



On Friday, March 15, 2024, we will celebrate our 42nd anniversary here at Zingerman's. It is a remarkable, or maybe it's better to say, mind-boggling thing for me to think about. In an industry where something like 80-plus percent of new places are closed within the first 18 months of opening, 42 years is rare. If you had told me in 1982 what Zingerman's would become I would never have believed you. In a sense, our story is summed up in one of my favorite quotes of all time, from the 1930 book, *Why the Bee Is Busy, and Other Rumanian Fairy Tales* by Idella Purnell and John Weatherwax, "Once upon a time what happened did happen, and if it had not happened, you would not be hearing this story." What began with a couple nice, hard-working guys who didn't really know what we were doing, in a small 1300-square-foot Deli with two employees and 25 seats, today is a Community with a dozen businesses, nearly 20 managing partners, and 750 or so staff—nearly 300 of whom now own a share in the business!

Let me begin here in what I have long believed is the best possible place: Appreciation. I have said this many times before, and I hope to be able to say it many more times, still. I am honored and happy and humbled to have been one small part of what has gone into making these 42 years a reality. I want to express my deepest gratitude to everyone whose support, care, craft, hard work, patience, and positive beliefs have helped to make possible what we have done over the last 42 years in business. And to acknowledge here that because of all that wonderful support, so much more is possible in the decades to come!

Enormous thanks to my co-founding partner Paul Saginaw for initiating the whole idea of what was to become Zingerman's in the first place. And also for his patience, insight, nonconformist worldview, and willingness to work so remarkably hard day and day out over all these years. Thanks, too, to all of the Managing Partners and Staff Partners who, together, co-lead the Zingerman's Community of Businesses (ZCoB). Thanks to the staff, friends, family, and customers (some of you filled multiple roles) who helped us to get open that mid-winter week in March of 1982, and to all of the countless kind and generous customers who have supported us for so many years. Thanks to the many hundreds of artisan vendors (some within the ZCoB and many around the world) who so caringly craft the remarkable products that we get to cook, bake, brew, serve, and sell! And a huge round of applause and appreciation to *you*—the now nearly countless customers whose willingness to support what we do every day in the ZCoB makes a huge difference! I never, ever take the support for granted. Every morning I get up ready to re-earn it anew.

Forty-two years ago this month, as I write this in the early

weeks of winter, was the last time I was unemployed. It was the year 1982, which is now, I realize, chronologically closer to WWII than it is to today! Unlike many people who find themselves without a job and are very understandably filled with anxiety when they have no regular paycheck to rely on, I was actually excited. Anxious too, but the good kind of anxiety, the kind that, for me at least, often accompanies the advent of something I really want but am not yet sure I can accomplish. Forty-two years later, thanks to the support of the many thousands of people, I still feel that same sense of anxious excitement. I am honored to be doing the work that I do. I live every day with the belief that we need to go out and re-earn the trust of the people we serve, like you, and the people we work with, and the people we buy from. I am honored and humbled to have that opportunity.

Back in those first wintry months of 1982, Paul and I talked about many things. I'm not sure that the word "dignity" ever came up in those conversations, but with the benefit of many years of historical hindsight, learning from mistakes, study, struggle, and some modest amount of what the world would seem to call "success," I realize now that dignity was, quietly, in some corner, always there in the back of our minds. We wanted to do business, from day one, in a way that seemed "right," that was—with the food we were selling, the people we were working with, and those we were buying from—treated with dignity. It's pretty doubtful that I'd have used the word to describe what we were doing, but with the benefit of hindsight, it's hard to understand it any other way. Dignity was not then, nor now, written onto the Deli's menu, but it was, very definitely, deep in our hearts.

Today, I can say with much more clarity and a somewhat more stable sense of confidence that dignity is an essential element of what makes the Zingerman's ecosystem what it is. I've spent the last two years working hard to understand what dignity really means, or at least what I understand dignity to be (understanding that by definition, dignity will mean somewhat different things to different people). None of it is in conflict with what we were trying to do on that first gray Monday morning that was March 15 of 1982. Today, I can explain it. That explanation is encapsulated in the new pamphlet, entitled "A Revolution of Dignity in the 21st-Century Workplace..." As I write, the pamphlet is in its final stages of editing, proofing, and page layout, and all the other work we go through every time we put out a new publication from Zingerman's Press.

"A Revolution of Dignity in the 21st-Century Workplace" shares the story of how, in the last few years, this dedication to dignity came to be one of the most important parts of my work. How, starting with the despair I felt in the days following the Russian invasion of Ukraine at the end of February

2022, evolved over a period of months and years into a practical, teachable, doable, and meaningful sense of what dignity really means as we go about our daily business. As I write, in the winter of 2024, two years after the Russian invasion, the war in Ukraine, tragically, continues. I hope with all my heart that it will (and all wars happening around the world, of which there are far too many) have come to a positive conclusion—a free and independent Ukraine—relatively soon. The work with dignity that the invasion initiated though will, I can tell you with great clarity, go on for the rest of my life.

Over the last two years, I have worked to incorporate the six elements of dignity that are detailed here on page 2 into every action I take. I have a long way to go to get better at living them, but as I was on that first day we opened, I am determined and anxious in the best possible way, to integrate those six elements effectively into every action I take. To work with dignity every time I talk to a guest or a coworker or a vendor or a partner or my life partner, Tammie Gilfoyle, when I get home.

Part of what drove me to dig so deeply into dignity back in those early despairing days in the winter of 2022, was the belief that if every action taken by every person in our organization was done with dignity, we would become an even better business by doing it. And that if that drive towards dignity were to be extended into our community, we would be having an even more positive impact here in Washtenaw County. And if, just maybe, that sense of dignity spread nationally ... well, let's just say the headlines would almost certainly be a whole lot different than they will be this week.

In the organizational ecosystem metaphor I've been slowly working on for nearly a decade now, dignity is "how we show up." From day one, I can see now, the quiet intent was there, even though my ability to explain it coherently hadn't yet emerged. Out of our own unique, highly imperfect blend of naivete, good intentions, care, and a determination to do something that would feel good to our customers, the handful of staff we imagined hiring, and ourselves, we set out to make that happen.

