

Holiday Catering Across the ZCOB



you really can taste the difference!™

# Zingerman's® news

issue #301

nov-dec 2023



Christmas  
Sardines

p. 10



# ARI's TOP 30

p. 1-7

I.A.N.

# TERRIFIC TASTES FROM 2023

One of the greatest pleasures of my life has been that I have never stopped learning about good cooking and good food.

~Edna Lewis

As we move into the final months of the calendar year, I always take time to reflect back on what's unfolded over the course of the year that's coming to a close. Taking a mental step back always helps me clear a mindful space for myself to take in what's happened during the months that have already passed. While headline news is often dominated by hubbub and negativity, the space I make for reflection is one in which appreciation, awe, and gratitude are the main features.

What follows are quick looks at 30 different flavors that are at the top of my list! As with all things, I work hard to weave a diversity of offerings together to compile what lands on the list! What you'll see below is, as always, a mix of new items, long-time Zingerman's favorites, big sellers, and a few that remain veritable secrets. It's weighted towards offerings that I think are great gift ideas that can be shipped to all 50 states. I've also included a host of ZCoB treats that require your physical presence—delicious dishes from Miss Kim, the Roadhouse, Bakehouse, etc.—that aren't shippable but are, nevertheless, eminently excellent. Some of what's on the list that follows are savory, others are sweet, and a few are really spicy. All fit the definition of "great food" that I share in the new pamphlet, "A Taste of Zingerman's Food Philosophy: Forty Years of Mindful Cooking and Eating."

All the way back in 1991, as you'll read on pages 14 and 15 of the pamphlet, in our Guiding Principles, we wrote:

*At Zingerman's, we are committed to making and selling high-quality food. Great food at Zingerman's means:*

*Flavor in our food comes first. We choose our products first and foremost on the basis of flavor. We sell food that tastes great. We want our food to be full-flavored, delicious, and enjoyable to eat.*

*Traditionally made and great-tasting foods from around the world. We sell foods that have roots, a heritage, a history. We seek out traditionally made, frequently hand-crafted foods, which are primarily of peasant origin. These are foods that people have been eating for centuries and will continue to eat for centuries to come.*

Everything on the following pages has brought me much joy, many times, in the months and years leading up to this essay. I hope it does the same for you and yours!

I hope you and yours have a fantastic holiday season!

Ari

Ari Weinzweig, Co-Founder of the Zingerman's Community of Businesses

P.S. If you'd like to read more about my beliefs about business and food both, consider subscribing to the Top 5 weekly enews I do: [zingermanscommunity.com/e-news](http://zingermanscommunity.com/e-news).

## PX SHERRY VINEGAR

*Very rare and absolutely world-class vinegar from southern Spain*

Juan Sánchez de la Torre founded the firm we know today as Sánchez Romate in the bustling Andalusian town of Jerez de la Frontera all the way back in 1781. 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. The family-owned firm has won numerous awards over the years for its sherry, its vinegar, and its Cardinal Mendoza brandy which started in 1887.

Even a tiny sip can brighten my day. It's incredible on salads, in seafood stews, tomato soup, or almost anything else. When I'm having a rough day, I sometimes take a small sip to remind myself of how much beauty there is in the world. Remarkable in every way!

## ORO DI MILAS OLIVE OIL FROM TURKEY

*a terrific taste of a rarely visited part of the world*

If all goes well, I will be visiting these folks in Turkey at the exact time this newsletter comes back from the printer. Stay tuned for more in the months to come. In the meantime, I will tell you that the oil tastes great! I'll add up front, that Turkish oils have gotten little attention here in North America and despite that unfortunate reality, the Milas Oro olive oil is as delicious as any of the three dozen others we've selected so carefully to sell on our shelves.

Oro di Milas is in the Muğla region, down in Turkey's southwest. Like the Mahjoub's oil, a monovarietal—it's made solely from the very special, unique to that part of the world, Memecik (the "c" is pronounced like a "j") olives. The farm does only old-school hand-picking of the olives from all of its roughly 500 acres of carefully managed trees. The olives, large and round in shape, are all pressed within eight hours (often less) on the farm's state-of-the-art MoriTem olive oil mill (highly respected in the industry). Milas is an ancient town located in the Muğla province in Turkey's southwest. Olive growing—as it does in all the Mediterranean—goes back something like six millennia. During Ottoman times, oil was one of its biggest exports. Turkish olive oils today are on the rise and the country's top oils—like Oro Milas—have been winning a wealth of awards. The co-owner of Oro Milas, Emine Colin, born and raised in Istanbul, returned to her homeland after a long, exciting career in the United States. When she married her husband Mark, he inspired her to go back to her Turkish roots. The two traveled around, found a property with neglected olive trees, and set to work to craft a world-class oil. Ten years later they've succeeded. The oil is special and super tasty. Complex, elegant, and fruity with a nice hint of pepper in the finish. Green almonds, green grass, and green tomato leaves are all used by tasters to describe the oil.

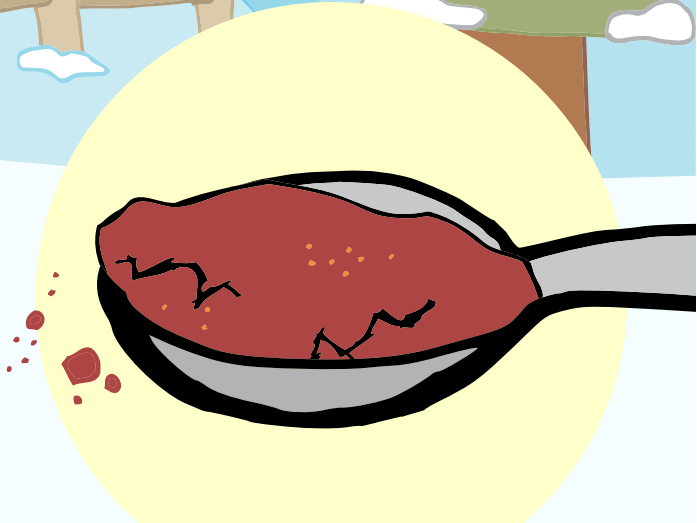
The oil is terrific on pretty much everything from salad to steak. As per Turkish tradition, it's especially great with vegetables, and also, I'll add it with lamb!

## FARMSTEAD HUNGARIAN PAPRIKA FROM THE HODI FAMILY

*a beautiful bit of authentic Hungarian flavor*

This comes to us from the Hodi family in the paprika-producing region of Szeged in the south of the country.

The Hodis, to my knowledge, are one of the only family producers left that has enough size and volume for us to get hold of their product, but are still small enough that they process all their own peppers. They grow the peppers, ripen them fully in the field, dry them, and stone grind them to make the paprika powder which they then hand pack. The flavor is fantastic—far fuller and livelier than the standard commercial Hungarian paprika that is sold in this country. (Many food folks in Hungary swear to me with great certainty that the popular brands of "Hungarian paprika" on the world market are NOT truly of Hungarian origin.) What we get is the highest grade available—*Különleges* (meaning "extraordinary" or "special") paprika. Visually, it is a dark fiery red, it has an unsurpassable aroma, and an eye-opening pungency and depth of flavor. It's not hot, but it is hugely flavorful!





# ARI'S ANNUAL TOP 30!



## HUNGARIAN WALNUT BEIGLI FROM THE BAKEHOUSE

*an excellent pastry in the style of budapest*

Over the last 10 years or so, these wonderful Walnut Beigli have become one of our biggest holiday hits. Seemingly everywhere I go in the organization, I bump into someone singing its praises. Staffers ooh and aah when beigli first emerge from the Bakehouse ovens for the season. If you try them, I have a feeling you may be joining us in delicious amazement!

A long-standing holiday tradition in Hungary, beigli is pretty much a staple in every house at Christmas. Beigli is a yeasted dough rolled up with a filling of walnuts. The outside has a beautiful sheen to it and a unique, kind of crackly look to its crust. Inside are swirls of a thick walnut-sugar filing that's so good, I literally had a hard time not eating more of it. The richness of the butter in the dough and the walnuts on the inside are comforting and compelling at the same time. A great host/ess gift, or just something special to bring home to liven up a dark winter night! Sip some good coffee (I've really been enjoying the Papua New Guinea right now, brewed in an Aeropress) and nibble slowly on a bit of beigli. It's a beautiful way to start or end your day!

## COUNTRY MICHE FROM THE BAKEHOUSE

*terrifically tasty traditional bread*

A customer stopped me the other day and asked if he could share a thought: "Don't ever stop making the Country Miche! It's so hard to find a whole-grain bread like that that's really good! The flavor is fantastic. You aren't going to stop making it are you?" That was easy. I assured him we were not. And then added the truth—it's one of my favorites, too.

It's been four years now since we started baking the marvelous Country Miche at the Bakehouse. It's made with a blend of flavorful whole grains: organic buckwheat, regional high extraction hard red spring wheat, regional organic spelt, and Michigan-grown organic rye—the latter three of which are all freshly milled right here at the Bakehouse. By milling heirloom grains on-site, we have the chance to put all those natural nutrients into the bread. Both the bread and those of us who eat it benefit big time.

Beautiful chestnut-colored crumb with big holes (which artisan bakers are always working to make happen) with lovely flecks of bran. The aroma is lively, slightly sour, substantial but not strong, sturdy, and comforting. The bread's flavor is big, very wheaty, complex, and fascinatingly full. I love it simply as is, toasted with great olive oil.



## HOLIDAY STOLLEN FROM THE BAKEHOUSE

*a medieval German Christmas classic made right here in michigan*

Made with a symphony of great ingredients: 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. A Bakehouse staple for over 20 years, we sell thousands of them each year. Many buy it because it's a Christmas classic and evokes warm holiday feelings. I just get it by the slice because it tastes so good with coffee!



