

Zingdish!

the inside scoop on all sorts of flavorful events around the Zingerman's community of businesses

Zingerman's DELICATESSEN

Deli: 734.663.3354 Next Door: 734.663.5282

All of our tastings are hosted at Zingerman's Events on Fourth at 415 N. Fifth Street in Kerrytown Market and Shops

Deli Tastings and Events

Gelato Social: Soda Jerk Style

Thursday, May 17 • 6:30-8:30pm • \$35/person

Join us at our celebration to mark the start of gelato season! We'll prime your palate diner-style with savory sliders & salty-fatty latke fingers, before opening the gelato floodgates! We'll indulge in gelato milkshakes, petite gelato sandwiches, miniature make-your-own sundaes, and a chilly adult beverage or two.



Deli Coffee Tasting: Focus—Guatemala

Sunday, May 20 • 10-11:30am • \$35/person

Freshly returned from a coffee-sourcing trip in Guatemala, Zingerman's Coffee Company's Steve Mangigian joins us for a Sunday morning tasting of Central American coffee. With photos and videos of the folks that grow and process our coffee beans, we'll learn (and taste) what goes into making this richly flavorful brew. We'll cup coffees and have some pastries to round out a delicious Sunday morning.

The Secret Foods of Sicily Dinner

featuring Sicilian chef Gioacchino Passalacqua

Tuesday, June 5 • 7pm • \$50/person

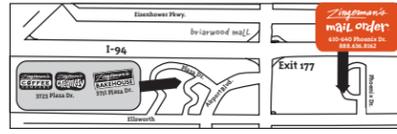
We met Gioacchino years ago as we were searching for great Italian foods to bring back to our Deli on Detroit Street. He knows the island better than anyone we've found and his passion for his native cuisine is addictive. These days, Zingerman's Food Tours has teamed up with Gioacchino as we guide adventurous travelers on insider's tours of Sicily, Puglia, and Piedmont and more. Spend an evening enjoying grilled swordfish with pistachio cream, pasta alla Norma, rolled bell peppers stuffed with goat cheese, topped off with bonajuto chocolate mousse with our favorite Italian gastronome, Gioacchino.

Get the latest on the BIG Deli buildout at www.zingermansdeli.com

Shhh! CAN YOU KEEP A SECRET?

Zingerman's mail order 610-640 Phoenix Dr.

Zingerman's is having
**THREE special Warehouse
SALES this summer!**



huge warehouse discount
on tons of items

May 11th from 11am-4pm
June 15th from 11am-4pm
July 13th from 11am-4pm

Shoot an email that says "Sign Me Up!" to warehousesale@zingermans.com to receive our sale alerts!

Zingerman's creamery

Stop by the Creamery Cheese Shop
734.929.0500 • 3723 Plaza Dr.
www.zingermanscreamery.com

cheese tastings & classes

Call to reserve your spot!

Creamery Cheese Tasting

Sunday, May 13 • 4-5:30pm • \$20/person

Come and learn about the cheeses we make here on Plaza Drive and learn about milk seasonality and the variables of cheese making from cheese maker and Creamery co-managing partner Aubrey.



Learn to Make Fresh Mozzarella

First and third Saturday in May • Noon-2:30pm • \$60

Come learn how to stretch your own from-scratch, fresh mozzarella with the masters. We will guide you through the steps to set up the curd from milk and teach you the technique we employ to stretch the curds into marvelous mozzarella of your very own!

Registration required. Save \$5 when you pre-pay!

may is the
Last month for
classes



BAKE! Zingerman's BAKEHOUSE

hands-on baking classes

bake!-cation@

All About Wood Fired Ovens

June 23 & 24, 9am-5pm, \$500

We'll spend two fun-filled days sharing all there is to know about wood-fired ovens from the history and oven design to fire management and baking during this action-packed class. Together we'll bake up pizza, naan, socca, carta di musica, fougasse, Italian peasant bread, Southern cornbread, and a rustic apple tart. Includes breakfast and lunch, too.

Check out the full schedule
and register for classes at

www.bakewithzing.com

Zingerman's COFFEE COMPANY

3723 Plaza Drive
734.929.6060

Please call for reservations: 734.929.6060

"Second Saturday" Tour!

May 12 & June 9 • 11am-noon • FREE!

Join us monthly for an open-to-the-public, no-reservation-required event. Sit down with Coffee Company managing partners Allen and/or Steve to tour their facility and learn about coffee—where it's grown, how it's sourced and how it's roasted. Learn how to discern the subtle distinctions among the world's finest coffees as you sample some new offerings and some old favorites brewed using a variety of techniques.

Comparative Cupping

Sunday, May 20 • 1-3pm • \$20/person

Join us as we sample coffees from Africa, Central and South Americas, and the Asian Pacific. We will taste and evaluate these coffees using the techniques and tools employed by professional tasters. This is an eye-opening tour of the world of coffee.

Brewing Methods

Sunday, June 17 • 1-3pm • \$20/person

Learn the keys to successful coffee brewing using a wide variety of brewing methods from filter drip to siphon pot. We will take a single coffee and brew it 6 to 8 different ways, each producing a unique taste. We'll learn the proper proportions and technique for each and discuss the merits and differences of each style.

Coffee and Food Pairing

Sunday, June 24 • 1-3pm • \$30/person

You may be familiar with wine and cheese pairings, but why not coffee and food pairings? Here at the Coffee Co., we'll be taking some of our favorite coffees and tasting them with select foods to find the best combination. Great for the coffee and food connoisseur who wants to try something different. Class is limited to 8 people, so sign up fast!

Zingerman's roadhouse

Roadhouse Special Dinners are 5-course family-style affairs with a little history and a LOT of food featuring writers, chefs, authors and more from our own community and all around the country.

Bonny Doon Wine Dinner

featuring winemaker
Randall Grahm

Monday, May 21 • 7pm

\$55/person for food, additional \$30/person for wine pairings



Based in Santa Cruz, California, Bonny Doon Vineyard has a not so surprising history of idealism and innovation. Founded in the bucolic hamlet of Bonny Doon in 1983 by Randall Grahm, it is known for its strikingly original wines made from lesser-known grape varieties.

Randall first came to the Roadhouse in 2004 to host one of the very first special dinners and since then we have continued to grow our relationship, featuring Bonny Doon wines on our wine list for over 8 years. We are thrilled to have Randall back at the Roadhouse to share his passion for wine making, his innovative style and some of his favorite wines. For this dinner we'll feature 5 different Bonny Doon wines, some never before served at the Roadhouse, paired with a menu from Chef Alex to highlight the different flavors and notes of each.

This won't be your typical dinner; join us for an evening of fun and great wine!



BONNY DOON
VINEYARD

Alabama Bacon BBQ Dinner

Friday, June 1 • 6pm • \$55/person



Chef Alex and guest chef Frank Stitt from Highlands Bar and Grille in Birmingham, Alabama, team up for a second night of bacon, this time pairing it with its good friend BBQ (Their May 31 dinner is already sold out). Celebrating Frank's home state of Alabama, the two chefs will prepare a buffet **CAMP BACON** feast of classic

Alabama BBQ. You can find almost any kind of BBQ in Alabama; it's a state that draws culinary influences from around the region, the country and throughout history and foodways. This buffet feast will celebrate the best of Alabama BBQ and bacon. After all, everything is better with bacon!

The (un)Common Fish Dinner

Tuesday, June 12 • 7pm • \$50/person



The sustainable seafood movement has gained momentum and grown throughout the US as more people become aware of over-fishing and environmentally-destructive fishing methods which lead to the extinction of different species of fish. Restaurants and chefs contribute to the problem, continuing to fill their menus with over-fished varieties because of their popularity. This menu features a variety of different seafood, all species safe from danger of over-fishing and from fisheries using methods with the smallest environmental impact.

Appalachian BBQ Dinner: Celebrating BBQ in the East

Tuesday, July 3 • 7pm • \$50/person



Stretching from the southern tier of New York state to northern Alabama, Mississippi and Georgia, many who live in this region will argue that it holds the country's best BBQ. Appalachian cooking is one of the oldest and most constant forms of American cookery with deep roots running as far back as 15,000 years ago. This BBQ dinner will explore foods native to the Appalachia area, investigating different flavors and tastes from this mountain region.

Battle of the BBQs: Kansas City vs Texas

Tuesday, July 10 • 7:00 pm • \$50/person



The Roadhouse has long had a passion for BBQ from the Carolinas and from Memphis, but for this dinner, Kansas City and Texas will go head to head to see which reigns supreme. Kansas City BBQ is thick and sweet, based on tomatoes and molasses. West Texas BBQ "cowboy style" involves direct cooking over mesquite and uses beef, goat and mutton. Which BBQ will be your favorite?



For reservations to all events stop by 2501 Jackson Ave. or call 734.663.3663 (FOOD) www.zingermansroadhouse.com

George Lang

of Hungary, and around the ZCOB



The vision in question is the one we wrote collaboratively a few years ago for Zingerman's Bakehouse. We (Bakehouse managing partners Frank Carollo and Amy Emberling along with my partner Paul Saginaw) came to the realization that we'd fulfilled the original long term vision that we'd had for the Bakehouse and that it was time to write a new one. We settled on a time frame of the year 2020 because that's the year to which we took our Zingerman's-wide vision (aka, *Zingerman's 2020*) when we wrote it back in 2006/7. Anyways, the entire Bakehouse vision is four or five pages long—if you want a copy of it, or of *Zingerman's 2020*, just email me at ari@zingermans.com and I'll send it your way).

As we were working on drafting the vision, we decided that one thing we wanted to include was that by the year 2020 we'd have developed a new area of baking specialty, something significant that we could "team up" with the many French, Italian, American and Jewish baked goods for which we were already known. I'm not talking about a baking tradition from which we would have fun running a few specials here and there; I mean an area of very serious specialty. Which means a serious amount of studying, a bunch of hard work, a lot of learning, some traveling, extensive product testing, tasting and talking and learning from others who know more than we do. After a good bit of discussion and a brainstorm list that offered up the baking of a dozen different countries and regions of the world as possible options, the place we put in the vision was Hungary—by the year 2020 we were going to be really good at both sweet and savory traditional Hungarian baked goods.

Why Hungary? Hungarian baking—actually Hungarian cooking in general—is generally acknowledged to be among the world's finest. Most importantly, for Amy and Frank, Hungary has one of the richest—historically, but also, I guess, literally—culinary traditions of any place on the planet. The list of cakes and breads and tortes and cookies is very long and very impressive. The cuisine and the culture draw from a hugely diverse set of influences—Asia, Austria, Turkey, Germany, the Balkans, and Russia all come into play. Pork, poppy seeds, pastry and paprika predominate and, personally, I happen to really like all of them. We knew that if we chose to study Hungarian baking, we'd most definitely never be bored. The food, like the country, is very complex, very interesting, often surprising. And for me at least, there's my love for the work of George Lang.

While I might have liked to take my first trip to Hungary with Mr. Lang, I feel lucky to have connected with Carolyn and Gábor Bánfalvi. Their lives and presence is pretty different from what I'd have imagined George Lang's to have been, but they share his passion for Hungarian history, food, culture and cooking. Carolyn grew up in Washington, D.C.; Gábor is a Hungarian native. He and Carolyn met while working together on a cruise ship. They ended up getting married and then returning to Budapest to live and raise their children. Today Carolyn writes about Hungarian cuisine while Gábor leads food and wine tours of the country, taking travelers to many of the places Carolyn covers in her book, *Food Wine Budapest*, and on her blog. Last fall I had the pleasure of spending a week with Gábor who led Frank and Amy along with our good friend, great food writer and amazing cooking teacher, Molly Stevens, and me, around Budapest and the Hungarian countryside. We had a pretty fabulous time and Gábor and Carolyn were pretty much the perfect Magyar hosts.

In its modern state, Hungary is not a huge country. It's a subject I'll leave you to explore on your own by reading history books, but let's just say there are many intriguing questions about the origins of the Magyar tribes whose descendents we know today as modern Hungarians. As George Lang wrote, "If the Hungarian nation behaved well in the past 1,100 years, it is probably because it would have been useless for anybody to tell them, 'Go back where you came from.' Nobody knew where that was—the Hungarians themselves still argue about it."

To give you a more Midwestern context, Hungary is about the size of Indiana, with a population roughly the size of Michigan, about 10,000,000 people. Its small size belies its nearly unbelievable complexity—Hungarian food combines passion and paradox, brings together a wide range of different influences, all melded into one, very marvelous, almost magical cuisine. Lest I doubt the veracity of that claim, all I really need to do is take a bite (or two—I have a hard time having only one) of the goose fat and cabbage strudel or the Rigó Jancsi torte out at the Bakehouse.

Here's what Molly said when I told her I was going to start writing about our trip. "I find it hard to come up with anything concise to summarize my take on Hungarian cooking. Perhaps the biggest takeaway for me was the complexity of the cuisine, and the pride and enthusiasm around it. Beyond the enthusiasm of Gábor, I recall the determined pride of Mr. Hodi, the paprika maker we visited, stirring that big cauldron of brick-red fish soup, or the defiant dignity of Mr. Singer, the owner of Fulemule restaurant in Budapest, who very clearly loved his food and his family. I was struck by the pride of survival and of tradition—it's a combination of newness and legacy that I'd never experienced. When I think of the food, I think of *lecsó*, of soups and stews, of pork and goose, of poppy seeds and pastry. I think of curious and wonderful things like ginger in matzo balls, "Transylvania Ham" (made from pork belly), and potato gnocchi for dessert caramelized with butter and honey and garnished with apples, poppy seeds and walnuts.