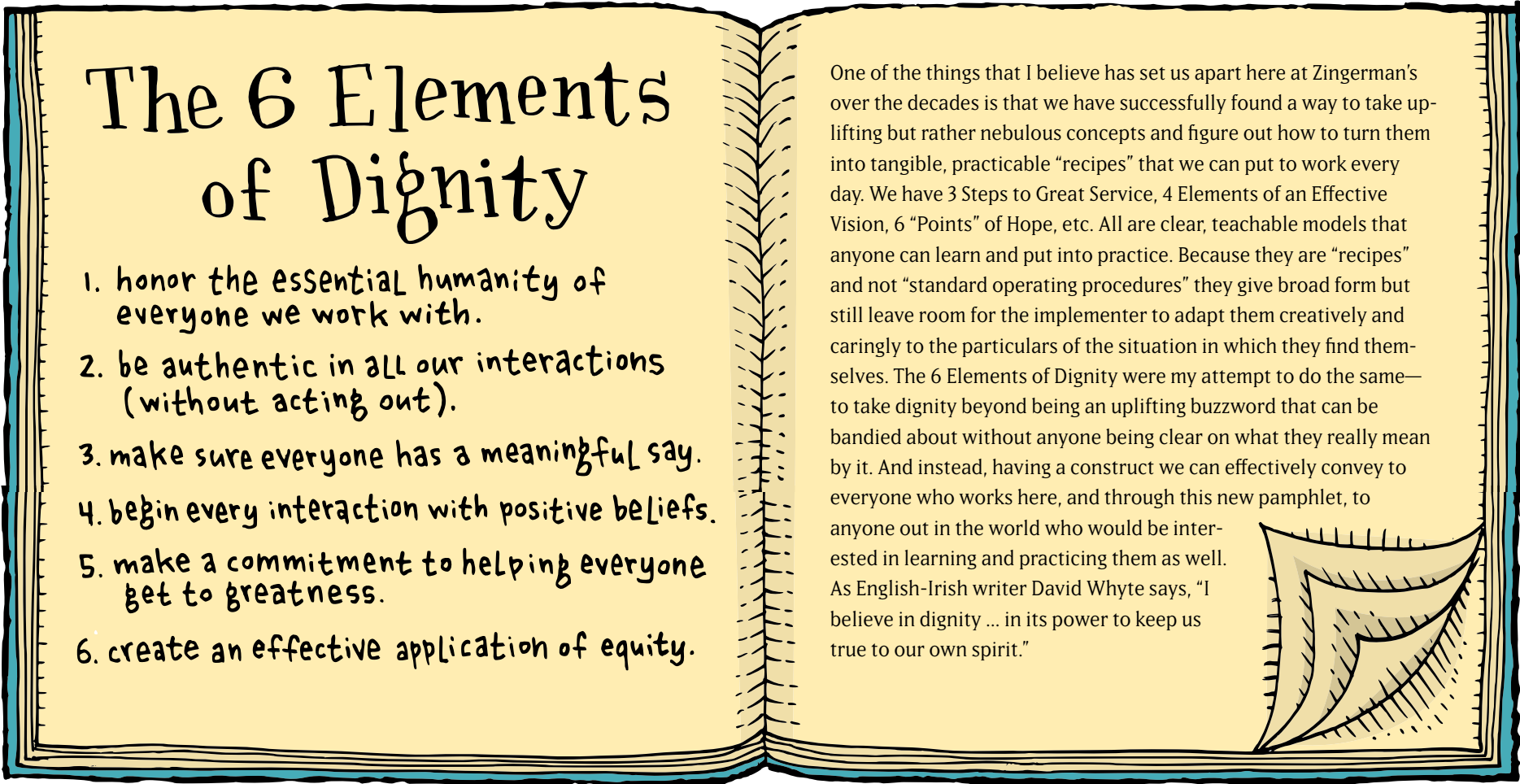
I'll end here as I began, with an enormous round of appreciation. Thank YOU!

Here's to the next 42 dignity-driven years of Zingerman's to come!

Ari

Ari Weinzwieg

Co-Founder of the Zingerman's Community of Businesses



Excerpted from "A Revolution of Dignity in the 21st-Century Workplace"
Defining Dignity

Bob Dylan, in his song "Dignity," sings, "Dignity's never been photographed." It can, I'm pretty sure though, be defined. With that in mind, 18 months ago I came up with six elements that I believed would make dignity actionable in a down-to-earth and ultimately revolutionary way. Bell hooks writes that

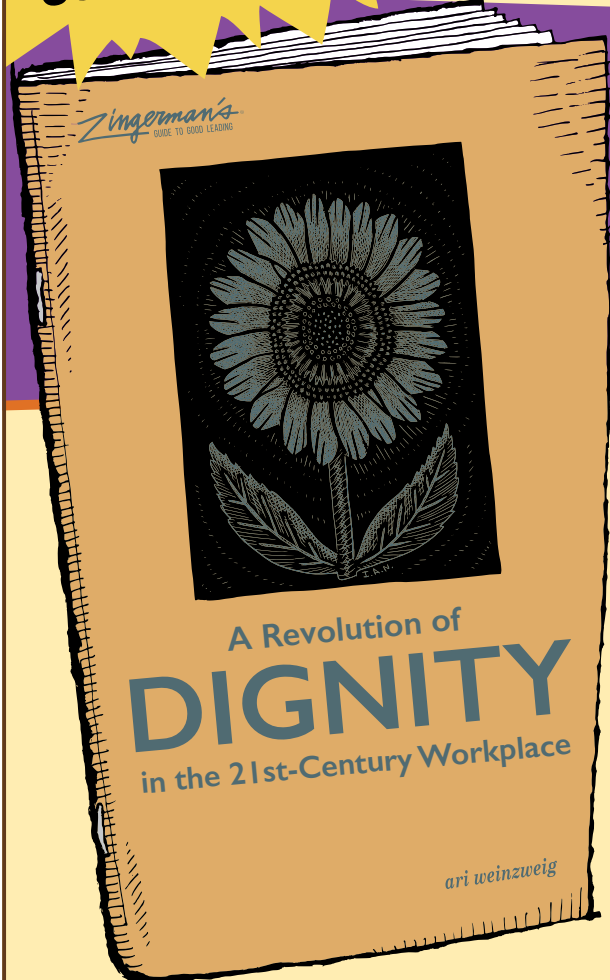
Definitions are vital starting points for the imagination. What we cannot imagine cannot come into being. A good definition marks our starting point and lets us know where we want to end up. As we move toward our desired destination we chart the journey, creating a map.

The six elements are a way for me to define the starting point, to imagine what dignity won't just sound like when I say the word, but what it will look like in actual real-life action. At the time, I wasn't all that sure they were the right ones. Having worked with them for a year and a half, I feel more confident that the construct is both practical and practicable. If we keep working at it—if I keep working at it—we can make what might seem impossible to some cynics into something that's as internalized by ZCoBers as the 3 Steps to Great Service are all these decades later. I've repeated these six elements in all of the essays I've done—the repeated reflection and practice are what make it possible to really internalize this work the way we have Servant Leadership, customer service, etc. Writing for Harvard Business Publishing, adult learning specialist Jennifer Long says,

Many leaders believe that intellectual understanding is enough, that all they need to do is read about something or discuss it in order to be able to do it well. But we know that skill development is vital. ... Making a commitment to practice is essential to maximize the impact of training. After all, practice is the only way to become proficient in a new skill or behavior.

Here, then, are the six elements of dignity. You will see them repeated throughout the pamphlet. I probably ought to post a list of them on my wall, or maybe make them into my screen saver, the better to keep them front of mind every day. My application to our daily work here is, I believe, very much what the Ukrainian protestors were fighting for so courageously on the Maidan back in 2013 and 2014. We can, I believe, honor their courage and dedication to their cause by making these happen all in all we do. My own commitment is to work at each of them all day, every day, everywhere I go.

COMING SOON!



**New Pamphlet on dignity by
Zingerman's Co-Founder Ari Weinzwieg**

**"A Revolution of
Dignity
in the 21st-Century
Workplace"**

Ari's writing has won praise from progressive leaders around the world. Seth Godin, author of an array of best-selling books on marketing, business, life, and art—including his most recent, *Song of Significance*—says: "The essence of Ari's philosophy is simple: It's possible to care."