## THE BAKEHOUSE'S NEW BOOK: CELEBRATE EVERY DAY

*Great gift for anyone who loves books and baking!*

The terrific, long-awaited, and very wonderful second cookbook from the Bakehouse! *Celebrate Every Day* was co-written by Amy Emberling and Lindsay-Jean Hard, with long-time Bakehouse crew Lee Vedder and Corynn Coscia. Kudos to all of them for the terrific work.

For someone like me who loves books, the release of *Celebrate Every Day* is a particularly meaningful organizational milestone. It's a tribute to over 30 years of hard work: daily mixing, shaping, baking, cleaning, delivering and serving. It's an appreciation of the commitment to learning *about* baking while also doing it for a living. And, last but not least, it's a tangible example of how everyone at Zingerman's is committed to *sharing* what we learn with others in the spirit of generosity *and* in the belief that the better everyone around us does, the better we will do, and vice versa. Read more about the making of the book on pages 8 and 9.



## DOBOS TORTE FROM THE BAKEHOUSE

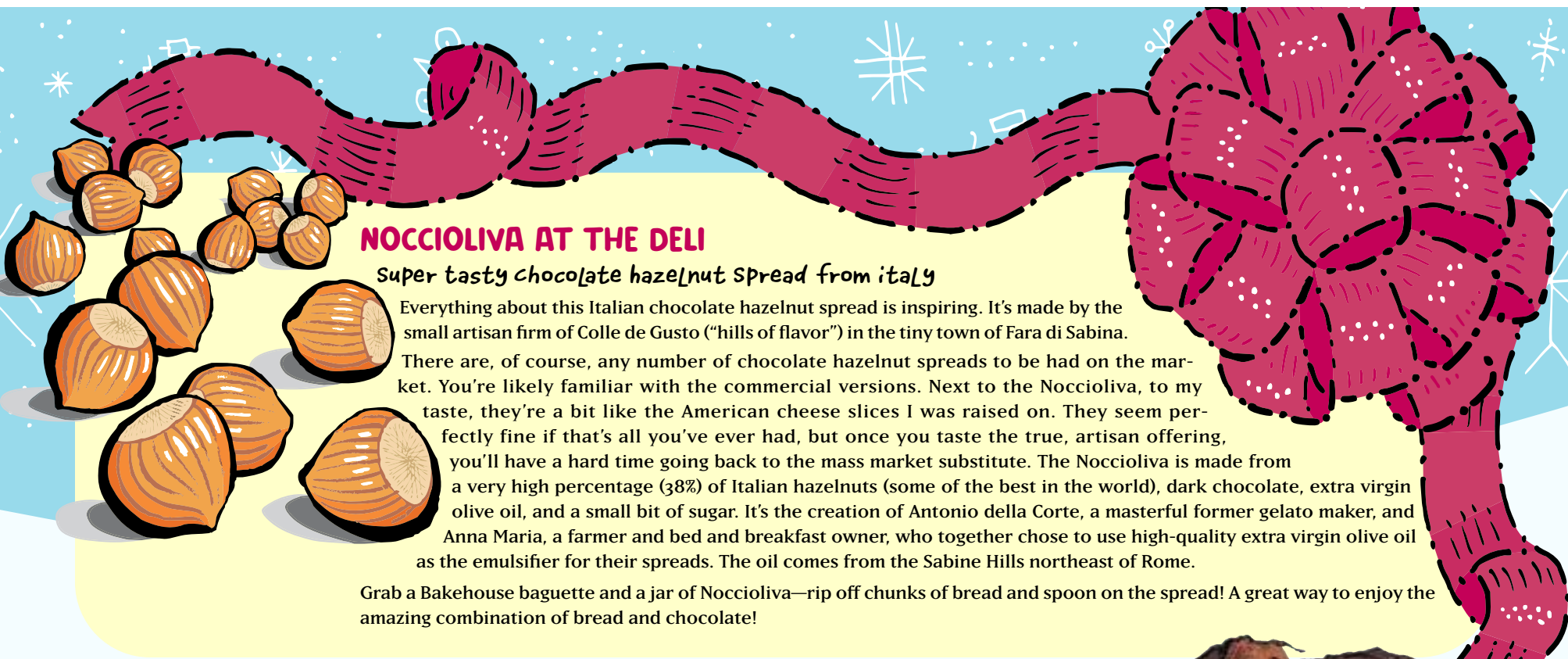
*budapest's biggest-selling cake for over a century just got even better still!*

Hungary's most famous cake, Dobos Torta, is the creation of József Dobos who first developed it in his Budapest bakery back in 1884. We've been crafting Dobos Torta at the Bakehouse for nearly 10 years now and over the course of that decade, it's become almost as big a seller here as it is in Budapest! Beautiful and exceptionally delicious—buy a whole one and serve it up for pretty much any party to guarantee visuals wows and a good bit of culinary wonderfulness!

The Dobos Torta is made of five thin layers of very light vanilla cake, sandwiched around a chocolate buttercream. More buttercream coats its sides, which are then dusted with chocolate crumbles. The rectangular cakes are topped with a thin layer of almost crunchy, slightly chewy, delicious caramel; between the layers and on the sides is a chocolate buttercream enhanced with a hint of ground espresso.







## NOCCIOLIVA AT THE DELI

*Super tasty chocolate hazelnut spread from Italy*

Everything about this Italian chocolate hazelnut spread is inspiring. It's made by the small artisan firm of Colle de Gusto ("hills of flavor") in the tiny town of Fara di Sabina.

There are, of course, any number of chocolate hazelnut spreads to be had on the market. You're likely familiar with the commercial versions. Next to the Noccioliva, to my taste, they're a bit like the American cheese slices I was raised on. They seem perfectly fine if that's all you've ever had, but once you taste the true, artisan offering, you'll have a hard time going back to the mass market substitute. The Noccioliva is made from a very high percentage (38%) of Italian hazelnuts (some of the best in the world), dark chocolate, extra virgin olive oil, and a small bit of sugar. It's the creation of Antonio della Corte, a masterful former gelato maker, and Anna Maria, a farmer and bed and breakfast owner, who together chose to use high-quality extra virgin olive oil as the emulsifier for their spreads. The oil comes from the Sabine Hills northeast of Rome.

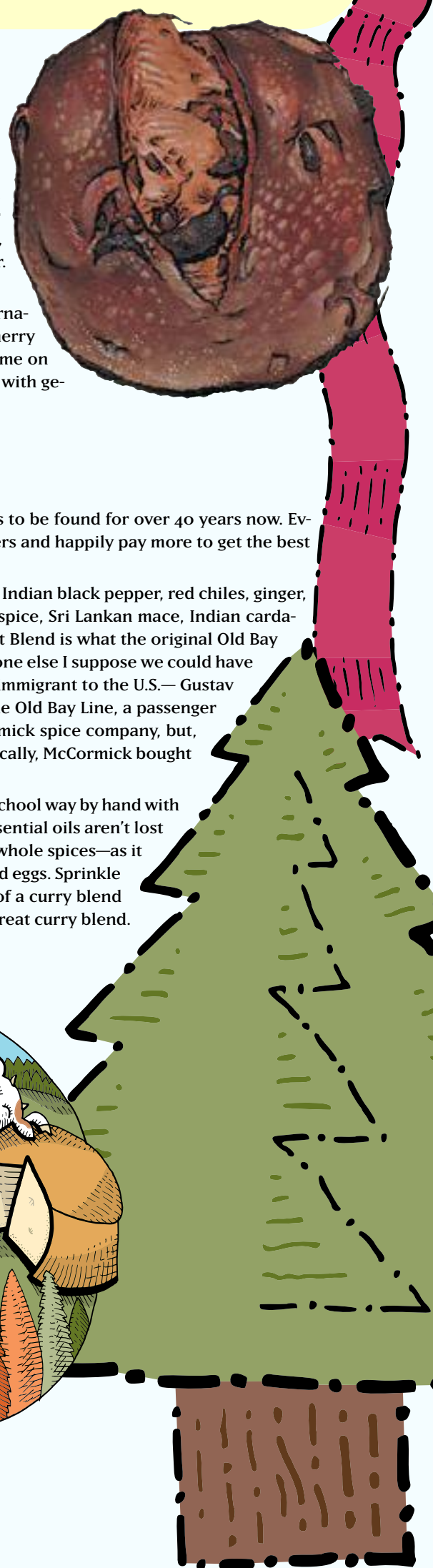
Grab a Bakehouse baguette and a jar of Noccioliva—rip off chunks of bread and spoon on the spread! A great way to enjoy the amazing combination of bread and chocolate!

## CHOCOLATE CHERRY BREAD FEATURING FRENCH BROAD CHOCOLATE FROM NICARAGUA

*bread and chocolate made even better*

One of the Bakehouse's original and most popular offerings since we opened up all the way back in 1992 got even better 30 years later! We made an upgrade back about 18 months ago, and the bread has been even more terrific ever since! You can absolutely taste the difference! The flavor is far, far more interesting. Amy Emberling, long-time Managing Partner at the Bakehouse says the same. When I asked her if I was imagining how much better the Chocolate Cherry had gotten, she assured me that she too could really taste the difference: "Absolutely my experience as well. It's hands down better. I did a blind tasting, and it was a massive difference!"

