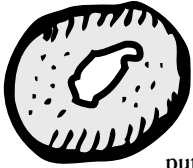


real bagels from

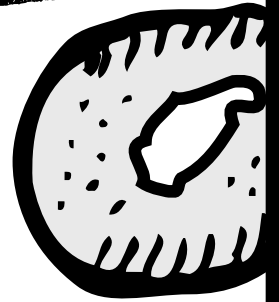


bigger flavor, better crust, bigger holes!



The demise of the old-fashioned bagel has been lamented left and right in recent years. Bagel traditionalists all over the country complain liberally that they can't get the sort of crusty, chewy bagels they used to buy in days of yore. Even in New York, bagel traditionalists take issue with the local offerings. So after years of listening to these laments, we've finally decided to take action. We're putting real bagels back on board.

Frank Amy Ari FAU



discover the hole truth about real bagels from zingerman's bakehouse

1. real bagels have flavor

Like any other good bread, a better bagel ought to actually have flavor—not just texture and empty calories. A bagel isn't just supposed to serve as a convenient base for butter or cream cheese. We'd be happy to set you up with a taste anytime. We're confident that you really *can* taste the difference!

2. real bagels have holes

Real bagels are actually supposed to have holes in the middle. By that, I mean a hole in the center (the sort you can see through), as well as smaller holes in the dough's crumb (the sort that baker's look for in any well made bread). It's not just an aesthetic thing. The holes in the crumb signify good dough development, a sign that you're probably onto good flavor. The center hole helps to develop the crust in the center of the bagel so it's nice and chewy all the way 'round. In fact, if you can't stick your little finger through the middle, your bagel's on us.

3. hand-shaping helps

To ensure an appropriate level of holey-ness, all our bagels are hand-shaped. This means that our bakers literally roll every single bagel by hand. Hand-rolling helps bagels to both look and bake better. By not forcing the dough through machine shapers, we help protect the interior hole structure which means more flavor and better texture.

4. real bagels are boiled

Back in the old days, bagels were always boiled. Today, most are steamed. What's the difference? Boiling is critical in helping develop the chewy crust that not only adds texture, it protects the chewy inside, too. (These days many standard issue bagels are steamed instead, which saves time but leaves the crust severely lacking.)

5. real bagels are baked on boards

Our bagels begin their baking on wooden boards, and are then turned out straight onto our stone hearth (as opposed to the more ordinary metal sheet pans). The wood and the stone enhance the crust that begins with a proper boiling. Because the heat is more intense, the stone serves to help caramelize the natural sugars in the flour. The result is enhanced sweetness and crunch.

6. real bagels have crust, not just color

A good bagel should actually crackle when you break it. (Granted, in Michigan there are those days where the humidity is so high that crackling can almost disappear on occasion. But most of the time....) We love that contrast between the golden brown crust and the creamy white crumb inside.

7. real bagels are chewy

Face it. Many modern-day bagels are almost as squishy as day-old muffins. But a well-made bagel isn't supposed to be just a boring faux-Jewish biscuit with a hole in the middle. Enjoy the chew—it's like Tae-Bo® for your teeth.

the bagel that goes into the oven will never be better than the ingredients that go into it

excellent ingredients

Wheat flour, filtered water, organic Muscavado sugar, a touch of commercial yeast, sea salt, and a little bit of malt. That's it. All simple, all good.



outstanding additions

We top our bagels with the best stuff we can get our hands on. The better the spices, the better the bagel. So our salt bagels are made with special sea salt, our Amazin' Raisin bagels are made with big ol' Red Flame raisins and Zingerman's Indonesian Korintje cinnamon, and our Enough Already bagels are made with Telicherry black peppercorns, unhulled sesame seeds, Dutch blue poppy seeds, toasted fennel seeds, and more.