This new pamphlet has been designed and laid out in-house at Zingerman's. Like all the publications of Zingerman's Press, the pamphlet will be printed locally and available at Zingerman's locations, as well as online at zingtrain.com and zingermanspress.com.

**To order copies, contact Jenny Tubbs
at Zingerman's Press
at zingpress@zingermans.com.**

ZingTRAIN
Zingerman's Training Incorporated

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**Join Ari on March 18 & 19 or June 3 & 4.
Reserve your seats at zingtrain.com.**



Honor the essential humanity of everyone we work with.

Making a commitment to honoring each person's humanity isn't all that hard. But doing it all day, every day, is a different thing altogether. For me, this means engaging with each human being I come across as an interesting equal, someone from whom I can learn, someone with an interesting story and intriguing future ahead of them. In 1785, while the American Revolution was still a current event, philosopher Immanuel Kant wrote that "every human has an inherent value, a natural dignity they deserve." Dignity means helping everyone to actualize their inherent value, their unique humanness.

One key way to do that work well, is through good listening skills, showing people, in the process, that they matter. Activist Ai Jen Poo, whose new book is entitled *The Age of Dignity*, says "listening ... is the most important superpower to cultivate, because it is actually impossible to understand how to create change with people if you can't listen well. ... I've learned so much about listening well and actively, with humanity." When we do it well, all involved feel heard, uplifted, and honored for who they are. I look to the words of Anne Truitt, whose terrific *Daybook*, came out the same year we opened (1982), for inspiration in this. We will each, by definition, have our experiences of this, but the difficulty of doing this, as Truitt tells it, definitely rings true to me. She writes,

I notice that I have to pay careful attention in order to listen to others with an openness that allows them to be as they are, or as they think themselves to be. The shutters of my mind habitually flip open and click shut, and these little snaps form into patterns I arrange for myself. The opposite of this inattention is love, is the honoring of others in a way that grants them the grace of their own autonomy and allows mutual discovery.

Be authentic in all our interactions (without acting out).

The truth of the world is that, with all due respect to statistics and surveys, there is NO ONE just like YOU anywhere on the planet. The work of both our collective, and each of us as individuals within it, is to encourage that uniqueness and authenticity, both in ourselves and those around us. Done well, it's magical. Revolution, it seems, encourages authenticity—long-dominant social standards dissolve, and people tend towards authenticity and doing what they truly believe to be right. Marci Shore writes about Ukrainian philosopher Taras Dobko: "For him, the Maidan was a rare experience of authenticity in the deepest existentialist sense: making decisions and taking responsibility."

Authenticity calls up images for me of Sinead O'Connor, the Irish singer whose death in late July 2023, hit me and many others very hard. Susan McKay opined after O'Connor that she was, "Impossible and yet so terribly believable. She had danced on the edge of the dark all her life." And McKay concludes, "She was always utterly herself." Our work here is to help everyone we engage with to do the same; to be always, utterly, themselves, each, of course, in their own unique way.

One person whose work repeatedly inspires me in this context is the artist Anne Truitt. Her painting,

sculpture, and writing all seem to be consistently, if ever imperfectly, true to Truitt's spirit. The books of her journals—*Daybook*, *Turn*, *Prospect*, *Yield*, and *Always Reaching*, all demonstrate how hard she worked to attain that kind of authenticity. We learn, slowly but surely over long periods of time, how to stay relatively true to ourselves. Of Truitt's books, *Art in America* says that the depth of her self-reflection is "possessed of the inevitable dignity that attends a genuine commitment to telling the truth about oneself. Authenticity is, indeed, a lot of what keeps drawing me back to Truitt's work. Her presence on the page rings true to what she writes when she says that, "The hallmark of a decision in line with one's character is ease and contentment, and an ample, even provision of natural energy." Vulnerability, as Brene Brown and others, have made so beautifully clear over the last ten years or so, is essential to this work. By definition, it's impossible to be truly authentic if we never acknowledge our anxieties. As Truitt reminds us, "Vulnerability is a guardian of integrity."

It also helps us, the person acting with dignity, to access our own authenticity as well. The commitment to dignity, I believe can help us effectively hold course throughout our lives. Volodymyr Sklokin shares his recognition that had he gone home and abandoned the work of the revolution of dignity he would have lost his authenticity. "If I gave up then I would no longer be myself, but someone else." Treating others with dignity helps them to be true to themselves.

Make sure everyone has a meaningful say.

All of our work here at Zingerman's in designing our governance methods has been to be both effective and inclusive at the same time. Using consensus to make decisions at the partner level, opening our meetings, open book management, Bottom-Line Change® (our very inclusive change management recipe), Staff Partners (and the process used to select them), etc. are all systemic ways to run organizations in which more people have more ways to have a meaningful say. Nineteenth-century anarchist Mikhail Bakunin wrote about the tension between the freedom of the individual and solidarity with the collective. They aren't, he said, in opposition. Rather, our work is to weave them effectively and thoughtfully together. What I've come to see of late is that if we work and live with dignity, we can hit a sweet spot on a long continuum between individual freedom on one extreme and collective well-being on the other. Done well, dignity lets us find ways to do both at the same time. While the two can be thought of as oppositional, dignity is where the two can effectively come together.

Begin every interaction with positive beliefs.

It's so easy to slip into negative beliefs. The problem is that it doesn't serve us. In our Statement of Beliefs, we make a commitment to begin with positive beliefs. Secret #42, "Leading with Positive Beliefs," is all about it. Want to change your world quickly? Try it for two weeks and see what happens!

Anne Truitt says, "I have always been mystified by the speed with which people condemn one another. Feeling as righteous as Christ chastising the money-changers in the temple, they cast their fellows into the outer darkness of their disapproval." This fourth element of dignity helps keep us going in the right direction.

Make a commitment to helping everyone get to greatness.

Way back in the 15th century, Bolognese philosopher, Pico Della Mirandola already was advocating dignity. In his *Oration on the Dignity of Man* he writes, "With free choice and dignity, you may fashion yourself into whatever form you choose." This remains, I believe, our work in the organization in making the revolution of dignity real.

Create an effective application of equity.

I'll share a small story that comes from Slovakia from my friend Pavel Hrica. He and his friends have been helping Ukrainian refugees. Refugees, by definition, are often dismissed with indignity: They're "victims," they "don't belong," they're "not our problem," etc. Pavel and others have taken the opposite approach. (He also does similarly great work with Roma people through his nonprofit Cesta Von.) Pavel told me shortly after the Russian invasion how they were helping, in particular sharing the story of a Ukrainian refugee named Halyna Kapralova. In many settings she would have been brushed aside as a burden; refugees are regularly written off as unimportant, and access to anything beyond food and shelter from nonprofit groups would not have been possible. Because of the generosity of spirit in the caring arts community in Slovakia, Halyna was actually welcomed in, and given a chance to be herself. She was, unlike so many refugees around the world, treated as an equal. Last week Pavel wrote to update me:

I wanted to let you know that Halyna, who fled to Bratislava with her family before the war and whom I take care of a little, experienced great success here. She created her own theater play in which she acted as the only actress. Ukrainians and Slovaks sat in the crowded audience, including well-known Slovak actors. And it was an artistic and visually impressive experience. A powerful statement about man and the wolf in him. About war and flight. About the ever-living reverberations of the famine period and the explosion in Chernobyl. About mother and child. About stars of hope and stars that can make you angry. About bad and good. I was very proud of her.

