

# GRAZZIE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS



**SPILLING SECRETS:  
OUR CARROT &  
CARAMELIZED  
ONION SOUP**

PAGE 17

**WITH THE  
GRAIN:  
LONESOME  
STONE  
MILLING**

PAGE 8

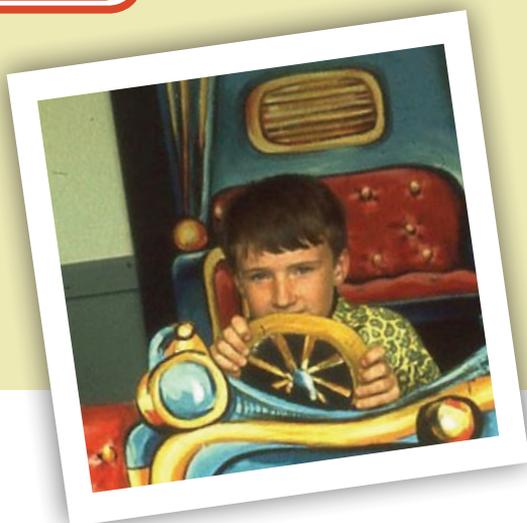
## KON-TIKI!

**WARM UP YOUR WINTER WITH  
A RETRO POLYNESIAN PARTY**

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A WORD FROM  
THE EDITOR.



## WHAT IS GRAZE ?

### AUTHENTICALLY LOCAL

We're local and proud – happy to live in a city that values its unique identity. We'll celebrate the real flavors of our community and the surrounding area in every issue.

### FRESH

It's simple – we believe that the tastiest flavors are tied to what's in season. Natural and honest food is our favorite food.

### SMART

Sure we know our stuff, but we're right along side you on this food journey. We'll share what we know in a positive, expert way without a know-it-all attitude.

### FUN

Roll up your sleeves, put your elbows on the table and slop the sauce on the tablecloth. Good food is messy and best shared with laughter and good friends.

GRAZE WILL BE  
PUBLISHED QUARTERLY,  
WITH NEW ISSUES  
EACH SEASON.

DEAR READERS,

WINTER IS HERE; I HEARD IT HURRY IN LAST NIGHT, SHAKING AND CLATTERING IN THE BARE BRANCHES. SUCH IS THE UNCEASING VELOCITY OF THE SEASONS, AS WELL AS THE SWIFTNES OF THE FALL FROM EACH ONE TO THE NEXT.

The leaves left on the ground are rattling ghosts now, poked at and rustled by the small, round juncos seeking spilled seeds beneath the backyard feeders.

In the stores and in our kitchens, change came quick, too. The last local peppers disappeared and then the apples, after one final truckload rumbled down from Door County. Pumpkins and other squash followed, picked clean from the fields before the hard frost set in, before the snows came, before local root vegetables arrived in our stores.

It's time now for bright cyan mornings, horizons ribboned in pink before the sun, and for crisp nights, the stars frozen solid on the blackness overhead. And time for juncos in the garden. Their summer homes up near Hudson Bay lost under snow and ice, they have flown south for food and shelter from the harshest winter winds.

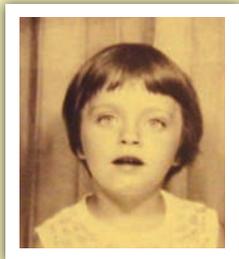
Like them, we seek shelter and comfort, but for us it means retreating indoors to seek solace in hearty foods, warming drinks and festive gatherings.

Enjoy this, our winter issue of Graze, and keep warm with hope, for under those brittle brown leaves and beneath the wire-thin feet of the round wee juncos, spring lies slumbering, dreaming in shades of green.

MALCOLM MCDOWELL WOODS  
*editor*

*graze@outpost.coop*

# WHO IS GRAZE ?



*i am* **LISA MALMAROWSKI.**

*Marketing isn't a dirty word. It's my megaphone to talk about things that really matter, like preserving local food security and the best way to roast a beet. I've made it my mission to turn natural food doubters into evangelists. When I'm not busy turning people on to turnips, you'll find me creating mixed-media art, shopping for shoes or traveling.*

*i am* **MARGARET MITTELSTADT.**

*My childhood was filled with simple, honest meals, and it's with great humility that I approach cooking. Great Grandma's apron hangs in my kitchen like a sentry from the Old Country. Of course, like life, not everything I cook turns out as I expected, so I've learned to let go of outcomes and smile with the surprises.*



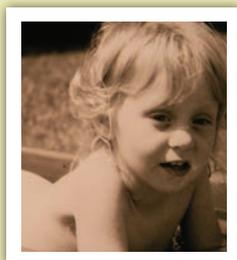
*i am* **PAUL SLOTH.**

*I've been eating for decades. It's good to think about food, not only what we're eating, but about those who aren't eating. While some people today search the world over for the perfect truffle, others continue to go to bed hungry. That's crazy, but that's what's so awesome about food. It's a complex issue, one that is worth all the attention it gets.*



*i am* **CARRIE ROWE.**

*My Grandmother had a glorious garden. I'd spend hours eating sunshine-warm raspberries and often just sitting, listening to the buzz and hum of all the critters hard at work making all of this magic possible. To me food is magic. And sharing it with people who make me smile is about the nicest thing a girl could ask for.*



*i am* **CARA BERKEN.**

*I like making things better. It could be the arrangement of images and type, finding the perfect accent piece for a room, organizing my closet by season, color and sleeve length. My passions are laughing, traveling and sampling all of Milwaukee's newest restaurants.*



**Outpost Natural Foods is a founding member of Local First Milwaukee, an alliance that advocates for locally owned, independent businesses.**



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# - GRAZE.

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**OUTPOST NATURAL FOODS COOPERATIVE**

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ADDITIONAL CONTENT AVAILABLE ONLINE WHENEVER YOU SEE THESE ICONS



VIDEOS FROM OUR PHOTOSHOOTS!



RECIPES & MORE!

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## What is Local & Regional?



Local = Wisconsin

Regional = Minnesota, Iowa, Michigan, Illinois, Indiana

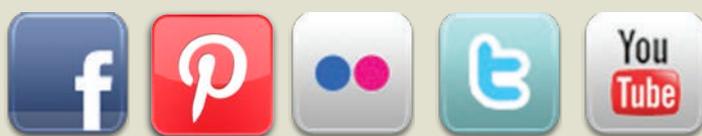
IT'S EASY!



LOOK FOR THESE SIGNS IN EVERY DEPARTMENT.

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I (you'll)

# SWOON.

THINGS WE LOVE.

## 1 HEART SNACKS

HEALTHY KIBBLE FOR THE CONSCIOUS HUMAN

We joke that these make great obedience treats for people, but we only kid because we love them so. Each little heart-shaped cookie is a chewy, sweet granola-like treat. They're our guilt-free go-to when we're craving a sweet dessert but know in our heart, we need to resist sugary, empty calories.

Keep a bag tucked in your glove box or desk drawer and when temptation arises you'll be prepared!



3

## BLACK GARLIC

HOW CAN SOMETHING SO UGLY TASTE SO BEAUTIFUL?

According to Taoist mythology, black garlic was rumored to grant immortality. While we can't prove that, we do know that we want to eat it forever. It's mysterious in a sweet, molasses kind of way and tangy with a rich, garlic flavor. Fermented at a high heat, its melt in your mouth texture is perfect atop a bruschetta, but really shines when it's sautéed in a little butter and served over your favorite seafood.



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## KP! TOFFEE TWIST

THIS IS WHAT HEAVEN MUST TASTE LIKE

Oh, it's simple enough — pretzels drenched with toffee and drizzled with chocolate. But, my, oh my, the taste of them together is nirvana for your taste buds. The pretzels crunch, yielding crisply to the buttery toffee morsels as the chocolate starts to melt. Then, every dreamy flavor is enhanced with a slight salty kick at the end. We recommend a bag for every valentine on your list.