To make this magically wonderful upgrade, we've shifted from using the chocolate of a very high-end well-known international producer to a bean-to-bar chocolate from our friends at French Broad Chocolate in Asheville. The Chocolate Cherry bread is now made with a good dose of their single-origin Nicaragua 68% cacao content. I just tear a bit off and eat some on the way home from the Bakehouse (be sure to grab some napkins). Or warm it in the oven. Eat it for breakfast! Serve it with gelato! Great gift for anyone who loves bread and chocolate!



## EAST COAST SPICE BLEND AT THE DELI

*the "old old bay!"*

Up in Montreal, our friends the de Viennes have been buying and selling the best spices to be found for over 40 years now. Everything we get from them is, across the board, beautiful. They work closely with farmers and happily pay more to get the best quality. Their care and kindness are an inspiration.

Épices de Cru's East Coast Spice Blend is really quite a spice-world lineup—celery seed, Indian black pepper, red chiles, ginger, Chinese mustard seed, Spanish paprika, Moroccan bay leaf, Indian clove, Jamaican allspice, Sri Lankan mace, Indian cardamom, and some Indonesian cassia. Philippe de Vienne once told me, "The East Coast Blend is what the original Old Bay would have tasted like back in the '30s." If the name weren't already owned by someone else I suppose we could have called it the "old Old Bay." The original blend, by the way, was "invented" by a Jewish immigrant to the U.S.—Gustav Brunn escaped Nazi Germany and came to the States in 1939. He named his blend for the Old Bay Line, a passenger ship that worked the Chesapeake Bay. Shortly after arriving, Brunn got a job at McCormick spice company, but, Brunn claimed, he was quickly fired when the company discovered he was Jewish. Ironically, McCormick bought Old Bay in 1990.

To use the East Coast Blend, you'll want to run it through a spice grinder or do it the old-school way by hand with a mortar and pestle. Do the grinding as close to the time you use it as possible so the essential oils aren't lost to the atmosphere. (This is why the de Vienne's are so adamant about selling mostly whole spices—as it is with coffee, grinding fresh is a better way to go!) It makes magically delicious deviled eggs. Sprinkle some (after you grind it) on an omelet. Add it to soups, or stews. In essence, it's kind of a curry blend (Épices de Cru already has about 18 of those!) so you can use it any way you would use a great curry blend.



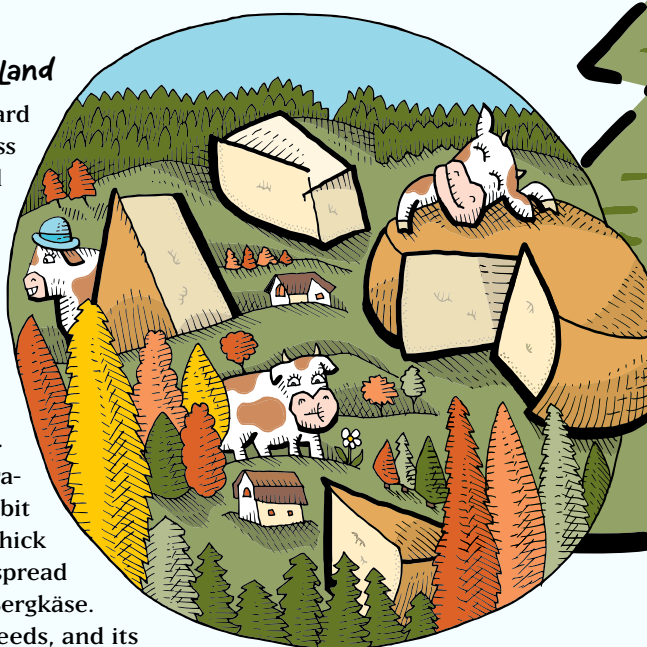
## BERNHARD'S BERGKÄSE AT THE DELI

*One seriously fine mountain cheese from central Switzerland*

Made in November, 2020, this 160-pound wheel of Bergkäse, made by Bernhard and Marlies Maier, is truly marvelous. It's got a flavor that reminds me of Swiss Gruyere, L'Étivaz, French Comté, fresh butter, and Parmigiano Reggiano all rolled into one wonderful aged wheel of mountain cheese.

In German, "Bergkäse" simply means "mountain cheese." This one is made at the Hüpfenboden Dairy which is on the western end of the Emme valley in central Switzerland. All the milk comes daily from 10, family-owned, local farms, all located within a couple miles of the dairy. Master cheesemakers, and also husband and wife, Bernhard and Marlies still make their own starter culture (a rare thing in modern cheesemaking) in order to best highlight the exceptional terroir of the mountain flowers, herbs, and grasses.

You can eat Bernhard's Bergkäse just as it is—make sure it's at room temperature so you can access its full flavor. Grate onto buttered noodles, shred a bit onto a bean or vegetable soup. Or add to salad. The other morning, I cut a thick slice of the Bakehouse's Country Miche bread (very dark crust of course), spread it generously with cultured butter, and then lay on hand-cut slices of the Bergkäse. The Bergkäse is also accented beautifully by adding caraway or cumin seeds, and its creaminess comes out nicely when it's contrasted with the wine-like loveliness of Tell-cherry black pepper.





# ARI'S ANNUAL TOP 30!

## HOLIDAY BLEND 2023 FROM THE COFFEE COMPANY

an annual favorite returns for the season

If you're thinking about what to drink when you dive into a nice bite of pecan pie from the Bakehouse this seasonal brew from the Coffee Company could just be the trick. We've been doing an annual Holiday Blend for over a decade now—the 2023 vintage maintains the tradition of marvelous flavors while still bringing its own personality to the flavorful fore!!

This year, Steve, Matthew, Chris, and everyone at the Coffee Company have put together a trio of terrific beans:

**Colombian Cosurca**—from a coop of family farms near Balboa, it brings great high notes with hints of citrus and caramel to the blend.

**Brazilian Espresso Blend #1**—from our friends at Daterra in Brazil. Sustainably grown, carefully processed, and big, well-rounded flavor.

**Costa Rica from the Hacienda Miramonte**—we're using 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 says, "First, the coffee tastes great! Second, the collection of coffees is representative of 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!

At the Coffee Company, Deli, Roadhouse, and Mail Order! Want to sign up for regular shipments of Zingerman's Coffee? Check out Zingerman's Coffee Club and/or the Zingerman's Coffee Subscription at [zingermans.com](http://zingermans.com).



## CERVELLES DE CANUT AT THE CREAMERY

Classic herbed cream cheese of Lyon

Cervelles de Canut has been a big hit ever since we introduced it. This past summer, it even won a medal at the American Cheese Society's annual competition. (The ACS is essentially the Oscars of the cheese world—over 1000 cheeses are entered each year!)

In its home region, Cervelles de Canut is an everyday affair, eaten almost as widely as pimento cheese would be in the American South. Cervelles de Canut is made from the Creamery's fresh goat cheese, seasoned with olive oil, chopped chives, shallots, black and green peppercorns, and fresh herbs.

Great on top of baked potatoes. Lovely in an omelet. It's really good drizzled with a bit of walnut oil, or even olive oil. You can put Cervelles de Canut on a pizza. Or a bagel. Or a Zinglish Muffin! Beautiful on a burger (by the way, put your burgers on toasted Zinglish Muffins and you'll be a happy human). Thin it with a bit of yogurt and use it for a salad dressing—awesome idea. And, of course, you can just pop open the container and eat it as is in scrumptious form, with a Bakehouse baguette.



## NICARAGUA CHOCOLATE FROM FRENCH BROAD IN ASHEVILLE

from south america to north carolina

One more outstanding chocolate to enhance the quality of your eating. As you've read, the Bakehouse's Chocolate Cherry bread is the latest offering made with a good dose of their single-origin Nicaragua 68% cacao content. The French Broad folks share the story of the sourcing:

*Giff, an ex-Peace Corps expatriate, and Jose Enrique, a Nicaraguan cacao agronomist, live in the Matagalpa region of Nicaragua, where Criollo and Trinitario cacao varieties have been cultivated for generations. Both brought years of professional experience and a shared vision to their partnership. To preserve heirloom varieties of cacao, they pay a premium to local farmers for Criollo-infused seed with fine flavor profiles, and plant rare varieties on their own farms. Then they ferment and dry with precision.*

You can buy it straight up in the Candy Store, Deli, and Bakeshop! It's also in a range of really good Zingerman's products: the Bakehouse's Chocolate Cherry bread, Dobos Torta, and Townie Brownies (my favorite), and the Roadhouse's Spelt Chocolate Chip Pancakes.



## A TASTE OF ZINGERMAN'S FOOD PHILOSOPHY

new 80-page pamphlet shares insights on the underappreciated import of philosophy in the food world!

*A soulful and thought-provoking meditation and recipe for a better way of being.*

*It's a wonderful reminder that food helps us savor life!*

—Adrian Miller, culinary historian and author of

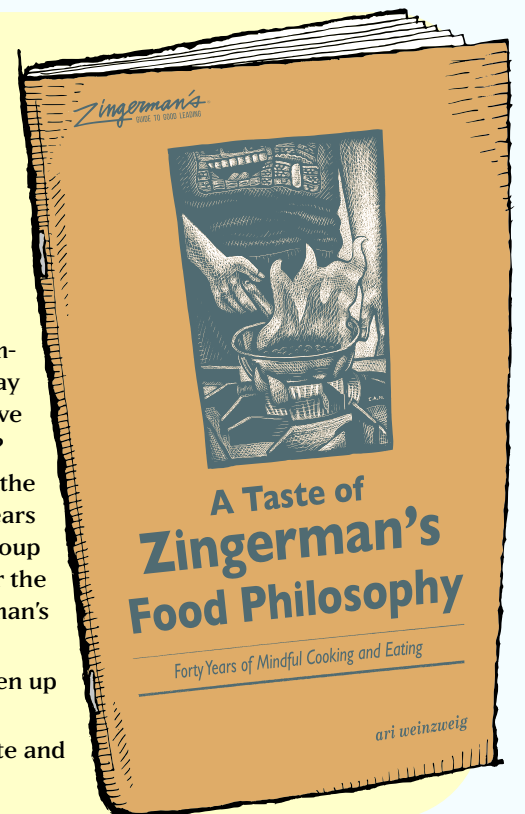
*Black Smoke: African Americans and the United States of Barbecue*

What makes the food at Zingerman's so special? Why does it stand out from the offerings of so many high-quality competitors? Why, when so many 21st-century businesses chase from one trend to the next, has Zingerman's been able to stay so singularly focused on full-flavored, traditional food? Why are so many hundreds of Zingerman's staffers so able to give insightful answers about the organization's approach to food and cooking rather than just stand there, smile, and nod?