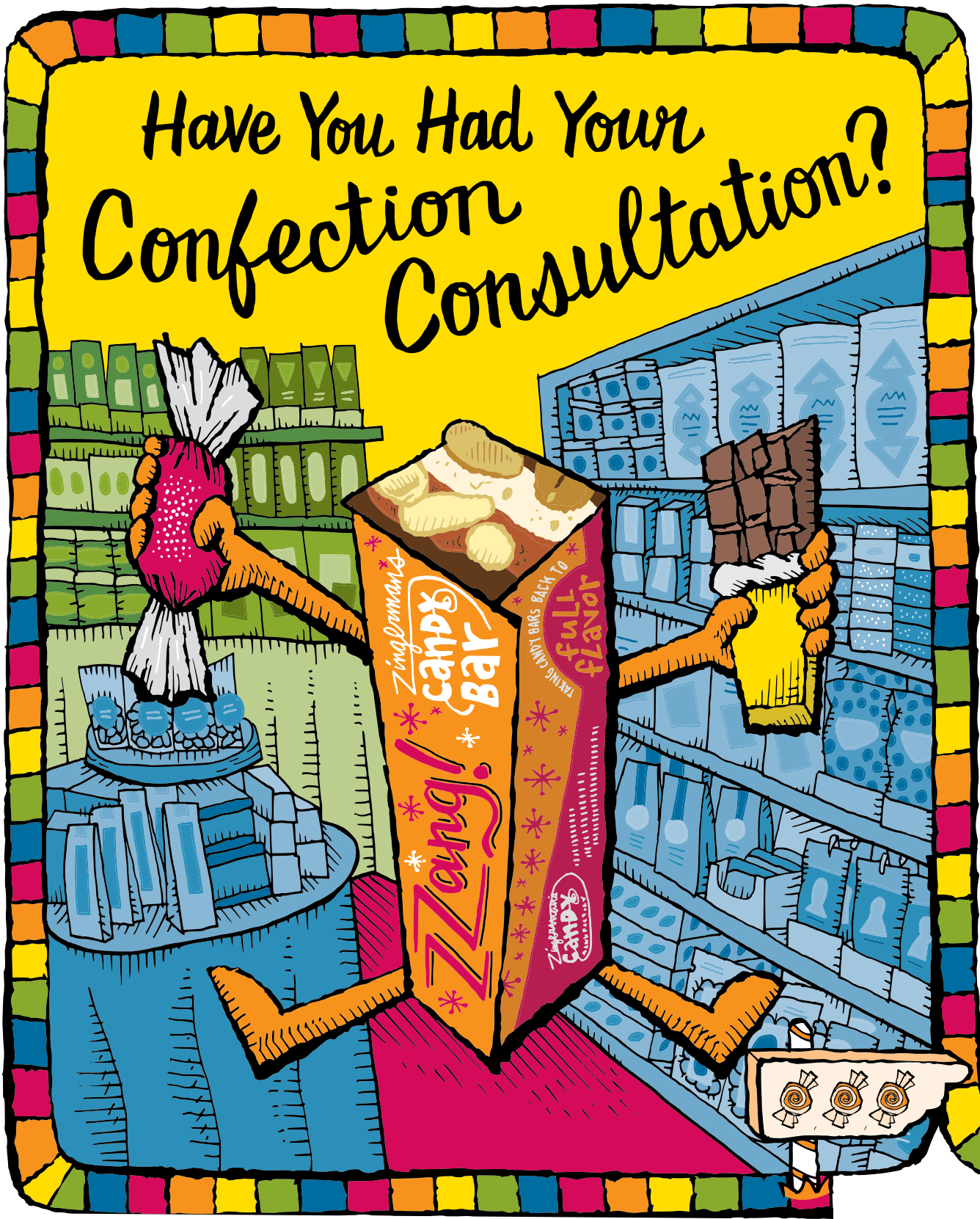
The play, as you might have guessed from Pavel's description, is about Halyna's life, how she went from despair in the days after the invasion to finding her way to Slovakia and establishing a meaningful life of her own. As a refugee, Halyna could well have been pushed aside and treated with derision. Instead, she has had the chance to become a respected playwright. Dignity, it seems, has been at the center of all of it.

It's not dignity alone that has made Halyna's Slovak theater story a success. Clearly, there's generosity, hard work, vision, compassion, and a wealth of other factors at play. And yet, Pavel and Halyna both, it seems, have acted with dignity in front of mind. I challenge myself to live up to the standards they have set. As American writer Nicholas Kristof (who Darren Walker of the Ford Foundation described as "journalism's North Star on issues of poverty, dignity and justice") says: "As I see it, the nation's greatest challenge is to restore opportunity and dignity." Kristof's charge, as I see it, is equally applicable to our organizations.

Eighteen months after the idea to make a revolution in the workplace first came to mind, I remain as committed to making that impossible, dignity-based community a very real reality. As you might already have concluded from this essay, I'm even *more* committed now than I was when I wrote that first piece. If we work at this revolution with everything we've got, I believe from the bottom of my heart that we will make the revolution of dignity a daily reality—through the decisions that each of us make, all day, every day, to make dignity simply what we do. With determination and practice done regularly over decades, we can, over time, create what anarchist philosopher John P. Clark calls, in the best possible way, an "impossible community."

Successfully getting revolutionary change to stick, hard as it is to do, turns out to take less than I would have thought. Harvard social scientist Erica Chenoworth's study of revolutionary successes showed that one only needed 3.5% of a populace to get on board to get the change to happen. Chenoworth explains, "Once around 3.5% of the whole population has begun to participate actively, success appears to be inevitable. ... There weren't any campaigns that had failed after they had achieved 3.5% participation during a peak event."

Maybe, as I wrote above, you'll join me. We will, I'm certain, slip and slide and make mistakes and work hard to recover. But we can move forward. And when we fall short, we will try to treat ourselves with dignity, too. In a piece written the same year we opened the Deli, 1982, the anarchist writer and activist Howard Ehrlich wrote about moving towards a positive revolution. What Ehrlich said 42 years ago remains true for us now, for this revolution of dignity that we are trying to weave into our daily lives: "We will not always know how to act consistently; we will not always be very consistent. But we do try."



Surrender to the Sweet Spell of Allison Schraf and Zingerman's Candy Store

I was thrilled to meet Candy Store manager Allison Schraf at Zingerman's Coffee Company for some morning caffeine and a chat about what she's been up to. Like so many Zingerman's passionate food professionals, Allison's career path began elsewhere. In her case, with a degree in Equestrian Studies followed by training horses and managing horse farms. Uncovering a zeal for cooking and moving from New York City to Ann Arbor (with several stops in between) led her to a career in specialty food shops. Thus far, her 19-year Zingerman's career includes product specialist and staff supervisor for Zingerman's Delicatessen from 1998 to 2006, wholesale sales manager for Zingerman's Candy Manufactory from 2012 to 2017, and Candy Manufactory retail manager from 2017 to the present.