## BOLD ORGANICS PIZZA

SAY GOOD-BYE TO YOUR OLD PRESCRIPTION PIE, THESE ARE UNBELIEVABLY FAB!

We're not going to beat around the bush here — most frozen, gluten-free pizzas leave us feeling sad and defeated. But then we discovered Bold Organics and our lives will never be the same again. The top-notch, quality ingredients make all the difference. Seriously, these pizzas rock because they're crispy, tasty, melty and satisfying. Bonus, they offer a meat-lovers pizza because golly, just 'cause you can't eat the wheat doesn't mean you don't crave the meat!



## LEROY'S HOT SAUCES

YOU'LL POUR THESE ON EVERYTHING. LITERALLY.

Bored with your hot sauce? We'll make it simple — pick up a bottle of locally-made LeRoy's and toss the rest. Actually, pick up all of LeRoy's flavors. The Green Olive is tangy, not too hot and perfect on everything from eggs to salads. The Bacon is lightly spicy and smoky and is divine added to soups and sandwiches or eaten straight from a spoon, yes, a spoon. We actually fight over these in our lunchroom and we've been known to add a little water to the bottle to get every last drop.



## Q DRINKS - KOLA & GINGER ALE

YOUR PACKER PARTY JUST GOT REAL FANCY-LIKE

We know, it's practically sacrilege to forgo a cold beer at the big game, but every now and then you need a refreshing grown-up drink that sparkles — enter Q Drinks. These sippers are sophisticated without being snobby. The Kola will blow your mind — it's complex, spicy, somewhat sweet and refreshing. You can taste spices like cinnamon, clove and coriander. The Ginger Ale is crisp and peppery with flavors of cardamom and cayenne. Both are really pretty in a glass and work well as mixers for cocktails. Cheers!



## VOLCANO RICE

A FLAVOR EXPLOSION WITHOUT THE FIREWORKS

We call this magic rice — all you need to do is cook it like you would any rice and serve. It just tastes as though it comes with its own special flavor packet — slightly floral with a little vanilla and earthy flavors. It cooks up consistently every time. The fact that it's eco-grown by cooperatives in Java and contains three times the protein of regular rice, well, that's just frosting on the cake.



# ROLLIN' STONE.

GILBERT WILLIAMS' LONE ROCK MILL GRINDS IT OUT THE OLD-FASHIONED WAY.



story & photos by PAUL SLOTH



**T**HERE'S A STORY IN ALMOST EVERY PIECE OF EQUIPMENT THAT GILBERT WILLIAMS HAS PURCHASED FOR HIS MILL IN LONE ROCK. IF YOU DIDN'T KNOW IT, YOU MIGHT MISTAKE HIS PLACE, ABOUT AN HOUR WEST OF MADISON, FOR A MUSEUM.

It is, in a way. Gilbert's mill is a painstakingly crafted and fully operational homage to the way milling used to be. He has traveled far and wide to find the kind of small-scale flour milling equipment that once dominated the industry.

He picks pieces up wherever he can find them and puts them back together in a system similar to what he says used to exist in small mills throughout the country.

There's a bag sower from the 1950s. There's a 1947 roller mill — for rolling oats — that he got from an old farmer. The farmer wanted it to go to someone like Gilbert, someone who could keep it running.

"You can't get some of the pieces of equipment that are what we're using, on the scale that we use them, unless you go back in time about 50 years, because that was back when the small, local operations still ran."





Lonesome Stone Milling, as it's now known, started life as River Valley Seed and Grain. It's located in the heart of Lone Rock, a small town not far from Spring Green. Gilbert started out thinking he'd just clean seed and grain.

He began with rye. Then someone dropped off a few bushels of wheat to be cleaned. One of the guys who worked for Gilbert at the time combined the wheat with rye to make pancakes. Turns out it made some tasty pancakes.

That became the Lonesome Stone Pancake Mix. It started with Gilbert and his crew cleaning the grains. They then took the grain to be milled at a place in nearby Blue Mound. They did their processing at a rented kitchen in Mazomanie. The final mix they sold at local farmers markets.

After that first year, the building in Lone Rock became available. Gilbert started leasing the space, found a stone burr mill and got it running. The way he operates is pretty much the antithesis of the agricultural movement of the 1970s, which encouraged farmers to get big or get out. Gilbert, who has degrees in chemistry and agronomy, also has a good understanding of our nation's agricultural history.

"Food is such a universal thing and I think the culture of the '70s, '80s and '90s really got us away from (that)," Gilbert said.

The result was the rise of the foodie, according to Gilbert, as people sought a more intimate relationship with their foods and made connections with the men and women responsible for it.

"It's when you want to know the farmer and get that relationship back in what you're eating."

In addition to meeting consumers' demand for local products, Gilbert is making connections of his own, working with area farmers to grow specific crops that he hopes to process, like blue corn, oats and garbanzo beans. In addition to traditional flours from crops like rye and wheat, Gilbert wants to tap into the growing demand for gluten-free products.

It's all part of the change happening here in Wisconsin and around the country in the way people are eating.

"I think what we're seeing is kind of a quiet agricultural revolution. People are saying, 'I can't eat this way anymore,'" Gilbert said. "Even though it's cheap and even though you still have half of the country who has to eat on budget, the other half of the country is mainly eating by choice."

And Gilbert is happy to give them a healthy, simple choice.

LONESOME STONE MILLING  
304 S. OAK STREET  
LONE ROCK, WI 53556





## (2) RECIPES.

### CITRUS KIWI SALAD WITH MINT SERVES 4 AS A SIDE

- 4 large satsumas, oranges or seasonal citrus
- 2 kiwi
- ¼ cup fresh mint, finely chopped
- 1 10.5-ounce can mandarin orange sections in fruit juice

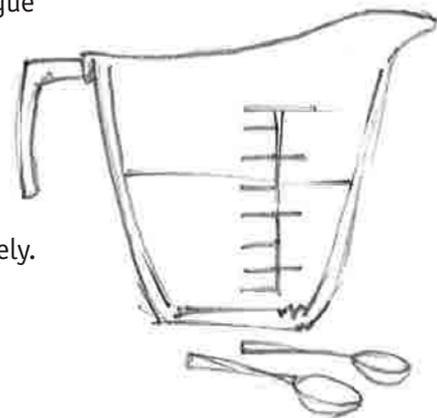
1. Peel citrus and separate the sections. Cut each section in half.
2. Peel kiwi and cut into bite-sized pieces.
3. Combine citrus and kiwi in a medium bowl, add mint and canned mandarin segments (add the juice in, too).
4. Toss gently to combine.

---

### LEMON SOUFFLÉ CUPS SERVES 8

- 8 lemons, preferably Meyer
- 3 large eggs, separated
- ½ cup granulated sugar
- 2 tablespoons all-purpose flour
- Confectioners' sugar, for dusting

1. Preheat oven to 350°. Lightly coat a baking sheet with cooking spray. Slice the pointed end off each lemon so it sits level. Cut the top third of each lemon off at the opposite, stem end. Reserve the tops.
2. Scoop the pulp from each lemon and then squeeze the juice from the pulp and save.
3. Place the empty lemons on the baking sheet.
4. Combine egg yolks, ¼ cup granulated sugar, ¼ cup reserved lemon juice and flour in a bowl. Using whisk attachment, mix with an electric mixer for several minutes, until pale yellow. Place the bowl over a pan of simmering water and whisk steadily by hand 8-10 minutes. Return to mixer and beat another 10 minutes. Set aside.
5. Using a clean mixer bowl, combine egg whites and remaining granulated sugar. Place over pan of simmering water and stir until the sugar has dissolved. Using a low speed setting on the mixer, beat until it becomes frothy. Slowly increase the speed until the mixture forms a meringue with soft peaks, a maximum of three minutes.
6. Fold the meringue mixture into the egg yolk mixture, gradually. When done, carefully fill each lemon shell nearly to the rim with the mixture.
7. Bake the lemon cups until the meringue turns pale gold and puffs up out of the shell an inch or so, about 14 minutes, depending on the size of the lemon cups. Arrange on serving plates, cap with the lemon tops and garnish with the confectioners' sugar. Serve immediately.