Oh, and the endless array of pickles . . . love me those pickles."

In fact, we all enjoyed our experience so much that we're going back—Frank and Amy are taking a group of Bakehouse managers over this spring to continue our learning. And we'll all be returning this fall, this time focusing our learning on Transylvania. (Transylvania is actually in Romania. Gábor filled me in on the long, troubling story this disputed region. The short story is that many Hungarians consider the loss of Transylvania—after World War I—a national tragedy. It is an ethnically mixed region with many languages and cuisines and it boasts over 3 million ethnic Hungarians among its 10 million residents.) 500 pages though it is, I think I might lug my copy of George Lang's book along. While I know only a bit about him, I'm pretty confident that he'd very happy to see so many traditional Hungarian foods being made, respectfully and traditionally, in the middle of North America. And I'm confident too that he'd have been glad to come here to do a class at BAKE!, a demo at the Deli or a special dinner at the Roadhouse. When you taste some goose fat strudel, or appreciate a slice of Rigó Jancsi or Dobos Torta, or roast some Hungarian bacon on a stick . . . maybe you'll do as I've started to and make a silent toast to Hungary, it's amazing culture and cuisine, and of course, to George Lang.



Looking To Learn More About Hungary?

Check out Carolyn and Gábor Bánfalvi's website—tastehungary.com. *The Wall Street Journal* called it one of the "Top 10 Culinary Guides" online. And Carolyn's very wonderful book *Food Wine Budapest: A Terroir Guide* is equally excellent!



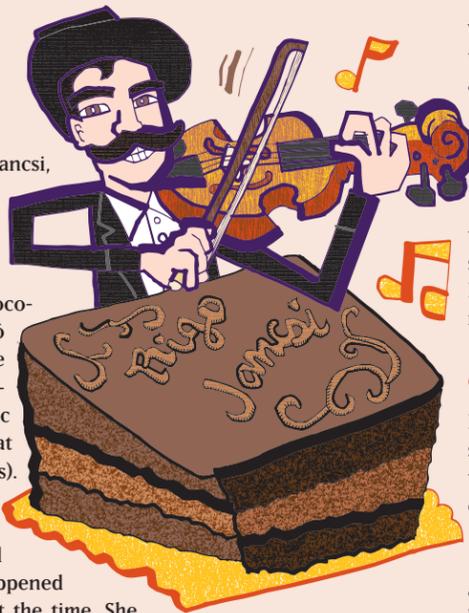


A Trio of Totally Terrific Traditional Hungarian Tortes

George Lang called Hungary a land of 10,000,000 pastry lovers. In case you're not up on central European demographic data, Hungary's total population in 2010 was last as 10,008,703. . . well, you get the idea. Almost everyone in Hungary has a big thing for pastry. If you try any of these there tortes you'll start to see why!

rigó jancsi — chocolate torte from the bakehouse

If you haven't yet tried the Rigó Jancsi, check it out soon. This addition to the Bakehouse's repertoire is a really, really good one. It's a beautiful rectangular torte, covered in a thick coating of dark chocolate ganache, with the name—Rigó Jancsi—written in script across the top. The name, by the way, is pronounced ree-go yon-chee. The basic story of the cake is well known (at least in Hungarian pastry circles). It's named for a Hungarian-born, Romani violinist who fell in love with an American heiress named Clara Ward. Unfortunately she happened to be married to someone else at the time. She also happened to have been from Michigan. Born in 1873, Clara was the daughter of E. B. Ward who was Michigan's first millionaire (there's a trivia answer for you). At 17 she married the Belgian Prince de Caraman-Chimay. The fact that the daughter of a Detroit industrialist was considered a good match for European royalty was a sign of America's up and coming social status (and its ever-growing prosperity) out in the world. Social success aside, Clara clearly wasn't the type to stay put; high spirited and apparently wired for passion and adventure, she chose Rigó and romance over her husband and a more proper life as a well-mannered princess. The "invention" of the cake came shortly thereafter, when a baker designed it in her honor.



Reading the story of Clara Ward and Rigó Jancsi over a century later it may sound like just one only moderately interesting historical romance—a bit out of the ordinary but little more than another footnote in the food world. But back when it happened their relationship was a big deal! I was thinking about how to convey the full import of the whole incident when I read George Lang's write up on the subject:

"On Christmas Day, 1896, all news about wars, catastrophes and such was overshadowed by the romantic elopement of a gypsy violinist and a princess. The gypsy primas (leader), Rigó Jancsi, born in the poor Gypsy Row of Skékesfehervár, my hometown in Transdanubia, had in 1895 become the sensation of Paris. One day the beautiful, golden-haired Princess Chimay came with the Prince to the elegant restaurant where Rigó Jancsi was playing. The diabolical eyes, good looks and brilliant playing of the young gypsy mesmerized the princess."

Getting the idea? That's just the beginning. From thereon the story reads like a plot for a Hollywood romance movie:

" . . . The big diamond ring the princess takes off her delicate finger and places on the gypsy's hand; secret meetings; her leaving the prince and two little children and running away with the gypsy fiddler. Their wedding, finally, was documented by a Papal Nuncio and witnessed by the American and English ambassadors. Hungary was saturated with gossip and excited speculations. Poets, short-story writers, journalists and old ladies' tongues were working overtime. One of the pastry chefs crated a cake and named it Rigó Jancsi, and another created a torte under the same name."

Many folks around Zingerman's—both staff and customers—have already fallen in love with it. Steve and Jane Voss, who are of Hungarian descent and have visited the home country many times, were raving about how good it is. Steve told me the other night that it was, "Good enough to be served at Gerbeaud," referring to the world famous, 150-year old café in Budapest's central square. It really is delicious. Two layers of really tender, delicate chocolate sponge cake, sandwiched around a modest layer of chocolate rum whipped cream, topped off with a very thin, delicate layer of apricot jam and then, finally, finished with a thick dark chocolate ganache.

It's definitely a lot of chocolate—in the cake, in the cream and in the ganache. With all those manifestations of chocolate all appearing in the same torte, my first thought was that the Rigó Jancsi might be the chocolate torte equivalent of a "Wall of Guitars"—chocolate on chocolate on chocolate. But that gives the impression that the Rigó Jancsi is like some sort of heavy metal, over the top, chocolate cake and that's just not accurate. To be straight, Rigó Jancsi is NOT the most intense chocolate cake you'll ever eat. Rigó Jancsi is more like half a dozen violinists, all playing beautifully together, but each with its own slight spin on the main (chocolate) theme. There's both an elegance and an edge to it all that really resonates,

without hitting you over the head. It's like a superb set of gypsy violinists taking their music towards an exhilarating crescendo. Serve it at room temperature with a cup of our Ethiopian coffee and you're almost guaranteed to have a good day.

I should remember (thank you Amy for reminding me) to note that the greatness of the cake is, in part, technique, but also the quality of the ingredients. Made with lesser chocolate, cream, butter etc. it wouldn't taste remotely this good. Its excellence is also a huge tribute to the folks at the Bakehouse who developed it—thanks to everyone there for that! Most every baker that sets out to make Rigó Jancsi will start with the same set of recipes, but few will successfully elevate the cake to this level. And then thanks, too, to the entire cake and pastry crew who masterfully make the recipe a reality every day for the rest of us to enjoy!

dobos torta

From traveling in Hungary and admiring some of the amazing architecture from the second half of the 19th century, it's clear that that was one of the peak periods of Hungarian history. At the height of the Austro-Hungarian Empire, the arts, architecture, music and science all bloomed. So too did pastry making—like the Rigó Jancsi, the Dobos Torta or Dobosh Torte dates to that same era. This one it was created in 1884, and named after its inventor, József Dobos, one of Hungary's best known pastry chefs. Dobos had a very famous shop in Budapest, and the torte was a classic there. But Dobos took things further afield. Long before UPS, FedEx or DHL, Dobos built wooden boxes in which he started to ship his delicious seven layered torte to fans all over the continent.



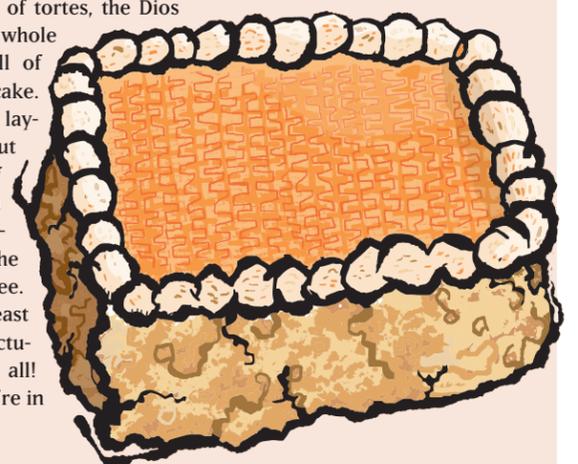
Demonstrating a spirit of generosity that we can all learn from, later in life Dobos donated the recipe for the torte to the Budapest Pastry and Honey-Bread Makers Guild in 1906, from where it spread all over the country and eventually all over the world.

Sometimes known in the US as "7-Layer Cake" the Dobos Torta is made from thin layers of very light vanilla cake, sandwiched around a chocolate buttercream. More chocolate buttercream coats the sides of the torte, which is then topped with a thin layer of slightly chewy, delicious caramel. It's really pretty amazingly delicious. At the Bakehouse we make the buttercream with Valrhona chocolate and a touch of espresso. Kudos to the Bakehouse pastry crew for being able to create such a wonderfully delicious and accurate rendition of a Hungarian classic. In its first few months in the market at least a half dozen Hungarians have stopped me to say that the Bakehouse Dobos is so good it could easily be served in Central Budapest!

Just to put this Hungarian thing for pastry in proper perspective, there was entire pavilion dedicated to the Dobos at the Millennium Exposition in 1896, and then again in 1962 at a three day festival set up to honor the Dobos' creation seventy five years earlier.

dios torta

The third in our triumvirate of tortes, the Dios Torta actually refers to a whole series of layered tortes, all of which are based on walnut cake. Our version is made from layers of soft, meringue walnut cake, flavored with a bit of fresh orange zest, iced with a really wonderful walnut buttercream. To my taste it's the most refreshing of the three. And while it's certainly the least known of the trio, it may actually be my favorite of them all! Ask for a taste next time you're in the Bakehouse.





more treats at the



Lángos — Hungary's most popular street food Shows up at Zingerman's Southside

Speaking of visions, mine is that in five years one of the most popular lunches on the south side of town on Tuesdays will be lángos. While lángos is almost unknown over here, in Hungary it's literally, almost everywhere. Where someone in Manhattan might buy a slice of pizza for lunch, the average Hungarian would surely have some lángos. There are lángos stands all over the country, in much the same way that hot dog carts cover Manhattan or falafel stands all over the Middle East.

The legend of lángos is that it started when bakers would take a bit of not yet fully proofed dough out of the mixing bowl and bake it early in the day in order to stave off their hunger 'til they could have a more proper lunch. This old style, hearth baked lángos is on our list for future development. For the moment though we've gotten going with the slightly more modern and infinitely more popular fried version of the dish. It's available at lunch Tuesdays at the Bakeshop, brushed with garlic, or more luxuriously, spread with sour cream and freshly snipped dill.

Though sour cream and chopped dill are the most frequently eaten toppings, in Hungary it's regularly offered with ham, cheese, vegetables, potatoes, cabbage . . . pretty much anything you can imagine laid tastefully atop a hot-from-the-fryer lángos. Lángos isn't something you'd really get as carry out for consumption later in the day. Like most fritters, it's far better when you eat it only a few minutes after it has emerged from the oil. If you're looking to add a little life to your lunch next Tuesday, think about heading over to the Bakehouse and ordering up a lángos.

Available on Tuesdays from 11:30 AM to 1:00 PM.

Special Strudels are Spot On!



Over the last few centuries there's been quite an argument going between Austrian and Hungarian historians as to who should get the culinary credit for the invention of strudel. Quite clearly whoever came up with this wonderful pastry filled with most anything you can imagine, deserves appreciation from both sweet and savory lovers.

In Hungary, I should say, strudel is known as "rétes" (pronounced "ray-TESH"). George Lang lavished credit for strudel on the Ottoman Turks and said that the strudel was a legacy of the Turkish influence on the region. While strudel's delicacy might reasonably be taken as a mark of something that started in high society, Lang lets us know that, "in Hungary strudel is a village specialty, and even in luxury restaurants it's always a farmer girl from the provinces who's hired to make it."

While I don't think we've hired any handmaidens from the Hungarian hinterlands to work at the Bakehouse, I do know that the strudels that the Bakehouse is making are truly exceptionally good. Ultra-thin, hand-stretched strudel dough (as George Lang wrote, "so thin and light one can blow it away with a puff of air") wrapped around a variety of fillings.

I'm personally partial to the cabbage and goose fat strudel (one visitor to town went back four times in three days to buy more—"I can't stop eating it" were his exact words). Oh yeah, I'm also kind of attached to the poppyseed and cream cheese strudel—a lot of freshly ground poppyseeds and the Creamery's hand made cream cheese—only a tad bit sweet, but super delicious! Stop by and sample any or all of them next time you're on the Southside or Next Door at the Deli.