Although we have worked together for decades and I'm a regular at the Zingerman's Candy Store, I learned many new things and was really energized by our talk. Her love of what she does, enthusiasm for customer service and a guided shopping experience, and the joy that comes with being around candy is simply inexhaustible. I hope you have the pleasure of experiencing it for yourself, and very soon!

Sara

Sara Hudson
Zingerman's Creative Services Director

Sara: How would you describe the feel of Zingerman's Candy Store in a few words?

Allison: Magic. Warmth. Abundance. Joy. Fun.

Sara: What do guests say when they step inside for the first time?

Allison: I have found people in America have a complicated relationship with candy, or maybe more accurately, with treating themselves. Some common comments are: "This is a dangerous place," "This is so sinful," and "I don't eat this stuff, it's for my grandmother." Others who happily give in to the joy say: "This is magical," "I want to eat all of it," or "You have so many things I've never seen before!"

One woman recently came in with great urgency and said "I heard you have calissons!" (a traditional French confection made of almond marzipan and candied orange melon). With tears in her eyes, she shared that they remind her of her family and childhood. Candy pulls on people's memories of special times and special people. We get to watch them access those memories when they are in the store.

Sara: What would you tell someone about Zingerman's Candy Store who's never been?

Allison: There is something for everyone! Craft chocolate for every taste, hand-made candy bars and nut brittles, flavorful gummies and fruit jellies, locally-made bonbons, imported Scandinavian licorice, Italian marzipan, Spanish nougat, nostalgic hard candies, vegan milk chocolate, and more! Our staff is here to help you choose the right treat for yourself or gift for someone else.

Sara: What's the best part of your job as Candy Store manager?

Allison: The very best part of my job is curating the product mix. It is endlessly exciting to learn about and explore the enormous world of confections and then bring them to the store to delight our guests.

Sara: What is your philosophy when sourcing new treats?

Allison: We love updated nostalgia, when your inner child meets your grown-up palate and they have a good time together! A great example is the Askinosie chocolate-covered malt balls. You probably grew up with a version of chocolate malt balls as a kid, but maybe now you would love them to be made with better quality ingredients and more flavorful dark chocolate. The Askinosie version pleases your childhood memory and your adult palate.

Like all Zingerman's businesses, we are guided by seeking out traditionally made foods. Some traditions are disappearing, so we try to champion these things, make them available to those who are looking for them, and introduce them to new fans. For instance, I knew I wanted to import really high-quality artisan Italian marzipan, so I searched and tasted (for two years!) before finally finding the one! They're really special.

Sara: What's next on your search?

Allison: I would like to add more confections from India, China, and the Middle East to expand the variety of flavor profiles we have in the shop. We're also continuing to grow our "Provisions" selections which are non-candy items like nuts, dried fruits, sauces, syrups, and snacks to round out your pantry.

Sara: How many items does the Candy Store offer?

Allison: We offer around 400 to 500 items year round! More than 60 of those are handmade in-house by the skilled candy cooks at Zingerman's Candy Manufactory. You'll find an even larger selection during the holidays when we're stacked with seasonal exclusives.



Sara: Tell me about the “chocolate wall.”

Allison: We have about 100 different bars of craft chocolate in the candy store (that expands for the holidays) and we are looking for new and amazing craft chocolate all the time. You can find white, milk, dark, vegan, the full spectrum of cacao percentages 40-100%, and a world of flavors—from the familiar peanut butter, raspberry, and coconut to the less-common cardamom, bergamot, and hot paprika.

Sara: How does one pick from 100 bars?

Allison: I ask four questions to find out where you are in your journey with craft chocolate. (That’s Step 1 in Zingerman’s 4 Steps To Great Service, find out what the customer wants!) Based on your answers, I choose two or three recommendations and offer a taste. Typically people are surprised and delighted at the thought of samples, but also those lovely Midwest manners kick in and they say, “Oh no. Don’t go to any trouble. Not if you have to open it.” But once they taste, it’s highly likely they’re going home with a new favorite. Watching them as they taste and seeing their reaction, it’s just the most fun. I had the same experience at the Deli seeing people leave so happy with their choice and they found the perfect things. We’re so lucky to be able to do that.

Allison’s 4 Questions to Guide Chocolate Choices

1. Is it for you or someone else?

(If it’s a gift you might not have answers to the rest of the questions)

2. Dark or milk?

3. If dark, what %?

(It’s ok if you don’t have an answer, we’ll help.)

4. Stuff in it, or not?

(The industry term is inclusions, but we think that sounds too posh. We’re aiming for easy!)

Sara: One of your busiest holidays is coming up. What are the best sellers for Easter?

Allison: Our housemade Raspberry and Coconut Marshmallow Bunny Tails are huge guest favorites. We also sell really wonderful craft Easter chocolates from around the world. New this year, really fantastic chocolate Easter eggs, bunnies, and chicks from Venchi, a chocolate maker in Turin, Italy.

Sara: And what’s popular for Passover?

Allison: We always sell out of our Zingerman’s Candy Manu- factory Dark Chocolate-Covered Matzoh, featuring the Matzo Project’s matzo.

Sara: What are your picks for the most unusual, rare, and prized treasures on your shelves today?

Allison:

Unusual: Askinosie’s Sweet Potato Pie white chocolate bar (with toasted mini marshmallows!)

Rare: Caputo’s Wild Juruá foraged Brazilian cacao, a 70% dark chocolate bar by Luisa Abram

Prized: Ziba Sakhubari Almonds, an ancient heirloom variety grown in Afghanistan

Sara: What are your personal top three favorites right now?

Allison: That is so hard! I am excited about these lately, in no particular order: Fruition’s Bolivian Wild Harvest, a 74% dark chocolate bar, Coloma Garcia Tender Turrón with Marcona almonds and orange blossom honey, and Zingerman’s Candy Manufactory Peanut Brittle.

Our interview gave me sweet daydreams of candy, so I headed back to the store to buy my usual favorites: Omnom Sea Salted Caramel Chocolate Malt Balls, J. Patrice Lime Coconut bonbons, and an Askinosie Coconut Milk Chocolate bar. Lucky me, Allison was still working and gave me my very own confection consultation. In just a few minutes, she introduced me to things I had never even noticed or tried before, especially after she zeroed in on my love for coconut, like strawberry cheesecake bonbons, fruit punch vegan gummies, and coconut hard candies. I didn’t know I needed a personal candy shopper in my life, but it made my experience so much sweeter. I highly recommend you try it out!