The answers to these and other questions are all contained in the new pamphlet I wrote and put into print thanks to the world-class artisan bookwork of Jenny Tubbs from Zingerman's Press: "A Taste of Zingerman's Food Philosophy: Forty Years of Mindful Cooking and Eating." Of the new release, Danny Meyer, founder, and Chairman of Union Square Hospitality Group says, "I've read and had a most satisfying taste of Zingerman's Food Philosophy, which makes such a compelling case for the power and pleasure of making purposeful choices for how we eat. Or you can just enjoy eating at any of the Zingerman's businesses and learn from the pros."

Tucked inside its 80 pages there's also an Abecedary of Zingerman's food items, nine of my recipes, and essays that open up a look into my own culinary journey—as you'll read, it all started with fish sticks.

You can, I'm pretty sure, pair the pamphlet with any of these products to create a gift that will stimulate both the palate and the intellect.





## WILD PISTACHIOS FROM AFGHANISTAN

*Small size, big flavor*

Ziba means “beautiful” in Farsi, and all the work that Ziba does is aligned with its name.

Everything about Ziba is designed around restoring beauty to this war-ravaged country. The firm’s main focus has been to help support and improve the role of women in Afghan society, giving them sustainable and intellectually engaging ways to make a living. As the folks at Ziba explain:

*With chronically high rates of unemployment, Afghan women are too often marginalized across all economic sectors. Ziba’s workforce in both management and staff positions is 80% female. We provide our Afghan staff with year-round employment despite the cyclical nature of the agricultural industry. Further, we provide educational opportunities for our staff, including weekly English lessons and ongoing industry-related training.*

The wild pistachios come from Samangan province in the northwestern part of Afghanistan. One of Ziba’s founders, Raffi Vartanian, says, “with the pistachios, we are buying mainly from a village elder who is designated to sell the products on behalf of the community.” Because they’re never irrigated, the nuts are much smaller, but also far more intense in flavor than what we usually get around here from California. New trees take about seven to 10 years to produce fruit, but they can live for nearly 300 years. Which means that some of what we have on our shelves could have come from wild pistachio trees that were already being picked when the first formal Afghan state was established in 1747.



## AMAZING DRIED FRUIT FROM AFGHANISTAN

*delicious dried Golden mulberries and wildLy Good raisins*

All of the Ziba products are organic. They give farmers higher prices for their harvests and pay immediately upon delivery, so farmers aren’t left waiting for cash.

The Kishmish Raisin is one of the oldest dry fruits that would have been known to mankind. Grown in the Kandahar region, they’re the plump, juiciest, and tastiest raisins around! You can use them any way you’d use other raisins but you’ll get both the culinary and cultural benefits with every bite!

The Ziba Dried Mulberries are less well known but just as magically delicious. Rare and ridiculously good little dried fruits from Kush Mountains in Afghanistan. In their homeland, these dried mulberries are as common as raisins; here in Ann Arbor, they’re been almost unheard of, a rare treat to savor out of hand or in baking or cooking. The size of a small raspberry, they have a lovely honey-like flavor with a brilliant crunchy mouthfeel.

## IASA PEPERONCINO FROM ITALY

*amazing, incredible, beyond-belief-good, spicy red pepper relish*

The small, family-owned firm of IASA (which formally stands for Ittica Alimentare Salerno) was founded by Francesco di Mauro in 1969. The peperoncino are made from a variety of pepper called “Amante” by locals. The fresh, brilliant crimson peppers are mashed to a coarse paste, mixed with olive oil, and left to macerate for a few months to develop many layers of complex flavors. The peperoncino are pretty hot—not mind-blowing so, like eating a habanero, but definitely more than mild. It has this exceptionally long finish and full flavor with a remarkable bit of umami in the mix. What do we do with it? You name it. It’s our go-to for spicing up anything from pasta to sandwiches and more! Often, I’ll use it as my salad dressing simply by adding a spoonful straight into the bowl!

We have the IASA Peperoncino on the retail shelves at the Creamery. We also have it at the Roadhouse, so you can order a ramekin of it on the side. It’s awesome on a burger or really with anything else! We also have some jars for retail if you want to buy some to take home. Honestly, I’d order it just to eat with bread.



## PACAMARA COFFEE FROM BRAZIL

*the debut offering from the zingerman’s plot at daterra estate*

We’re big believers here in the ZCoB in Natural Law #11: “It generally takes a lot longer to make something great happen than people think.” (See Secret #1 in *Building a Great Business* for more on the Natural Laws of Business.) Is it hard to stay patient when things take a long time? Of course!! I want things to happen quickly as much as anyone else! It’s just that the reality is that it takes a lot longer to make something great happen than I or maybe you want to believe! It’s been nearly a decade since we first started this project with the folks at Daterra Estate in Brazil. And, I’m happy to announce here that the very first cups of coffee brewed from the Pacamara beans grown on the plot are out for sale in time for the holiday season!

We’ve been happily working with the Pascoal family, and everyone at Daterra for over 20 years! Like so many of our suppliers, they share nearly all of our values—the coffee tastes great, they do incredible work to support the staff on the farm, they’re very clued into the environment and they’re deeply, deeply devoted to quality. If you’ve had our Espresso Blend #1, our Brazilian Peaberry, or Brazilian Sweet Yellow, you’ve experienced their good work.

Steve Mangigian, long-time Managing Partner at the Coffee Company has worked diligently with the Daterra folks for many years to get things to where we want them. And now, the latest twist is that the harvest from the plot will be available to buy in both bean form and brewed (at the Coffee Company). Supplies are limited, but the flavor certainly is not!



## MOULINS DE MAHJOUB OLIVE OIL FROM TUNISIA

*organic, hand-picked, traditionally pressed, and terrifically tasty*

This is the “house oil” in our kitchen. We use it for sautéing, for salads, for bruschetta, with fish, on pasta, you name it.

Today the family has about 12,000 trees on their organic farm in northern Tunisia. The variety is a traditional one to Tunisia which is known as Chetoui. The olives are all picked by hand and are brought to the family mill within hours of being taken off the tree for immediate pressing.

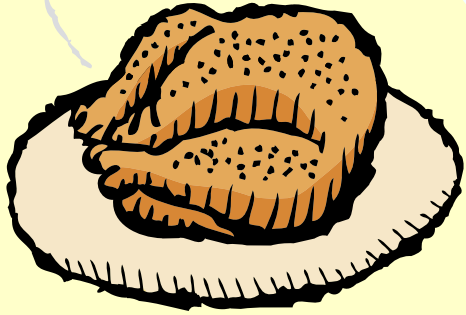
The Mahjoub’s are one of the last producers I know that still crush their olives with stone and then produce their oil the old-fashioned French way, using what’s known in the trade as a *feuille*, which means “leaf” in French. The oil is left unfiltered to enhance flavor. Buttery, but with a gentle yet still significant bit of that green, appealingly bitter olive note that I really like and a touch of pepperiness in the finish. Closer I’d say in flavor to the oils of southern France, or in a way too, the gentle but full flavored oils of eastern Sicily.

P.S. The Mahjoub’s hand-rolled, sun-dried organic couscous and their incredible traditional harissa are also outstanding! We’re rarely without them at our house!





# ARI'S ANNUAL TOP 30!



## PIT-SMOKED CHICKENS AT THE ROADHOUSE

Great weekday meal for barbecue lovers

If it's Monday, Tuesday, Wednesday, or Thursday, give some thought to swinging by and picking up one of these exceptional oak-smoked chickens from the Roadhouse. I can say from a LOT of personal experience that they make an exceptional evening meal! A whole Amish chicken, rubbed with our freshly ground, farm-to-table Tellicherry black pepper and salt, put on the pit to smoke slowly over smoldering whole oak logs for about three or four hours. We've had them on the carryout menu for the last few years.

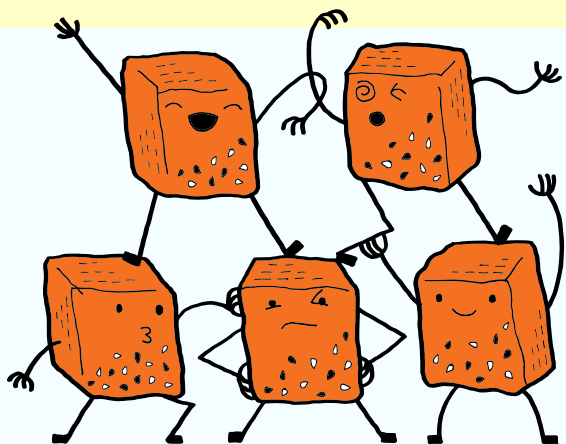
The big news here though is that you can now get the Pit-Smoked Chickens *inside the restaurant for dinner*. We're still on that same limited-times and limited-days schedule—Monday through Thursday, dinner only, and, when we're out we're out. The beautiful oak-smoked, Tellicherry black pepper-dusted bird comes plated with side dishes that make it a great dinner and a great deal! Start out by snacking on an order of those great Sea Island Sweet Potato Fries and a small salad. Finish the evening off with a scoop of Roadhouse Joe-lato!