Try them all! Cabbage with Goose Fat; Potato with Bacon; Vegetable; Sour Cherry; and Poppyseed with Cream Cheese



Hungarian Soups at the Bakehouse

We currently offer these Hungarian soups:

- Gábor's Bean & Ham on Tuesdays
- Gulyás (gool-yosh), a beef and vegetable soup, on Wednesdays.

Liptauer cheese at the Creamery



Traditional Hungarian Flavors Reemerge

If you're not familiar with it—and most people aren't—Liptauer cheese (pronounced "lip-tower") is a long-standing Hungarian tradition. In Hungary I discovered it's more frequently known by the name Körözött, but we've been calling it Liptauer for so long I decided to leave the name alone. Like all of these homestyle foods there seem to be about six thousand recipes. I don't know that the one we've been making is the perfect version, but we've been selling it for a long time, and it has a lot of loyal fans so we'll keep on keeping on—call it Körözött, or call it Liptauer, this stuff is pretty darned, slightly spically, good!



To make it, we start with our very fresh Farm Cheese from Zingerman's Creamery, spice it up with fresh garlic, a good bit of Hungarian paprika, capers, toasted caraway and just a touch of anchovy. It's moderately spicy and exceptionally flavorful—there's a way big burst of flavor in every bite! I've been told that in Hungary it was often served in casinos and bars which makes sense—it's definitely the sort of stuff that goes great with good salami and good beer. Liptauer is great on rye bread from the

Send our Liptauer far
and wide at
www.zingermans.com or
888.636.8162

Bakehouse, on bagels, used as hors d'oeuvres, or as the base for spicy finger sandwiches. Excellent picnic food—great on a roast beef sandwich. Try rolling it up in roast beef or putting a few spoonfuls in an omelet.

Grillin' 2012 a fundraiser for Food Gatherers



Help those in need in our community

Sunday, June 10th from 3-8pm • Washtenaw Farm Council Grounds •
5055 Ann Arbor-Saline Road

Food Gatherers is stoking up the coals for Grillin', their biggest annual fundraising extravaganza. This much-anticipated community picnic raises funds to help fight hunger where we live. Zingerman's Roadhouse, Deli and Bakeshop are selling tickets. Find information and make reservations online at www.foodgatherers.org.

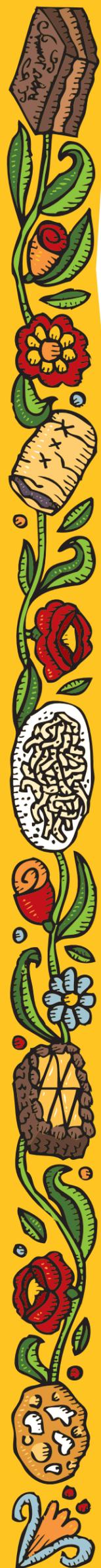
Founded by Zingerman's in 1986 to rescue food from local businesses and distribute it to hungry folks in the area, Food Gatherers grew rapidly and became an independent not-for-profit in 1997. It is now the primary distributor of food in Washtenaw county. It works to alleviate hunger and eliminate its causes in our community by reducing food waste through the rescue and distribution of perishable and non-perishable food; coordinating with other hunger relief providers; educating the public about hunger; and developing new food resources.

Grillin' is Food Gatherers biggest fundraiser and it's also a really good time. There's a LOT of really flavorful food along with beer and wine, games for the kids hosted by Ann Arbor's Hands-On Museum. You can't turn around without running into someone you know and there is live music all day long. Best of all, the money goes to feed people in our community. Food Gatherers was recently ranked #2 in the nation by Charity Navigator!



Food Gatherers has received the coveted 4-star rating from this independent charity evaluator. This "exceptional" rating means they exceed industry standards and outperform most charities in achieving their mission, with 95% of their budget going toward their programs.





hungarian classics to make at home

Lecsó – Hungarian Pepper, Onion, Bacon And Tomato Stew

Lecsó (pronounced, if I have it right, “lehtch-o”) has been on my mind ever since we made that first trip to Hungary last fall. It is actually a very simple dish, akin to ratatouille in texture but of course with a Hungarian flavor all its own. Every cook seems to have their own version, along with strongly held opinions about the “right” way to make it. There’s clearly no totally “wrong” way to make it so I’ll get over the fact that I’m a relative novice and just share what I know.

Our trip to Budapest last fall was well timed for many reasons, one of which is that the markets were loaded with great produce. Vegetables are a big deal in Hungary. To quote George Lang, “In Hungary vegetables are not just ‘cooked,’ they are ‘prepared.’ The difference between an American vegetable dish and a Hungarian one is similar to the difference between plain boiled meat and a meat stew.” So, you see, although making the dish isn’t really very difficult, making lecsó is not a thing to be taken lightly. Lang calls lecsó, “. . . one of the most ingeniously used vegetable dishes in the Hungarian kitchen.” Gábor tells me that in his interpretation, “lecsó is basically a pepper stew. The key ingredient when I make it is the onion. This will provide you with a thick, rich, sauce. Lots of onions.”

Most of the lecsó recipes I’ve seen, and what I’ve been doing at home, are a mix of onions, peppers and tomatoes, cooked in lard or oil, and seasoned with bacon, salt, and Hungarian paprika. Most recipes add some sugar, but I prefer this (and most things) less sweet so I’ve been leaving it out. You can finish the dish by mixing in some beaten egg, and I’ve done that on occasion as well. For onions, I’ve been using sweet onions from the market. For tomatoes, when the season comes, I’ll use whatever heirlooms look good; right now, in the Michigan spring, I’d stick to really good canned tomatoes. And for the peppers, the Hungarian long yellow wax peppers.

In Hungary we had lecsó that was spicy and lecsó that wasn’t, so clearly not all Hungarians are in agreement on whether you should use the hot peppers or the sweet peppers. Normally, people don’t make it too spicy and individuals add their own heat at the table with fresh hot peppers, crushed pepper, dried whole peppers hot paprika or anything else you like. I’ve been doing a blend of hot and sweet peppers. I’ve also been throwing in some long red peppers, too. Bacon levels also varied a lot, and some of the lecsó had sliced sausage in it as well. In Hungary, people like to add sour cream to their lecsó at the table.

George Lang, says that its origins are Serbian, and that it’s “very closely related to their djuvets.” Serbia lies just south of Hungary and pepper-based dishes are eaten all over the Balkans. I’ve also heard it’s similar to a dish made in Romania, though there I guess they would roast the peppers first giving the dish a bit smokier flavor. In Romania it would often be served over mămăligă (polenta).

To make the lecsó, take a good bit of Hungarian bacon and chop it into small pieces. Cook it on low heat in a deep skillet for a few minutes. I’ve been using the double smoked Hungarian bacon we have at the Deli but you can of course use any good bacon you like (well, you can use bad bacon too but . . .). The guanciale or smoked jowl that we have at the Deli will be delicious, too. If the bacon gives off enough fat, you can continue to cook just in that. If you’re in need of

more grease, and you have bacon fat standing by you can just use that. Alternatively, you can use oil—in Hungary sunflower oil seems to be the choice, but I’ve been addicted to olive oil for so long that’s what I’ve been using.

Add a good-sized onion, sliced medium, to the skillet. Sprinkle on a pinch of sea salt, and then cook over moderately low heat for above five or six minutes ‘til the onion is soft.

Meanwhile cut the peppers into half-inch slices. It will likely seem like a lot of peppers if you’re not used to doing this but they’re the key element of the dish, not just a back up ingredient. I’ve been using a high ratio of peppers (about a pound probably) to the one good-sized onion. When the onion is soft, add the peppers. Sprinkle on a touch more salt and cook over low-medium heat for another ten to fifteen minutes or so. (The salting makes a difference because it pulls the moisture out of the peppers.)

While the peppers are cooking, cut three or so large tomatoes into chunks. Or, if you’re using canned, open a large can of Italian tomatoes. Add the tomatoes to the pan, along with a touch more salt and some Hungarian paprika. Generally people seem to use the sweet paprika rather than hot, but I’ve used some of each. It’s your lecsó and you can do what you like. Stir well and simmer another ten to fifteen minutes. I’ve been cooking it covered to keep the mixture moist but you can also add a bit of water as you cook. It should have the texture of a vegetable stew, like ratatouille or coronate—thicker than a soup, but not totally dry either. You should be able to spoon it onto toast if you so desired. Taste for texture, salt and spice level and adjust accordingly.

You can eat the lecsó right away, but it also cools and keeps really well too. If you like, add some beaten egg in at the end and let it set into vegetable mix before you serve. Alternatively you can cook the lecsó without the bacon but of course . . . then it won’t have any bacon in it. Or if you want to go part way with it, Molly Stevens favors cooking it in bacon fat but not using any actually pieces of pork in the dish, so you can try it that way.

Molly Stevens, whose wonderful new book, *All About Roasting*, is winning awards all over the country, has come to love lecsó, too. “I’ve been doing a lot of what the chef showed us with the pork loin at one of the restaurants in Budapest. You sear the meat (pork or chicken would both be good), then set it into a skillet with a bed of warmed lecsó and cover and cook till meat/poultry is cooked through. This application underscores how lecsó is like a Spanish sofrito or a tomato sauce in other cuisines—it’s a real foundation of the cuisine and used in many dishes AND also served as a side dish.”

Interestingly, George Lang suggests another version of lecsó you might make to use as a base for other dishes when peppers and tomatoes aren’t in season—a lot of onions, cooked slowly in bacon fat, and then simmered with paprika and salt. Basically a winter version of lecsó that would be good right now in the Michigan spring as well.

Buy Fresh Ground Poppyseed By The Pound Now at Zingerman's Bakehouse on Plaza Drive



Mákos Tészta — Hungarian Noodles With Poppy Seeds

One thing I can say for sure about visiting Hungary and taking up the cause of Hungarian cooking is that I’ve eaten more poppy seeds in the six months since we got back than I have in the previous six years put together. Hungarians put poppyseeds into almost everything—sweet and savory alike. On top of my list is this super simple, but extremely delicious, sweet noodle dish. Hungarians of all ages seem to love it. And having made it a fair few times now, I can see why.

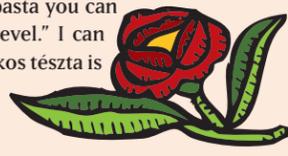
To quote Gábor Bánfalvi, our very excellent Hungarian guide, “Mákos tészta is an everyday Hungarian dish. Poppy seed, as you must have seen, is very important for our cuisine. Kids eat mákos tészta from nursery school to university cafeterias. It is more of a weekday dish, usually comes after a simple soup, like gulyás, or vegetable soup. As with any home-style dish there are dozens of versions—everyone’s mother, I can tell, has a bit of a different take. Basically though it’s hot egg noodles tossed with lots of poppy seeds and sugar. Generally the fat the noodles are tossed in is melted butter, but I’ve seen recipes that call for vegetable oil and others that laud the use of lard.”

Like so many of the foods I find most pleasing, mákos tészta is really quite simple to make. The sort of thing you could throw together after a long day’s work, or for a quick lunch, or I suppose, even breakfast. Just boil some good egg pasta until al dente. Toss with a decent bit of melted butter and lots of ground poppy seeds. (It’s easy to grind them in a coffee grinder at home. Poppy seed grinders pop up as frequently in Hungarian kitchens as cheese graters in Italy—i.e., pretty much everywhere. The standard ratio of poppy to sugar is one to one. I skipped the sugar and used vanilla syrup. I like the lilt of the vanilla and it’s easy to use. Or, you could also use vanilla sugar, one to one with the poppy seeds. To quote Gábor again, “The poppy seed is always ground and mixed with finely ground sugar. In our house my mom always ground the seeds together with crystal sugar in her small coffee grinder, just before lunch, so it was really fresh. Now instead of sugar I put honey on the pasta, which is really good.”

In terms of how much poppy seed to use, I’ll just say that the Hungarians use a LOT. So much so that really the dish looks like it’s been dressed in some sort of pale blue-black sweet poppy seed “pesto.” If you keep the sugar/syrup levels low, you can actually eat it for a main course. I’ve doctored it up a couple times with a bit ricotta cheese and/or toasted walnuts. In any case it’s basically an uncooked noodle kugel.

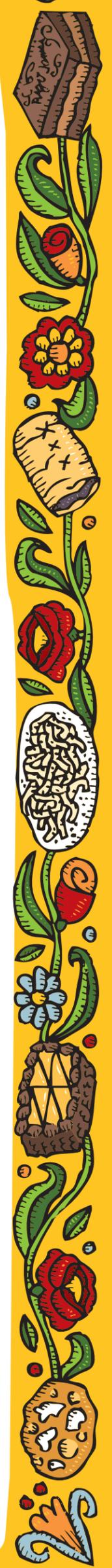
Speaking of walnuts, there’s a comparable Hungarian dish that calls for ground walnuts to be used in place of the poppy seeds. You can also do it with walnut oil instead of butter. Or, in the spirit of lemon poppy seed cake, you can use the lemon olive oil we get from Italy instead of the butter—that’s also quite delicious!