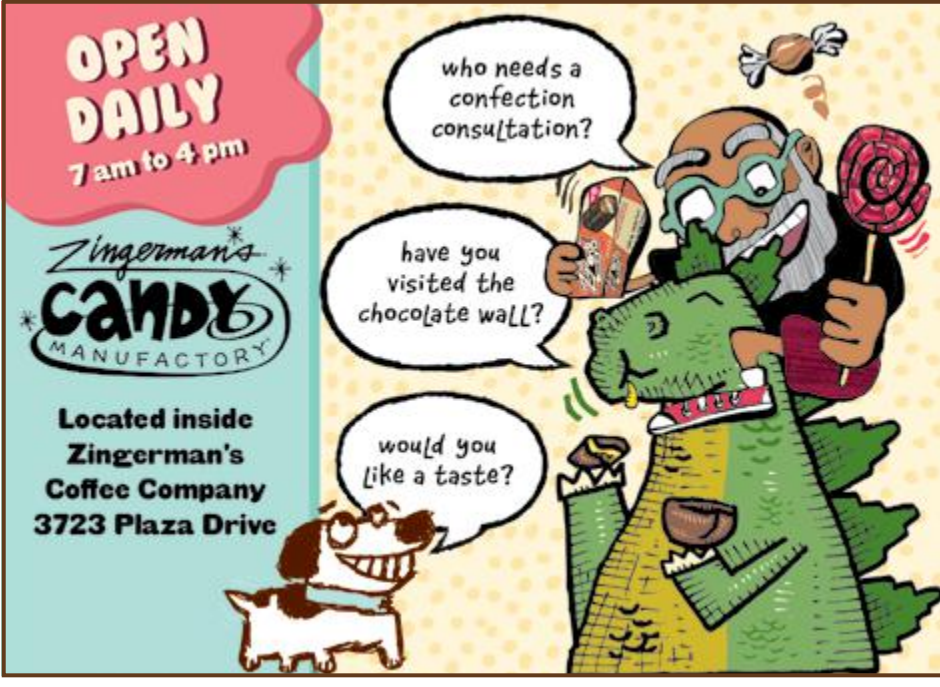
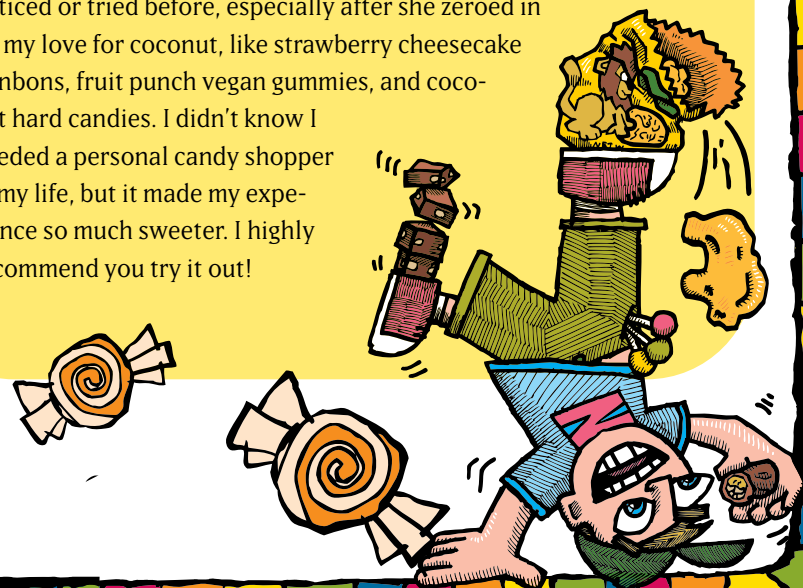
THE BEAUTY OF BETTER BUTTER DINNER WITH VERMONT CREAMERY Supporting the 9th Annual JELLY BEAN JUMP UP

Tuesday, March 5 at 7 pm
\$95 + donation options

Our 9th Annual Jelly Bean Jump Up special dinner, benefitting SafeHouse Center, will feature dishes made with beautiful, rich cultured butter from Vermont Creamery. Guests will hear the story of Vermont Creamery and their incredible butter from co-founder Allison Hooper as they enjoy a memorable multi-course meal featuring dishes like dry-aged ribeye steak topped with anchovy butter and ash-roasted sweet potatoes with tahini butter.

- 20% of ticket sales will be matched by Zingerman’s and donated to SafeHouse Center
- Guests have the option to “jump up” their tickets to donate additional funds
- The event will also include a silent auction, featuring items from local community partners

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DONATE DIRECTLY: [SAFEHOUSECENTER.ORG](https://safehousecenter.org)



the coffee blend creating a buzz around
the zingerman's community

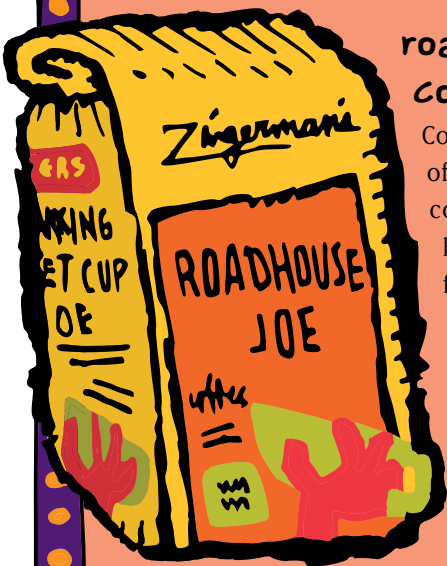
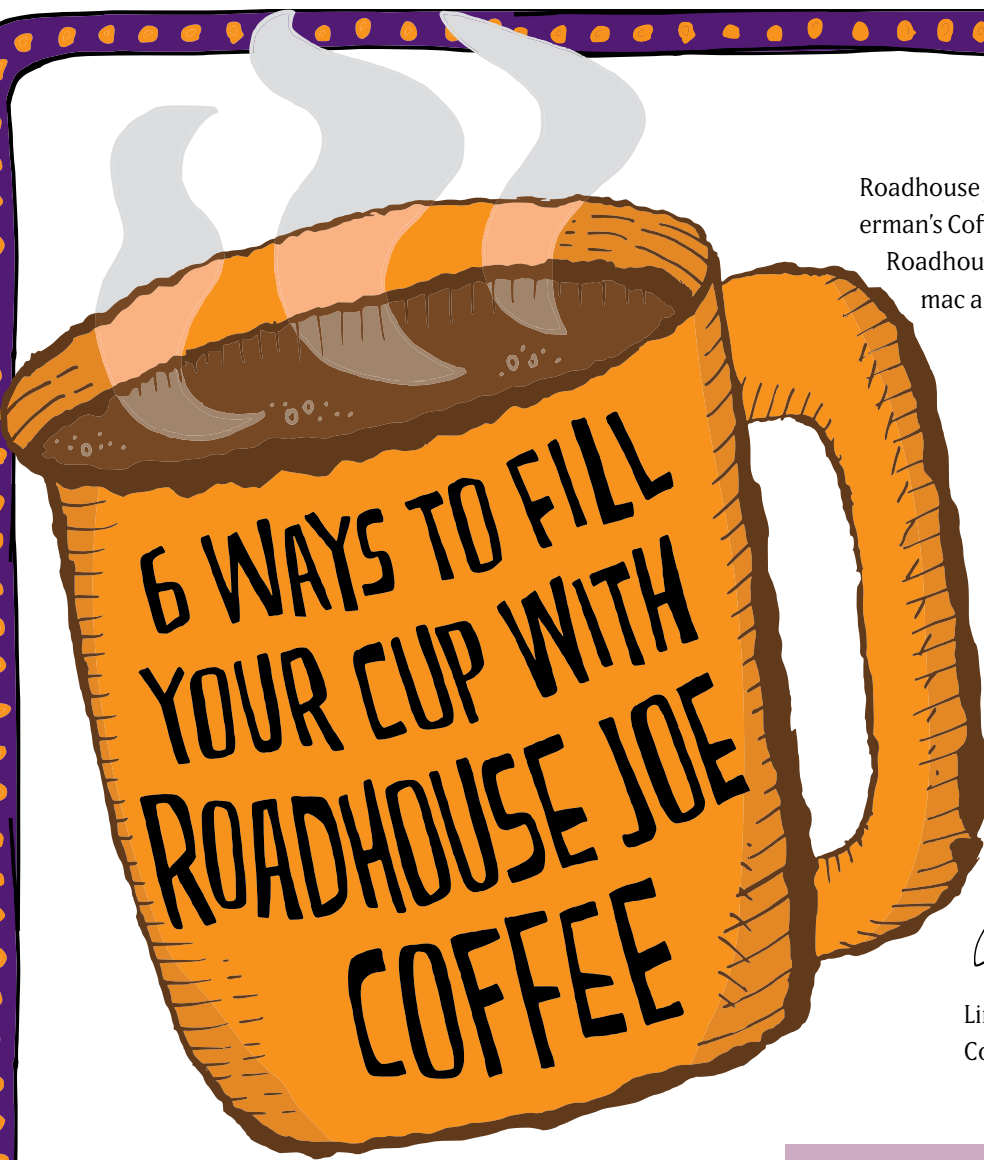
Roadhouse Joe coffee is the house brew at Zingerman's Roadhouse, specially created by Zingerman's Coffee Company for the Roadhouse's 2003 opening. (Are you new to Zingerman's? The Roadhouse is our full-service restaurant and bar on Ann Arbor's west side, known for its mac and cheese, barbecue, and more.) As Zingerman's co-founder Ari Weinzweig tells it:

