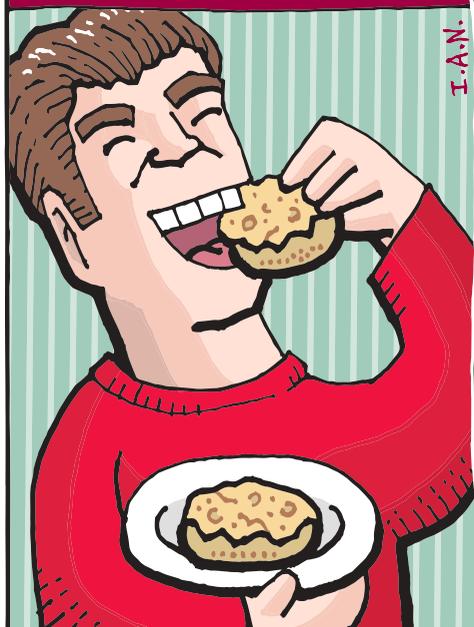


Zingerman's®

#281 nov-dec 2020



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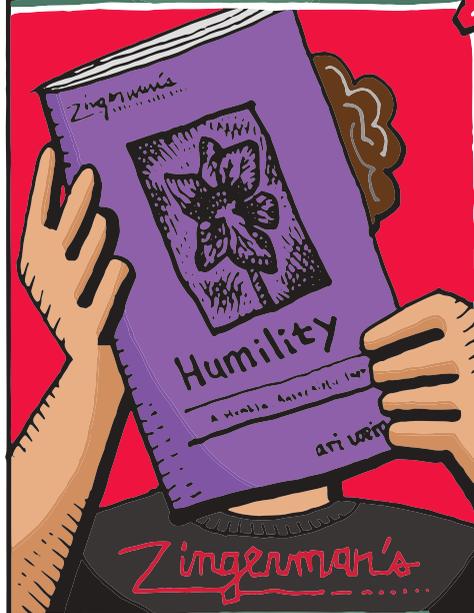
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ari's top 30



Present now



TOP 30 for 2020



2020, I THINK IT'S SAFE TO SAY, HAS not gone the way *anyone* anticipated. It's been challenging for everyone. And yet, the holiday season arrives even as Coronavirus remains in the air.

The pages that follow have 30 of my favorite Zingerman's products of the year. Pandemic or no pandemic, election year or otherwise, I decided to keep this annual list going in the belief that continuity, quality, connection, and community are probably what we can contribute most in our work here at Zingerman's. As much as the world feels upside down in so many ways, we can continue to push ourselves to be the changes we want to see in service, in society, in business, and in the energy we bring to the world every day. To keep kindness, dignity, equity, inclusion, quality, and customer experience front of mind no matter what distractions may mar the days. Because, as one of our regulars remarked to me last week, "The whole country's going crazy. But you guys are what I count on every day!"

This has been a difficult year. It will continue, best I can tell, to be hard for many months still to come. I'm pretty sure that everyone we know has had their moments—some more than others—of struggle in the months that have passed since the pandemic arrived in Ann Arbor in mid-March. Everyone, I think, has experienced some level of loss—loss of loved ones, of dreams, of jobs, of income, of ideas, of hope, of connection. Loneliness has weighed heavy. Workplaces have zoomed into the ether, weddings have been passed up, world travel has been bumped off action lists. Still, resilience does rule the day. Pretty much every person we know has found ways to push through those moments. To seek out some source of inner strength, to make a meaningful connection to someone we care deeply about, to talk to a friend or a family member, to hug a dog, or pull thoughts from a good book. We each have our own ways of making do, but if you're reading this, then one way or another, you have made it through a lot.

When I'm in difficult mental straits of the sort 2020 has sprung on us, one of the places I like most to turn to is the work of John O'Donohue. It has been a revelation. A source of strength. A bridge over the troubled waters of 2020. Unfortunately, I never met John O'Donohue in person. But that said, having read nearly every one of his many books, and listened to loads of online talks, I feel like I at least have gotten to know the man in his absence—a subject on which O'Donohue offers insight: "If you got back to the roots of the word 'absence,' you

will find that it is rooted in Latin, *ab esse*, to be elsewhere. To be absent is to be away from a person, or a place, it is an act of departure from your expected and natural belonging." Which is what this whole year has felt like to me. "Absence," O'Donohue goes on, "haunts your heart and makes your belonging sore and painful. . . . everyone who leaves your life leaves a subtle trail of connection with you." While Zingerman's is doing much better than many, there is still an absence to be experienced, a loss of the year we thought we would have. Layoffs, furloughs, lost routines, lost connection. Absences of that sort, O'Donohue said, ". . . when you think of them, and miss them, and desire them, your heart journeys out again along that trail towards them in the elsewhere that they now find themselves."

John O'Donohue and I were born in the same year. He grew up in the western part of Ireland, which is surely one of the most beautiful places I've ever been. I'm not Irish at all, but I love Ireland and have been about 25 times, including more than a couple trips to Connemara where he grew up. From reading, it's clear that he and I were influenced by some of the same people. Sadly, he died unexpectedly, a fortnight after Christmas in 2008 in the south of France. We could have used John O'Donohue's wise, grounded presence here in the pandemic. In his absence, I've reached out and reopened books of his any number of times over the course of the year to regroup myself. The more I learn from him, the more I feel like I'm fortunate to walk just a little bit in the light he brought to the world.

Speaking of light, O'Donohue once wrote,

I read a lovely sentence in a Hindu book years ago which said, consciousness always shines with the light from beyond itself. One of my images of the divine is that it is light in some form, and that the divine light works very tenderly with human freedom. If you don't believe that the light is there, you will experience the darkness. But if you believe the light is there, and if you call the light towards you, and if you call it into whatever you're involved in, the light will never fail you.

In this rather dark and often dismal seeming year, there is still light to be had. O'Donohue has provided some of it for me. And our work at Zingerman's, I believe, is to bring as much of that light to Ann Arbor as we possibly can. Maybe, if we do it well, it can provide a bit of that light in the community to help pull us all through this time into a more positive future.

This was, in many ways, for many people, a very hard summer. But there have been an unusual number of beautiful days. And some seriously lovely sunsets. Writing about O'Donohue, sharing his ideas, sitting in the sun, sipping coffee, it's a moment of quiet calm in a chaotic and stress-filled year. I feel fortunate to be able to have it. I know that many in the world will not. What draws me to O'Donohue so strongly? He walks and talks and writes his own path. He's never just parroting others. His insights are unlike those of any other I've seen. He says challenging things but in ways that people of all walks of life can still hear. His words bring a blend of elegance and powerful energy. I've been working a lot in the context of humility (see page 4) on the concept of the sounds between the notes when we're listening to music. To hear them we have to hush the harsh critical voices in our heads and our surroundings so they can bless us with their beauty. O'Donohue's work, I realized, is the music between the notes of the mainstream. A place where the humility, the wonder, and the beauty are best found.

O'Donohue had a rare ability to identify the inequities of society and the problems they cause, to speak directly but not divisively. His voice, I'm confident, would have added to our current national situation in such positive and grounded ways. "Key conversations," he said, "are not taking place." Which ones? "Between the privileged and the poor," and between "city culture and the rural domain." Or this:

Part of understanding the notion of Justice is to recognize the disproportions among which we live. . . . it takes an awful lot of living with the powerless to really understand what it is like to be powerless, to have your voice, thoughts, ideas and concerns count for very little. We, who have been given much, whose voices can be heard, have a great duty and responsibility to make our voices heard with absolute integrity for those who are powerless.

This now-annual essay sharing 30 fine foods that have my attention has generally been a festive invitation to a holiday season of feasting and celebrating with a simple and heartfelt appreciation. This year is certainly more somber. As O'Donohue wrote, rather prophetically, many years ago: "These times are riven with anxiety and uncertainty given the current global crisis. In the hearts of people some natural ease has been broken. It is

continued on next page →

→ continued from previous page

astounding how this has reached deep into the heart. Our trust in the future has lost its innocence.”

What follows, if it works, might be able to bring a bit of beauty and light as you read, or better still, as you eat, the artisan offerings I’ve written about. Is it worth working on beauty when there are so many big social and health issues at hand? “At first,” O’Donohue once said, “it sounds completely naïve to suggest that now might be the time to invoke and awaken beauty.” And yet, he says, that’s exactly what’s called for. “In a sense, all the contemporary crises can be reduced to a crisis about the nature of beauty.” This year has certainly brought that point into clear view. “Perhaps, for the first time,” he suggested, “we gain a clear view of how much ugliness we endure and allow.”