## MANCINI PASTA

Italy's ONLY farmstead pasta

Truly exceptional artisan from Italy's Marche region on Italy's east coast. Now in their third generation, the Mancini family grows the wheat using regenerative farming practices, then makes the pasta on the farm. Aside from incredible grain, they use all the old-school methods that make great pasta great—bronze die extrusion for a rough surface and very slow drying for 48 to 60 hours.

The flavor is truly terrific! So good we started using it at the Roadhouse last year for the Mac & Cheese—it's been winning raves there since the day we made the switch. If you, or someone you know, loves great pasta, there is probably no better gift you could give!



## FANTASTIC FRIED TOFU FROM MISS KIM

Crispy and custardy

Everyone around the Zingerman's Community of Businesses continues to buzz about Ji Hye's wonderful national recognition, most recently as a James Beard Semifinalist (again!) in the best chef, Great Lakes category. Here's what Khushbu Shah at *Food & Wine* says about the fried tofu at Miss Kim:

*Every time I eat tofu, I hope it will magically turn into the Korean fried tofu from Miss Kim in Ann Arbor, Michigan. The cubes are shatteringly crisp on the outside, custardy on the inside, and blanketed with a sweet and spicy chili glaze. It's the kind of dish you immediately regret not ordering two of and the kind you will never want to share.*

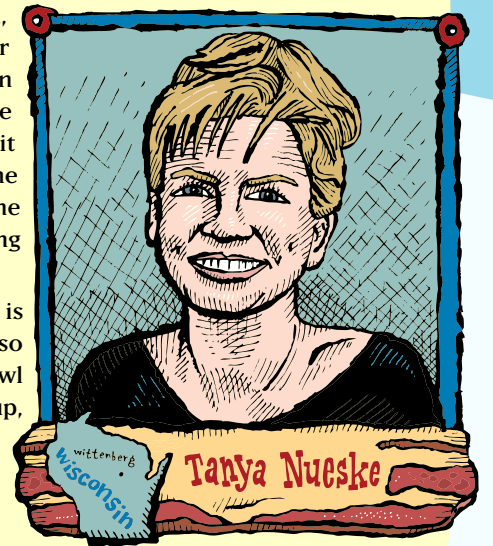
## NUESKE'S APPLEWOOD SMOKED BACON

the rolls royce of bacon and a cornerstone of our cooking since 1982

If you've walked by the Deli in the morning and caught a hint of a wonderful, sweet smoky smell wafting through the neighborhood, this is it. Meaty, substantial, NOT puffed up with water, this is bacon that doesn't disappear in the pan when you cook it. It's made by the Nueske family across the other side of the lake in Wisconsin, where they've actually been for a hundred years longer than we've been making sandwiches out of it here in Ann Arbor—since 1882 to be specific. The Nueske's smoke strictly over applewood and they've got an amazing bit of bacon. Writing in the *New York Times*, R.W. Apple (the name is merely a coincidence) said that Nueske's was the best bacon in the country! He knew what he was talking about.

Nueske's bacon is really great in baked beans, which is of course what you find in the ones at the Deli. It's also great for breakfast alongside some French Toast or a bowl of good Anson Mills grits. Great of course in a BLT, soup, salad, or anything else!! We use it in an array of products across the ZCoB, at the Deli, Bakehouse, Coffee Company, and Roadhouse! So delicious!

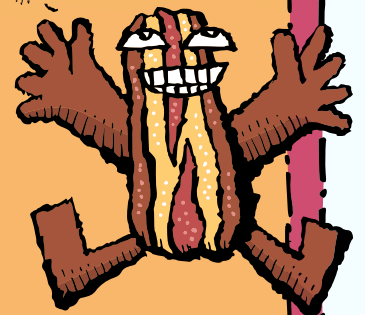
For more on Nueske's, check out the special dinner!



## THE MOST SIZZLIN' EVENT OF THE SEASON!

Zingerman's  
roadhouse

NUESKE'S



### MINI CAMP BACON

Enjoy an event-exclusive five-course meal featuring Nueske's Applewood Smoked Bacon and meaty stories from Tanya Nueske herself!

Can't make the dinner?

Pick up a pound of Nueske's amazing Applewood-smoked bacon asap! We've cooked it every day we've been open for over 41 years now!!

TUESDAY, NOVEMBER 7 | 7 - 9 PM | TICKETS ARE \$90

GRAB YOUR SEATS BEFORE THEY'RE SOLD OUT  
AT [ZINGERMANSROADHOUSE.COM/EVENT](http://ZINGERMANSROADHOUSE.COM/EVENT)

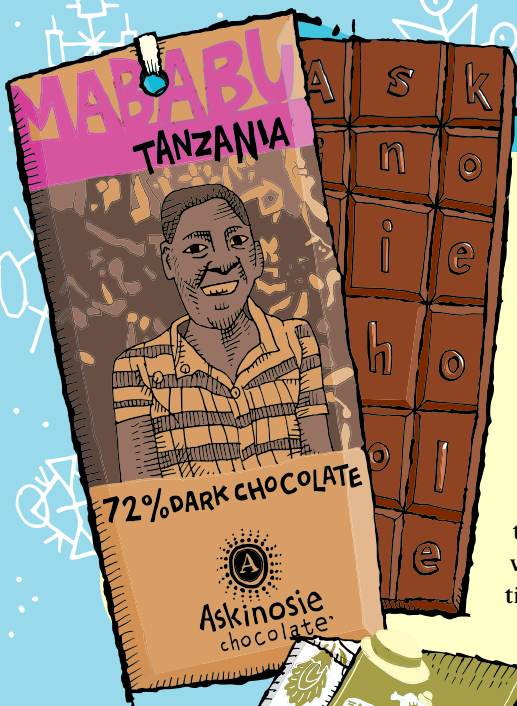


## NUTTY MONKEY TOAST AT THE COFFEE COMPANY

artisan hazelnut and chocolate spread with fresh bananas

If you want a little something to brighten your day, put a culinarily-inspired smile on your face, and leave some lovely fine flavors on your tongue, swing by to order some of this terrific toast. Roadhouse bread from the Bakehouse, sliced and toasted and then spread with the amazing Noccioliva—hazelnut, chocolate, and olive oil spread—from central Italy. This toast was already good, but with the Noccioliva, it's gone from good to world-class!





## SHAWN ASKINOSIE'S TERRIFIC DARK CHOCOLATE FROM TANZANIA

*Good Guy, Good work, Great chocolate*

This has been one of my favorites for a long time now and thanks to the good work that long-time friend Shawn Askinosie is doing—both in the chocolate making and in helping good people in the world who are in need of some help—it's stayed right there at the top of my list.

To start with, the flavor is a bit lighter, softer, and more cocoa-y than most of our other dark chocolate bars. And although it contains nothing but Tanzanian cacao. Its flavor has a small hint of cinnamon. It really doesn't taste like any other chocolate that I've had. The main thing for me is that it's impressively complex and lovingly well-balanced. I think it's downright delicious. Mouth watering. Clean finish. Makes me want to eat more every time I taste it.



## AMAZING HUNGARIAN CHOCOLATE HANDMADE IN BUDAPEST

*Laced with palinka and candied cacao nibs*

This chocolate bar is both uniquely Hungarian and perfectly suited for holiday celebration! Artisan dark chocolate handcrafted in the center of Budapest that's laced with candied cacao nibs and perfumed with the most famous Hungarian spirit, palinka! The little artisan chocolate shop was started by chocolate maker Katalin Csiszar and her husband Zsolt Szabad in Budapest nearly 20 years ago, back in 2004. They were the first new chocolatiers to start up after the Communist government fell. Katalin does all the chocolate and the wonderful packaging design; Zsolt manages the production. Like so many of the chocolatiers we work with, the Rózsavölgyi folks are operating bean to bar—they have positive relationships with growers in all the producing countries with which they work. Zsolt roasts at the lighter end of the spectrum, so even the darkest of the Rózsavölgyi chocolate is still on the subtler side of the spectrum.

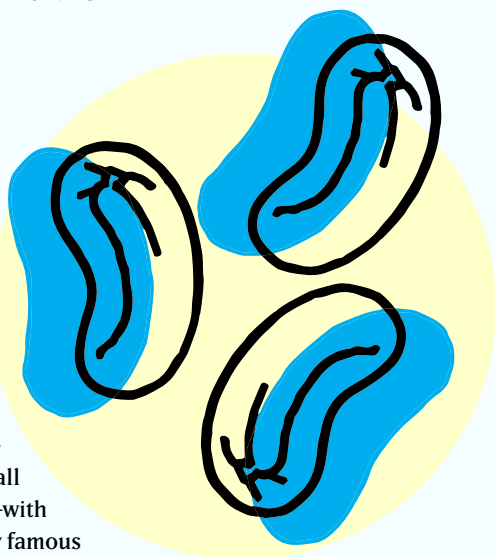
## CASHEW BRITTLE FROM THE CANDY MANUFACTORY

*Luscious toasted cashews in a lovely sheet of darkly caramelized sugar*

A terrific treat if you're in the mood for something sort of sweet, a touch savory, and mostly, just really, really good. I'm not a big sweet eater and I even found myself reaching back for the bag to have another bite. And then another still. It's been a bit of a surprise sleeper on the Candy Manufactory scene—it showed up on the shelves without a lot of fanfare. And then it started to pop up—and kept on popping up—on our customer compliment report week after week to the point where, I realized, I'd better get over there and see what it was all about. It's done in the same dark, caramelized sugar—with a bit of butter and a pinch of sea salt—as our already famous peanut brittle.