Back then, we were already working to get going on what was soon to be opened as Zingerman's Roadhouse. Our intention, as per the vintage neon sign (done by Mark Chalou, "Mr. Neon," with old neon tubes he found in a warehouse in Detroit), was to serve "Really good American food." To go with it, we knew we would also need a really good American cup of coffee, a cup that consistently would please nearly every (no one gets 'em all) palate. The result was—and still is, decades down the road—Roadhouse Joe.

Roadhouse Joe is beloved in its original form, of course, but its popularity has continued to grow throughout the Zingerman's Community of Businesses (ZCoB), too, as over the years, Roadhouse Joe has evolved to be a key ingredient in other Zingerman's-made products. Here are all of the ways you can enjoy it, from the original coffee blend that started it all to an improvement made from a buzz-worthy switch and more.



Lindsay-Jean Hard
Content Creator at Zingerman's Creative Services



roadhouse joe
coffee

Comprised of not just one type of bean, but an ever-evolving combination, Roadhouse Joe has remained one of the Coffee Company's most popular blends since its debut. "The point of a blend—as opposed to the many single origins we do," Ari explains, "is that we can adjust it a bit regularly to keep the flavor profile consistent." Currently, the

Roadhouse's signature coffee (psst: weekly breakfast Blue Plate Specials include a free cup!) is a crowd-pleasing blend of Papua New Guinea, Costa Rican, Indian, and Brazilian Peaberry beans. Designed to complement food from breakfast through dessert, the Coffee Company describes this blend as emphasizing body and balance over sharpness and acidity. Steve Mangigian, long-time managing partner and head roaster at the Coffee Company says,

I believe today's Roadhouse Joe is one of the best blends on the market. It's smooth, rich, full-bodied, clean, and craft roasted to highlight the nuances of each of the coffees in the blend. India for a little pepper and spice, Brazil for its nuttiness, Costa Rica for the body and richness, and Papua New Guinea for adding a solid base of cocoa; all designed to complement each other when it strikes the palate!

Enjoy a cup at the Roadhouse or visit the Coffee Company to taste the difference in brewing methods. At the Coffee Company, you'll notice their Big Brew Board, a board that outlines the different flavor profiles each type of coffee can have depending on its preparation. Of the Roadhouse Joe, the Coffee Company crew says, "Amazing in a Chemex, which highlights the sweetness and complexity. The Aeropress gives it a wonderful thicker body with a nice dried fruit finish. In the press pot, we noted flavors of rye, wood, and spice." To brew up a batch at home, pick up some beans at the Coffee Company or Deli, or ship a bag to your favorite coffee connoisseur.

rhode island coffee milk

Coffee milk is a cold drink made with coffee syrup and milk. The Roadhouse's version starts by slowly cooking Roadhouse Joe coffee and sugar until it reduces to a rich, thick syrup, and then the housemade syrup is mixed with milk and cream from Calder Dairy. As the name suggests, coffee milk is the official beverage of Rhode Island, but it has a pretty solid local following, too, at least among Roadhouse regulars. And, interestingly enough, it actually has a local connection, too. Janice Longone was an esteemed food historian who most of her life in Ann Arbor. She hosted a radio show, "Adventure in Gastronomy," on Michigan Radio, founded the Culinary Historians of Ann Arbor, and donated her extensive culinary archive to the University of Michigan, which became the Janice Bluestein Longone Culinary Archive. And, as she mentioned one day in passing to Ari, her uncle invented coffee milk. As Ari explains:

Jan's Uncle Meyer was a Russian-Jewish immigrant who loved to tinker with things. And, according to legend, he took the Rhode Island love for strong, sweet coffee—likely based in the heavy concentration of both Italians and Portuguese people living there—and turned it into a cold drink.

Head to the Roadhouse to try Ann Arbor's take on an East Coast classic. When the weather's nice, we recommend sipping yours outside in Roadhouse Park.



coffee gelato
(aka roadhouse joe-lato)

It doesn't take much to imagine Roadhouse Joe's smooth flavor churned into a creamy batch of gelato, especially if you typically take your coffee with a splash of cream or milk. Luckily for all of us, there's no imagination necessary, since that's what the Creamery is doing! In 2023, they updated their coffee gelato to feature Roadhouse Joe—quickly earning itself the nickname of Roadhouse Joe-lato. Using this best-selling brew along with milk and cream from Calder Dairy—one of the last farmstead dairies in Michigan—and demerara sugar created a gelato with a jolt of big, well-balanced coffee flavor. Gelato & Retail Manager Lexi Stand declares, "It tastes so good!"

Pretty sure we don't need to tell you how to savor a scoop of gelato, but just in case... try one straight up, paired with another Creamery gelato like Vanilla or Chocolate Hazelnut, or doused in espresso for an affogato with serious pick-me-up power. Pick up a pint at the Cream Top Shop or the Deli, or enjoy a scoop for dessert at the Roadhouse. Flavors in the Creamery's case vary, but when you spot the Coffee Gelato, you can enjoy a scoop or two on the spot. Or, enjoy it in one of the many other ways they finesse their frozen treats, like in a shake, malt, float, or frozen cooler—in which the flavor of your choice is blended with any soda flavor.





red rage barbecue sauce

Red Rage also made its debut when Zingerman's Roadhouse opened, but the recipe had been in development for years—decades, actually! This barbecue sauce was created by Chef Alex Young, a James Beard Award-winning chef and former Roadhouse managing partner and chef, when he was just 13 years old! As the story goes, like a typical teenager, Alex invited friends over one day when his parents were out of town. In perhaps a not-so-typical teenage move though, it was a hundred people that were invited over... for a barbecue! He made the first version of the Red Rage we know and love today (and presumably ticked off his folks in the process!). Its name is likely due to the fact that it's a tomato-based sauce with a kick, but we like the idea that it could have originated from a rager that had Young's parents seeing red!