# WINTER.

*(two ways)*

## BEETROOT

**B**EETS ARE THE JEWELS OF THE ROOT VEGETABLE WORLD. WITH THEIR DEEP CRIMSON AND DAZZLING GOLD HUES, THEY BRIGHTEN MANY A MEAL DURING THE DARK DAYS OF WINTER. ROASTED, BOILED, STEAMED, PICKLED OR EATEN RAW, BEETS ARE INCREDIBLY VERSATILE – EVEN MAKING THE LEAP FROM SAVORY DISHES TO SWEET. JUST WEAR GLOVES.

### THREE BEET SALAD WITH CHERRY VINAIGRETTE

#### SERVES 6

##### Beets:

6 medium-sized beets (2 each of red, gold and Chiogga or candy cane beets)

Olive oil to coat

Sea salt and black pepper

##### Cherry Vinaigrette:

¼ cup dried cherries

¼ cup red wine

2 tablespoons balsamic vinegar

¼ cup olive oil

Sea salt and black pepper

##### Salad:

1 cup lacinato kale leaves, thinly sliced

2 tablespoons pumpkin seeds, toasted

⅓ cup goat cheese crumbles

2 tablespoons chopped fresh mint

## 1<sup>ST</sup> way.

1. Preheat oven to 400°. Clean the beets and trim any stems or leaves. Lay a large sheet of foil on a cookie sheet and spread the beets on the foil. Drizzle with olive oil and season with salt and pepper. Top with another sheet of foil and crimp to seal the edges, making a tent. Poke a few holes in the top to let steam escape and bake for 50 minutes to one hour, or until fork-tender. Unwrap beets and let them cool for about 30 minutes, or until cool enough to handle.
2. Remove the skins from the beets; they will slide right off. Slice the beets into quarters or chunks about ¼-inch thick. Set aside in a large bowl.
3. While your beets are roasting, soak the dried cherries in red wine for at least 30 minutes. Remove cherries, reserving wine, and chop coarsely.
4. In a small bowl, whisk together wine and vinegar, drizzling in the oil until emulsified. Add cherries and season with salt and pepper. Set aside.
5. For the salad, toss warm beets with cherry vinaigrette. Add kale and mint, toss and season with salt and pepper. Place beets on a serving plate and top with crumbled goat cheese and toasted pumpkin seeds.





by CARRIE ROWE • photos by PAUL SLOTH

## BEET MOUSSE WITH CARDAMOM CREAM & CHOCOLATE GANACHE

### SERVES 8

1 pound red beets  
Juice of half a lemon  
½ cup reserved beet cooking water  
2 tablespoons honey or agave nectar, halved  
1 pint whipping cream  
1 tablespoon ground cardamom



#### For Ganache:

8 ounces 70% or darker chocolate  
1 cup whipping cream  
2 tablespoons unsalted butter  
2 tablespoons red wine (optional)

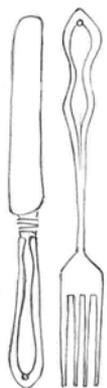
1. Peel and roughly chop your beets. Add enough water to cover the beets about half way, cover and bring to a boil, cooking until beets are fork tender.
2. Remove from heat, reserving cooking water, and allow the beets to cool. When beets are cool, place in a blender and add 1 tablespoon honey or agave nectar, lemon juice and ½ cup of the cooking water. Purée until smooth, adding more beet water if needed. Place in refrigerator and chill completely.
3. When beet purée is chilled, prepare your whipping cream. Add cream and cardamom to a large bowl and beat until soft peaks form. Add remaining honey or agave nectar and beat until combined.
4. Place beet purée in a large bowl and gently fold in whipped cream until smooth and well combined. Place back in refrigerator to chill.
5. While mousse is chilling, make your ganache. Chop chocolate and place in a medium bowl. Heat cream over medium low heat, add butter and bring just to a slow simmer. Remove immediately from heat and pour over chocolate, stirring to melt chocolate and combine. Add wine if using and stir until silky smooth.
6. Serve mousse in a pretty mug or soufflé cup and drizzle with chocolate ganache. Add a fresh raspberry and a mint leaf if you'd like.



**2<sup>ND</sup>** way.



by MALCOLM MCDOWELL WOODS  
photos by PAUL SLOTH

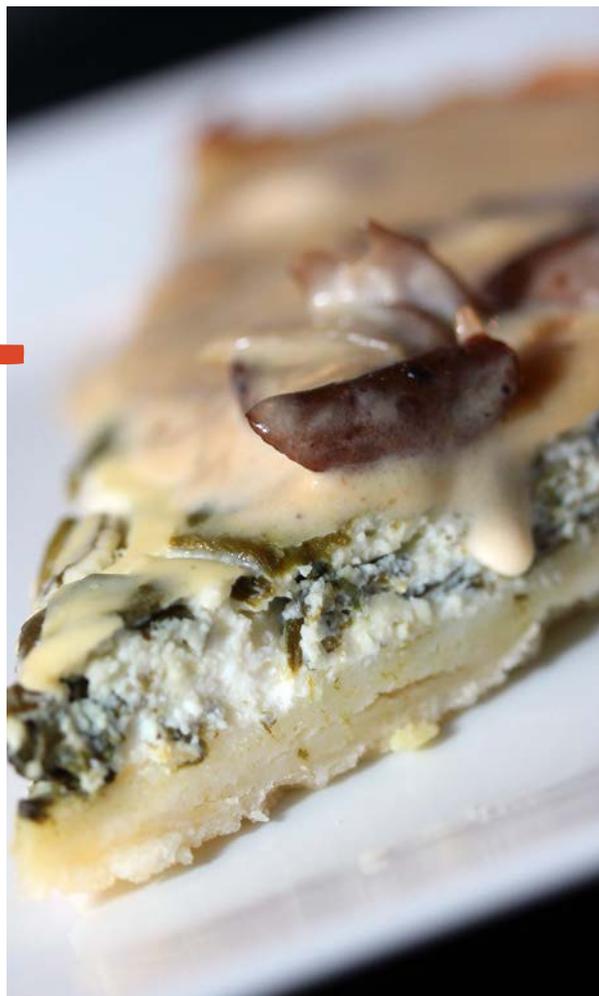


# EAT HERE!

Maple Creek  
Rushing Waters  
TIA PRAVITA  
LA QUERCIA  
LAUGHING BIRD  
STRAUSS  
Jen Ehr farms  
SAUVE Terre  
TUPI PRODUCE  
West Water  
Pinehold garden  
Turtle creek gar  
Brightonwood Orche  
pipon farms  
all Earth  
lyte family farms  
supple hill farm  
River Valley Ranch



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**T**HE DUSTY WALKERS POINT NEIGHBORHOOD OF FORSAKEN FACTORIES, HUMBLE HOMES AND TAVERNS, WHERE YOU'LL FIND LA MERENDA, IS EXPERIENCING A REBIRTH. APARTMENTS, CONDOS AND TRENDY EATERIES ARE RISING ALONGSIDE THE NEIGHBORHOOD'S PIONEER BARS, FOLLOWING AN INFLUX OF CREATIVE TYPES.

La Merenda's Peter Sandroni is one of the old timers now, having opened his tapas restaurant here more than five years ago. Back then, the idea of small plate dining was about as foreign to Milwaukee's near southside as the idea of local foods on a restaurant's menu. La Merenda offered both, and in so doing, rapidly became a gem in the local dining scene, repeatedly named to "best of" lists for its international tapas.