The Candy Manufactory's Cashew Brittle is both beautiful and delicious. A dark, amber, studded with sections of straw-yellow, gently-toasted, cashew nuts. Just putting it out on a plate for folks to nibble on—for a snack, after a meal, with morning coffee—is sure to garner attention and start a conversation. Aside from just eating it as is, the Cashew Brittle pairs really well—perhaps perfectly?—with cheese. It's super delicious with Parmigiano Reggiano—I had a small bit of the Parmigiano Reggiano on a plate with small, broken-up bits of the cashew brittle—and it was a huge hit! It's great, too, coarse-chopped and tossed onto a salad—the Roadhouse does it on an arugula salad with ripe pears or apples and barrel-aged feta cheese. The Cashew Brittle is a superb snack or something to stick in your pocket if you're getting on a plane for a long flight or into a car for a long drive. And, oh yeah, I almost forgot—you can buy it covered with dark chocolate too!

Come by our Candy Store on Plaza Drive and try some ASAP!



## SUMMERDOWN ENGLISH PEPPERMINTS

*Mint creams, crisps, and a new dark chocolate bar*

I'm a sucker for dark chocolate and mint, and Summerdown does that combination in a wonderful way! I could go on for pages about these things, the story of the Colman family who created them to help revive the nearly lost tradition of heirloom variety British mint growing, the exceptional elegance, the balance of dark chocolate, cool peppermint, and sweet cane sugar. Let me just say I eat very little confectionery because I prefer bread and cheese, but I have a hard time if we don't have these in our house!

There are Mint Creams (yes, like an amazing artisan version of a Peppermint Pattie) and also thin Mint Crisps (like thin domino-sized tiles of dark chocolate loaded up with slivers of caramelized fresh mint leaves!). I'm a big fan of both. You might recall seeing these on past Top 30 lists. I included them again this year in great part because they have a new addition—a dark chocolate-single estate Mint Chocolate Bar! It's on the after-dinner menu at my house with great regularity!



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DELICATESSEN

3 dates to choose from:

Thurs. 12/7  
6:30-8:30 pm  
Virtual on Zoom

Tues. 12/12  
6-8 pm  
In-person at the Deli

Thurs. 12/14  
6-8 pm  
In-person at the Deli



Admission to our most popular event of the year includes tastes of some of Ari's favorite food finds and stories from Ari and the Deli events team. Find your next favorite food with us!





# THE MAKING OF

Our newest cookbook, *Zingerman's Bakehouse Celebrate Every Day*, was just published! It's been a full two-plus years since we started to create this book and we're thrilled to finally share it.

Looking at a finished cookbook, unless you've written one, it may be hard to imagine the scope and complexity of the work that goes into writing it. For us, it started with daydreaming, discussing, and formulating the theme. Then we moved to drafting a list of possible recipes, gathering the current versions if they existed, editing them, and writing new ones. We then entered the cycle of recipe testing and editing which took many months. While this was happening we were researching recipes and holiday history and writing headnotes and sidebars. Finally, with a big sigh of relief, the manuscript is put together and sent to our editor Sarah Billingsley at Chronicle Books. Chronicle sprung into action designing and editing it further, scheduling the photographers, and sending it back to us for more adjustments and tweaks. Then one day after a couple of rounds of this, discussion about the actual title and cover photo, it's done and is sent to be printed. Phew! It's quite a journey.

This book was very much a team effort that started with the four authors. I was a reluctant participant, still recovering from writing the first Zingerman's Bakehouse cookbook, but Lindsay-Jean, Corynn, and Lee convinced me that creating the book together would be fun. And it was. Each of us then took on a particular role. Lindsay-Jean organized the recipes and made sure we stayed on track. She and I drafted the recipes and wrote the headnotes. Corynn ran all of the recipe testing with both our internal team and our external testers. She also supported the photographers when they visited and even did some writing. Lee was our primary editor and maintainer of recipe consistency. She did the historical research that we included in the recipe headnotes and holiday sidebars. Joining us later were EE Berger, the photographer, and Mollie Hayward, the stylist. They spent a week at the bakery creating photos that we think really add to the experience of the book.

## Creating the Theme – What's This Book About?

This book was born from our experience during the worldwide COVID-19 pandemic. Our state government asked businesses not to heavily promote their offerings. The government reasonably didn't want businesses to entice people to come to them unnecessarily or to gather in large crowds searching for deals. This left those of us who marketed the bakery with time on our hands. We wrote plenty of notifications about our hours, capacity, and safety measures, but we had the energy to do more. The question was what to do.

The bakery stayed open during the entire pandemic. We wanted to bring nourishment and moments of tasty joy to our community during the upheaval of our lives. Although some staff chose not to work (a decision we understood and supported) others appreciated maintaining the routine of being able to come to work. We saw very early on that no matter the uncertainty of the pandemic and the inconvenience of shopping—with masks, talking through plexiglass dividers, standing in line because of capacity limits in stores (we only had six guests in at a time for months)—customers kept coming to shop. People wanted to connect and wanted to celebrate. They continued to have the desire to enjoy food and to have the special foods they wanted for small gatherings, personal events, and holidays. Even if people were celebrating alone they wanted to celebrate and they wanted to have the particular foods that had become traditions for them. Communing with food was still important, perhaps even more important since so little of our normal routines was available to us. We were grateful that they came. We made it our mission to give as normal, joyful an experience as we could.

The persevering human spirit and desire to celebrate and mark, to carry on traditions inspired the four of us. We decided to write another book. One that was light and joyful—qualities that we had found to be in short supply during the height of the pandemic. We wanted to write a book that shares recipes to help us celebrate the big and little moments of a year. The original *Bakehouse* book, *Zingerman's Bakehouse*, was an introduction to the bakery, our philosophy and approach, and a celebration of our 25 years of baking. We published the recipes of many of our most popular products and the foods we believed best represented the kind of bakery we want to be. This book didn't need to do that. What we and the people in our community wanted and needed was great recipes, engaging stories, and encouragement to celebrate somehow. Knowing our community, caring for our community, and providing a joyful experience in our store, in our classes, and in our book became our priority.

So this book focuses on one theme—the importance of celebrating the large and small special days of our lives with food.

## Researching and Writing

This book is filled with recipes we regularly make, both at the Bakehouse and at BAKE!, which is great—that means that the recipes for the items in this book were almost entirely already in existence. Buuuut a recipe for 250 loaves of Rustic Italian baguettes that we bake in an enormous stone hearth oven at the Bakehouse is *very* different from a recipe that makes four loaves and bakes in a home oven. And, because we love the stories behind the foods we share, we researched a number of the recipes we included, so we could incorporate fun facts about the dishes themselves and the holidays they're representing.

Once we'd gathered all of the recipes, they had to be scaled down (oftentimes *way* down), and tweaked to be home cook-friendly and welcoming for bakers of every skill level. Our first cookbook, *Zingerman's Bakehouse*, was more technique-driven and perhaps a little more serious. We bake by weight at the Bakehouse and encourage folks to do the same when following recipes at home. This is especially important for professional consistency. Thus, in that book, we call for very precise amounts of ingredients, like 23 grams of salt or 132 grams of butter—admittedly a little intimidating if you're new to baking.

This new book is meant for everyday moments; recipes you can flip to and start making when inspiration (or an impromptu celebration) strikes, so the recipes needed to reflect that more casual, easy-going tone. Thus, you'll see more of a focus on volume measurements (though we still provide weight measurements for those who prefer them, as we do). Recipe instructions needed to be fleshed out and expanded, but still be clear and straightforward, with accurate times, temperatures, and lots of visual cues. That way, you don't worry when things happen like your buttercream looks curdled—you know how to fix it (that's on page 242 by the way). We added lots of information about the ingredients themselves and where to find any less common ones. (For instance, we didn't quite realize until we were writing this book just how many types of coconut products there are—check out page 236 if you're curious!) We made sure to share reasonable substitutions, as well as guidance for when *not* to make substitutions. And, of course, we wrote headnotes for all of the recipes to share what makes them special and how they fit into our, and our community's, celebrations, along with a number of the aforementioned historical sidebars.

These recipes are written to give you, the reader, the greatest confidence possible. You know what to look for, and it's almost like we're in the kitchen with you, guiding you along the way. And, this all had to happen in a very timely manner, so there was plenty of time for the next phase—testing!



# CELEBRATE EVERY DAY

## Test, Revise, and Test Again

Testing is a hugely important piece of the cookbook writing process and definitely the most time-consuming! (As you might guess, we had a pretty epic spreadsheet to keep us organized throughout this process!) It's our way of ensuring the recipes will yield consistently delicious results every time. But more than that, we want to know things like whether or not the ingredients are easily sourced; if the instructions are written in clear or confusing language (does anything need elaborating, rewording, or maybe a diagram to clarify?); are there any steps that can be simplified (one less dirty bowl, is one more minute enjoying what you just made!); and how the recipe translates to a non-industrial kitchen.

So, you can see, we glean a lot of very useful information during the testing process and believe it to be invaluable to the overall writing of reliable and approachable recipes.

## How many tests does it take?

All of the recipes in the book—and even the ones that didn't make the cut—were tested thoroughly before making it to the next step. If they were recipes we don't regularly make at the Bakehouse, they got tested one, two, maybe even three times by the cookbook team (one of the four co-authors) before moving on; sadly, this is where many recipes met their fate if they just weren't up to spec.