The recipe has been tweaked slightly over the years, mainly to swap in higher-quality ingredients, as we love to do here at Zingerman's. Its fantastic full flavor comes from spices (like Turkish Urfa pepper, Tellicherry black pepper, chipotle peppers, and Mexican piquin peppers) that are balanced out with some sweetness (Muscovado brown sugar, molasses, and honey) and acidity (ketchup and apple cider vinegar), plus some pilsner and Roadhouse Joe coffee, of course. Don't let the name (or those chile peppers) leave you concerned that indulging in a little BBQ will leave your mouth on fire. As Mo Frechette, Zingerman's Mail Order managing partner says, "There is heat, but it's a creeping, seeking heat that never gets in the way of the food."

Head to the Roadhouse to enjoy Red Rage on a rack of ribs. Ship a bottle to a fellow BBQ lover from Mail Order, or order a few for yourself and pick up your order from their Warehouse Shop. Or mix up a batch for yourself at home, you can find the recipe on Roadhouse's blog. Use it on your favorite barbecued meats of course, but also try it slathered on a burger, drizzled into a burrito, swirled into mac and cheese, or as a more flavorful stand-in for ketchup with fries.

spicy coffee spice rub

This intensely flavorful blend is packed with Urfa pepper, Tellicherry black pepper, cloves, sea salt, and yes, Roadhouse Joe coffee. Just like Red Rage, the Spicy Coffee Spice Rub was created by Alex Young a few years after the Roadhouse opened. Young developed it with turkey in mind, so it was initially used on roast turkeys and a turkey sandwich dubbed the Dexter Reuben. Francine Maroukian lauded the blend in *Esquire* magazine as a way to make your Thanksgiving turkey memorable, saying, "One little jar will leave your turkey succulent and beautifully browned. Believe us, your guests will appreciate the gesture." (Should you prefer to let someone else handle the bird, coffee spice-rubbed turkey appears on the Roadhouse's Thanksgiving To-Go menu in the fall—and, fair warning—then quickly sells out). The spice blend's versatility was quickly uncovered though, so over the years it's been featured in all sorts of Roadhouse specials including chicken, pork, and wild boar.

If you're ready to wake up your cooking, grab a jar of Spicy Coffee Spice Rub at the Deli or have Zingerman's Mail Order ship you one. Follow Ari's lead and try it on catfish, potatoes, or roast chicken (find his recipe for Roast Chicken with Bacon and Spicy Coffee Spice Rub on page 200 of *Zingerman's Guide to Better Bacon*).



mothfire roho Joe Stout

Not only has Roadhouse Joe conquered flavor sensations from savory spices to sweet treats, but it's also proved that it can move from coffee mug to pint glass (or tulip glass as the case may be, but you get what we were going for, right?). Mothfire Brewing Company has been making a rich, roasty stout with Roadhouse Joe since 2021. This flavorful collaboration began at the picnic tables in Roadhouse Park, when Mothfire head brewer Alexis Jorgensen started envisioning what the recipe might look like. As Ari describes:

The beer really is something special. When you sip the stout, the coffee comes through without dominating the whole drink; it hints clearly of coffee, and yet it's something else altogether. The RoHo Joe Stout has a good hint of vanilla, a touch of sweetness, and all the grain-forward fullness you'd expect in a good stout!

The sweetness is due to the brew, of course, but perhaps also to the bond of Ann Arbor townie businesses who share a passion for great ingredients and community. As Noah Kaplan, one of Mothfire's founders, elaborates:

We believe that craft breweries are an essential part of a community's culture. A place to create beers and atmospheres that are truly unique to the region, and a place to bring people together. We focus on collaboration, creativity, and quality craftsmanship. We also focus on using local ingredients and building on local culture.

We definitely don't need to tell you how to drink a beer. (Other than to enjoy this sensational sipper responsibly, but you already know that.) Try the RoHo Joe Stout on draft or pick up a 4-pack at the Roadhouse. Cans are also available at Mothfire Brewing Company, select Plum Market locations, and (soon) other Zingerman's locations.



HAPPY HOUR AT Zingerman's roadhouse



MONDAY THROUGH FRIDAY 2 - 6 PM

- \$2 oysters
- Fried pickles
- A trio of tasty tacos
- \$3 off seasonal cocktails
- \$1 off 6-ounce wine pours
- \$2 off 16-ounce draft beers
- \$2 off delicious and alcohol-free libations.



SWING BY SOON!

ZINGERMAN'S X GILSON

Zingerman's artwork hits the slopes with a new collaboration with Gilson Snow, one of the fastest-growing independent makers of snowboards and skis. Their products are all made to order in their workshop in Pennsylvania, using local poplar and Gilson's award-winning, proprietary three-dimensional base technology.

While the boards and skis are all Gilson, the artwork and design are immediately identifiable as Zingerman's. Both were skillfully, playfully drawn and designed by long-time, award-winning Zingerman's illustrator, Ian Nagy.



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Zingerman's® news

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based difference
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your confection
consultation?
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Special Sweet Treats for Passover and Easter



Chocolate Orange Torte

Made with lots of dark chocolate, real orange oil, and ground almonds coated in a shiny dark chocolate ganache and more sliced, toasted almonds. It's a bonus that it's good for Jewish Passover because the cake is made from matzo meal. Available at the Bakeshop, Deli, Roadhouse, and Mail Order.

Nina's 'Nolis

Our take on classic Italian pignoli cookies, made with ground almonds and hazelnuts, some great butter, and a touch of honey, and then garnished with pine nuts. It just so happens they are naturally gluten-free and a nice option for Passover dining and noshing. Available at the Bakeshop and Mail Order.

Hot Cross Buns

These tender yeasted buns are now made with freshly milled whole grain—durum wheat and high extraction hard red spring wheat—as well as golden raisins, currants, house-made candied orange & lemon peel, and a touch of mahlab spice from Épices de Cru. All of this goodness is topped with a sweet icing cross. Available at the Bakeshop and Deli.



Fudge Eggs

PB & J Fudge Egg

Made from our silky, rich peanut butter fudge (made with browned butter and milk chocolate), Oregon seedless red raspberry preserves, all covered in dark chocolate.

Chocolate Almond Fudge Egg

We start with our browned butter chocolate fudge recipe and add a hefty amount of premium almond paste. A bath in dark chocolate and a topping of aromatic toasted almonds puts it over the top! Available at the Candy Shop and Deli.

Bunny Tails

Soft pillows of tasty, handmade marshmallows in the shape of Peter Cottontail's best-known asset! Bunny Tails come in either raspberry or coconut flavors—in single-flavor bags or as a combo. Available at the Candy Shop, Deli, and Mail Order.



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