Going back to Gábor: “My kids love mákos tészta and it is usually the first thing they ask for when they visit their Hungarian grandma. They could eat it everyday. It is a simple dish, but with freshly ground poppy seeds, honey and homemade pasta you can bring it to a different level.” I can see why they love it. Mákos tészta is sweet, warm, comforting and super delicious!





hungarian paprika



There's a Hungarian joke that the second man to step off of Columbus' ship when it landed in the New World was a Hungarian paprika peddler who tried to sell paprika to the natives. Like many socially oriented jokes this one has more levels than even I can parse—it says something about the Hungarian passion for paprika, about the Hungarian ability to actively sell most anything good, about the national love of good food and adventure. And then, depending on whether the joke was made up by someone who a) didn't know anything about culinary history or b) knew history and made the joke up to have a bit of tongue in cheek humor, the joke shows either a total lack of historical knowledge or a hilarious sense of self parody. In case you haven't had your coffee yet, the Hungarians got paprika from the natives about three centuries after Columbus' ships first sailed into Western Hemisphere harbors.

All that aside, I'm taking up the peddler's cause. One way or another, I encourage you to find a way to add paprika to the palette of spices you use in your kitchen. Relegating it to the role of nearly irrelevant garnish—the way most American cooks do—is a sad loss. Great Hungarian paprika is a terrific culinary tool!

It's wild to me how certain ingredients that aren't native to particular areas become so strongly embedded into the local cuisine that they actually come to symbolize the cooking of the region more than any indigenous item. Tea in Great Britain comes to mind. Naples is certainly known for tomatoes which arrived from North America. Polenta in northern Italy is another. And then there's the powerful role paprika plays in the cooking of Hungary. You don't need a Ph.D. in culinary history to know that peppers are native to the New World, not the Danube. How paprika progressed from unknown and unremarkable immigrant to an imperial presence in the Hungarian kitchen is an atypical story.

Author Zoltán Halász said that, paprika "has found its second and, at the same time, true, home in Hungary. Here its taste, aroma and food-colouring properties have developed to the full. It was in this country that such a high level and veritable cult of the growing, the processing and the use of paprika has been achieved, the like of which cannot be found anywhere else." George Lang, not surprisingly, was somewhat more eloquent: "Paprika," he said, "is to the Hungarian cuisine as wit is to its conversation—not just a superficial garnish, but an integral element, a very special and unique flavor instantly recognizable. Like the meeting of two people who seemed fated to fall in love, the marriage of paprika and Hungarian cooking was almost predestined."

Typically new ingredient arrivals in Europe have been adopted first by the upper classes, then gradually worked their way through the various social layers until they were latched on to by common folk. Tea, coffee, chocolate, and nearly all spices and sugar all followed this pattern in Europe. But paprika worked its way into Hungarian cooking by going in the opposite direction. Referred to by culinary historians as the "first democratic spice," it was taken up first by poor villagers who adopted it primarily because they couldn't afford the more expensive options (like black pepper, nutmeg, or cinnamon) that were so highly prized by upper class cooks. Ultimately, at the midway point of the 19th century, it was adopted by the Hungarian nobility that had originally ignored its arrival.

 As much as it's part of Hungarian culture, the

truth is that paprika is really just what folks in New Mexico might call "ground chile." That said the peppers that are now used for paprika have been bred and developed in Hungary for so long that they are truly unique to that country.

The name paprika is from the Latin—"piper" from "pepper" plus the diminutive (of which Slavic languages are so fond) making names such as "pepperke," "piperka," and finally "paprika." Paprika was originally referred to in Hungary as "Turkish pepper" and, more than likely, chile peppers came to Hungary via Bulgaria in the 16th century. They, in turn, probably took them from the Turks. Seemingly the spice didn't come into wide use until the latter part of the 18th century. At that time (like so many new foods) it was used medicinally, distributed as a remedy to fight fever and malaria because of its high Vitamin C content. Fittingly, Vitamin C was actually discovered by a Hungarian, Albert Szent-Györgyi early in the 20th century. Paprika is also loaded with vitamin A. If you've ever suffered from night blindness, paprika broth is said to cure it quickly.

Paprika production and propagation took great leaps forward in the 19th century. In 1859 two brothers named Pálffy from the town of Szeged developed a machine that took the veins and seeds out of the peppers. In 1899 Ferenc Horvath developed a milder pepper that allowed for the effective introduction of the now famous "sweet" paprika. Unlike in Latin America where hot peppers are generally prized, Hungarians have been working hard to make paprika available in ever milder forms. While some Hungarians do still like heat, many will use mild, sweet paprika and serve hot fresh peppers (confusingly to English speakers, also known as "paprika" or "fresh paprika") to bring the heat alongside.

In Hungary paprika was—and really still is—very much a product of the countryside. Much like in Mexico each part of the country has a chile or two for which it is known. The two best-known regions are Szeged, whose paprika is a bit on the spicier side, and Kalocsa (pronounced "Kalocha"), which is a touch sweeter. This area is known as the Great Hungarian Plain fed by both the Danube and Tisza rivers.

Traditionally, newly harvested peppers were allowed to rest a bit to reduce their natural moisture, then pierced with a needle and string, and then arranged on the thread in a star-shaped pattern. These pepper garlands were hung up to dry in the sun, much like the chile ristras you see in the American Southwest, until their seeds rattle, at which point they would be ready for grinding. Grinding would be done as needed throughout the year in order to insure that the paprika would be fresh and as flavorful as possible.

"If you walked through the villages in October you'd see peppers hanging to dry on every porch," one native Hungarian told me smiling at the obviously happy memory. She paused, shook her head gently from side to side, and then went on: "we used to make our own paprika after the peppers dried. For hours and hours and hours and hours. . . ." This, I think to myself, is the difference between observing from afar and living the life first hand. The old harvest sounds romantic but, of course, I didn't have to go out and do it every autumn. She motioned with her hands to demonstrate the down-and-around wrist action that goes with working a mortar and pestle.

In the middle of the 19th century commercial milling began to move production out of the homes and into water powered mills. The problem with these was that

water mills didn't function well in the winter, the time of year that paprika was in the highest demand. In 1874, the above-mentioned Pálffy brothers continued their innovative work by introducing a new rolling mill powered by steam. The best paprikas today are still stone ground in order to keep excessive heat from damaging flavor.

The best peppers for paprika are still those that are hand-harvested when they're fully red and ripe. Bigger factories use machine harvesting that inevitably gathers both mature and immature peppers in their single pass through the fields. The peppers are then ripened in boxes stored in coolers instead of in the sun, yielding a consistent but less flavorful product.

There's a Hungarian saying that, "One who has salt and paprika has all the spices necessary." I don't know that I'm ready to trim back quite that much, but you get the point. "You use it all the time," the late Hungarian born Leslie Kish, one of the founders of the Institute of Social Research here in Ann Arbor, told me. Paprika in Hungary is used on fish dishes, on meat, with potatoes, mushrooms, soup, and stews. This is pretty much the same tune you'll hear from any tradition minded Hungarian cook. "Unlike other spices you don't ever have to worry about using too much," one told me. "I use it with everything," she said, "by the tablespoonful, not teaspoon!" Another cook professed his love for noodles with paprika, sour cream, fried bacon and farmer's cheese. "Every restaurant in Hungary you see it on the table," one Hungarian related. "But," she added, "you may not see black pepper."

Cooking with Hungarian paprika is about as easy as can be. Almost anything can be made into "paprikas" by combining onion slowly cooked in pork fat 'til it's translucent, then adding basically whatever you fancy and of course plenty of paprika. To release the full flavor of the paprika, you need to add it to hot fat. The fat can't be too hot though or the sugars in the paprika will burn. Without the heat, the full flavor of the paprika will be lost. Additionally paprika is often added to a flour- and fat-based roux.

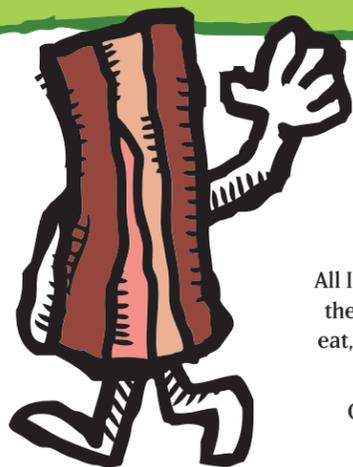
One recipe for a simple country soup calls for little more than cooking an onion in fat, adding plenty of Hungarian paprika, water, salt and pepper and then simmering the whole thing. When it's almost done you just add egg noodles and cook through, then serve. Really, the paprika is the point of the soup. You can create a fish soup by repeating the same basic process but using fish stock or better yet simmering the whole thing extensively with fish bones and then adding some fish at the end instead of the egg noodles. The Hungarian fish soup we had at the family home of a Szeged paprika maker was amazingly delicious. According to Gábor, fisherman soup is a national passion that differs from region to region. There are festivals dedicated to fisherman soup cooking competitions. The key is never to stir once you've added the fish—you're only "allowed" to tilt, tip or turn the pot so the fish moves around, but stirring will cause unacceptable break up of the fish's flesh.

Take note that paprika is also added at the end of the cooking and at the table, not just in the recipe preparation. On an even simpler level, you can add Hungarian paprika to potatoes to make a potato salad. Sprinkle it onto deviled eggs or omelets, or onto pasta dishes. I've taken to leaving a tin on my table so that I can add it at will. Per George Lang, Hungarian paprika is a "very special flavor."



Zingerman's® third annual

a fundraiser
CAMP
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Camp Bacon is a fundraiser for Southern Foodways cooks, curers and anyone who likes to learn, e

All I really ever write is non-fiction; the books; the essays; stories of visits to artisan cheesemakers; the history of rye bread in the Jewish community; the basics of sustainable business—they're my attempts to bring life to food history and the Zingerman's approach to business. But Camp Bacon is eat, enjoy and entertain with bacon. But what was once mere make believe has become a beautifully tasty reality. For the last couple years

Bacon is four days of all things bacon—eating, learning, listening, tasting and talking. Camp Bacon convenes on the evening of Thursday, May 31, moves through a bacon-laden meal to a day long delight of bacon including a day of learning around bacon-fun. If you act quickly, you can be one of the lucky bacon lovers who

an interview with third generation Virginia bacon curer Sam Edwards

Sam Edwards is a third generation bacon, ham and sausage maker from Surry, Virginia. We've been selling and loving his products pretty much since we opened the Deli back in the early 80s. I wrote a lot about Sam in *Zingerman's Guide to Better Bacon*, and Sam's dry cured bacon is one of the best in the country. We're all excited that Sam will be coming to Camp Bacon this year to share his family's traditions, his views on the world of cured pork, and of course a lot of his very tasty, very traditional, dry cured Virginia bacon!

Ari: What are you anticipating in coming to Camp Bacon for the first time?

Sam: I'm excited. I'm expecting big things. I always like to talk bacon enthusiasts. It's the only Camp Bacon in the world!

Ari: Can you give us a bit of the background on your family's story in pork curing?

Sam: In a nutshell, my grandfather started by selling ham sandwiches on the ferry between Jamestown and Surry. My grandfather married the ferry owner's daughter. People started asking for the whole ham and so he started selling those in 1926. The first year he cured 55 hams. By the 1940s we were slaughtering our own hogs, and it was evolving into a larger business doing bacon and sausage. We were doing a lot of fresh pork, but by the late 60s he got out of the slaughtering business. He developed his old country sausage. He actually learned it from his mother. His father died young so his mother—my great grandmother—taught my grandfather the art of curing meat.

My dad came into the business in the mid '40s. The biggest contribution he made was carrying things from curing and aging into ambient, atmospheric conditions to figuring out what environment was best for what we were doing and then starting to manage that environment more effectively.

Ari: How does what you do now compare to what your grandfather taught your father?

Sam: We're still using the old ingredients. My grandfather was talking about the modern problems with pork quality early on. There's an interview with him from '60s and he said he could see the decline in pork and he felt that was gonna be the decline of the industry. It all really comes down to three things: what the hog is fed, the hog itself and how you cure it. The hog was being industrialized and he could already see that it wasn't headed to a good place.

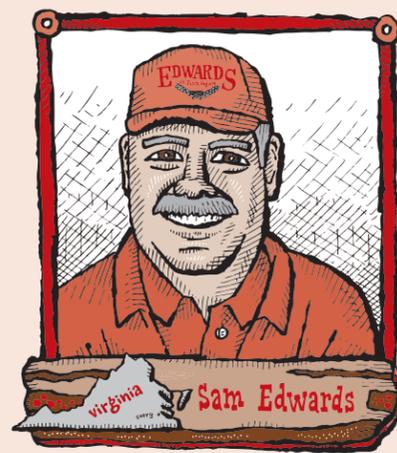
It took until the '90s 'til we could get farmers to raise pork in a better way again. 15 to 20 percent of what we buy now is raised sustainably and our goal is to get to 100 percent. There are challenges to making that happen—raising that many hogs sustainably is no small thing.

Ari: Tell me about your bacon?

Sam: Well, the goal is to dry cure it like we've always done it. We cure it for about a week in salt and sugar. Then we smoke it over green hickory for about a day. We go more by color than by time. The higher the humidity outside the longer it takes to smoke. Some times we literally put it in there twice—we smoke it, then chill it down in between, and then put it back in and smoke it again. Then we temper it. For the tempering we like to hold it at about 40 degrees.

Ari: How does it compare to commercial bacon?

Sam: Well that bacon is pumped with water. Because it's pumped you gotta cook it significantly longer to get it crisp or even a little brown. When they're smoking it, they put in one end on a chain and it comes out three hours later on a chain and it's called "smoked." Most of them use liquid smoke, which is a mist that's sprayed on it. It's a whole lot cheaper.



