

# nice things people have said about Zingerman's

“The coolest small company in America”  
- *Inc. Magazine* 1/1/2003

“[Zingerman's is] one of the top 25 food market's in  
the world” - *Food & Wine Magazine* 2/28/2005

Zingerman's co-founders Ari Weinzweig and Paul  
Saginaw given *Bon Appetit's* Lifetime Achievement  
Award joining the likes of Julia Child, Jacques Pépin,  
Alice Waters and Mario Batali in winning this honor.

“[Zingerman's Cranberry Walnut Pie is one of the] top  
5 Mail Order Pies in the country”  
- *Good Housekeeping* 11/1/2006

Zingerman's three-pound farm round ranked #1 on  
*Fortune's* “Mail-Order-Bread Taste Test”: “This beau-  
tifully scored loaf from the famous deli in Ann Arbor,  
bowed over our testers with its crunch and fresh  
taste.” - *Fortune Magazine*, 2/01/2007

*Midwest Living* calls Zingerman's Delicatessen one of  
“Our Favorite Things”: “When *Midwest Living*  
staffers need to keep relatives happy at Christmas, we  
often rely on Zingerman's staples, such as sour cream  
coffee cake.” - *Midwest Living* 2/01/2007

*Midwest Living* hails Zingerman's Bakehouse's Magic  
Brownies as one of the “top 20 recipes of all time.” -  
*Midwest Living*, 2/01/2007

Zingerman's Bakehouse's chocolate cherry bread hits  
Yahoo's list of “twelve places to order truly extraordi-  
nary chocolate items online.” - Yahoo, 12/1/2007

*Zingerman's Guide to Good Eating* was mentioned as a  
Must Have addition to your cookbook library by a  
guest on NPR's *Splendid Table*. - *NPR Splendid  
Table*, 1/1/2007

“[Zingerman's Delicatessen] is one of 10 great places  
to nosh on authentic Jewish deli food.”  
*USA Today* - 3/24/2006

“When it comes to service, few establishments can  
rival Zingerman's” - *Saveur*, 1/1/2003

“Take one yourself, or give a course as a present and  
drop lots of hints that this is a gift that should keep on  
giving. BAKE! is the best School of Hard Knocks,  
without the pain, humiliation and pressure that typical-  
ly accompany a restaurant apprenticeship. You work  
side by side with superb teachers while you're up to  
your elbows in ingredients. The class was fun. I will  
never again question why Zing's bread costs what it  
does. It smells, sounds, looks, feels, and tastes exactly  
the way it should.”

Nan Bauer - *Ann Arbor News* - 11/1/2006

Frank Carollo of Zingerman's Bakehouse is one of  
five “Noteworthy Bakers” in the U.S. according to  
*Metropolitan Home*- 4/1/1997

Zingerman's breads are “...slow-rising (up to 18  
hours), finely tuned, hand-shaped loaves that are  
nearly meals in themselves...the pecan raisin is so  
moist, rich and satisfying, it redefines the category.” -  
Suzanne Hamlin - *The New York Times*

“Probably the best food store (and catalog) in the U.S.:  
Zingerman's in Ann Arbor, Michigan.”  
-Jeffrey Steingarten - on National Public Radio

The logo for Zingerman's features the brand name in a large, bold, black script font. A horizontal line is drawn underneath the letters 'i', 'n', 'g', 'e', 'r', 'm', 'a', 'n', 'i', 's'. Below this line, the words 'community of businesses' are written in a smaller, black, sans-serif font. A registered trademark symbol (®) is located to the right of the word 'businesses'.