Next, the recipes were tested by professional cooks and bakers within the Bakehouse. Most recipes were tested twice, many were tested three times, and one was tested four times ("sweating the small stuff" has long been part of our vision). We had a team of 36 people help test the close to 90 recipes we started out with. The ingredients would get measured out for the testers at this point, from things we already use and are familiar with at the Bakehouse. During this phase, we were mainly concerned with how the recipes turned out after scaling them down to what would be appropriate for a home baker. After testing, the results would be assessed for taste, texture, and appearance by the cookbook team and feedback from the tester would be incorporated into the recipes. After any necessary tweaking, they were ready for the final phase of testing: the home tests.

We had 16 home testers, with varying degrees of experience and skill, help us to test each recipe at least once. This was probably the most informative phase, as all of the controls were removed and lots of variability was introduced (from the ingredients to oven temp accuracy to the measuring and so much more). Home testers received the recipes and were sent on their way. They shopped for ingredients and were instructed to follow the recipes exactly as written. Upon completion, we would receive photos of their results and some written feedback. Needless to say, we gathered *lots* of indispensable information here. This phase really allowed us to resolve the remaining question marks, clear up any confusions, and revise the recipes so they were as succinct and straightforward as possible. After a little final polishing, they were ready to be plugged into the manuscript!

## Edit, Re-edit, and Edit Again

Editing might not be the sexiest step in the cookbook creation process, but it is an important one. Just ask us how many emails we've received about a certain line in our Hunka Burnin' Love Cake in our first cookbook, *Zingerman's Bakehouse*. (On second thought, don't ask—it was enough that we were very motivated to edit ourselves very *very* thoroughly!)

Using our publisher Chronicle Books' guidelines, our first cookbook, and our own personal preferences as guidelines, we implemented detailed content and style sheets for the recipes. We then worked to implement them consistently throughout the manuscript—and then again every time we received a new version of the manuscript back from Chronicle. Meanwhile, Chronicle's team was laying out the design of the book, weaving in EE Berger's photos, and going over all of the copy with their own team of editors and proofreaders! Once we were all convinced we'd thoroughly reviewed the 10th version (kidding, but only a little bit, we're serious about sweating the details), *Celebrate Every Day* went off to print!

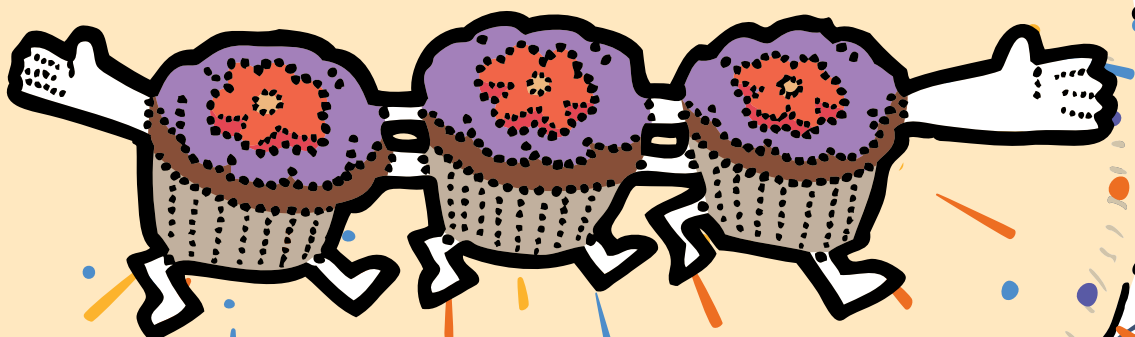
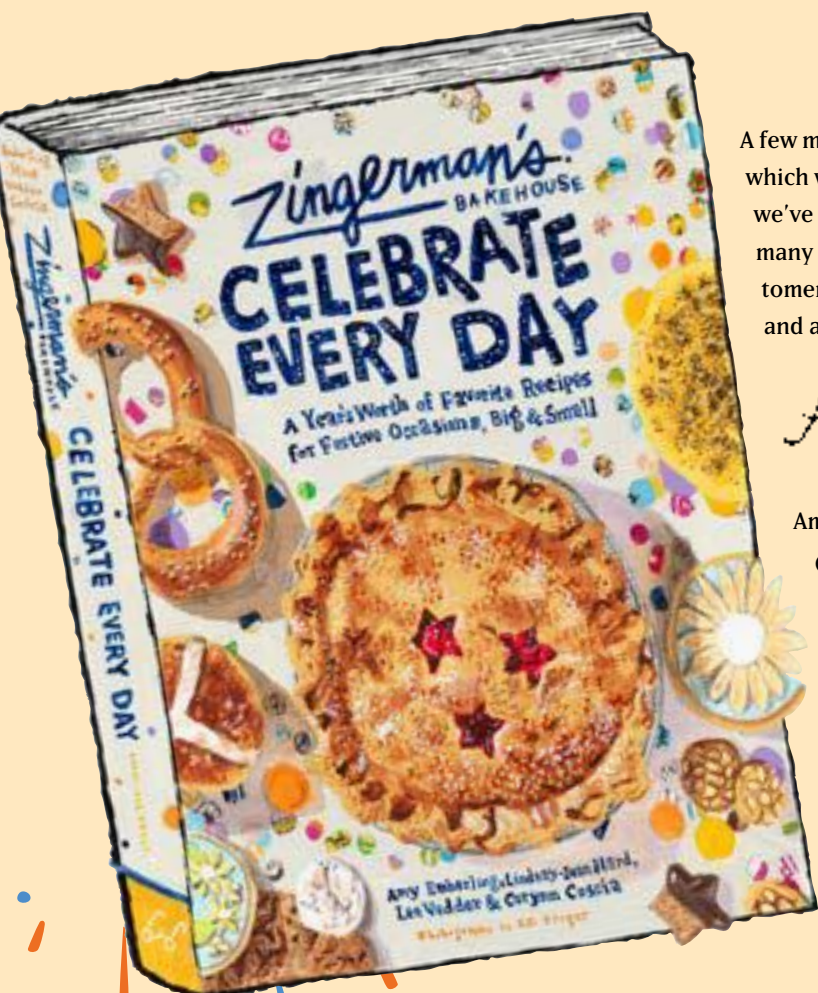
## The Finished Product

A few months later, real live printed versions arrived. We're energized to move into the next stage of the book which will include lots of feedback from you, questions about recipes, and the discovery of the mistakes that we've planted in there for the discerning baker to uncover. This book is the result of the tireless efforts of many people who've worked at the bakery over the years as well as the helpful feedback from many customers. You'll see the four of our names on the cover, but we realize the interconnectedness of our world and are grateful to those who got us to the point of being able to write a book. Thank you!

*Amy Emberling*

Amy Emberling

Co-Managing Partner of Zingerman's Bakehouse





# sugar crisp muffins

makes 12 muffins

## Recipe excerpted from *Celebrate Every Day*

What happens when a buttermilk nutmeg muffin and a cinnamon sugar doughnut fall in love? Sugar Crisp Muffins are born. If you love old-fashioned cake donuts but don't want to get into frying first thing in the morning (or perhaps anytime), try these muffins instead. They're definitely a treat! To make your muffins just like ours, skip the muffin liners when baking, and dip the whole muffin, not just the top, in melted butter followed by the cinnamon sugar. We know! Indulgent and delicious.

### Muffins

2 cups [280 g] all-purpose flour	2/3 cup [145 g] unsalted butter, room temperature
2 tsp baking powder	2 large eggs, room temperature
3/4 tsp fine sea salt	1 1/2 tsp vanilla extract
1/2 tsp baking soda	1/3 cup [80 g] whole milk, room temperature
1/2 tsp ground nutmeg	2 1/2 Tbsp buttermilk, room temperature
2/3 cup [125 g] granulated sugar	

### Make the Muffins

Preheat the oven to 350°F [180°C]. Line the cups of a standard 12-cup muffin pan with muffin liners or, if you prefer, lightly coat the cups with butter or nonstick cooking spray and set aside.

In a medium mixing bowl, whisk together the flour, baking powder, salt, baking soda, and nutmeg.

In another medium mixing bowl, cream together the sugar and butter with a wooden spoon until the color lightens. If using a stand mixer, use the paddle attachment and beat on medium speed. Add the eggs to the creamed mixture, mixing until combined, followed by the vanilla extract.

In a small bowl, whisk together the milk and buttermilk.

Alternate adding the dry ingredients and the milk mixture to the creamed butter, one-third at a time, mixing well after each addition. Start with one-third dry, mix well, then add one-third of the milk mixture, and repeat two more times with the remaining ingredients. Mix on low speed, if using a stand mixer.

Spoon equal amounts of muffin batter into the prepared muffin pan. Bake for 18 to 20 minutes or until golden brown and the center of each muffin springs back when touched. Let cool completely in the pan.

### Cinnamon Sugar Topping

6 Tbsp [75 g] granulated sugar
1 1/2 Tbsp ground cinnamon
1/2 cup [110 g] unsalted butter, melted

### Make the Cinnamon Sugar Topping

Meanwhile, whisk together the sugar and cinnamon for the topping.

Dip the tops of the cooled muffins in melted butter and then in the cinnamon sugar.

These are best eaten the day they are made, but can be stored at room temperature in an airtight container and enjoyed the next day. For longer storage, freeze muffins prior to dipping in butter and cinnamon sugar in an airtight container for up to 3 months, and complete the final step once they have thawed.



## THE LEGEND OF THE CHRISTMAS SARDINE

By Brad Hedeman

Gather 'round children and I will tell you a tale as old as the sea and as magical as Santa's midnight ride.