With that in mind, the foods I’ve written on the pages that follow are small offerings. None of what follows will cure Coronavirus, repair centuries of social injustice, or make politics a positive and collaborative place to connect. But while we’re all working to deal with those . . . these are small pieces that might brighten a dark December day for you or someone you love. And as O’Donohue pointed out, the more beauty we bring to our relationships, our work, our lives, and to each other, the less ugliness we’ll be left with. When beauty is the order of the day, then better days will have arrived. (Lest you think this is only a mystical Irishman saying this, study up on the work of school builder Bill Strickland who turned inner city education in Pittsburgh—pretty much the opposite of the Connemara countryside—inside out and has made amazing things happen everywhere he goes. The key to his success? He says, “Have art, fresh flowers, a beautiful environment—people are a function of little things—it awakens them to possibilities. You build prisons, you will have prisoners.”)

O’Donohue wrote lovingly about the special light of his home county of Connemara. “When the light is here,” he said, “the whole place is luminous and really alive with such subtlety of color. When the light goes, the landscape is so eerie and in the grip of gravity.” Which, for me, describes both O’Donohue’s work and the year we’re going through now as I write. Having been, it’s not hard for me to imagine the images. Much of what he wrote and what I’ve heard him say on tape is terrifically grounding, exceptionally insightful. If we are all—and I believe we are—of a place, his writing and his words are about as much of that part of Ireland as I can imagine. Despite a couple decades of economic success, you will still see a scattering of abandoned stone houses standing in the villages woven in with beautiful vistas, lively cafes, restaurants, and lovely people. They bring an eerie ghostliness to an otherwise good bit of good economic and social health, hallmarks of what has been lost surrounded by so much that has been found. That image is what I’m imagining we might see a few years from now here as well when the pandemic has passed. Many positives scattered around a smattering of worn down or abandoned places that once lit up our lives, while we still, I’m sure, will be struggling with the same social issues of bias and exclusion that we have for so long now.

While I know that many are saying that “everything will be different” when the pandemic ends, I would suggest that has always been true for all of us for our whole lives. No two days, I know, have ever been the same since the beginning of time, any more than any two people are the same. O’Donohue outlined this 18 years ago when he wrote, “Though we prefer to forget and repress it, we live every moment in the condition of contingency. There are people who got up this morning, prepared for another normal day, but something happened—some event, news, disappointment, or something wonderful, and their lives will never be the same after this day in the world.” He’s right. 2020 seems to have a disproportionate share of those days. But, still, our future unfolds as I write.

All of that said, the main point of writing this introduction is to express deep thanks and appreciation to you. To thank you for supporting us—a business that, I hope and believe, is very much of this place called Ann Arbor. When people have asked over the course of the year, how we’re doing at Zingerman’s, one of things that I regularly respond with is: “If you’re going to go through a pandemic, Ann Arbor is a really great place to go through it. The business situation is, at best, super stressful, but still—if we’re going to be going through the

is it worth working on beauty when there are so many big social and health issues at hand?

challenges of this year, I’m very glad to be doing it here. This evening as I’m writing this, sitting outside in the lovely light of one of those near perfect, early autumn Ann Arbor evenings that we all wish there were more of.

Thank YOU for being such a positive, caring, and supportive community. Thank you for being truly committed to our getting through this. Thank you for acting kindly and treating our crew so well through the duress of the last eight months. Thank you for taking public health seriously. Thank you for working to make the community more inclusive and to elevate the lives of those who have so often been left out. Thank you for trying to do the right thing, finding paths that honor each of us as individuals while still caring about the collective good. There are clearly systems to overhaul, and a whole lot of listening, talking, teaching and training to be done. Injustices to be righted, kindnesses to be communicated, generosity to be generated. Thank you for holding the course. We will get

through this. Together. It’s not easy. But it can, I believe, be done. Other than the weather, I’ve never doubted my decision to stay in Ann Arbor. In fact, I love and appreciate the town more with each passing year. This year, as rough as it’s been, maybe more than ever.

John O’Donohue said that in the wilderness, animals have a “sense of fluency with the place they are in and the way they move in it.” I imagine that to be the case here for me, and for our organization. I hope that our work at Zingerman’s can help make it that way for you as well. In the spirit of O’Donohue’s appeal to boost the presence of beauty in small but meaningful, every-day-ways, I hope that the foods on this list, and our imperfect organizational presence, are what John O’Donohue might have considered a blessing on the community. That’s certainly our intent. I believe we can get through this best by treating every person we come into contact with, with dignity; by revamping and revising systems to ensure that dignity is delivered to everyone, every day and in every way; by leading with appreciation, joy and generosity. There are a lot of problems to fix. I hope it doesn’t seem totally Pollyanna to believe John O’Donohue’s gentle words: “There are limitless possibilities within each one of us and, if we give ourselves any chance at all, it is unknown what we are capable of.”

As it does every autumn for about 15 years now, the list that follows includes some new things, and a few longtime classics; some top sellers, and some others that are still sort of secrets. There’s no logarithm used to put the list together—it’s just the foods that are on my mind and frequently on our kitchen counter at home, things that I think would make a welcome and positive addition to yours.

When 2020 ends, the pandemic, racism, and divisiveness will pretty surely still be with us. But big as they seem, it’s not a new thing to have big problems to push through. As O’Donohue wrote, “We are always on our way from darkness to light. . . . Every night, no matter how long, breaks again and the light of dawn comes.” By the time this newsletter leaves the shelves at the end of December, the days will have started to get longer, and the light will last a little later into the evening. As we move from the darker into the lighter, I will keep John O’Donohue’s caring and creative spirit close to my head and my heart.

We can, I believe, get through this and come out a better community for it. More inclusive, more caring, more connected. I’ll leave you with a blessing from John O’Donohue, who was, himself, a blessing to the world:

May all that is unforgiven in you
be released

may your fears yield
their deepest tranquilities
may all that is untended in you
blossom into a figure
graced with love.





REUBEN KITS!

For your kids, grandparents, cousins, or anyone who loves a great Reuben sandwich!

TED OWNBY, former director of Southern Studies at Ole Miss says, "Origin stories are always disputed." The roots of the Reuben sandwich are in that category. There's a wonderful write-up in *Savour* by Elaine Weis, who's adamant that her grandfather, Bernard Schimmel, invented it in Omaha, Nebraska, to feed a poker player named Reuben Kulakofsky. The alternate version is that it came from Reuben's Deli in New York City. Being a Midwestern kid, I'll lean toward the former. The fact that the sandwich is so clearly unkosher—cheese and Russian dressing with meat would have been literal heresy in my family—tells me it would have made more sense to have happened in Nebraska than on 58th Street in Manhattan. But hey, I wasn't there, and I have no way to know what really happened.



Over the years, some of the ingredients here have stayed the same. Same source for the corned beef. Same Switzerland Swiss Emmental cheese. Same Russian dressing we've been making since we opened. Some things, though, have been upgraded significantly. We started baking our own rye in 1992 when we opened the Bakehouse—more rye flour, real rye starter, longer rise times, way more flavor! And we switched the sauerkraut to the lovely, naturally fermented, kraut we now get from David Klingenberg and the crew at The Brinery.

For those who live in town, just come on by the Deli and get your fix! Or have a bag of Reubens delivered to your door. The good news is that those who live out of town won't be left out in the culinary cold. As the folks at Mail Order opine: "The perfect lunch—by mail. If you know someone who loves real deli fare, sending this gift will cement your status as the most clever, generous friend they have. Some assembly is required, but considering it has been known to make grown men weep in appreciation, we think it's worth it." What's in the box? The Bakehouse's nationally-recognized Jewish Rye, sliced Corned Beef, sliced Emmental Swiss cheese, Zingerman's potato chips, Coleslaw, Sauerkraut, Russian dressing, garlicky pickles, and some of those much loved little Magic Brownie Bites. Each box comes with a set of assembly instructions that are easy to follow, too.

Available at zingermans.com.

Zingerman's Cookie Dough at the Bakeshop

Fill your kitchen with the amazing aroma of home-baked cookies!