A chalkboard in the restaurant's front room lists locally-sourced ingredients and it is often overflowing, the names written small to fit. Peter knew from the start that he wanted to work with local providers and says a chance encounter with an Oak Creek farmer helped set the concept in motion.

"Right before we opened, I met Dave Kozlowski from Oak Creek's Pinehold Gardens when I stopped at Amaranth Bakery on Vliet Street" says Peter. "I've been buying from Dave from almost day one."

Pinehold is just one of numerous local suppliers Peter calls upon as he creates his small plate recipes. "Because our menu is international, it allows us to use so many different things. We buy from Pinehold, we buy from Turtle Creek Gardens, we buy from Wellspring, and they all have their own little microclimate and grow things differently," says Peter. "I sit down with all three farms before the growing season and we talk about what went well and what we want to try. So, they'll grow stuff specifically for La Merenda. One of the beauties of buying locally is that you have the chance to talk to the grower directly."

The menu changes seasonally but keeps to Peter's original focus on small plate dining. "This is the way my wife and I like to eat, small plates, sharing," says Peter. "And we hear it all the time. People tell me when they go out to dine they like to order a bunch of things from the appetizer menu and share."

### WHAT ARE THREE INGREDIENTS YOU COULDN'T LIVE WITHOUT, AND WHY?

1. Sambal-Malaysian/Indonesian chili paste. We use it in so many things. So much of our food comes from the tropic regions from around the world and each country has some form or another of this chili paste, whatever it may be called.
2. Butter. Fernand Point got it right: "Butter, butter, give me butter, always butter." Ours comes from Freis von Kiel — 82% butterfat — awesome stuff!
3. Garlic. We get ours from Pinehold Gardens, they are the mavens of garlic in southeast Wisconsin!

### WHAT IS YOUR FAVORITE GUILTY PLEASURE FOOD WHEN YOU'RE AWAY FROM WORK?

Eggs, any style: over-easy, poached with a great hollandaise sauce, a three egg omelet, whatever: EGGS!

### WHAT IS YOUR LEAST FAVORITE FOOD?

Rutabagas. Customers always ask me what to do with them when they get them in their CSA box. I tell them to compost 'em! Seriously, I'll eat anything, but not rutabagas.

### IS IT A CHALLENGE TO USE LOCAL?

It can be, if you have an early snow, or drought. But diners are becoming more aware. When we began, we carried asparagus on the menu year round and now people understand that

the local season is just two months long at the most. They get it. And it affords us an excuse to make a change. That usually dictates our menu.

### DO YOU HAVE A SPECIALTY?

It's not on the menu anymore, but we still do it on occasion, the ossobuco, veal shanks. Our supplier now has what they call nature-raised veal, which means it's organic, grass-fed, humanely-raised veal. We get it from time to time and have an ossobuco night.

### ON THE POPULARITY OF LA MERENDA:

It's crazy. I never wrote that into my business plan and it's really quite humbling to be included on the "best of" lists.

### HOW WOULD YOU LIKE FOLKS TO DESCRIBE LA MERENDA?

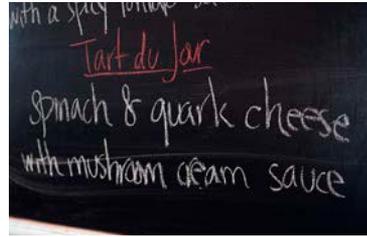
A fun place, warm atmosphere with an emphasis on local ingredients and a concern for their community.

### WHERE DID YOU COME UP WITH THE NAME?

The name La Merenda, if you go to Italy now, the word means snack. But over a hundred years ago, it meant to get your friends and family together to share food and wine. We want to honor that and to encourage people to eat family style, so we have a couple of big tables here.

# SPINACH and QUARK TART.

by CHEF PETER SANDRONI, LA MERENDA



THIS TART IS A CUSTOMER FAVORITE ON LA MERENDA'S MENU AND HIGHLIGHTS OWNER PETER SANDRONI'S LOCAL LEANINGS. THE QUARK, A SOFT CURD CHEESE, TRAVELS JUST BLOCKS FROM THE CLOCK SHADOW CREAMERY, DOWN THE STREET.

- 1 cup sautéed spinach, chopped
- 3 cups quark cream
- Salt and pepper to taste
- 1 Pâte Sucrée Tart Pie Shell

1. Pre-heat oven to 350°.
2. In a non-reactive bowl, mix chopped, sautéed spinach and quark cream. Adjust seasonings.
3. Place spinach-quark cream in tart pie shell and put in oven on lower rack.
4. Bake in oven for 20 to 30 minutes or until just starting to brown around the edges.
5. Let cool and serve warm or cold as is or with a small side salad or maybe a mushroom cream sauce.

## SAUTÉED SPINACH:

- 4 ounces spinach, sautéed, dried and chopped fine
- 1 tablespoon fresh, grated garlic
- 1 tablespoon extra virgin olive oil

1. Sauté garlic in olive oil over medium heat until fragrant (about 1 minute) add spinach and cook until just starting to wilt.
2. Drain spinach in colander and let cool.

## QUARK CREAM

- 3 pounds Clock Shadow Creamery Quark
- 9 eggs
- 10 ounces heavy whipping cream

1. Place quark in a bowl of a standing mixer fitted with a paddle attachment. Beat on low for about 20-30 seconds.
2. Add eggs one at a time, be sure to scrape down bowl after each egg.
3. Add heavy whipping cream and whip until well incorporated, about 30 seconds.
4. Place in refrigerator with a tight fitting lid. Will last up to 4 days.

## PÂTE SUCRÉE

- ½ pound butter, softened but still cool
- ½ cup sugar
- ½ teaspoon salt
- 2 egg yolks, large, at room temperature
- 3 cups pastry flour, sifted
- 2 tablespoons heavy cream

1. Place the butter in the bowl of a standing mixer fitted with a paddle attachment. Beat on a low speed for 2 to 3 minutes, or until lightly creamed. Stop the mixer to scrape down the sides of the bowl.
2. Add the sugar and mix for 30 seconds.
3. Add the salt and mix for 30 seconds.
4. Add egg yolks, one at a time. Scrape down bowl after each yolk.
5. Add the flour and mix until dough just about comes together, about 30 seconds.
6. Add the cream and mix on low for about 20 seconds, or until dough is smooth.
7. Remove the dough from the bowl and wrap in plastic film.
8. Let dough rest for at least 4 hours, will hold for about 2 days in the refrigerator.
9. When you remove dough from the refrigerator, break apart the dough into about 8 pieces and start to work gently with your hands in a bowl.
10. Put the dough back together into two equal balls.
11. Roll out dough on a lightly floured work surface.
12. Lightly butter a 9- or 10-inch tart pan with removable bottom.
13. Gently roll out each dough ball to the diameter of one inch bigger than the tart pans you will be using.
14. Carefully place dough into pans (one good way is to gently roll dough up with the rolling pin and then carefully unroll on top of the pan) and carefully cut off all excess dough.
15. Prick the dough with a fork all over and bake in a 350° pre-heated oven for about 20 minutes or until dough starts to just turn golden.
16. Let shell cool before filling with your favorite sweet or savory filling.

# OUTPOST'S

(secret recipe)

## CARROT AND CARAMELIZED ONION SOUP

SERVES 10

**W**E LIKE TO THINK OF CARROTS AS RAYS OF SUNSHINE THAT HAVE BEEN HIDING IN THE EARTH SO WE CAN ENJOY THEM IN THE DEEP HEART OF A COLD, COLD WINTER. THIS CREAM SOUP, WITH ITS SWEET-SAVORY FLAVOR AND HINT OF THYME, IS MADE HEARTIER BY THE UNEXPECTED ADDITION OF RICE. IF YOU WANT A DEEPER FLAVOR, CARAMELIZE THE ONIONS FOR A BIT LONGER. AND IF YOU DON'T FEEL LIKE COOKING, REMEMBER IT'S PART OF OUR REGULAR SOUP MENU, SO WATCH FOR IT IN OUR STORES!