It was Christmas Eve when a weary fisherman—his boat loaded with the season's most important catch—was struggling to return to port in rough waters.

Just then a school of sardines approached to see what was the matter and if anything could be done.

"Will you help me get this catch back to my village?" the fisherman asked. "Otherwise the children will have nothing to enjoy on Christmas morning!"

The sardines put their heads together and thought and thought. Finally, they knew what to do.

"We can help!" the sardines said. With a mighty flick of their tails, they jumped in the boat, grabbed an oar and started rowing.

"Stroke!" said one sardine. "Stroke!" said another. "Stroke! Stroke! Stroke!"

Each pull of their fins brought them closer to land until the fisherman could finally see the port.

"Thank you!" he cried as the sardines swam away, waving their fins goodbye.

"Merry Christmas!" they said.

"I'll never forget your kindness," said the fisherman. "I'll give all the children tins of sardines for Christmas so they'll know your story!"

It wasn't exactly what the sardines had in mind, but they thought it was a nice gesture.

Even today if you go to the shore and listen real hard on Christmas Eve, you can still hear their little chorus sing out, "Stroke! Stroke! Stroke!"

Stuff those stockings with legendary Christmas sardines this year. Order yours at [zingers.com](http://zingers.com)





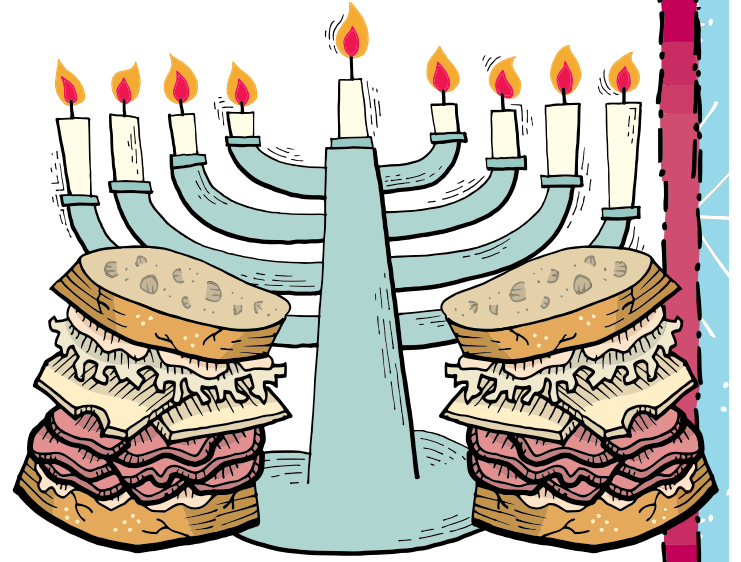
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## NEW THIS YEAR: HANUKKAH REUBEN KITS!

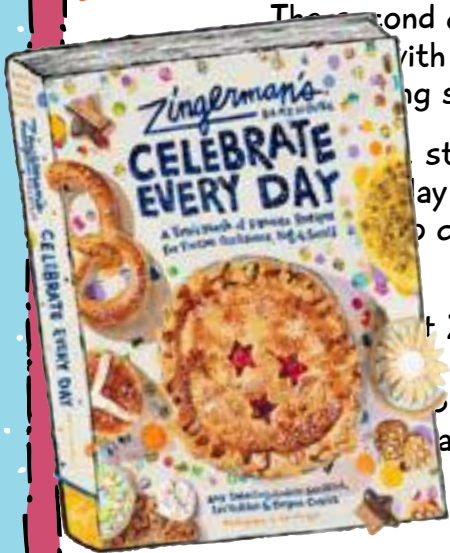
Our classic corned beef reuben kit with even more delicious nosh for the holiday

Jewish Rye bread, sliced Corned Beef, sliced Emmentaler Swiss cheese, Zingerman's potato chips, Coleslaw, Sauerkraut, Russian dressing, garlicky pickles, a couple of dreidels, a box of chocolate gelt, and apricot rugelach to complete the celebration. That's a lot of food, so gather three or four folks and enjoy the Zing, from wherever you call home!

order today, only at [zingermans.com](http://zingermans.com)



## CELEBRATE EVERY DAY



The second cookbook from Zingerman's Bakehouse with 75+ meticulously tested recipes for celebrating special days—with special foods.

Start reveling in occasions big and small, from holiday festivities to snow days. You and yours can celebrate with something tasty every day.

Available at Zingerman's Bakehouse and Deli, [zingermans.com](http://zingermans.com), and your local bookstore.

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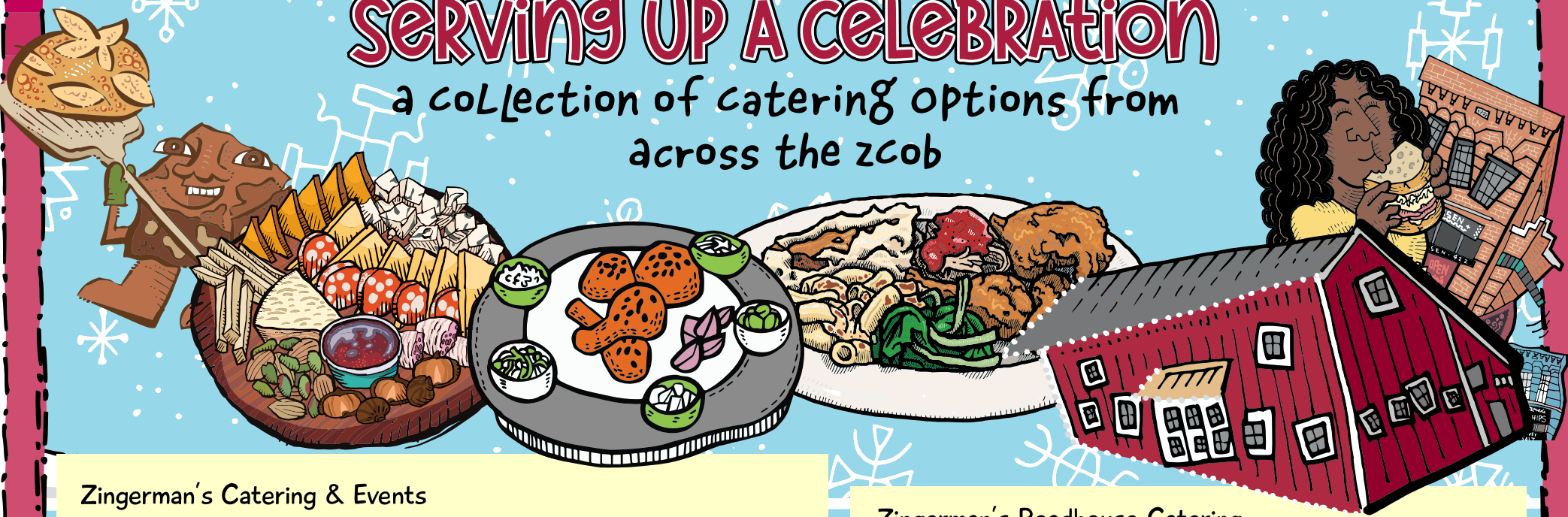
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# SERVING UP A CELEBRATION

a collection of catering options from across the zcob



## Zingerman's Catering & Events

We bring the Deli's best to your celebration! Everything from deli platters to delicious onsite dinner service to a spread of snacks. Whether you prefer pickup, delivery, or a full-service event, we can help.

Start planning at [zingermanscatering.com](http://zingermanscatering.com).

## Zingerman's Greyline

A great place to host your staff party or family celebration in downtown Ann Arbor. This historic renovated Greyhound bus station adjoins a hotel for easy overnight accommodations for guests. From single-serving appetizers to plated entrees, we're long-time experts on how we can best serve you.

Learn more at [zingermansgreyline.com](http://zingermansgreyline.com).

## Zingerman's Cornman Farms

Host your holiday event in this historic, 19th-century setting. Roaring fireplaces, snow-covered grounds, cozy white lights everywhere, and 27 acres of pastoral beauty just for you. Feel like you're a world away (even though you've barely left Ann Arbor).

Reach out to us at 734-535-7381 or [cornmanevents@zingermans.com](mailto:cornmanevents@zingermans.com).

## Zingerman's Roadhouse Catering

Host a private party in the restaurant or let us bring the party to you. Everything you need can be provided—including all the Roadhouse classics like fried chicken, barbecue, pimento cheese, and other really great American food—so that you can focus on the celebration.

Learn more at [zingermansroadhouse.com](http://zingermansroadhouse.com).

## Miss Kim

Turn your holiday party into something really special with smashed potatoes, tteokbokki with housemade kimchi, Korean fried chicken, and more. James Beard semifinalist, Chef Ji Hye Kim's food is rooted in Korean tradition and adapted to showcase Michigan's bountiful produce.

Reach out to [misskim@zingermans.com](mailto:misskim@zingermans.com).

## Zingerman's Bakehouse

Our in-house cake studio creates incredible works of delicious, edible art for your holiday gathering that can be sized to serve a handful to a hundred.

Call us at 734-761-7255 to set up a consultation.

## Zingerman's Creamery

Cheese platters customized for your event. All platters include your choice of dried fruits, nuts, cured meats, pickled veggies, sauces, and your choice of baguette slices or crackers. Our cheese trays range in size to cater to small, intimate gatherings or enough to feed a crowd.

Reserve yours at [zingermanscreamery.com](http://zingermanscreamery.com) or call us at 734-929-0500.



3723 Plaza Dr. Ann Arbor, MI 48108  
734.761.7255 | [bakewithzing.com](http://bakewithzing.com)



3711 Plaza Dr. Ann Arbor, MI 48108  
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