FOR NEARLY 30 years now, Frank, Amy, and everyone at the Bakehouse have been making it easy on all of us who like great bread and pastry! Thanks to their hard work, the rest of us can stop by regularly and pick up some terrifically tasty, world-class things to eat. When *BAKE!*—our now nationally-known school for home bakers—got going 12 years ago, the Bakehouse team started teaching folks how to bake at home. And when the book *Zingerman's Bakehouse* came out three years ago this fall, they helped folks enjoy bread and pastry more still. (A guest told me while picking up her Roadhouse carry-out that the book has changed her life: "I can bake sourdough myself now!" she said with a smile as big as Lake Superior.) And now . . . they've made it easier still. The Bakeshop has started stocking frozen Bakehouse cookie dough.

It's the same cookie dough that we use to make the great cookies—Big O, Ginger Jump Ups, Funky Chunky Chocolate, and Sky's the Lemon—you may already love in ready-to-eat form. Now you can bake the same cookies in your own kitchen. It can't really get much easier. You buy some dough. Separate the already-cut slices. Put them on a sheet tray, and slide it into a pre-heated oven. Wait until the cookies turn golden brown. Take out the tray. Let it cool a bit. Eat and enjoy. (You can also, of course, eat the cookie dough in its raw form. Maybe we could say it's the sushi of the sweet world?)

They keep as well in your freezer at home as they do in ours. And you never know when the aroma of artisan cookies baking in your kitchen could make someone's day. Even your own!

Stop by the Bakeshop and grab a bag of cookie dough. Or four. You can even order online for curbside pickup!

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Winter Weddings at Cornman Farms



INTIMATE AND ELEGANT, JUST AS IT SHOULD BE

IF THERE'S one thing we've learned from Cornman Farms this year, it's that love isn't cancelled. Couples from all over the Midwest have been hosting their nuptials at the farm in intimate celebrations, and they can continue to do so into the winter season!

That's right, the farm can now host winter weddings for up to 30 guests. Cornman Farms is quite beautiful in the winter. As *Unadorned Magazine* called it, "Ann Arbor's chicest barn venue with modern appeal and award winning, farm-to-table cuisine." Having studied Russian history, I have images in my mind of horse-drawn sleighs carrying cape-wearing lovers through the snow, with romantic snowflakes settling on their shoulders as they go. I'll buy you a container of that Caviar Cream Cheese to help make the mood!

A wintertime wedding at Cornman Farms is a truly special experience. The year's first snowfall transforms

the grounds into a winter wonderland. Just imagine, you and those nearest and dearest to you gathered in the farm's award-winning Red Barn for a beautiful ceremony. This is followed by a delicious dinner made for you by Chef Kieron Hales—for which you are able to customize the menu to include one of your family recipes. Having laughed and cried, given speeches and eaten Zingerman's Bakehouse cake, you and your guests retire to sip hot cocoa beside the warmth of crackling fireplaces as snowflakes drift past the windows outside.

Did I mention you hardly have to do any work to bring this event to life? From your ceremony and flowers to your photographer and farm-to-table feast, the Cornman Farms team takes care of all the details so you can relax and enjoy your special day.

For more information about winter weddings, visit www.cornmanfarms.com.

TOP 30 for 2020



TOP 30 for 2020

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PX SHERRY VINEGAR

My all-time favorite vinegar

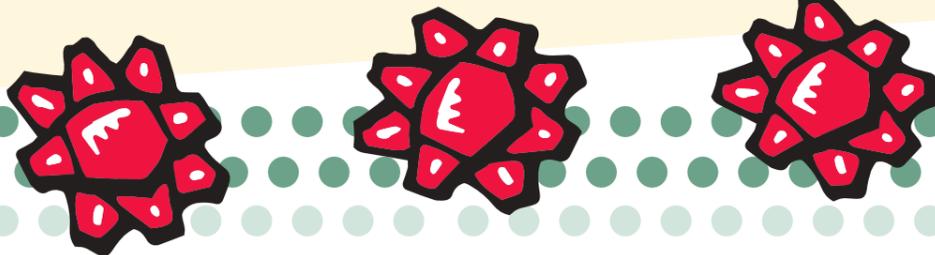
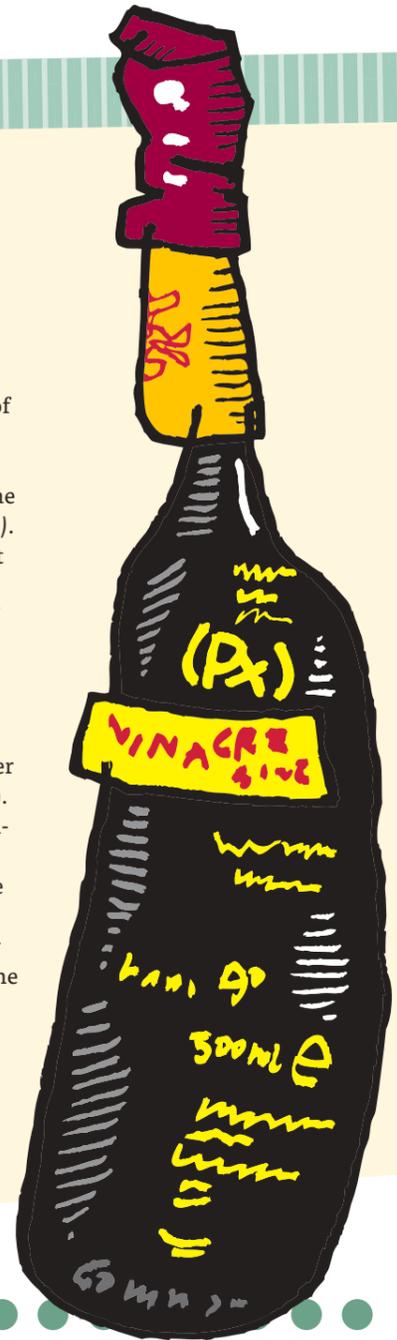
I KEEP THINKING I'll outgrow this vinegar—move on to marveling at some other of the many amazing offerings we have on the shelves. But when all is said and done, this one remains something I'm inspired by every time I eat it. It comes from just outside the Spanish town of Jerez. Although we've had it here for many years now, it's hardly ever seen outside its hometown. It's made by adding a small quantity of very old (and famous) Pedro Ximenez sherry wine to already well-aged sherry vinegar. The resulting condiment is outstanding; it's got a mouth-filling richness that softens the acidity of the vinegar.

The vinegar was released to us in limited quantities by longtime sherry makers Sanchez Romate. The firm has won numerous awards over the years for its sherry, vinegar, and Cardinal Mendoza brandy. The firm was founded in 1781 by a well-known Jerez businessman and philanthropist, Don Juan Sánchez de la Torre. The Romate family came in later, by marriage. Its wine and vinegar have long been held in high regard—they have supplied prestigious people like the British House of Lords, the Royal Family of Spain, and the Vatican. And, of course, it's held in high regard here at Zingerman's. We actually got

the chance to sell this stuff years ago because one of the top folks at Sanchez Romate saw their vinegar mentioned in a copy of the little vinegar book we put out back in the '90s (which later evolved into the vinegar chapter of *Zingerman's Guide to Good Eating*). In the days before the web, finding yourself in print in a positive way was a pretty cool thing. He wrote and offered us the chance to sell this amazing stuff for the first time in the States, and it's been on our shelves ever since.

Made using the unique solera system that helps to make traditional sherry so special; a method of continuous blending of younger vinegars with older ones (much like that done for traditional Balsamic). This limited release of PX vinegar comes from a solera started in the around 1920; the wine which was added to it is from a solera started at the turn of the last century. So, we're talking seriously old stuff. Personally, I'll tell you that I'd choose a good sherry vinegar over Balsamic any day because it's got all the complexity and curiosity that aged balsamic gives but it's a lot less sweet. It's incredible in gazpacho, on salad, in seafood stews, tomato soup, or almost anything else.

Available at the Deli.



Holiday Blend from the Coffee Company

A beautiful brew that can turn any day into a holiday!

IF YOU'RE THINKING about what to drink when you dive into a nice piece of pecan pie from the Bakehouse, this seasonal brew from the Coffee Company could be just the trick. We've been doing an annual Holiday Blend for over a decade now—the 2020 vintage maintains the tradition of marvelous flavors while still bringing its own personality to the flavorful fore!