If there's bacon or ham in a dish on the menu I always have to try it. I was at a conference this weekend. We stayed at a hotel—a nice one—but the bacon was pretty bad. I could hardly tell it was bacon. It had no flavor. And they slice it so thin . . . probably 24 to 28 count (slices per pound). And it was definitely pumped.

Ari: What about nitrates?

Sam: We use some. We tried some slabs that were cured with nothing but salt, but the meat was so salty. We put nitrite in it to give it some shelf stability. Otherwise, you'd only have a week or so. The commercial bacons that say that they're "no nitrate" use celery or spinach juice. They label 'em as "no nitrates added" because the nitrates are found naturally in the spinach or the celery. But it's still in there.

Ari: What are your favorite ways to eat bacon?

Sam: A friend of mine cut some bacon about 3/8 of an inch thick and we put in the skillet and then we made BLTs out of it that was killer. My mother makes this salad with cauliflower and broccoli with a creamy dressing and raisins and bacon. It's good. She did it when I was a kid to get me to eat my vegetable. And I like it real simply with eggs for

Camp Bacon Calendar of Events

bacon ball at
zingerman's
roadhouse

Thursday, May 31, 7pm

Featuring Frank Stitt from
the Highlands Bar
and Grill in Bir-
mingham Alabama

**SOLD
OUT**

Alabama Bacon BBQ Dinner
Friday, June 1, 6pm

Chef Alex and guest chef Frank Stitt team up for a second night of bacon, this time pairing bacon with its good friend BBQ. Celebrating Frank's home state of Alabama, the two chefs will prepare a buffet feast of classic Alabama BBQ. You can find almost any kind of BBQ in Alabama; it's a state that draws culinary influences from around the state, the country and throughout history and foodways. This buffet feast will celebrate the best of Alabama BBQ and bacon. After all, everything is better with bacon!

Kenny Brown Concert
at the Ark
Friday, June 1, 8pm

Kenny Brown makes the long journey from the North Mississippi hill country to join us for a night of slide guitar and downhome blues. Kenny comes from a long line of great Mississippi bluesmen and learned his craft from the famed R. L. Burnside. A rare Michigan appearance from a blues legend!
Tickets available at www.theark.org/

the camp bacon market
Saturday, June 2, 8am-4pm

If you want to be in on the bacon world, take the pulse of the future, hear the whole lot of great bacon from all over the world. The Roadhouse is the place to be on June 2nd. The meat and the expert men and women are here—no hype—I truly think this is a once in a lifetime event. History, cooking, poetry and of course food. This year's guest presenters (tentative) are Sam Edwards, Emile DeFelice, Ari Weinzwiler.

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CAMP BACON

The davos of bacon convenes may 31- june 2

ys Alliance brings together bacon-lovers, makers, eat and enjoy cured and smoked pork belly.

ommunities in Eastern Europe; recipes for cooking traditional Tunisian dishes in the States; investigations into Servant Leadership or Bacon is a bit different. Just seemed like a fun idea to get all the brilliant bacon luminaries of the world together in one place to talk, we've taken Camp Bacon from fantasy into the realm of smoky, delicious, intellectually interesting reality. Curious? I hope so. Camp talking; a pork centric party that features everything from poetry to pigs.

g and tasting, concluding on Sunday, June 3 with a bacon street fair filled with bacon tasting, bacon crafts, bacon games and all o gets to participate in our annual bacon gathering! Hope to see you at Camp!



hungarian double smoked bacon

While paprika and pastry tend to grab the headlines in Hungary, bacon is right there, steadily present below the surface. Bacon's roots are sunk so deeply in the Hungarian psyche that many Magyars actually claim credit for its creation. As Andras Badics wrote, "bacon most likely got its name from a type of Hungarian szalonna produced in the Bakony region, which became a distinguished commodity throughout the world. It was also exported to England, where it received its name from the producing region "Bakony." So there you go. Time for a Camp Bacon sponsored field trip to the source?

George Lang (for more on him, flip back to page 2) writes, "It would be hard to find a type of bacon that the Hungarian does not like. As the local saying goes, the breakfast consists of bread with bacon, the lunch is bacon with bread, and the dinner is a combination of the two. And when he has a chance to roast it, it becomes real holiday fare. As a child I heard the story about the boss who asks the shivering gypsy: 'What do you want to do more—eat or get warm?' The shrewd answer, 'I want to roast bacon.'" Hungarians live by their bacon.

Lang goes on to describe at least a dozen different kinds of bacon, all of which are specifically Hungarian. He starts with "salted" (or what we call dry-cured) bacon. Next up, "smoked bacon." Sounds simple except that he takes the title down a level to break it into three different varieties: "bread bacon," "fine bacon" (csemege) or "paprika bacon." And those are just the beginning of the Hungarian bacon hit list. Lang goes on to talk about, "abalt," which is bacon that's dry-cured, pickled in brine, and then either rolled in paprika or very lightly smoked. From there he goes on to "kassai bacon," which is cured in garlic and salt brine, rubbed with beef blood and a lot of paprika, and then smoked. Lastly, Lang lists, "roast bacon"—dry-cured pork that's been soaked in milk, then fried in a lot of pork fat.

It was from Lang that I learned that the Hungarian bacon we sell at the Deli is called Kolozsvari. (If you're Hungarian skills are rusty, it's pronounced roughly as "Ko-lash-vahry.") It's

also known as "gypsy bacon," (cigany szalonna zigeuner). Lang explains that it's made from the meaty ribs. "Often," Lang let on, "the bones are removed, and the meaty slab will be in one big square piece." A good bit of Hungarian bacon like this is eaten in the raw—you slice it thin and eat it as part of a little pre-meal charcuterie platter, or part of a light lunch along with some fresh vegetables, pickles and olives. Just a bit of good bread to go with is really all you need. A couple thick slices cut off of the great 2 kilo rye loaves at the Bakehouse would be delicious. If you warm the bread, the bacon fat will melt a bit when you lay the slice on top.

Aside from tasting good, Hungarian bacon is very versatile—A little bit goes a long ways in stews, sauces and soups as a seasoning. It's fantastic in bean salads or fried, then mixed into scrambled eggs. More expansively you can toss the drippings onto vegetables with a dash of vinegar as a simple, straight-from-the-frying-pan, salad dressing. Equally delicious, though requiring much less time, is a dish from the great Hungarian-American chef Louis Szathmary. He made a venison ragout in which one of the key ingredients was Hungarian bacon. The exact recipe is in James Vilas' *The Bacon Cookbook*, but basically you braise the bacon along with onions, garlic and mushrooms that are fried first in lard, then simmered long and slow with a bit of tomato juice and red wine.

All those good ideas aside, the superstar of Budapest-centric bacon consumption is what Hungarians call "szalonna sutes." As George Lang wrote, "Bacon roasting became almost a ritual, with the dogma and formalized customs of a religious ceremony." It goes something like this: You start with large squares of bacon. When I say "squares" I'm not talking about little shish kabob-y pieces of meat—I'm talking like . . . say, very serious slabs, 4- or 5-inch squares of bacon. This is bacon as the main course of your meal. For roasting, the bacon slabs are first scored in a cross-hatched pattern, and then stuck onto wood skewers. Then, you let it roast over an open fire. As the fat starts to drip, you catch it on slices of rye bread. Fresh slices of onion seem to be standard as well. More

involved versions call for slices of fresh peppers and slices of tomato. A significant minority of Hungarians put a medium sized peeled onion onto the skewer and roast it over the fire as well. Having chatted a bit with various Hungarian folks it seems that one of the tricks to keep your bacon from falling of the stick is to find a two-pronged stick in order to hold the meat more effectively. Hungarian-American writer, June Meyer, told stories of growing up going to szalonna sutes: "someone was always dropping their bacon on the dirt or the grass. Pick it up and burn off the dirt. Eat it. Delicious."

Dirt, bacon drippings, sticks, fires, and a lot of smoked pork—sounds perfect for Camp Bacon! So much so that Camp Bacon attendees will be doing their own szalonna sutes outdoors at the Roadhouse on Saturday, June 2.

what is the southern foodways alliance?

The Southern Foodways Alliance documents, studies, and celebrates the diverse food cultures of the changing American South. We set a common table where black and white, rich and poor—all who gather—may consider our history and our future in a spirit of reconciliation.

A member-supported non-profit, based at the University of Mississippi, we stage symposia on food culture, produce documentary films, collect oral histories, and publish compendiums of great writing. In the Atlantic Monthly, Corby Kummer dubbed the SFA "this country's most intellectually engaged (and probably most engaging) food society."

To learn more about the SFA and their mission, watch videos, hear oral histories and more, go to www.southernfoodways.org.

in event

world, learn about the some poetry and eat a the world, Zingerman's 2. Between the music, en we've got coming—a lifetime opportunity. e, lots of bacon eating. e lineup) include Sam g and many more!



\$195/person • Space is limited

The proceeds benefit the Southern Foodways Alliance. Tickets include breakfast, lunch and more bacon than you knew you could eat.

To reserve a seat, go to zingermanscampbacon.com

Potlikker film festival!

with award-winning filmmaker Joe York from the Southern Foodways Alliance • Saturday, June 2, Time TBD



This year the Michigan Theater is launching the first annual Cinetopia International Film Festival and Zingerman's Camp Bacon is joining in the fun! With this festival, the Michigan Theater inaugurates a full-scale, international film festival for Ann Arbor (Sundance started small, too!). The festival will feature award-winning movies from around the world and will have a special focus on documentaries. For details, go to www.michtheater.org/cinetopia

Camp Bacon Street Fair Sunday, June 3, 11am-2pm at the Kerrytown Farmers Market

A fundraiser for 4-H Club of Washtenaw County. Open to the public with a suggested donation to Washtenaw County 4-H.

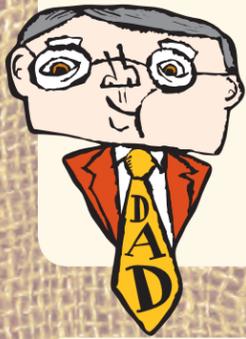
Hosted at the Ann Arbor Farmer's Market, this street fair features an array of vendors selling, sampling and showcasing all things bacon. It's great way to have lunch, sample new bacon wares, or just have some fun with bacon-based games for kids of all ages.



mail order-able!



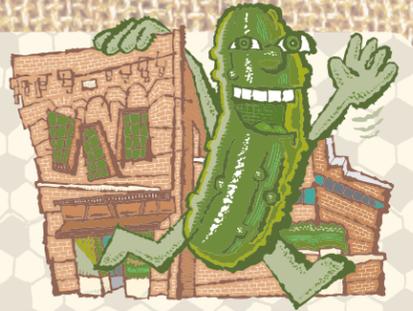
Look for special mother's and father's day foot-long super zzang! original handmade candy bars!



Available at the Deli, Roadhouse, Bakehouse and at www.zingermans.com in May and June

Zingerman's DELICATESSEN

Sandwich of the month



May: Hubbub

What's the racket amongst sandwich fans? Breakfast Food! Breakfast for lunch. And dinner. And of course, breakfast. Our Breakfast BLT is off the charts, on the deliciousness scale, but due to space constraints, "BST" or "Breakfast Serving Time," at the Deli is only 7am-11am So! We present for your all-day enjoying pleasure: a Hard-boiled egg Under Bacon Beneath cheddar and the Usual BLT fixin's In simple sandwich terms, that's applewood smoked bacon, a hard-boiled egg, cheddar cheese, lettuce, tomato, and mayo on an onion roll! The acronym may be a bit of a reach, but we think this sandwich is worth clamoring about. \$12.99

June: Fish and Crisps

we've scoured the waters, vast and great to make fish salads y'all appreciate. and when foccacia came to town (thanks, brother Bakehouse!) we thought the pairing should be well renowned. whitefish paired with cucumbers and cream atop a crisp - so natural, it would seem. smoked trout salad with mustard and capers, we throw in a lemon to tie out the flavors. A great chance to taste our favorites staples featured in the case! \$12.99

Zingerman's roadhouse



mother's day brunch

Sunday, May 13, 2011
9am-2pm
Give your mother the gift of good food - bring her to brunch at the Roadhouse! Great food and no dishes to wash!

father's day brunch

Sunday, June 17
9am-2pm
Bring Dad in for brunch or dinner, we'll be serving up steaks all day!

Brunch fills up fast. Reserve today at 734.663.3663!

Zingerman's EVENTS on fourth

Our event space in the heart of Kerrytown is a welcoming and memorable location for special occasions with family and friends. Perfect for rehearsal dinners, showers, and birthday celebrations! Your group will enjoy exclusive access to the space, with a custom designed menu and bar. Rustic brick walls, wood floors, a full bar and lounge area set the tone for a memorable evening. We'll even customize your event with a welcome message on our large size chalkboard, greeting your guests as they arrive.

Call 734-663-3400 for more information. We'd love to show you the space!

Zingerman's Events on 4th is on the corner of 4th & Kingsley in the Historic Kerrytown District.



Zingerman's COFFEE COMPANY

roaster's Pick!

may — Peru Andes Reserve

Flavors of sweet summer melon with a hint of brightness in the finish. Exceptionally well balanced with an almost creamy mouthfeel. Located more than a days drive from Lima, this unique coffee comes from the northern region of Peru, a breathtaking area filled with coffee producing communities along the slopes of the Andes Mountains. This area is well known for producing highly sought out quality coffee.