- 4 tablespoons butter
- 1 large onion, thinly sliced
- 12 medium carrots, peeled and cut into ½-inch pieces
- ⅔ cup basmati rice, uncooked
- 1 tablespoon low-sodium vegetable broth powder (find it in Outpost bulk spices)
- 1 bay leaf
- 1 tablespoon sea salt
- 1 teaspoon white pepper
- 1 tablespoon dried thyme
- 5⅓ cups water
- 1 cup heavy cream
- 4 tablespoons frozen orange juice concentrate



1. Melt butter in a large sauté pan over medium heat. Add the onion slices and stir to coat the onions with the butter. Spread the onions out evenly over the pan and let cook. Reduce heat, stir occasionally and cook for about 8 to 10 minutes, until onions are soft and golden in color.
2. Add carrots, rice, broth powder, bay leaf, salt, pepper, thyme and water. Cook until rice and vegetables are very tender. Remove from heat and cool slightly.
3. Purée soup with a hand-held immersion blender or food processor — using small amounts at a time to avoid splashing hot soup.
4. After soup has been puréed, add heavy cream and orange juice concentrate. Mix well to combine. Reheat and serve.





# Slow CHURNED.

NORDIC CREAMERY'S  
BODACIOUS BUTTER.

story & photos by PAUL SLOTH

**T**HE BARREL CHURN IN AL BEKKUM'S NORDIC CREAMERY IS SPINNING AND FILLED WITH ENOUGH GOAT'S MILK TO MAKE ABOUT 150 POUNDS OF BUTTER. AL STOPS THE CHURN EVERY NOW AND THEN TO CHECK THE CREAM. THERE ARE A FEW THINGS THAT ARE CRUCIAL TO MAKING BUTTER. ONE OF THE MOST IMPORTANT IS THE TEMPERATURE, BOTH OF THE CREAM AND OF THE AIR IN THE CREAMERY.

After a while, Al adds some salt and reduces the churn's speed. The fat is expanding. As the butter separates from the buttermilk, it starts pulling away from the churn's little window — the one Al peers into to check the process. When this occurs, Al knows it's time to drain off the buttermilk.

This is a pretty old school way of making butter, but Al believes it's one of the main reasons for his butter's taste and its popularity. Al's method — using a barrel churn and packaging by hand — seems to make all the difference in the world.

"It's going to give that butter a little bit different texture than your continuous churn will," Al said.

When you stop to think about it, butter is pretty fantastic. At its freshest, you want to spread it on everything — bread, crackers, heck you could dip your veggies in it if you felt like

it. Sure, like everything, you have to watch it, best not to overdo. We'll trust you to monitor your consumption.

We really like butter and Wisconsin folks make some of the best butter in the world. Nordic Creamery is one of our favorites. Al's creamery is built on his wife's family farm in Westby, a village in western Wisconsin with a strong Norwegian heritage.

"This place here was built specifically to do butter production... the only specialty butter plant that we know of in the Midwest," Al said.

It's not just this heritage that sets Al apart. Nordic Creamery is one of the few creameries in the country that makes goat's milk butter, alongside the creamery's rich cow's milk butters.

Another thing that sets Al apart is the fact that he doesn't add water back into the butter he makes in order to keep the moisture level up. That leaves a higher fat content and makes for a richer, better tasting butter, Al said.

"Our butter is going to run about 84 to 85 percent fat, where just about everybody else's butter out there is going to be around 81 or 82 percent," Al said. "It's a big difference in the taste of that butter."

It's kind of a miracle that someone, way back when, had the idea to rattle a container of cream around long enough to come up with this amazing stuff. It has certainly led to a



rich heritage here in Wisconsin. Sure, numerous communities throughout the Midwest had creameries to make the velvety delicacy, but only one is known as the dairy state.

In fact, if you're looking for a state that's strict about butter making, Wisconsin's the one. Maybe you remember the "Oleo Wars" chapter in your history book or maybe you've noticed that you have to ask for something other than butter at a restaurant in the state (that's because restaurants, prisons and schools are required by law to serve butter). When it comes to butter, Wisconsin doesn't mess around. In order to be labeled butter in Wisconsin, the butterfat content can't be below 80 percent.

By not adding water to control the fat content, Al has to rely a little on fate.

"We're losing money according to industry standards by doing that, but I think we're gaining sales because its a better tasting butter," Al said. "If you're going to eat something, it might as well taste as good as it can taste."



**NORDIC CREAMERY**  
S2244 LANGAARD LANE  
WESTBY, WI 54667  
608.606.2585



# a Retro Polynesian Party KON-TIKI!

by LISA MALMAROWSKI • photos by PAUL SLOTH

**T**HE SNOW MAY BE PILING UP, BUT BABY, IT'S WARM INSIDE. JOIN US FOR A TROPICAL GIRLS NIGHT IN — COMPLETE WITH MUSIC FROM THE ISLANDS AND APPETIZERS THAT WOULD SHINE ON ANY PUPU PLATTER.





## OLD SCHOOL HAWAIIAN MEATBALLS

**SERVES 8-10**

*Some things never go out of fashion — like these sweet and sour party meatballs. We cheated, using a pre-made meatball (we love Nate’s Meatless Meatballs), but feel free to make your favorite recipe. If you like a little spice, add a ½ teaspoon of red pepper flakes. You can make the sauce ahead and assemble the dish before baking.*

- 2 packages Nate’s Meatless Meatballs or your favorite meatball recipe, cooked and browned (you’ll need at least 36 balls)
- 1 13½-ounce can pineapple chunks
- 2 tablespoons cornstarch
- ½ cup white vinegar
- 2 tablespoons lemon juice
- 1 tablespoon low-sodium soy or shoyu sauce
- 1 cup brown sugar
- 1 green pepper, chopped into bite-sized chunks
- 1 4-ounce jar pimentos, drained

1. Place pre-cooked meatballs in a covered ovenproof pan or Dutch oven.
2. Drain pineapple and set aside, reserving juice.
3. Add water to the juice to make 1 cup liquid.
4. In a pot over medium heat, add juice blend and mix in cornstarch. Then add vinegar, lemon juice, brown sugar and soy sauce, cook until sauce ‘gels,’ about 10 to 15 minutes.
5. Add the pineapple, green pepper and pimento. Combine well.
6. Pour sauce over the meatballs, mix well and bake in covered pan at 350° for 30 minutes or until hot and the green peppers have softened.
7. Serve warm on fancy toothpicks.

# our MENU

- OLD SCHOOL HAWAIIAN MEATBALLS
- KIMCHI & SOBA SPRING ROLLS
- MANGO SAVOY CABBAGE SLAW
- MR. SU’S LETTUCE WRAPS
- HOISIN CHICKEN WINGS
- FROM OUTPOST CATERING
- JAPANESE CRACKER SNACK MIXES
- COCONUT CUPCAKES & TROPICAL FRUIT SKEWERS
- MAIKA’I PUNCH & COLD BEER

## KIMCHI ROLLS

**SERVES 8**

*These are not your typical tiki party fare, but the Asian flavors cozy up well to nostalgic noshes. They also make a great lunch on the run. Kimchi is usually pretty spicy, but if you want the rolls even hotter, add ½ teaspoon red pepper flakes. You can also substitute rice noodles and make it gluten-free. These are best if made a few hours ahead and chilled so the flavors combine.*

- 1 cup kimchi, very finely chopped
- 1 tablespoon sesame oil
- ½ teaspoon soy or shoyu sauce
- Salt and freshly ground pepper to taste
- 8-9 rice papers
- 1-2 green onions, cut into 3-inch long pieces and thinly slivered
- 4 ounces uncooked soba noodles
- ¼ cup chopped cilantro leaves
- 1-2 tablespoons sesame seeds, toasted
- Prepared chili sauce for dipping

1. Cook noodles according to package instructions and rinse with cold water. Drain well and cut the noodles using kitchen scissors.
2. While noodles are cooking, put chopped kimchi in a medium bowl and add sesame oil, soy sauces, red pepper flakes (if using) and salt and pepper to taste. Mix well and set aside.
3. Combine noodles and kimchi mixture well.
4. Soak a rice paper in warm water for about 5 seconds and place on flat surface. Add a small portion of the kimchi noodle mixture, a couple of green onion slivers, a sprinkling of chopped cilantro and sprinkling of toasted sesame seeds.
5. Roll the filling in the rice paper tightly and set aside in a non-stick pan. Repeat with the remaining portions of the kimchi noodle mixture and rice papers. Cover and chill.
6. Before serving, cut each roll into 3 pieces. Arrange on a serving platter and serve chilled or at room temperature with dipping sauce.