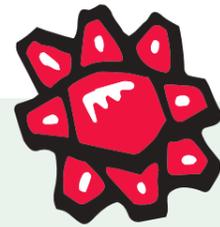
This year, the Coffee Company team has put together a trio of terrific beans for the blend:

- * **Colombian Asprobalboa** from a co-op of family farms near Balboa. It brings great high notes with hints of citrus and caramel.
- * **Brazil Espresso Blend #1** from our friends at Dattera Estate in Brazil. Sustainably grown, carefully processed, with big, well-rounded flavor.
- * **Costa Rica** from the Hacienda Miramonte farm. We're using a naturally-processed coffee, which means the beans were dried in the sun with the fruit still attached. Amazing sweetness and a rich, velvety body.

Steve Mangigian, longtime partner at the Coffee Company, says, "First, the coffee tastes great! Second, it showcases some of the best relationships we have in coffee—we know ALL of these producers personally and they are some of the longest standing relationships we have. It would be safe to say that this year's Holiday Blend is a beautiful homage to the support they have given us through the years!"

Want to sign up for regular shipments of Zingerman's Coffee? Check out Zingerman's Coffee Club and the Zingerman's Coffee Subscription at Zingermans.com.

Available at the Coffee Company, Deli, Roadhouse, and zingermans.com.



Nachos at the Roadhouse

American history all in a tasty platter of nachos

LOOKING TO COME BY for a quick snack? Thinking of bundling up in your winter wear to sit out in Roadhouse Park and have an outdoor cocktail (or two) and something to munch on? Thinking about a great down-to-earth dinner that's fun to eat and good for you too? I've got no doubt, these nachos can fill the bill for all four options. And then some!

Nachos, now served all over the U.S. in fast food spots, bars, ballparks, and restaurants were originally invented in the Mexican town of Piedras Negras. It happened in 1943. It was two years into the American entry into WWII, and two years before it ended. Franklin Roosevelt was president. A dozen or so Army wives crossed the border from Eagle Pass, Texas into Piedras Negras. Looking for a late meal, they happened upon the Victory Club restaurant. The kitchen was closed, but the

maître d', in a piece of great service work that would fit in really well here at Zingerman's, decided to put something together for them. His name was Ignacio Anaya. His nickname was "Nacho"—short for Ignacio. He created a platter of fried pieces of tortilla, topped with cheese and chiles. Doing a great job with the in-the-moment, improvisational creativity that's called for pretty much every day in the food business, he named them after himself—Nacho's Especiales.

The Roadhouse has been serving up beautiful—and delicious—plates of its BBQ Nachos this fall and they're winning more and more fans with each passing week. In the spirit of Ignacio Anaya's creativity these are freshly fried corn chips, topped with the Roadhouse's pulled pork (15 hours, whole hog, on the pit over oak), those classic pinto beans from the Hayward family at Camellia in Louisiana, a bunch of that marvelous Monterey Jack from Vella cheese in Sonoma. Top it off with a bunch of the Roadhouse Red Rage BBQ sauce and a sprinkling of red onions that have been pickled in cider vinegar and you've got an amazing app and/or a marvelous main course. Come by on a Sunday afternoon, order a plateful, watch some football on your phone and enjoy the day! If you have leftovers, don't leave them behind—they're outstanding added to an omelet the next day!



New Goat Brie from the Creamery

A taste of Michigan that French cheese fans will love

HERE'S A GREAT NEW little goat cheese from the Creamery that's offering any of us who like goat cheese some excellent eating for the season. The Creamery goat brie—*Brie chèvre* we could call it, if we found solace in naming it in French—is a wonderful, new, white bloomy-rinded round of handmade lusciousness carefully crafted at the Creamery. Lovely little wheels of marvelous, mellow goat cheese made in southeast Michigan but in the French tradition. So flavorful and so distinctive that I forecast it will steadily win fans for years to come.

The base of the cheese is the same high quality, local Michigan goat milk—gently pasteurized (low temperature for a longer time to protect the delicate flavors of the milk)—that we use for our other goat cheeses. We begin the making with rennet and add a centuries-old starter culture that was originally sourced from dairies that make raw milk Camembert in Normandy. The milk is allowed to set, then cut, and ladled completely by hand. We age it for about three weeks so the white bloomy rind can develop, and the cheese can develop its full flavor. The longer it matures the more the small wheels soften in texture. I like them on the younger side when they're still a bit firmer, but many Francophiles will want to wait 'til they get nice and runny.

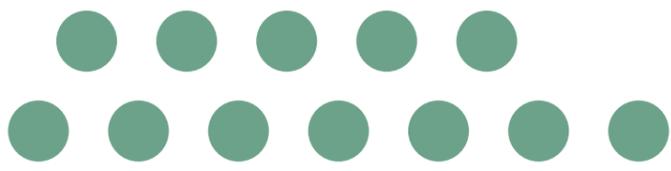
If some skeptic in your life doubts the veracity of making traditional French-style goat cheese like this in Michigan, you can remind them the recipe for this beautiful little goat brie was brought to us by a Frenchman who's from the third generation of his family's cheese business. One of the bright spots through the difficulties of getting through the last year is that we've been fortunate to work with, and learn from, Jules Mons! Eat Jules' lovely creation on its own, or accompanied by heirloom apples, paired with pears, or piled with toasted walnuts. And, of course, it's a beautiful thing with any of the Bakehouse's great breads—a baguette would be a beautiful accompaniment! The four-ounce wheels are pretty much perfect as an appetizer for two. Three or four bites each. Complex flavor, with a super-fine finish.

Available at the Cream Top Shop and zingermans.com.



GOAT BRIE

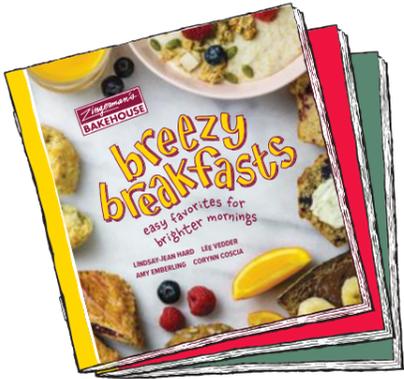




Books from

WHEN IT COMES TO BUYING BOOKS, my biases are broad. I like big books, small books. Tiny chapbooks and terrifically big tomes like *War and Peace* or Rudolph Rocker's 700-page *Nationalism and Culture*. When books come out in print, in some way, being able to read from the printed page somehow makes the world realer for me. While we probably sell about 10,000 times more brownies per year than we do books, the books that have come out from the ZCoB have a special place in my heart: *The Guides to Good Leading*, *Zingerman's Bakehouse*, *Zingerman's Guides to Good Eating*, *Giving Great Service*, and *Better Bacon*. Maggie Bayless' online "Bottom-Line Trainer's Toolkit®."

Books shape my beliefs; they give me comfort and companionship. If you want to get to know me, it might make the most sense to check my reading lists (they're in the back of the *Zingerman's Guide to Good Leading* books. I list my most recent book recommendations in each issue of the "Top 5" e-news when it comes out every Wednesday. As I wrote in the "Top 5" last spring, "Books have built our business. They're the foundation of my life philosophy. Books feel like home. Books create understanding. Books build bridges. If I wanted to draw my lifeline, it might work best to show which books I was reading when." I'm with Malcolm X who once wrote: "My alma mater was books, a good library . . . I could spend the rest of my life reading, just satisfying my curiosity."



A trio of new tiny cookbook(lets) from the Bakehouse

With that in mind, I'm particularly excited here to share news of these new print publications! Amy writes, "[the booklets] blend history, stories, and our dedication to

traditional methods and flavorful ingredients with easy-to-follow recipes we've developed and refined over the years. The booklets will be co-created by groups of us—bakers, instructors, historians, photographers, and graphic designers. Our normal practice is to collaborate in teams because we believe we get great results with a diversity of perspectives and skills. I'm particularly excited about these because of the opportunity they give to co-workers who want to do this sort of work. It also gives us a chance to publish more of our recipes." All three are great gifts for yourself or any engaged reader in your world! Or buy a bundlette of all three booklets together. Guaranteed to bring insight, comfort, and trigger your creative imagination.

Cup or Bowl?

The Bakehouse is known worldwide for bread and pastries. Locals buy both here in Ann Arbor in abundance, and we ship loads of each around the country through Mail Order at zingermans.com. The bread and pastry are what bring ever increasing numbers of people into the Bakeshop out on Plaza Drive. But a lot of what keeps many of our regulars coming back are the soups, salads, and sandwiches that the Bakehouse's savory kitchen crew put together so diligently every day. This new little book, *Cup or Bowl?*, is an homage to the Bakehouse's soup squad. Like the Bakeshop where we serve the soups, this book is small but packed with lots of great looking, and great tasting, treats. Put together by Lee Vedder and Lindsay-Jean Hard at the Bakehouse along with Amy Emberling, it includes 52 pages of personal insight, some history, and 15 soup recipes.