This Andes Reserve is a blend of coffee from the various communities around the state of Lambayeque and San Ignacio that make up organized cooperative groups. With the help of PROASSA, these cooperatives are able to commercialize their product for a direct sale to our importer in New York. Like many coffee producing countries, Peru's coffee production is driven by the small farmers, the majority own less than a few acres. When these producers come together with the help of an exporter, their coffee is milled, analyzed for quality, and made available for the international market. Without such access to foreign markets, coffee producers would earn much less for their product by selling into the local /national coffee market. Peru HB Andes Reserve is a unique coffee that comes from the hard work of remote coffee farmers and the expertise of a professional exporter, all with the mission of commercializing their product to improve the quality of life of farmers, developing the communities in which they live, and protecting the natural environment they live in and depend on for their livelihoods.

June — Rwanda - Cafe Femenino

A truly outstanding coffee from Rwanda that has fantastic notes of bright juicy berries and a wonderful floral nose. This is in addition to the underlying sweetness and body of coffees from the area. Cafe Femenino works with women owned cooperatives to achieve empowerment, build social and support networks, and earn incomes through the production and sale of quality coffee. This coffee is from the Abakunda Kawa Rushashi cooperative.



westside FARMERS' MARKET

The 2012 season marks the 7th year of the Westside Farmers Market (WSFM) in the Roadhouse parking lot every Thursday during the summer beginning in June. The market brings fresh fruits, vegetables, hand made crafts, fresh-cut flowers, local musicians and the community together.

Join us starting JUNE 7 and enjoy fresh-from-the-farm fruits, veggies and meats locally made cheeses, jams, breads and pickles and much more!

Make Mom and Dad

The Envy of All Their Friends This Year

mother's day
is may 13

at www.zingermans.com

father's day
is June 17



put the Lime in the coconut

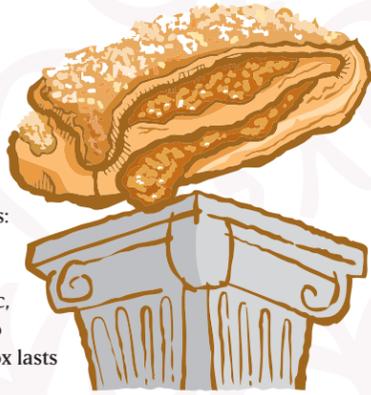
Summer Fling Coffeecake

Handmade, all-natural, real butter coffeecakes have been our top-selling Mother's Day gift for almost two decades. The Summer Fling is built on our usual base of everyday heroes like fresh eggs, vanilla and real butter, then loaded with slow-toasted coconut and lime.

Our most popular Jewish pastry

Rugelach Gift Box

Rugelach are the royalty of Jewish baked goods: crispy, flaky, cream cheese pastry, dressed in cinnamon sugar, rolled around a sweet filling. We make two kinds: apricot jam and the classic, toasted walnuts with currants. Small enough to devour in a few bites each, rich enough so a box lasts for a long time.



Giving thanks!

Praise The Lard Gift Box

It'll take a special kind of faith for the recipient to make it through this gift box, tallying up at over two and a half pounds of pork, plus bread and chocolate. When dad is done, he will surely testify. Arkansas Peppered Bacon, Sam Edwards Virginia Breakfast Sausage Links, Broadbent's Kentucky Smoked Sausage, La Quercia's Prosciutto, Zingerman's Peppered Bacon Farm Bread. To round things out, Mo's Bacon Chocolate Bar. Gift packaged in a Zingerman's bag.



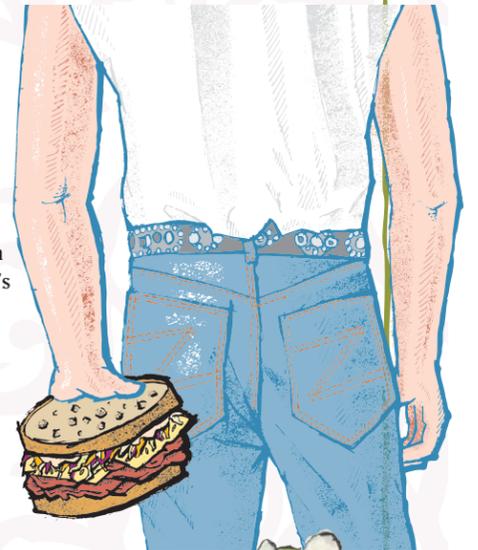
the deli sandwich of their dreams

Zingerman's Legendary Reuben Sandwich Kit

If dad loves real deli fare, sending this gift will cement your status as the most clever, generous child he has. Some assembly is required, but considering it has been known to make grown men weep in appreciation it's totally worth it.

Choose from four classic sandwiches:

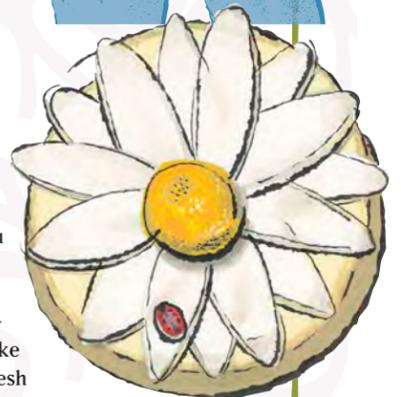
- Corned Beef Reuben
- Pastrami Brooklyn Reuben
- Turkey Georgia Reuben
- John & Amy's Double Dip



a sweet treat to celebrate mom

Daisy Fondant Cake

You've gotta hand it to fondant frosting. It makes a gorgeous cake. It shapes like potter's clay and holds color like a fresco. All those tilting, day-glo cakes you see that are so alluring—all fondant. Unfortunately, most of the cake's engineering stops at decoration. The meat of the cake, so to speak, is bland and pointless. We've made sure our buttermilk cream Daisy Cake is different. It's baked with real butter, buttermilk, fresh lemon juice and real vanilla. After it cools, the daisy decorations are added by hand. Mom will love how it looks. She'll talk for weeks about how it tasted.



half-time hors d'oeuvres

Fried Pickle Gift Box

Laugh if you want, but those of you who've had good fried pickles know what time it is. And these are some good frying pickles. We'll include two jars of Rick's Picks People's Pickle, stone ground flour and cornmeal from Michigan's Westwind Mill and a bottle of Piri Piri Portuguese hot sauce. All you need is the frying oil, a couple eggs and a skillet. There's a recipe included—on a magnet, so dad can return to it whenever he gets the urge. Which I'm guessing will be often. Makes about forty pickle slices. Gift boxed.



Sweet loves savory

Sweet And Savory Gift Box

A dialectic on love, in edible form. Is the love of sweets greater than that of savory treats? The search for truth never tasted this good. This gift box that includes: French-Style Salami, Mo's Bacon Chocolate Bar, Chocolate Covered Spanish Figs, Dutch Gouda, Dulce de Leche Alfajor Cookie, Sea Salt-topped Blondie, Spanish Olive Oil Elephant Ear Tortas, Butter Toasted Virginia Peanuts, and a Peanut Butter Cosmic Cake.



uncommon caramels

Vosges Sweet & Savory Caramels

Our savory ingredients mixed with Vosges' chocolate-covered caramels. Vosges founder Katrina and chocolate experts from Zingerman's spent a year working on this new collection, testing flavors and combinations. Three kinds of savory caramels: Balinese long-pepper bacon; sun dried Sicilian tomato with Spanish paprika; Parmigiano-Reggiano with Tellicherry pepper. Three kinds of sweet: Campari; Koeze Cream-Nut peanut butter; anise myrtle.

Six flavors, three caramels each, eighteen caramels in all. Each is triple the size of a normal caramel, soft as butter and covered in dark chocolate.



Gird your Loins

Ibérico Bellota Cured Pork Loin

Shocking. There's no other way to describe the experience of first tasting cured bellota pork—in this case, the loin made from heirloom Ibérico pigs who've feasted on acorns (bellotas) the last months of their lives. The acorn diet has a magical effect on the meat's texture. Eating a thin slice is like placing a piece of chocolate on your tongue—it immediately puddles, the flavor releasing itself in the process. A cut of loin is about a foot long, the thickness of a baseball bat handle. It's riddled with fat: tiny, creamy white flecks among the rosy flesh. Outside it's coated in paprika, which, while not spicy, gives each bite a tiny peppery tingle.

Slice thin, and serve at room temperature. Kept wrapped in the refrigerator it will last for months.



Find these and other parent-pleasin' presents at www.zingermans.com or talk to one of our service stars at 888.636.8162 (these days, they're likely picking out gifts for their own folks).

BEING A BETT

The following is an excerpt from the Ari's just-published book, *Zingerman's Guide to Good Leading, Part 2: A Lapsed Anarchist's Guide to Being a Better Leader*.

we're aLL Leaders: "Secret" #22

There are, I know, "secrets" in this book that are easier to buy into than this one. But if you want to pick up on an approach that will make a meaningful, lasting, and life-affirming change in your organizational culture and the lives of everyone in it, give some thought to spending your intellectual capital on the concepts that follow.

I'm sure that there are still many old-school business thinkers who will be skeptical about this sort of stuff. Frontline people, that approach would argue, are here to work, not to lead; they're hired to follow orders and implement decisions that have been delivered decisively by brilliantly charismatic bosses. At least that's the way they seem to see it. It's not, however, my sense of the way the world really works. The truth is, I think, we at the "top" need all the help we can get. There are others all around us, even in "lowly" frontline positions, who know things we don't know but would unquestionably benefit from. Old-school bosses may have all the authority, but they hardly have all the answers.

The other big issue on the table is that although most upper-level executives would probably never acknowledge it, the seemingly small decisions that front-line people make all day long have a huge impact on organizational success. Strategic plans are great, but a scowl, smirk, and some bad vibrational energy from an uncaring counter person could send a potentially big corporate gift customer spinning away in a matter of seconds. While the old-school norm is to act as if the work the frontliners are busy with is basically brainless, the truth is that every small service interaction, every tiny judgment about quality, every bit of energy they put—or don't put—into their work with their colleagues can, and does, make a big difference in the organization's health and welfare.

Managing versus Leading

Many business books will argue that there's a big difference between leadership and management. They rarely paint a pretty picture of the latter; management is mostly associated with maintaining the status quo; at best, a bit of petty bureaucracy. Leadership, by contrast, is the one that we're meant to look for, aspire to, and appreciate—it's generally far more favorably framed as the thinking person's way to the future.

I, on the other hand, have always used the two terms—management and leadership—interchangeably, and have been very insistent that there was really no difference between them. I couldn't ever figure out how one could manage an organization of any size without leading others towards something. It just seemed clear that if you were managing a group well, you must also, by definition, be leading or else nothing would be getting done. Conversely, I'd never understood how you could lead effectively without also managing to make something happen.

Of late, I've changed my view. As I was working on this essay, a third option came to me. It goes like this:

A "manager" is a job title, a position with specific responsibilities, clear expectations, and some range of control to be used in ways that benefit the organization. If you have an org chart, the manager will, for sure, show up on it somewhere. Becoming a "manager" means that someone else took action to hire you, and gave you a set of responsibilities and an area over which you have some authority. Management, I believe, is neither good nor bad—like business itself, it's really just a tool you can use to get your work done. And a manager can do good work, or bad.

A leader, I now believe, is not the same as a manager. Being a great leader requires no title and no particular experience. No one necessarily appoints a leader; leaders don't necessarily have any particular set of responsibilities and they're often invisible on an org chart. There's no age requirement. Education can help but it hardly counts for anything if what you learned in the classroom isn't applied in a constructive way. Although leadership is most often associated with power and hierarchy, the truth is that it's not all that connected to either. In fact, I've come to believe, the only thing that truly gets you into the ranks of leaders is the decision to lead combined with the ability to actually start leading.

Mohammed Bamyeh, modern-day anarchist, author, and professor at the University of Pittsburgh, posited that "freedom is the exercise of freedom." I'll adapt his approach: Leadership is the act of developing leaders. The more everyone in our organization buys into, and then in turn teaches, leadership—as opposed to just following direction—the more effective I'll be as a leader. Basically, what that means is that if you get others to lead well, to go for greatness in all they do, you in turn become an effective leader. In this context, rank and resume mean nothing; it's all, ultimately, about results. Please note, I don't mean "results" in that hard-assed, take-no-prisoners, "the bottom line is the only thing that counts" kind of way. Rather, I mean results that correspond with your values, your vision, and whatever else you're working on. Which for us means being profitable while having fun, honoring freedom, and supporting the community around us, living our values and delivering on our mission in meaningful ways.

We've long believed that everyone here is capable of leading, and we've always opened our leadership classes to anyone in the organization. But, belatedly, I realized that while we'd offered everyone the opportunity, we'd never actually closed the sale as we should have. Frontline people here had the chance to learn leadership if they liked, but we'd never actually come out and made clear that—even if they weren't managers—leadership was part of their work.

To many people here that shift might seem subtle, but I think that getting everyone who works here to buy into the belief that leadership belongs to them (and not to some amorphous, often antagonistic "other") is huge. It's the difference that I keep coming back to in all our work between "empowerment" and "responsibility." The former is far better than enslavement, and it certainly makes tools available to those who want them. But there's not a particularly solid connection between being empowered and actually taking action. Given the chance, some frontliners, for

sure, might "buy" leadership. But we know that, realistically, most won't—it's like an optional, after-school study session: everyone could attend, many will consider it, but only a handful will actually show up and study. Successfully getting our staff to "buy" the idea of leadership means getting them to believe that each of us owns responsibility for the effectiveness with which we all lead.