## MANGO SAVOY CABBAGE SLAW

**SERVES 8**

*Colorful, sweet and a little sour, this slaw is best made shortly before you plan on serving it if you use Napa or Savoy cabbage. You can prep the vegetables and dressing ahead of time and assemble just before serving. Don't worry if you can't find every color of pepper, just use what you like or have on hand.*

- 1 large under ripe mango, peeled and chopped
- 2 ripe mangos, peeled and chopped
- 1 head of cabbage, green, Napa or Savoy, chopped
- 1 red pepper, chopped
- 1 yellow pepper, chopped
- 1 orange pepper, chopped
- ½ red onion, very thinly sliced

### For the Dressing

- ½ cup fresh lime juice
- ½ cup rice wine vinegar
- 2 tablespoons honey
- ¾ cup neutral oil like canola or light olive oil
- ½ teaspoon red pepper flakes
- 1 teaspoon salt
- Freshly ground pepper to taste

1. Combine all the vegetables in a large bowl.
2. In a large jar with a tight fitting lid, combine the dressing ingredients and shake well. Pour over the vegetables and toss until combined. Chill.

## MR. SU'S LETTUCE WRAPS

**SERVES 8**

*This is an excellent vegetarian twist on the lettuce wraps you'll find in a certain well-known Chinese restaurant. We make the filling a day ahead so the tofu will absorb more of the flavors. If you prefer a little less spice, dial back the chili sauce.*

### Filling

- 2 teaspoons vegetable oil
- 1 medium onion, chopped
- 1 tablespoon fresh ginger, minced
- Zest of one lemon
- 2 cloves garlic, minced
- 1 pound firm tofu, pressed, drained and crumbled
- 1 8-ounce can water chestnuts, drained and chopped
- 4 tablespoons low-sodium soy sauce
- 4 tablespoons hoisin sauce
- 1-2 teaspoons Asian chili sauce
- 16 butter lettuce or iceberg lettuce leaves

### Garnishes

- 1 large carrot, peeled and grated
- ½ cup chopped green onions
- ½ cup chopped fresh mint
- ½ cup finely chopped roasted cashews
- Hoisin and chili sauce

1. Heat oil in large skillet over medium heat. Add onion, ginger, lemon zest and garlic, and cook 7 to 10 minutes, or until onions are soft and beginning to brown.
2. Add tofu and water chestnuts, breaking tofu into small crumbles; cook 4 minutes or until heated through.
3. Stir in soy sauce, hoisin sauce and chili sauce. Transfer to serving bowl.
4. Place lettuce leaves on platter, and set out garnishes in small serving bowls. Let guests wrap tofu mixture in lettuce leaves and top with their choice of garnishes.



### A BIG THANK YOU TO OUR MODELS!

*Avie Cumming, Caroline Gasser, Katherine Gehard, Tyra Hammett, Kristen Kakatsch, Laurie Marks, Lori Sieckert and Deb Slota.*



## TROPICAL SNOWBALL CUPCAKES MAKES ABOUT 20 CUPCAKES

Simple white cake becomes transformed with the addition of coconut milk. We love these topped with unsweetened coconut flakes for an elegant presentation and a fun play on snowballs, but if you like a toastier flavor, go ahead and toast the coconut!

### Cupcakes

- 1 cup unsalted butter, softened
- 2 cups sugar
- 4 large eggs
- 2¾ cups pastry flour
- ¼ cup cornstarch
- 3 teaspoons baking powder
- ½ teaspoon salt
- 1 cup coconut milk
- 1 teaspoon coconut extract
- ½ teaspoon pure vanilla extract

### Frosting

- 1 8-ounce package Neufchatel cheese, softened
- ½ cup butter, softened
- 2 cups powdered sugar
- 1 tablespoon coconut extract
- Unsweetened coconut flakes for garnish

1. Preheat oven to 350°. Line standard-sized muffin tins with cupcake liners.
2. In a large bowl or standing mixer, cream together butter and sugar until light and fluffy, about 2 to 3 minutes. Add eggs, one at a time, until batter is well combined.
3. Sift together the already sifted cake flour, baking powder and salt. Add flour mixture to creamed butter, alternating with the coconut milk, until all the ingredients are thoroughly incorporated. Stir in coconut and vanilla extract.
4. Pour batter into cupcake liners no more than two-thirds of the way full. Bake for 25 to 28 minutes, until light golden brown and a toothpick comes out clean. Remove cupcakes to a wire rack and allow to cool completely before frosting.

### Frosting

1. Cream together the cream cheese, butter and coconut extract until smooth. Slowly add powdered sugar and mix well.
2. Frost cupcakes evenly and generously top each frosted cupcake with coconut flakes.

*Note: Frosted cupcakes should be stored covered, in the refrigerator.*

## MAIKA'I PUNCH MAKES ABOUT 16 DRINKS

In Hawaiian, maika'i means excellent goodness, and we think any punch that can hold its own, sans alcohol or spiked with your favorite rum, is excellent goodness, indeed. Like any punch, it is infinitely customizable, so feel free to get creative! If you're spiking this, you can swap out some of the ginger ale for rum. If you like it snappier, add grated, fresh ginger.

- 4 cups of orange juice
- 4 cups of guava or mango juice
- 4 cups of pineapple juice
- ½ cup grenadine or pomegranate juice
- 32 ounces ginger ale

In a large container, mix all ingredients except ginger ale and chill well. Just before serving add ginger ale, rum and fresh ginger (if using) and mix well. Serve over ice and garnish with fresh fruit slices like lemon or orange or skewers of pineapple.

## QUINCE & APPLE GRENADINE

Seems like every tropical drink worth its rum lists grenadine, that mysterious syrup laden with high fructose corn syrup and red food coloring, as an essential ingredient. That's why we were elated to discovered a local, all-natural alternative.

This full-bodied, handcrafted grenadine is made from Wisconsin tart cherries and will live happily in your fridge, opened, for 6 to 8 weeks or longer... if it lasts that long! So mix up a Mai Tai, fire up the Wurlitzer and get your hula on!