Available at the Bakeshop and zingermans.com.

Breezy Breakfasts

The perfect gift for anyone who loves their morning meal! Or maybe, even better, for someone who still believes they don't! There are so many great recipes in here it might turn even the most adamant breakfast avoider into an avid early morning eater. There are a dozen previously unpublished recipes for Bakehouse favorites, such as Sugar Crisp muffins (one of my long time personal favorites), Patti Pockets, an array of terrific toast recipes, the Bakehouse's baked oatmeal, savory egg strata, and more!

Fancy Schmancy Holiday Cookies, 2nd Edition

Fancy Schmancy Cookies has long been our single most popular class at BAKE!® every holiday season! The name alone is enough to get you in a good mood, right? The booklet includes some of the original recipes, plus some of our favorite new ones. If you're thinking of baking cookies to give as gifts this year, the booklet would be a terrific place to start! All the recipes are well tested and ready for home bakers to replicate. Guaranteed to leave both the baker and the eater in an excellent mood!

The Bakehouse will be doing a series of BAKE!® Fancy Schmancy Cookie classes this fall. They'll be virtual, and we'll be selling cookie baking kits replete with supplies. This class—and the cookies that come from it—have become a huge holiday tradition here at Zingerman's. The classes are fun for the whole family. Each seat purchased is for a household. The classes will feature three classics: Linzer, Pfeffernusse, and Spritz cookies (made using an old-style cookie press), along with a BAKE!® creation of Cocoa Caramel Bites. All are deliciously comforting cookies that are near-perfect for a holiday during a pandemic.

Available at the Bakeshop.

Z

TOP 30 for 2020

Zingerman's Sour Cream Coffee Cake

A classic for the ages

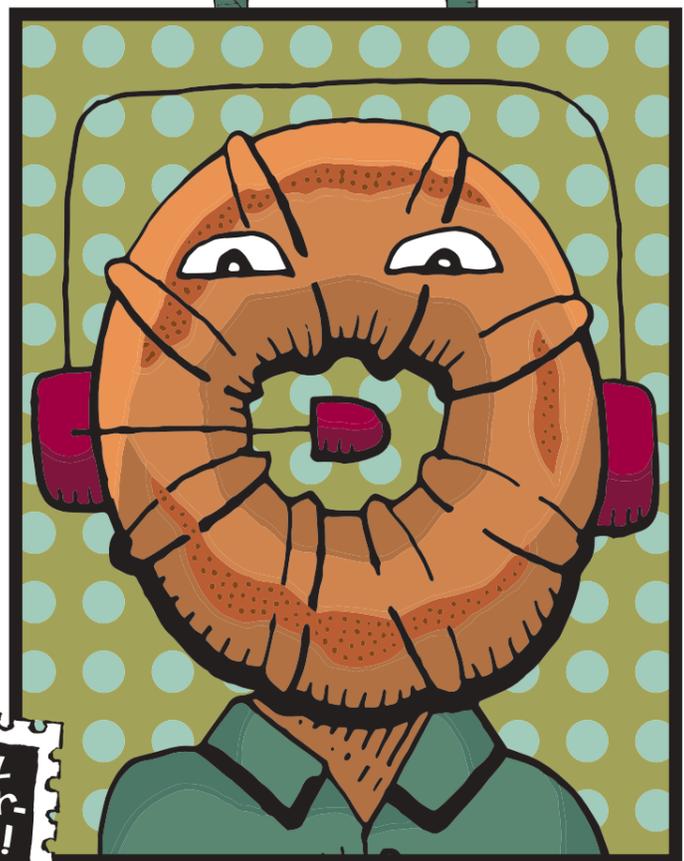
THIRTY-SOMETHING YEARS ago I remember we mixed the batter for the very first Zingerman's Sour Cream Coffee Cake in the tiny prep kitchen in the basement at the Deli. All these years later, the Bakehouse bakes around 60,000 of them a year! Mail Order ships a literal ton. The Deli, Roadhouse, and Coffee Company sell a fair few, and we wholesale them to dozens of other pastry-loving cafés and retailers. Maybe I should suggest that future political candidates replace the "chicken in every pot" with a "Zingerman's Sour Cream Coffee Cake on every counter?"

This coffee cake has long been one of those products that lots of folks love. It can be eaten happily any time of the day—with a cup of coffee or tea for breakfast, as a snack, or for dessert after lunch or dinner. They last for weeks after opening (if you don't eat them all quickly), so the coffee cakes have that going for them as well. If you're looking to bring a gift to someone's house or ship something from Zingerman's to someone you love or look up to, the coffee cake could well be a wonderful option.

You can also order up the Coffee Cake Club at Mail Order—a series of monthly shipments of our Bakehouse-baked coffee cakes. Lemon Poppysseed Coffee Cake, Hot Cocoa Cake, Gingerbread Coffee Cake, and more!

Available at the Bakeshop, Deli, Coffee Company, Roadhouse, and zingermans.com.

Zingerman's®



you really can taste the difference!

the ZCoB



New pamphlet from Zingerman's Press now available!

"Humility: A Humble, Anarchistic Inquiry"

"An eye opening, truth telling full analysis on a subject that is so important to our success in life, and yet very often ignored or misunderstood. Ari's pamphlet on Humility opened my eyes to the importance of humility for leaders and how it can be applied in leading a successful team. When you pick up this pamphlet, you won't be able to drop it until you finish."

—EBERE AKADIRI
CEO, Rise and Lead

"In this deeply thoughtful piece, Ari Weinzweig takes us on a journey to explore the concept and practice of humility in the workplace and in life. A humble leader himself, he demonstrates by example that humility means recognizing, appreciating, and supporting the uniqueness of each individual. He shares 16 practices that support a humble workplace in which people thrive and the organization performs at the highest levels."

—WAYNE BAKER
Author of *All You Have to Do Is Ask*, Robert P. Thome Professor of Business Administration, and Faculty Director of the Center for Positive Organizations at the University of Michigan Ross School of Business

A whole set of 32 pamphlets

Because I'm so partial to cool small books, I'll just say that if I hadn't written these myself and didn't already have multiple copies of each at my house, I would LOVE to get this as a gift. Essentially whoever you give it to will be able to "open" a new pamphlet a week for over half a year—enough to see them through, one can hope, til the final period of the pandemic! Includes a copy of the latest piece, "Humility: A Humble, Anarchistic Inquiry."

Available at zingermanspress.com and shop.zingtrain.com.



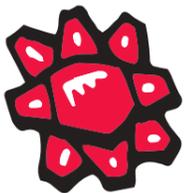
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The Guide to Good Leading Series

Know someone who loves learning about leadership? (Or maybe someone you want to learn to love learning leadership?) The Zingerman's Guide to Good Leading series has proven hugely helpful to longtime leaders and those who are new to the field; nonprofit leaders, academics, anarchists; those who love to read, and those who often get frustrated with books. I'd be glad to sign a set for someone you love. Make a note on ZingTrain.com when you place your order! They've won kudos from senior business leaders like Peter Block on down to creative, anarchistic, thinkers you've never heard of, including one young woman who aptly dubbed them "the anti-business business books."

Available at zingermanspress.com and shop.zingtrain.com.

TOP 30 for 2020



BAKE![®] Classes Online

IN THE SAME WAY THAT Cornman's Tiny Weddings turned out to be perfect for the times in which we live, the same goes for our already much loved classes on home baking—BAKE!'s[®] new online offerings have been booming. Bakewithzing.com has details on in-person and virtual classes. Log on and grab a gift certificate for your loved one who loves to bake!

Available at bakewithzing.com.



CHOCOLATE COVERED CHERRIES & HAZELNUTS

from Shawn Askinosie

Bridge mix for the artisan eater

EARLIER THIS YEAR, Askinosie Chocolate introduced its new Chocolate Covered Cherries & Hazelnuts. It's no ordinary bulk-bin Bridge mix. As usual, Shawn and crew have collected a series of top-notch ingredients to blend—dry-roasted Duchilly Hazelnuts, and organic Bing Cherries from Oregon, and dark chocolate from Tanzania. They're all hand spun to coat the fruit with the chocolate, yielding a wonderful blend of crunchy nuts and chewy cherries enrobed in the bean-to-bar chocolate from Tanzania (my favorite of Shawn's single-origins bars). Bottom line is that these new Chocolate Covered Cherries and Hazelnuts taste terrific! The first week they came in last spring, two tubs

of them quickly "disappeared" somehow off our kitchen counter. Well, the tubs were still there, but, there was nothing left inside! I guess the ghosts at our house have a sweet tooth!