This shift beyond making a passive offer to one of "closing" an actual, sign-on-the-emotional-dotted-line "sale" is a big one. If leaders at Zingerman's need to be ready to step onto the dish line to help when the dishwasher's feeling a bit overwhelmed, then my anarchist orientation clearly dictates that, conversely, dishwashers also ought to be prepared to step up and help lead if and when a manager starts to slide off course. We are, after all, all in this together: knowing what position we've each agreed to play is important, but at the end of the day, it's all one team. The commitment to being effective leaders has to be part of what we expect from every single person in the organization, regardless of seniority, job title, or anything else.

Balancing the Equation— Effectively Making Everyone Responsible

One of the things that's made us so different as an organization over the years is that we ask everyone here to take responsibility for the broad functioning of the entire business, not just their own day-to-day duties. Don't get me wrong—we certainly have job descriptions that detail who needs to do what, and by when. We have supervisors and managers and partners and each of us has pretty clear lines of authority and responsibility as well, and we most definitely assign tasks and areas of work to specific individuals. But whatever the specific sets of duties are, we don't contract and cut off by allowing only a few head honchos to have decision-making authority—instead, we expand the responsibility for service, quality, and finance in what I learned a long time ago are "multiples of 100 percent."

For example, as owners of the business we are fully responsible for the quality of every single service interaction in the organization. If a customer comes into our retail Bakeshop, I'm responsible for the quality of their experience even if I happen to be out doing a ZingTrain talk in Boston or on a beach in Bermuda. That's a given, right? I'm the boss. Same goes for the manager of the shop—she's also fully accountable for the quality of each customer interaction (even if it happens on one of her days off). Neither of us is more or less responsible because of the involvement of the other—rather, we each have full, 100 percent responsibility. As does every employee as they wait on guests during their day. And, in fact, as does anyone and everyone in our organization who might find themselves working in, or even just passing through, the retail shop at the Bakehouse. Our mission is to bring a great Zingerman's Experience to everyone we interact with, and it matters not how old we are, what our job title is, where in the organization we formally report to work, or whether we've just begun to work here, gone on break, or are heading into retirement. Everyone here knows that—service is very clearly understood here to be everyone's responsibility.

What we do not do is take the more typical, sort of isolating approach of assigning responsibility for service quality solely to, say, "customer service representatives." To the contrary, we're very clear from day one that whether you're hired into a formal customer service position or not, each of us is fully responsible for the quality of the service we give. Towards that end, we teach everyone in the organization how to give great service according to our organizational standards. Kitchen crew, candy makers, dishwashers, bakers, box packers—everyone learns it. Accountants at Zingerman's may spend most of their time on cash flow and financial statement reconciliations, but they, too, get trained on the service stuff.



archists Approach to

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Please note, though, that we don't just empower people to give service; it's not just an option they can take if they're in the mood. Rather, it's a very real part of each of our responsibilities to actually do it. It's a simple and understood expectation that we each will deliver great customer service all day, every day. It's not about empowering; it's about expecting. I mean that in a constructive and caring way, not in a callous or militaristic one. Another example of all this in action is our approach to open-book finance. One of our Rules of Great Finance says, "Success starts with each of us." This

My second closing cause is to sell frontline folks on the idea of stepping up, to convince those who have no formal authority to think like an effective leader and go for greatness in all they do! For most folks on the front line, that's far easier said than done. While they may not love being led, it's often easier to stay with the status quo—frustrating though it may be—than to break out of the old mold and politely, courteously, and respectfully start to contribute positive leadership to the organization.

The beauty of this approach is that there's so much to gain. If we can make this model a reality—"buying" leadership is actually a pretty sweet deal for all involved. The truth is, once you get over the psychological oddity of it all and break out of the social and corporate mode that most of us have been raised in (the one that tells you that frontline folks are mostly supposed to shut up and do their work), there's a lot of opportunity for all of us to grow and learn. Leading, going after what you believe in, going for greatness in all you do, learning to rally others to your cause, making a positive difference for everyone around you, seeing your efforts pay off in the form of better day-to-day experiences for your customers, co-workers, family, and community is a far more rewarding way to live.

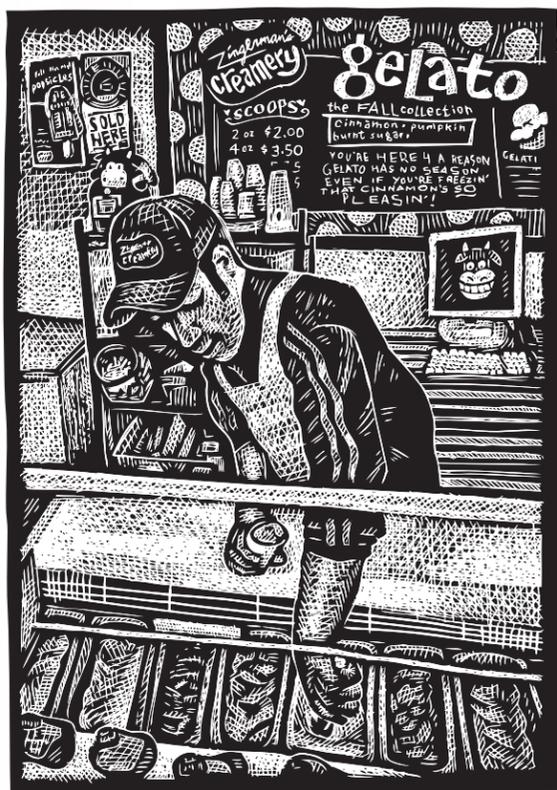
No matter what you go on to do in life, learning to lead early on in life is going to help with everything you do, at home, at work, or anywhere else you go. To quote world-class chef Thomas Keller, in Michael Ruhlman's *The Soul of a Chef*, "You can't spend half a career as someone else's employee and then suddenly, one day, start thinking like an owner. Think like an owner and act like an owner from your very first job as a prep cook."

I can say that the same thing is true for me. I remember, probably fifteen years ago now, I was teaching service for ZingTrain at one of the local hospitals. We were going over our 5 Steps to Handling a Complaint, when one of the hundred or so frontline hospital staff in the room raised his hand to challenge our approach. "It's different for you," he shot out with more than a bit of cynicism. "You handle it differently because you're the owner." I was a bit stumped by his comment, maybe even slightly stunned; I'd presented the service stuff hundreds of times, but I'd never heard that line before. It was, I suppose, an honest taste of what it's like in the old-school sort of organizations that most people, unfortunately, go to work in every day.

I thought about it for a minute, and then realized that although what he was saying clearly made solid sense in his world, he had it completely backward. "Actually," I said, staying as calm as I could, "it's the opposite. I'm the owner because I handle things differently. This is basically what I was doing when I was an hourly employee and then a manager working for others, long before Paul and I opened the Deli." To Thomas Keller's well-considered point, those who think and act accordingly before they actually acquire any formal title are far more likely to develop into leaders, and more often than not, effective ones at that. Most everyone will have heard the old saying, "Men are what circumstances make of them." But I'm with 19th-century, Michigan-born anarchist Voltairine de Cleyre, who wrote, "I set the opposing declaration; 'Circumstances are what men make them.'"

The idea of leadership being something that anyone—regardless of title, age, resume, education level, experience, or anything else—can take on is a fairly radical one. Effective leadership, freely chosen, and respectfully delivered with a service mindset, is always helpful. And when it can and does come from every element of the organization, look out—that's some serious organizational power being put into play. With that in mind, I wish that I could turn back time a bit, maybe bring Utah Phillips back to share his thoughts on the subject. He might be able to go up to some of the folks who work here and ask, in a more gentle manner, I'm sure, than that Everett sheriff did back in 1916, "Who are your leaders here at Zingerman's?" And, in my hopes and dreams at least, they would smile, and respond, with an infinitely softer and far friendlier tone than the sailors did on that ship in Everett Bay, "Hey, we're all leaders here!"

Available at all Zingerman's locations
and online at www.zingermans.com and
www.zingtrain.com



means that anyone who comes to work here in any role accepts responsibility for the financial success of our organization as a whole. Again, we haven't just empowered people by offering to show them copies of the financial statements and maybe opening our management meetings to anyone who wants to come. Seriously, how many waiters or bakers or bussers want to sit in on a financial meeting and make their way through a six-inch-high stack of statements? You can tell them they're welcome to come, but most will find more interesting ways to spend their afternoon. What we've done moves past an invitation: we educate each person in the organization about finances and then constructively require them to pay attention to and take responsibility for our performance.

Closing the Sale: Leaders Helping to Develop Leaders

In closing the sale on everyone being a leader, there are two last points to make. The first is to sell those who are in positions of authority on the idea of really wanting to let frontline folks act like leaders. That, I suppose, might be easier said than done. So many old-school bosses view the world of leadership as a zero-sum game; people of "lower rank" going for greatness somehow implies that their own prestige and power would be diminished. Having only recently come to work here, Fionna Gault reminded me how hard the move might be in most organizations. "A manager on a power trip," she reminded me, "is not conducive to a horizontal org chart." She's right, but unlike the other bosses she's worked with and for, I look at it the other way. Strong and effective leadership is actually all about helping to develop leaders. My success as a leader, then, is measured, to a great extent, by how much leadership energy, presence, and insight are happening across the entire organization—the more frontline people are stepping up, the better!



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Have breakfast with Ari!
books, breakfast and
building a sustainable
business

Friday, May 18 • 8:00-9:00 am • \$10/person

Make your work day better by starting with good business insight! Zingerman's co-founder and author Ari Weinzwieg will share the "secrets" to Zingerman's success he wrote in *A Lapsed Anarchist's Approach to Being a Better Leader* (Zingerman's Guide to Good Leading, Part 2). You'll also hear from Zingerman's staff, we'll be inviting employees from around the organization to engage Ari in a dialogue about Zingerman's, building the business, being part of this organization and how you can apply Zingerman's approaches to help strengthen your organization.

Call 734.663.3663 to reserve your seat
Please provide credit card number when reserving
(this card will be charged)



Creamery Specials!

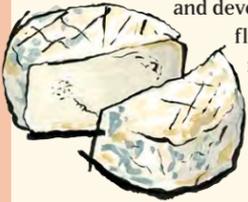
Available at the Creamery cheese shop at 3723 Plaza Drive and at the Deli on Detroit Street

may

Little Napoleon

\$5.99 each (reg. \$7.99 each)

This small, mold-ripened goat cheese has a butter colored mold rind, which develops blue mottling with age. When very young (two weeks) this cheese has a soft creamy texture and a gently acidic flavor. As it reaches middle age (two to three weeks) the cheese is semi-firm and develops a full, savory flavor. At one month, the cheese is firm to hard with a pungent goat flavor.

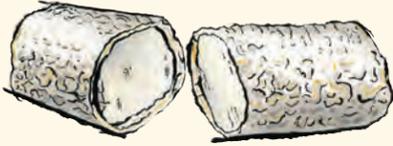


june

Lincoln Log

\$21.99 lb. (reg. \$26.99/lb.)

Rich texture with hints of citrus, a mild goat milk flavor and a touch of mushroom finish. It's great when sliced thin, topped with red pepper and broiled quickly. It can also be used on pizza, salads or just as is on crackers or bruschetta.



Find us at the Farmer's Markets!

fresh cheese!
(straight from the cheese maker)

ann arbor farmer's market

Kerrytown, Saturdays 7-3pm and Wednesdays, 4:30-8:30pm through October

northville farmers market

Northville Downs 301 S. Center St., Thursdays 8am-3pm, May-October

Ypsilanti downtown farmer's market

Corner of Michigan Ave. and Hamilton Tuesdays, 2-6pm

dearborn artisan and farmers market

Michigan Ave. between Mason and Howard, Fridays 8am-1pm, June-October

detroit's eastern market

2934 Russel St., Detroit shed #2 Saturdays, 7am-3pm

canton farmers market

500 North Ridge Rd., Sundays 10am-2pm, May-October

westside farmers market

Roadhouse Parking Lot, 2501 Jackson Rd. Thursdays 3-7pm, June through October

bringing the cheese to the people!

Letter from the Seminar outpost

I imagine that a good number of you are entirely unaware of this, and for good reason – the ZingTrain 2 day training seminars are held at what we at Zingerman's descriptively call "the Large Conference Room." It is the only large conference room that Zingerman's can claim as their own and it, in fact, belongs to everyone at Zingerman's and they allow us, quite generously, to colonize it for 2 days, 3 or 4 times a month to host our training seminars. Soon we will have our very own space ... but that's another story.

In the last 10 days we've occupied it twice – an unusual frequency for us, although it was met with the usual organizational generosity. On April 12th and 13th, it was the Art of Giving Great Service seminar and on April 16th and 17th it was the Creating a Vision of Greatness seminar.

The Zingerman's administrative offices on the Southside smelled of Edward's Breakfast Sausage from Zingerman's Catering in the mornings, and Fried Chicken and Pulled Pork from the Zingerman's Roadhouse in the afternoons. One of the lunches featured a gorgeous Salade Tunisién from Café Memmi, which we all hope will sooner rather than later become the newest Zingerman's business.

The common area found our Human Resources, Accounting, Marketing and IT folks mingling with seminar attendees from as far as Savannah, Georgia

and Denver, Colorado and from as close as right here in Ann Arbor and so close by in Dexter. We had folks who make wedding cakes and blow glass and a burger chain and a seed mill and a nationwide freight company and a non-profit education trust.