# HOT COCOA.

**T**HE MAYANS MAY HAVE BEEN WRONG ON THE WHOLE APOCALYPSE THING, BUT THEY GOT AT LEAST ONE THING RIGHT: CHOCOLATE MAKES A DARNED GOOD BEVERAGE. IT WAS THE MAYANS, WHO FIRST GROUND UP COCOA SEEDS TO MAKE A COLD, BITTER DRINK. IT WASN'T UNTIL CHOCOLATE MADE IT TO EUROPE THAT ANYONE THOUGHT TO ADD SUGAR AND HEAT IT UP. WE'LL HAPPILY GIVE CREDIT TO ANYONE WHO HELPED BRING ABOUT TODAY'S RICH, CREAMY HOT CHOCOLATE. IT'S PERFECT APRÈS SKI, APRÈS SNOW SHOEING OR APRÈS SHOVELING. WE INVITED FRIENDS FROM MEQUON'S RETAILWORKS TO JOIN US BY THE GREAT FIRE AT THE SCHLITZ AUDUBON CENTER TO SAMPLE SIX DIFFERENT HOT COCOAS.

photos by PAUL SLOTH

A SPECIAL THANK YOU TO OUR TASTING PANEL

*The designers and artists of Retailworks — Lyn Falk, Holley Bakich, Emily Reyes, Wendy Roelke, and Kim White.*

**Quick Tip:**

Technically, hot cocoa is made from a powder, while hot chocolate is created using chocolate shavings. Hot chocolate generally will be richer. ||

**EQUAL EXCHANGE  
HOT COCOA**

*"Creamy and traditional"*

*"Reminds me of my childhood on a cold day after sledding."*

**EQUAL EXCHANGE  
SPICY HOT COCOA**

*"Definitely for the adult palate."*

*"Spicy but in a very warming way, not a burning heat on your tongue."*



SCHLITZ AUDUBON  
NATURE CENTER  
1111 E. BROWN DEER ROAD  
FOX POINT, WI 53217  
WWW.SANC.ORG



# *(taste notes)*

## **OMANHENE** HOT COCOA MIX

"You can tell quality chocolate is used."

"Deliciously frothy"

"Just the right amount of sweetness."

## **AHLASKA** NON-DAIRY CHOCOLATE MIX

"All the cocoa flavor — you don't miss the milk at all!"

"We made ours with almond milk — super rich and creamy"

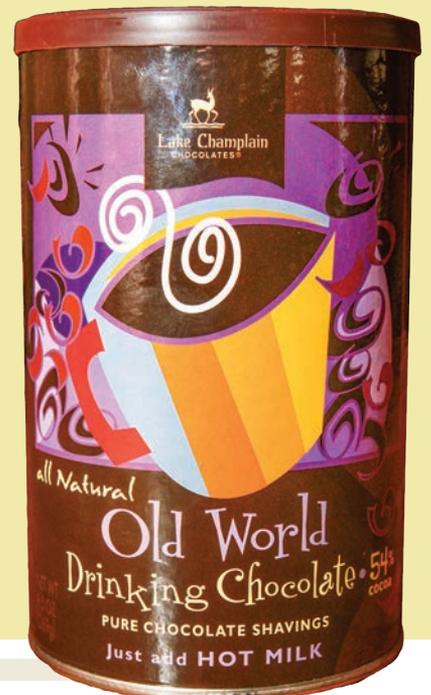
## **LAKE CHAMPLAIN** OLD WORLD DRINKING CHOCOLATE

"Beautiful dark chocolate shavings — not your typical powdered cocoa mix."

"Rich, deep chocolate flavor"

"Velvety texture"

"Shavings make a lovely garnish for the top of your whipped cream."



# TABLE TALK.

BUILDING ON SUCCESS: HOW LOCAL BUSINESSES  
FIGHT TO KEEP MILWAUKEE UNIQUE.

by MALCOLM MCDOWELL WOODS photos by PAUL SLOTH



Above (from left): Nancy Quinn,  
Bronze Quinton, Pam Mehnert  
(back to camera), Marsha  
Mather and Jim Sajdak.





**T**HE HOLIDAY SHOPPING SEASON WAS WELL UNDERWAY — BLACK FRIDAY AND CYBER MONDAY WERE BUT DISTANT MEMORIES — WHEN WE GATHERED SEVERAL MILWAUKEE AREA BUSINESS PEOPLE TOGETHER TO TALK LOCAL. EACH RUNS A BUSINESS WHICH BELONGS TO LOCAL FIRST MILWAUKEE, AN ALLIANCE OF LOCALLY-OWNED BUSINESSES AND NON-PROFIT ORGANIZATIONS DEDICATED TO PRESERVING MILWAUKEE’S UNIQUE CHARACTER.

We wanted to ask how they managed to remain successful in the face of so many challenges — such as competition from franchises and national chains, as well as online retailers — and to better understand the value of doing business locally. We were joined at our downtown offices by Jim Sajdak, president of Stan’s Fit for Your Feet; Marsha Mather, president of Laacke & Joys; Bronze Quinton, owner of Bronze Optical; and Nancy Quinn, managing director of Local First Milwaukee. Our moderator was Pam Mehnert, Outpost’s general manager and the president of Local First Milwaukee.



The Buy Local Gift Fair, presented by Local First Milwaukee

**Pam Mehnert** We’ve heard the term local being used a lot. It’s a catchword that I think is a bit overused and perhaps a bit misunderstood and I wonder what the term local means to each of you.

**Nancy Quinn** Of course, Local First Milwaukee has a very specific definition. If a business is a member, it means we have vetted them. Consumers can know that the word is not being used by member businesses incorrectly — that at least 51% of company ownership is here, that leadership here makes all its own business and marketing decisions and that it is not a franchise. There truly is a difference between a local business and a franchise, because the money goes elsewhere and the decisions are made elsewhere and they respond differently to what happens in the community — they don’t truly know Milwaukee.

When consumers comes to our website and say “I want to make sure my money stays here,” they can look and see which businesses are truly local. We know local businesses support local non-profits more, the whole ripple effect is much stronger when money is spent at local businesses.

**Bronze Quinton** When I think about local, I think about the various communities from which much of my business comes. For instance, Will and I are members of the First Unitarian Society, which is a church organization with about 800 members, and the LGBT community where we, of course, underwrite the film festival for that community, and even the Outpost community. Back when Outpost had a vehicle we could advertise in (the Exchange magazine), we did that and a lot of people would come in saying they had seen the ad there. So, when I think of local, I think not only that the dollars are staying local, but I also think of the various local communities that sometimes overlap. Then, when I am on the receiving end of a local service, for example, your business, Jim, and I am asked what I need and how I need the product to serve me, and that person is answerable to someone here locally, I realize I really matter as a person.



**Marsha Mather** I have always been proactive about buying locally all my life. If you’re going to be doing business locally, if I want people to shop local, then I need to extend myself into that same type of shopping experience. I have a lot of friends who own local businesses and we’re really good at supporting each other.

If you have a local establishment, you have a lot more at stake than a big box store. You never get the same level of service at a big box store, and hopefully they never get it together. Another thing is that we are small enough that we can change on a dime if things aren’t going as we had planned on a seasonal basis. They are planning for the whole country, and they are buying for the whole country. You know, we buy differently, for each of our three different stores.

**Pam** I think that’s one of the real beauties of a small business, especially with multiple locations, is that you can really listen to your customers in that market at each location. You can be nimble.

**Jim Sajdak** What a bland world it would be if there were not local business to spice it up. We’re not cookie cutter. And it’s true, we can react to the micro locality, not just the Midwest or the Milwaukee area, but really to the neighborhood, to speak to the needs of the people. We’ve been in business for 62 years and we’ve seen a lot of businesses come and go. Milwaukee’s become a cool place, retailwise, a lot of people want to come in here now. And us local retailers who have been here a long time are saying, OK, we’ll take the challenge on, we’ve been waiting for Nordstroms to come in here for 62 years. We are ready.

I think local businesses really serve a wonderful purpose in the community, from the service that we give, from the unique product that we provide...

**Nancy** I want to comment on the product, because of an experience I had this weekend. There’s a misconception among consumers about the level of

(continued)



quality of shoes you carry at your store. The quality of shoes from various brands is top quality at your store and when people go to shop at a chain store, for example, they see a brand name, they don't realize they're not getting the same level quality of shoes. Consumers don't understand that while they may be getting a lower price point of the brand at a chain store, they are not getting the same level of quality. That's really an important distinction to make — you may be buying it at a little lower price point, but you're not getting the same level of quality. So, the chance you'll end up buying another pair of shoes sooner increases.

I think that's important. People see the same brand name and assume the quality is the same and it's not.