These would make a great gift for anyone who's inclined to the chocolate-nut-sweet-salty snacking combo! Really high quality ingredients, careful crafting to make them, wonderful flavors, and that sort of fine finish that I love.

In ancient Rome, hazelnut trees were planted to bring future happiness. I hope these chocolate-covered hazelnuts and cherries bring a bit of happiness your way. They certainly have for me.

Available at the Candy Company's pop-up shop inside of the Coffee Company and at the Roadhouse.



TOP 30 for 2020

L'ETIVAZ CHEESE from the ZJÖRIEN FAMILY

A well-aged, hard-to-get mountain cheese
from the Swiss Alpage

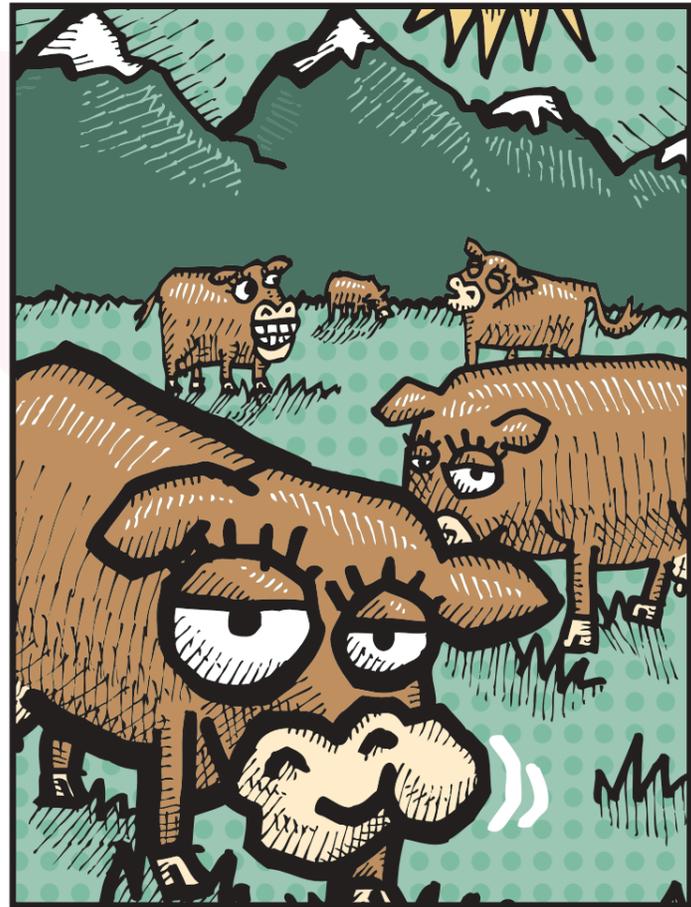
I FIRST STUMBLED ON L'Etivaz in the summer of 1994 on a cheese hunting trip to the Alps with my friends Randolph Hodgson from Neals Yard Dairy and Daphne Zepos (see the Epilogue of *Zingerman's Guide to Good Leading: Part 3* for more on Daphne's life and death). At the time, none of us had ever heard of it. We found it by accident—a sighting of wooden cheese-aging shelves drying in the sun by the side of the road clued us in that we were near a small dairy. We stopped. The story and the details were as great as the cheese. An hour down the road, we were still talking about how fine the finish of the cheese was.

It took a year or two to get it to Ann Arbor, and it's made regular appearances at the Deli ever since. L'Etivaz is everything I love about great food: a superb sandwich of phenomenal flavor and incredible history. A product that owes its existence to the near-fanatical passion of the people who make it; dairy rebels with a cause, committed to maintaining their heritage. But, above and beyond all else, what makes L'Etivaz more than just a good story is how incredibly good it tastes.

In 1932, while most of the cheese world was choosing industrialization, 76 families who farmed the land around the town of L'Etivaz decided to go in the other direction. In doing so, they turned away from significant government subsidies afforded to officially-approved cheesemakers in Switzerland. In the process, they made a clear choice for integrity over income.

The L'Etivaz makers set up an exceptionally strict code of production, oriented toward preserving tradition and authenticity:

- The cheese must be crafted completely by hand—no mechanical means of any sort are allowed.
- The cheesemaking may take place only when the herds are up in the Alpage—the mountain pastures surrounding the village—between 3,500 and 6,500 feet above sea level. This altitude adjustment ensures that the cows are out eating from an amazing array of wild herbs, tiny mountain flowers, and assorted green grasses. Wild spinach, for example, grows all over the Alpage and both Swiss cows and Swiss people eat it often.
- The cheese can be made only in a demarcated region around the town of L'Etivaz.
- Each family can make cheese only from the milk of its own herd—no buying of milk is allowed.
- L'Etivaz (in this case, like all Swiss Gruyère) must be “cooked” in copper kettles.
- No chemicals can be used at any point in the process, from field to finished cheese. Essentially, L'Etivaz is an organic cheese.



- Perhaps most noteworthy to our modern American sense and sensibility, the code requires that the heating of the milk may only be done over open wood fires!
- L'Etivaz may be made from May 10 through October 10. But in actual practice, the season is often shorter, since many of the mountain pastures are still too cold for the cows to be grazing outdoors in the first and last months.

This year's cheese comes to us from the dairy of the Zjörien family on the Alp named Tompey, overlooking Lake Geneva. From roughly early June to the final days of September the Zjöriens shift their living quarters to a chalet atop the mountain. Their 70 or so cows (a mix of Red Holstein, Holstein, Simmental, and Swiss Brown) go with them, along with a trio of donkeys, their two dogs (“Rocky” and “Bob”), and a few chickens and pigs. During that time, they produce about 250 wheels—roughly two wheels a day.

The cheese we have on hand has about 16 months of maturing on it right now. It's so good, I could happily eat some every day for the rest of the calendar year! One sliver will tell you that a well-aged wheel of L'Etivaz is something special: exceptionally buttery, with just the slightest hint of spice; surprisingly sweet, and not at all salty or bitter; somewhat less fruity than a comparably-aged Gruyère. It fills your mouth with flavor, and finishes with a tiny wisp of wood smoke, the mark of the open wood fires over which it is made. Supplies are super limited! Don't miss out!

Available at the Deli.

SOME BAKEHOUSE CLASSICS THAT SHOW UP REGULARLY AT MY HOUSE

Country Miche

A great French country bread that's a mix of Bakehouse-milled wheat, rye, spelt and buckwheat. Such a superb, big, nutty wonderful flavor! I'm a huge fan of the large 2-kilo wheels. Especially excellent if you're doing any entertaining, though we eat so much bread at our house, we can go through a big loaf in a week on our own!

Holiday Stollen

This traditional German Christmas bread has been a highlight of the holidays at Zingerman's Bakehouse for more than two decades. And no wonder. Made with sweet butter, Bacardi® white rum, cinnamon sugar, toasted almonds, Red Flame raisins, fresh eggs, organic flour, candied orange and lemon zest, dried cherries, citron, real vanilla and fresh orange juice. Brushed three times with rum butter and then dusted with a wealth of powdered sugar. Available in December only.

Babka

There's a lot going on in our babka. We start with a rich, buttery brioche dough, paint it with dark chocolate, sprinkle it with chocolate crumble and orange syrup soaked raisins, twist it up, and carefully place that work of art in the pan. The loaf is baked to a golden brown with a fragrant cinnamon sugar top. We'll go a long way for full flavor! A slice of our dark chocolate raisin babka is great for morning coffee, evening dessert, afternoon tea, or any time. Warm it in the oven and top with vanilla gelato. Makes fantastic French toast too!

Available at the Deli, Bakeshop, and zingermans.com.



you really can taste the difference!





Caviar Cream Cheese

FROM THE CREAMERY

From the rivers of Uruguay to one of the U.S.'s leading University Towns

Whole Smoked Turkeys from the Roadhouse

A long-standing Texas tradition comes to the west side of town!

DOWN IN TEXAS, WHOLE smoked turkey has been one of the strongest Thanksgiving traditions in the state for nearly 70 years. People of all races, ethnicities, ages, and political persuasions have long been sold on it! A beautiful whole smoked bird on the table looks and tastes terrific!

