the decisions, and not living passively. I'm in the early stages of building a restaurant, and I'm being deliberate about choosing the people who will help me accomplish this dream. The insurance broker, the designers, even the people at the bank. I'm surrounding myself with people I enjoy being around, and who are on board with my vision. It would be quicker to just go with whoever was highly recommended... but I want it to be more meaningful than that. Another example I can think of was when I was shopping my cookbook proposal around to publishers. I got a lot of rejections, and it was not easy. I also had editors who wanted me to turn the book into an "insta-pot" book, because that's what sells. I knew I wouldn't be living deliberately if I agreed to that. I would be letting someone else shape my future. So I stuck with it, and found the publisher who was fully on board with my vision for the book.

We've talked about my book, "Managing Ourselves" quite a bit. What impact did it have?

I haven't always been great at managing myself... and I think I realized that after reading your book on the topic! I remember reading it right after my second son was born, and immediately writing a personal vision for myself. I always thought so much about the vision for my business, that I forgot to think about what I actually wanted for myself. I think that was when I started to realize that running a big business was not for me.

5 really fine Pasta Lines to Put on Your Plate

Artisan pasta is one of the most amazing and remarkably affordable culinary “luxuries” out there! If you’ve never tried a great artisan pasta, take a chance on one of these great options at the Deli. All of these pastas are excellent! All of them will elevate the quality of your pasta cooking to super high levels. If you already eat them, you know exactly what I’m talking about. All use really high quality grain, low temperature mixing, bronze die extrusion and low temperature drying to make remarkably wonderful products. If you haven’t yet tried pasta of this sort, try it at least once! I’m betting you’ll never go back to the standard stuff. If you eat pasta an eighth as often as we do at our house, switching from so-so to these superb offerings is literally life altering!

rusticella

Allison’s long-time favorite, one of our best sellers for nearly thirty years now, and an amazing artisan offering from the Abruzzo region of Italy. Many folks in Ann Arbor will know it best as “the pasta in the brown bag,” but the formal name of the firm is Rustichella d’Abruzzo. The Peduzzi family has been crafting great pasta like this since 1923, and they just keep making it better with each passing year! All the shapes and varieties are excellent. I have a particular love for the linguine and I’m slightly fixated on the fettucine! And I also love their new pasta which Allison referenced—it’s made from the heirloom Saragallo wheat! Great people and a great pasta that you’ll see it in abundance in Allison’s amazing new book, *The Pasta Friday Cookbook*.

martelli

Another of our long-time favorites, their maccheroni is what we use for the nationally known Mac and Cheese at the Roadhouse. The Martelli family has been working their pasta magic in the tiny town of Lari in western Tuscany since 1926. They only make 5 shapes. Aside from the amazing maccheroni, I’ve long loved their substantial spaghetti and super thin spaghettini! Look for the bright yellow bags!

mancini

The new kid on the Italian pasta block. I’m very loyal so... it’s not easy for me to welcome another pasta maker into the above pantheon of the legendary producers (if there was a Pasta Makers Hall of Fame, these would be charter inductees), but these folks have earned it. The pasta is terrific. I’ll write much more about it in depth down the road, but in a nutshell, they’re located in the Marche region, a bit to the north of where Rustichella is. Mancini is farmstead pasta—they grow all the wheat on their own farm. Maestà, Nazareno and Levante are the three varieties. They’ve been farming for three generations, but about ten years ago they built a Pastificio right in the middle of the wheat fields! I’m still learning, but I really like the extra thick spaghetti!

cavalieri

Less well known in the States, but it’s long been highly respected in Italy. The Cavalieri family makes marvelous artisan pasta down in Pugliese town of Lecce, in the ‘heel’ of the Italian boot. The family has been at it since 1918 and Benedetto Cavalieri and his son are carrying on the tradition in fine form. I’m a big fan of their rotelle (“wagon wheels” in the context of the American west) and lasagnotte. And I love their whole wheat.

gentile

Made by the Zampino family who’ve been in the pasta business since 1876 in the town of Gragnano, which has been famous for its pasta for centuries. Corby Kummer, in his classic 1986 article in the *Atlantic Monthly*, wrote that, “Naples had a perfect climate for drying pasta. The alternation of mild sea breezes and hot winds from Mount Vesuvius ensured that the pasta would not dry too slowly, and thus become moldy, or too fast, and thus crack or break.” Gentile, today, is special in that they still finish the pasta as Corby explained, drying by opening the windows of the Pastificio to the natural breezes. I’m partial toward their Vesuvio—a squiggly, almost corkscrew-like shape that “unfolds” as you cook it. It’s named for the lava that flows down neighboring Mount Vesuvius. That and the Gentile paccheri—a typical Neapolitan thick tube that can be easily used for stuffing or just tossed with tomato sauce!



I also realized that my state of mind... my well-being... had a huge impact on the decisions I was making. My sister recently passed away from cancer, and I had to allow myself time to grieve, even though standing still is very hard for me. I had a book deadline, a marketing plan to write, events to plan... but suddenly none of that mattered. If I tried to accomplish any of those things after suffering such a tragic loss, I would be doing it passively, just to get it done. And none of it would be done well. I had to take the time to heal before I could work again. I think knowing those limits and forcing myself to take that time is what managing yourself is all about.

What if folks want to start their own Pasta Friday?

My book has tons of tips for starting your own Pasta Friday... how to shop on a budget, how to prepare your house, how to find time to cook... but mostly, you just have to go for it. My dinners are really casual. Compostable plates and forks, people standing and chatting. If you can let go of trying to make everything perfect, it makes it easier to just enjoy it. And, let people help! I always have friends chop, stir, clean... I put them to work, and they love feeling like they’re part of it.

You were just in Ann Arbor for Camp Bacon! Did you have fun?

Camp Bacon is freaking amazing! I cannot believe how many different types of bacon are out there. It was so cool being able to meet so many great people... everyone was so nice! I learned more about bacon in two days than ever in my life. And the food was delicious, of course, because it’s Zingerman’s.

October is a beautiful time to come to Ann Arbor—how are you feeling about coming back?

Oh my gosh, I cannot believe I get to come back in October! I’m so excited for my Roadhouse dinner! It’s going to be great. Cooking pasta for people is such a joy for me, and I’m so glad this book gives me the opportunity to share it with people beyond my little corner of the world. I’m so grateful that you invited me back!

What’s next?

I’m opening another restaurant! A small, casual spot in Brooklyn called Pasta Louise. Louise is my middle name, and it’s also my grandmother’s name, so it seemed like a natural choice. I’ll have fresh pasta, sauces, salads, homemade popsicles...we’re building it out now, and looking to open in January. It’s really exciting!

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for a sweet start to the new year, let us do the baking!



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Filled with sesame almond or date cardamom. Gift boxes or snack bags.

challah turbans

Made with just 6 ingredients: organic wheat flour, fresh cage-free eggs, Michigan honey, yeast, a little corn oil and sea salt. Enjoy them with or without dark rum-soaked sultanas and red flame raisins. Round loaves, two sizes.

moroccan challahs

The same simple yet special challah is braided, brushed with honey and sprinkled with poppy, sesame, and anise seeds.

bumble honey cake

A honey of a little bundt cake made with Michigan buckwheat honey, sultanas, toasted almonds, citrus zest, black tea and sweet spices.

available 9/26 - 10/9 at



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