What amazes me, every single time, is the grace and generosity of spirit that is so very evident in these interactions. Strangers come together and become a community in the span of two days—whether they are seminar attendees or trainers or the friendly Zing folks whose space we "invade." The conversations I overhear are brilliant—full of sharing, vulnerability, honesty, inspiration, drive, dreams, desires, fears, foibles, laughter and, yes, at the Creating a Vision of Greatness seminar, inevitably, tears.

This to me, in every way that I can think of it, is the best of humanity. Do join us some day. As one seminar participant said "The food always rocks!" and I think he was referring to the food for thought as well.

ZingTrain Community Builder



For pictures of our new space under construction go to the ZingTrain Facebook page.

Piedmont

Travel to Italy with Zingerman's!

Reserving spots now for Piedmont and Tuscany, Fall 2013

Zingerman's Food Tours is about connecting with people and places through the food. We take a small group, settle in, and explore a cuisine and culture at a reasonable, balanced pace. We cook, we eat, we talk with locals, and we learn directly from the artisanal food producers about what they do. The relationships with people in the areas we visit, and within each group as we spend time together, are so rewarding and are a key part of what makes each tour special.



Jillian & Elph

• zingermansfoodtours.com
• 888-316-2736
• foodtours@zingermans.com

Log on for more information about our tours, and to sign up for our e-news. Call or email any time, or find us on Facebook. We'd love to hear from you!



Classic COCKTAILS

making a great cocktail: the hanky-panky

Inventing a great cocktail is not as easy as it sounds. Of course, ingredient knowledge, a dash of imagination, and a good shakin' hand help quite a bit. I'm willing to bet however, that anyone interested in mixing liquors has had some friend or friendly bartender insist upon making them some fabulous libation that turned out to be fabulously awful - or at the very least, completely forgettable. Which may be worse. Ms. Ada Coleman was anything but forgettable. As the face of the American Bar at the London Savoy hotel at the turn of the last century, Ms. Coleman "Coley" (wo)manned the front, entertaining guests and making creative cocktails so worthy of note that folks are still writing about and drinking them today. In particular, the "Hanky-Panky," a cocktail created for one of her more colorful regulars, a Sir Charles Hawtrey, is celebrated for its simple creativity and finesse. As the story goes, in Coley's own words:

The late Charles Hawtrey ... was one of the best judges of cocktails that I knew. Some years ago, when he was over working, he used to come into the bar and say, 'Coley, I am tired. Give me something with a bit of punch in it.' It was for him that I spent hours experimenting until I had invented a new cocktail. The next time he came in, I told him I had a new drink for him. He sipped it, and, draining the glass, he said, 'By Jove! That is the real hanky-panky!' And Hanky-Panky it has been called ever since.

Ms. Coleman's creative libations, her work with the more-celebrated Harry Craddock (fellow Savoy mixologist and author of the *Savoy Cocktail Book*, c.1930), and her status as the only female head bartender at the Savoy at a time when women's suffrage was still debated, elevates her to the status of hero for the modern female bartender. Ms. Coleman clearly knew that incorporating great ingredients and knowing her guests' tastes were important elements in successfully creating delicious beverages. The Hanky-Panky definitely measures up to her standards. In fact, the Hanky-Panky was one of the first cocktails to introduce the use of Fernet Branca - a bitter Italian herbal liqueur - into common mixologist repertoire. The floral properties of gin combined with the sweetness of vermouth, the touch of Italian bitter, and the citrusy zest create a perfectly balanced and flavorful cocktail.

In honor of Coley's truly fabulous combination and to show appreciation for lady bartenders everywhere, treat yourself to a Hanky-Panky at the Roadhouse today!

Carly Bower, Roadhouse Bartender



The Roadhouse Hanky-Panky

1-1/2 oz. New Holland Knickerbocker Gin
1-1/2 oz. Vya Sweet Vermouth
Dash of Fernet Branca
Stir over ice, Strain into Cocktail glass
Garnish with twist of orange

what's bakin' at



Book your summer **BAKE!-cation**® today fantasy camp for home bakers



a few reasons you'll Love your bake!-cation®

Our BAKE-cations® are the ultimate experience for the home baker! We guide you through a comprehensive education in bread and pastry techniques in a fun, exciting, relaxed and always hands-on classroom full of good humor and expert instruction from Zingerman's owners and bakers. We'll feed you breakfast and lunch every day, too! You'll need to bring along an empty suitcase to carry home all the great stuff you've made.



upcoming classes

All About Wood-Fired Ovens \$500
Sat-Sun, June 23 & 24, 9am-5pm

Bread Weekend • \$500
Sat-Sun, May 5 & 6, 8am-5pm

Bread Week • \$1000
Tues-Fri, June 19-22, 8am-5pm

Pastry Weekend • \$500
Sat-Sun, June 9 & 10, 8am-5pm

World Tour Week • \$1000
Tues-Fri, July 24-27, 8am-5pm

For full descriptions, videos and more check out www.bakewithzing.com

One of the "best, most affordable" cooking classes in the world.
Every Day with Rachael Ray Magazine

"The program is a chocolate-dipped, cream-filled opportunity to learn from the best." *Midwest Living*



special bakes

We have made some great specialty breads and pastries over the years that developed their own small followings, so we bring them back for a weekend here and there just for fun. If you're looking for a little adventure check out this calendar.

Most of our Special Bakes are available for shipping at www.zingermans.com or 888.636.8162

Scallion Walnut Bread May 4-5

Our crusty, slightly sour farm bread with toasted walnuts and fresh chopped scallions. Makes a great instant stuffing for roast chicken.

Cranberry Pecan Bread May 11-12

This is a dense loaf packed with dried cranberries and toasty pecans. It's a well known phenomenon in our store that customers grab a sample of this on their way out; they might get as far as their car door, but they always come back in to buy a loaf! It's deliciously habit forming. **Great for Mother's Day!**

Potato Dill Bread May 18-19

Roasted potatoes, fresh dill and scallions mixed up in a round of our chewy tangy sourdough. Great on a tuna melt or toasted with cream cheese.

Loomis Bread May 25-26

Tangy farm bread with chunks of Zingerman's Creamery Great Lakes Cheshire cheese (created by Creamery partner John Loomis) and roasted red peppers from Cornman Farms in Dexter, MI. A Zingerman's exclusive!

Blueberry Buckle May 26

The buckle is an American coffeecake that dates back to colonial times. Our sweet and moist version has a bounty of wild blueberries, sweet butter, a touch of orange and cinnamon, and is topped off with a remarkable butter-crumble crust.

Pumpnickel Raisin Bread June 1-2

Chewy, traditional pumpnickel bread with juicy Red Flame raisins and a sprinkle of sesame seeds. Great toasted with a schmear of Zingerman's Creamery award-winning cream cheese.

Chernushka Rye Bread June 8-9

Chewy, traditional Jewish rye with peppery chernushka seeds. This one definitely has a following.

Peppered Bacon Farm Bread June 15-16

Everything is better with bacon, right? We think so. Check out applewood smoked bacon and black pepper in a crusty loaf of our signature farm bread. Our most popular special bake! **Great for Father's Day.**

Obama Buns June 17

In honor of our president we improved and renamed our 'bama buns. We now use a more tender, richer dough that soaks up the caramel schmear. And we removed the raisins and replaced them with loads more toasted pecans.

Call ahead to order your special loaves from:

Bakeshop — 3711 Plaza Dr. • 761.2095
Deli — 422 Detroit St. • 663.DELI
Roadshow — 2501 Jackson Rd. • 663.FOOD



Black Olive Farm Bread June 22-23

A crusty round of our signature farm bread studded with marinated black Kalamata olives from Greece. If there's any left, turn it in to savory bread crumbs for a twist on eggplant parmesan.

Macedonian Black Bread June 29-30

Developed for our annual Vampire's Ball fundraiser at Zingerman's Roadhouse, this is a fascinatingly complex loaf full of flavor. Just check out the ingredients: wheat, rye, corn, honey, molasses, cinnamon, nutmeg, caraway, coffee, chocolate, and potato!



Bread of the Month

May Jewish Rye Bread
\$4.50/1.5 lb. loaf (reg. \$6.99/loaf)

The bread that's been the base of well over a hundred thousand or so sandwiches at Zingerman's Deli since we started making it in 1992. Plenty of rye flour (believe it or not, most "rye bread" sold in America has hardly any rye flour), a natural sour starter (not the usual canned shortcut), and lots of time. Jane and Michael of Road Food fame called it "America's very best" rye in *Savour* magazine.

June Rustic Italian Round
\$4.50/1.5 lb. loaf (reg. \$6.25/loaf)

One of our best selling breads for its versatility. It has a beautiful white crumb & a golden brown crust. This is that great simple, white European loaf. All it needs is some sweet butter.



Cake of the Month

May Buttermilk Cake

The quintessential birthday cake. A dense buttery yellow cake filled with raspberry buttercream & covered in smooth vanilla swiss buttercream. Available in 6" and 9" rounds or sheet cakes.



June Cheesecake

Choose from three flavors, all made with fresh cream cheese from our neighbor, Zingerman's Creamery. New York style with real vanilla bean and butter pastry crust; Muscovado brown sugar with local sour cream glaze and graham cracker cornmeal crust; or dark chocolate with our own Black Magic Brownie crust. Available in 7" rounds.



Zingerman's celebrating 30 years

Zingerman's



applewood smoked bacon

If you want a big time testimonial take it from R. W. Apple, who wrote in the *New York Times* that Nueske's was, "the beluga of bacon, the Rolls-Royce of rashers." The Nueske family still owns and runs the business, probably with as much or more passion as ever. They're in it for the long haul—73 years and going stronger. Tanya Nueske, granddaughter of the founder, is about as passionate about her product as you're going to get.

"What we do," she explained, "is a very old tradition. My grandfather started up selling the bacon in 1933. He started out smoking over applewood. He had a way of doing it that came from his grandparents." Not surprisingly, they start with higher quality hogs—primarily a cross of Yorkshire, Hampshire, Landrace and Berkshire. "One of the biggest differences we find is in how they're fed," Tanya told me. "We do a feed that's more barley and corn mixture. We've been working with our suppliers for well over 25 years. And we still hand trim everything." The Nueskes cure the fresh slabs of bacon for at least 24 hours. They hang the slabs to dry for a day or so, then smoke them for 24 hours. "It gets an awesome flavor because it's been smoked so long," she said.

Nueske's flavor is on the mellower side: the soft sweetness from the applewood seems to amplify the natural sweetness in that high-quality pork which the family goes to such lengths to source. We serve lots of Nueske's at the Deli and Roadhouse and in the Peppercorn Bacon Farm bread from the Bakehouse, and we sell lots more to folks who cook it in their own kitchens. Read more about Nueske's and our other favorite cured pork in *Zingerman's Guide to Better Bacon!*

Ari

Zingerman's Guide To Better Bacon by Ari Weinzwieg

"A real bible of all things smoked pig: an engrossing, affably rambling, borderline obsessive one-stop swine seminar."
—Chris Borelli, *The Chicago Tribune*

available at all Zingerman's locations



free t-shirt

Just visit each Zingerman's retail location in a 24-hour period

Take the passport below to each stop and get it signed by any employee. Turn it in at the last stop for a limited edition Tour de Bacon t-shirt!



pick up a Zingerman's Community map in any of our locations

tour de bacon passport

business	location/hours	initials/date
	(422 Detroit Street) 7am-10pm everyday	
	(3711 Plaza Drive) Mon-Sat 7am-7pm, Sun 7am-6pm	
	(3723 Plaza Drive) Mon-Fri 10am-7pm, Sat 9am-7pm, Sun 10am-6pm	
	(3723 Plaza Drive) Mon-Fri 7am-6pm, Sat & Sun 8am-5pm	
	(2501 Jackson Road) Mon-Thu 7am-10pm, Fri 7am-11pm, Sat 9am-11pm, Sun 9am-9pm	

sign up for our enews!

We feature news, special offers, business advice and more.

Your email: _____

Get your fill of Nueske's at **Zingerman's** Camp Bacon 2012! Check out pages 8-9 for details.



2501 Jackson Rd.
734.663.3663
www.zingermansroadhouse.com

3711 Plaza Dr.
734.761.2095
www.zingermansbakehouse.com

3723 Plaza Dr.
734.761.7255
www.bakewithzing.com

422 Detroit St.
734.663.3354
www.zingermansdeli.com

422 Detroit St.
734.663.3400
www.zingermanscreamery.com

610 Phoenix Dr.
888.636.8162
www.zingermans.com

620 Phoenix Dr.
888.316.2736
www.zingermansfoodtours.com

415 Detroit St.
734.930.1919
www.zingermans.com

3723 Plaza Dr.
734.929.0500
www.zingermanscreamery.com

3723 Plaza Dr.
734.929.6060
www.zingermanscoffee.com

3711 Plaza Dr.
734.277.1922
www.zingermanscandy.com

Zingerman's

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MAY/JUNE 2012

news



HUNGARIAN

Ari Introduces You to George Lang and Provides an Introduction to a Few Fine Foods of Hungary

- New Hungarian Coffeehouse Tortas at Zingerman's Bakehouse
- Recipes for Some of Ari's Favorite, Simple Hungarian Dishes
- Liptauer Cheese Spread from Zingerman's Creamery
- and more from the Land of the Magyars!

3rd Annual **CAMP BACON** is Coming, May 31-June 3 see pages 8-9