The smoked turkey tradition in the Lone Star State dates back to the middle part of the 20th century. For reasons I don't really know, it seems to have sprung up strong with Jewish merchants. Rose Diamond, the Greenberg family (still the most famous Texas turkey smokers), and one "Mrs. Potishman" get the early credit! The Greenberg family originally used only kosher turkey, but that part of the tradition fell away ages ago. At Greenberg's, to this day, people of all backgrounds literally line up outside for days in advance of the holiday to get their annual smoked turkeys for the family table—so many they could probably fill every seat at Michigan Stadium (in a non-pandemic year). If you want a non-Texan take on it, Oprah put whole smoked turkey on her holiday favorites list a few years back!

The Roadhouse, being focused on bringing all sorts of long-standing American food traditions here to Ann Arbor, has added this Texas treat to our annual routine on the pit. Whole, free-range turkeys (about 18 pounds each) that we rub with extra virgin olive oil, fresh garlic, and our Spicy Coffee Spice Rub. Ground Roadhouse Joe coffee, Turkish Urfa pepper, black Tellicherry pepper, cloves, and sea salt. It's excellent on potatoes, fish, and steak as well as turkey! Super great on fries—ask for it next time you're in.) The turkeys are smoked over smoldering oak for about four hours. They come off look-lovely—dark, almost chocolate speckled with the spice meat stays moist; the flavor For Thanksgiving, Chanukah, the Ohio State game, a evening get-together of you your best friends . . .

Call ahead to the Roadhouse order one before we run out!



A NEW CROSS-CONTINENT collaboration by the Creamery and Black River Caviar in Uruguay. While it's a 5,000-plus mile trip from Montevideo to Michigan, the two organizations are closely connected when it comes to values—commitment to quality, community and sustainably run strong in both businesses.

Black River Caviar—or Esturiones del Rio Negro—has been crafting world-class Oscietra caviar since 1990. In their commitment to offering caviar of the quality that was once served in the Russian royal court, Black River started their project solely with real Russian sturgeon stock from the Caspian Sea. As the first sturgeon farm in the Southern Hemisphere, their commitment—to themselves and the food community around the world—has been to produce the finest sustainable caviar in the world through aquaculture innovations that respect both the fish and the natural environment.

Black River is unique among caviar brands for a quite a few reasons, not just that it is family owned. Most important is that they are the farm and producer, which means their caviar comes to you farm-direct. Many caviar brands just source caviar and sell under a label not telling the consumer where it is from or how it was raised. As a farm they make their own fish feed from sustainable sources and have full traceability on their fish, and their caviars, from the little tadpoles to the caviar tin. Black River also built their farm right on the banks of the Rio Negro with a system that channels 50 million gallons of water through their fish basins daily. This means the fish don't swim in recirculated (closed) water systems as in most sturgeon farms, but swim in fresh, well-oxygenated water. This allows the fish to live in a cleaner, more natural environment. Happy and healthy fish means better caviar!

Once upon a time in Russia, back when Peter the Great was Tsar and only small bits and pieces of North America had been taken over by

Europeans, caviar was the highly prized prestige product of Russia. Massive amounts of it were eaten by the wealthy; wars were fought over it; controlling caviar sourcing spots was part of Tsarist strategic planning. Over the following centuries, caviar also serves as an unfortunate and unsurprising exploitation of nature. Overfishing has created scarcity. Costs have skyrocketed. Supplies have been limited.

One way to remedy the overfishing has been the work of sustainable caviar producers around the world. Black River is a long way from the wealth of St. Petersburg and ancient Muscovy but they have made sustainable sturgeon fishing and high-quality caviar markedly more accessible to more people than it was 40 years ago when we opened the Deli. Black River was a pioneer in building sustainability for wild sturgeon recovery, and has been one of the leaders in that field—or maybe I should say "waters."

In a year where so much focus has gone onto what we can't do and where we can't go, adding a schmear of this high quality, handmade caviar cream cheese to your next meal could be a wonderful way to help counter the challenge of the emotional and economic downturns that everyone we know has been working through. Think of it as "caviar comfort food," and one that won't completely break the bank! This new Caviar Cream Cheese isn't inexpensive by everyday eating standards but by comparison to the cost caviar alone it's eminently affordable. Pairing Black River's amazing caviar with the Creamery's world-class handmade Cream Cheese has proven to be a terrific way to get a nice little bit of unexpected luxury into an affordable format that you can have for breakfast, lunch or dinner. Spread it on toasted Bakehouse bagels or Zinglish Muffins. Put it onto slices of the Bakehouse rye bread. Put it on baked potatoes or add to omelets. Melt a spoonful on a steak for a superb version of surf and turf. For a more down-to-earth version, put it on a burger! Possibilities are endless!

Available at the Cream Top Shop.



Z

TOP 30 for 2020



SIX SWEET STOCKING STUFFERS AT THE CANDY STORE

ZZANG!® BARS The original and reigning champion of the Candy Manufactory's marvelous selection. Handmade peanut butter and honey nougat with a nice amount of butter-toasted Virginia Runner peanuts, with a wisp of sea salt, all dipped in dark chocolate. If a candy bar could change the world, this would be the one!

SUMMERDOWN MINT CHOCOLATES FROM ENGLAND I'm a sucker for these. Black mint from England blended with really great dark chocolate! If you like mint and you like dark chocolate, do not miss these!

SHAWN ASKINOSIE'S GINGERBREAD BAR Warm Christmas spices and delicious dark chocolate make for a fantastic combo! Want to make your kids' day? Put a few squares between



a couple of thin-cut slices of Bakehouse sourdough and grill your "sandwich" in butter 'til the bread is golden brown!

LAKRID'S DANISH LICORICE Totally awesome treats handmade in Denmark. Serious licorice fans will love it. Salted, smoked, sweet, with ginger. All are excellent!

MCCREA'S MAGICAL ALL BUTTER CARAMELS Allison Schraf at the Candy Co. swears by the Scotch Whisky ones, and I'm partial to the maple syrup.

HANDCRAFTED SWEDISH FISH Amazing craft candies from the small Swedish artisan firm of Kolsvart. They're super tasty and they also come in cool packaging. They're made from really high quality all-natural ingredients. For anyone who loves gummies, these will be one of the best gifts you give this year!

Available at the Candy Company's pop-up shop inside of the Coffee Company.

GOT THE ITCH TO GET OUT OF TOWN?

Book a Zingerman's Food Tour Today and Make a Hopeful Statement for a Positive Future

I'M PRETTY SURE that the stretch of the last eight months is the longest I've gone in decades without leaving town. Travel has been a big part of my life for so long it's hard to remember when it began—probably some time in high school. Since then, I've been on any number of continents, and in every state but two (Arkansas and Idaho, if you're wondering). And as you might remember from the introduction to this piece, I've been to Ireland about two dozen times as well. Today, I engaged in an act of hope for the future—we booked a ZingTrain client event in Texas, for which I will once again get on a plane and recommence living that part of my life! Anxious? I suppose. But it's so far out there that I've just decided to put the stake in the ground and go for it. If things unfold in suboptimal ways, we can always reschedule, right?

Like everyone in the travel business worldwide, Zingerman's Food Tours was totally grounded by the pandemic. But looking to the future, both managing partner Kristie Brablec and many of her most loyal clients have taken the view that booking tours for 2021 now is a way to make a positive statement of hope for the future. As Kristie said, "No one can be sure what will be going on next year, but we're hopeful we can make our tours



happen in good form. They help to support so many artisan food producers, as well as family owned hotels and wineries. The impact of the pandemic on all of them has been huge. We've been working for months to come up with ways to make travel safe, but still tasty and educational."

Our Food Tours take you to the source. We use food & wine to connect to the history of a region, the spirit of its people, and the rhythm of daily life. Zingerman's Food Tours is your concierge to the best local guides, food, and cultural experiences, because of our long-standing connections in the food and travel world. Great learning from craft producers, home cooks, and world class winemakers awaits you. They are, to say the least, trips of a lifetime. If you're ready to take a great leap forward into the post-pandemic future, to make a vote for hope, consider booking a Zingerman's Food Tour. Kristie's caring, creative, bright, benevolent presence is probably worth much of the price of admission! As the 20th century Chinese philosopher Lin Yutang once said, "Hope is like a road in the country: there was never a road, but when many people walk on it, the road comes into existence."

Available at zingermansfoodtours.com.

you really can taste the difference!



Zinglish Muffins Winning Kudos around the County

Baking artisan English muffins here in Ann Arbor

WHEN I MAKE MY LIST OF GOOD THINGS to come out of the pandemic period, one of them will surely be our introduction of Zinglish Muffins at the Bakehouse. Fifteen years of conversation culminated with their release late in the spring, and sales have been building steadily ever since! Bread lover that I am, I have already eaten a lot of them. I can tell you that they're at their best when you open them with your fingers or a fork. (Slicing them with a knife leaves the surface too straight and takes away the full flavor experience.)

You probably are already well versed on what to do with an English Muffin. But I'll share some of my favorites here:

- Toasted and topped with cultured butter.
- Great with the Creamery's artisan cream cheese. Or better still, with butter and cream cheese both!
- Terrific toasted and topped with olive oil. The nooks and crannies hold the oil beautifully!
- I love 'em as the "bun" for a cheeseburger! Something about the texture and flavor of the toasted English muffin marries marvelously with the meatiness of the burger.
- Fun to serve with some of our new Caviar Cream Cheese from the Creamery.

One of my favorites—use them to make Jamwiches. Toast, spread with a good bit of the Creamery's cream cheese. Then spread on some good jam and layer with the same fruit in fresh form. So strawberry jam with fresh strawberries; peach jam with fresh peaches, etc. You get the idea! It's a terrific way to start the day! Great holiday brunch idea too!

They're also a delight eaten just as they are, the morning they're baked—held in one hand and eaten bite by bite without even being sliced. I've come to think of them as an old English version of a bialy. Most of the country has never, ever, eaten a freshly-baked English Muffin! I know I never had. I had one again this morning while I was writing. They're marvelous.

Available at the Bakeshop, Deli, and Roadhouse on Tuesdays, Thursdays, and Sundays.

Z

A Tribute to Tunisia

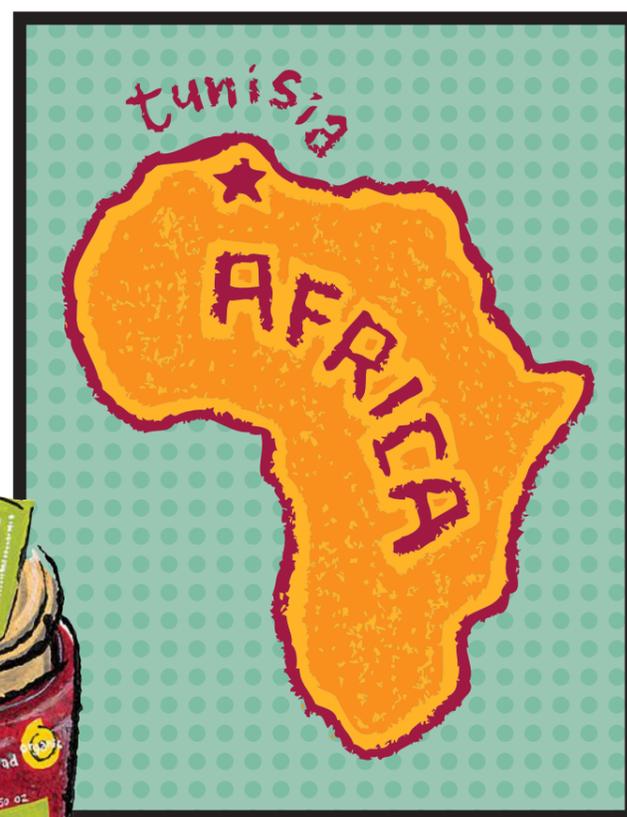
I'VE WRITTEN many times about the terrific products we get from the Mahjoub family in Tunisia. All are organic, all are made by hand, and all are amazingly delicious. For 20 years now, they've been near the top of any culinary or culturally-meaningful list of favorite foods I would make. Try them all or buy a set for someone you love.

HANDMADE HARISSA The classic spicy spread of North Africa, in this case, made to the Mahjoub family's century-old recipe. Organic sun dried peppers, tomatoes, and olive oil from the Mahjoub family's farm, along with an array of spices. Absolutely awesome on anything from sandwiches to pizzas to burgers. Superfine with fresh fish, a superb sauce for pasta, add it to omelets or sauces or just about anything else.

SUNDRIED COUSCOUS So good it altered my perspective on couscous forever. Organic wheat from the Mahjoub's farm, stone milled, hand rolled to form the couscous, and sun-dried in the style of the 19th century. Cooks up a fantastic meal in under 15 minutes. Pairs perfectly with almost anything you like to eat—tomato sauce, harissa, vegetables, fish, poultry, meat. Really nice with sweets, too—dried fruit, honey, nuts, etc. World-class convenience food!

EXTRA VIRGIN OLIVE OIL Olives grown organically on the Mahjoub's farm, hand-picked and cold pressed to make this great fruity oil. Wonderfully flavorful, it's what we use at our house for cooking every evening. It's our go-to oil. We go through a 3-liter tin every week!

Available at the Deli and zingermans.com.



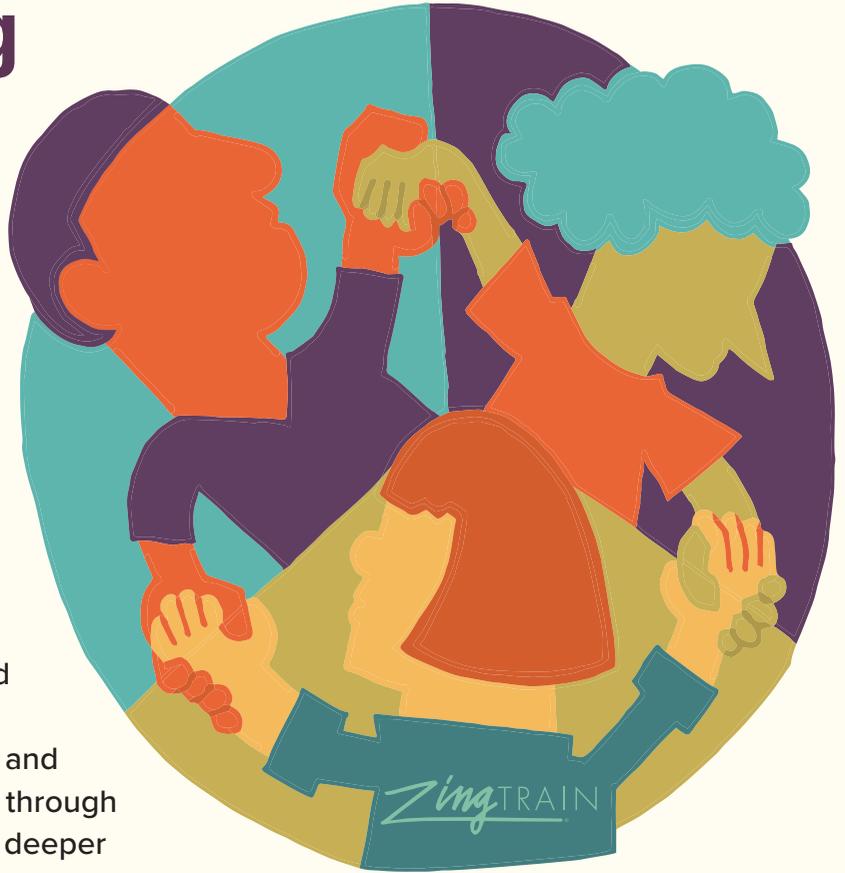
THE AMERICAN DREAM GAME

Virtual Training

ZingTrain is excited to partner with Dr. Jennifer Yim, creator of the American Dream Game, to bring you a 2.5-hour experiential training designed to spark empathic conversation on how to use diversity as a tool in building a more inclusive workplace.

The game itself is deceptively simple: the first character to reach the end of the game board achieves the American Dream of success. Along the way, participants encounter challenges of systematic inequality and privilege based on true-to-life social scenarios. With a blend of lecture, small-group discussion, and game-play, facilitators guide participants through this thought-provoking method to gain a deeper understanding of how to enact inclusion with empathy in a diverse world.

This game is ideal for anyone seeking next steps to further their journey to be more inclusive.



key takeaway:

how to take actionable steps to promote a more inclusive group culture.



Check out ZingTrain's website for upcoming dates! zcob.me/adg



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



3711 Plaza Dr. Ann Arbor, MI 48108
734.761.2095 | zingermansbakhouse.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



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734-619-8100 | cornmanfarms.com



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888.636.8162 | zingermans.com



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