**Marsha** And that's something we have fought for years and years, is that Columbia, and I love Columbia, but the product that goes into big box or department stores is not the same product that comes into our stores. There's a different caliber they produce for places outside of specialty retailing.

**Pam** How do you communicate that to consumers?

**Marsha** That's when you need good salespeople. People come in and see we have a jacket for \$179 and say "I can buy one just like it for \$99 at the department store." Obviously it's up to the salespeople to communicate why it's different —it may look the same, but there are different features, different materials and technical details.

**Jim** Well, Kohls, for example, will say to a shoe company, make me a shoe for \$49 and take out what you need to take out, but keep the name, while we will buy their best line because we believe in product that has value to it. And that's a bit of a challenge. We have definitely chosen a more difficult way of doing business, a more hands-on way of doing business, But it's definitely a more gratifying way.

You know, we don't call it customer service, we call it customer care. Because customer service today has a lot of definitions and a lot of different definitions by generation. What I thought customer service was as a kid was three, four guys coming to my car, one to wash my windows, one to check my oil, one to pump my gas and one to hand me my Packers' glasses. Today, my kids get all amped up because before they got out of the Apple store, their receipt was on their phone. To them, that's customer service. So, part of

our job is to define what customer service is. People just haven't experienced it.

**Marsha** Thing is, when you walk in and get good customer service, if you never knew what it was before, you sure know it now.

**Jim** Well, there are just so many channels for people to get product today. It used to be a lot of other brick and mortar stores, and now those have been replaced by the internet. (Gestures at Bronze) Who would ever think you could get glasses online?

**Nancy** Yeah, you think you have a business that can't be replaced.

**Bronze** Over the life of my business, I've hired three people who were opticians elsewhere and in interviewing them, I have a long discussion about what customer service means. In other places, it may mean getting as many people through the doors, taken care of and out as possible. It's a big change to say, no, slow everything down. The idea you'd carve out a full hour working with that one customer was foreign to them.

And this probably happens to you all as well, as I live in the community where I do business. I can't walk from my business home without crossing paths with two or three of my clients. There's the downside of, oh, I have to be on all the time, but there's a great big upside that all these people compliment me by bringing their business to me, they know and want to talk to me.

**Nancy** You did say it was pretty fun to come into Outpost's offices today and see all these people with your glasses on, so I guess it's pretty fun to see that on the street, too.

**Pam** Is there a differentiation for your employees, as a local business, do you think?

**Jim** I would think as an employee it is nice to know ownership is visible. I just came from our monthly all-staff meeting. For them to see me there and my four children that are in the business there and participating. There are not layers they have to go through to meet us, we're there, we're working alongside them.

**Bronze** Something similar to that happens in my business, occasionally people will say, "gosh, I feel like I've been at a spa, or I've just spent time with my therapist," and then they'll want to hug me. It's such a compliment to have people not just send their friends, but to actually bring them.



From left: Laake & Joys, Stan's Fit For Your Feet, Bronx Optical



**Pam** I'd like to switch gears a bit and have Nancy talk about the Civic Economics study that was done here in Milwaukee, with independent retailers. The results showed that 44 percent of independent businesses actually recirculate that money back into the local economy, compared to only 13.6 percent in a chain store.

**Nancy** What it ultimately showed was if consumers just shifted 10 percent of what they were currently purchasing from chains to local businesses, it would create \$311 million more economic activity in the metropolitan area. That's just shifting 10 percent, not anything else. And what does that mean? Well, one of the things local businesses do is they buy a lot more of their materials locally. If they want a website, they'll hire a local web developer. Well, that means that there are jobs being created right there. But also, this 10 percent shift might mean more jobs created at the local businesses.

For example, when Lakefront Brewery expanded and bought their new big beer kettle, Russ (Klich) bought it here in Wisconsin. And when I buy Lakefront, I buy it at Outpost, so that's a double double. It just means making a conscious effort to purchase locally.

**Jim** It's important for us to get our message across to our customers, to thank them for shopping from us and to encourage them to shop from other local stores. There is so much education we have to do to get that across to our customers. I think our group (Local First) can help do that.

**Bronze** My approach to keeping things as local as possible is a bit different. When we dispense glasses, we give out some truffles and we just switched to using Indulgence chocolates ourselves. And of course, we refer to several local doctors, too.

**Marsha** I was born and raised here and I've always been proud of this city. We have so much to offer as a community, so the more we can support our community, that's important to us as business people, too. I'm invigorated by this city.

**Nancy** And it does feel like things are happening. We've been sort of this hidden gem and we're starting to come out of our shell.

**Pam** I'm wondering if there's a myth or a misperception about your businesses that you'd want to clear up.

**Jim** That we're a chain. That we're the most expensive. I think we're very competitive in some areas; in others, we have exclusive products you're not going to find anywhere else.

And, in our case, we've been around a long time, taking care of generation after generation, selling comfortable footwear, and we want folks to know comfort footwear can be cool looking, too. Let's clear that up now. You can have something that looks good and feels great, too.

**Marsha** Well, we've been around a very long time. Laacke & Joys is actually older than the state of Wisconsin, but the misconception is that we're high priced and we're not at all; we're fairly priced. I've seen a lot of retailers convert over to private label and anytime you do private label you're taking that business off shore and having it privately made and then putting your own name on it. It's deceptive to the customer because they have no idea what it costs you to make. I feel good about the decision not to do that. Has it affected our margins? Absolutely. What we carry is all name brand merchandise.

**Nancy** The quality of item you sell, that's what I'm hearing. You as local business owners, you're standing behind what you sell. That's a huge deal.

**Jim** And we're so driven to be successful, not because we have to please Wall Street, but because we want our businesses to continue. In my case, my kids are the fourth generation in this business. We want to make a living right here.

When you live in this community, when you do business here, you run into your customers everywhere. It makes you sit up a bit straighter, it makes you conduct your business in a manner you're proud of.

**Pam** What's remarkable about you all is the passion you have for your business, for quality, for your customers or clients and for making this place we all live a better place. That's wonderful.

**Jim** Well, when you have unique local businesses, it really enriches a community. It makes it unique.



LOCALFIRSTMILWAUKEE.COM

LAACKE & JOYS - LJOUTDOORS.COM

BRONZEOPTICAL.COM

STANSFOOTWEAR.COM

# IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

... EACH INDIVIDUAL WILL HAVE ADEQUATE FOOD, A HOME, HEALTH CARE, A SUPPORT SYSTEM, LITERACY AND AN EMPOWERED VOICE.



*photos courtesy of Repairers of the Breach*

**I**T'S WINTER AND BABY IT'S COLD OUTSIDE. IF YOU HAVE NOWHERE TO CALL HOME, THE SITUATION IS EVEN MORE BITTER COLD. LIFE THREATENING, EVEN. SOME 1,600 PEOPLE IN MILWAUKEE COUNTY FIND THEMSELVES WITHOUT DAILY SHELTER, ACCORDING TO THE SOCIAL DEVELOPMENT COMMISSION.

Not all homeless adults are who you think they are. Many are employed or are in transition from another city and find themselves without shelter only for a short period of time. Some are our veterans or our elders. Some support children, have college degrees and perhaps even have a car. Many have deeper, chronic issues surrounding their circumstance. Regardless, of their status, all are members of our village.

Like many sturdy organizations with deep roots and far reaching branches, Repairers of the Breach (ROB) had a humble though profound beginning. In 1989, a handful of activists with a burgeoning community chest of \$50 started a newspaper, Repairers of the Breach, written by, about and for homeless people. The focus then, and now: to be the "voice of the homeless." The seed was planted. Not too long after, the group received its non-profit status and began operating as an emergency facility for homeless adults.

It's constituents are not passive 'clients' or 'guests' — rather they are active 'members' of a sustainable community of homeless men and women in transition to society's mainstream.

Today, ROB operates as a daytime-only sanctuary for homeless adults offering more than 40 different life saving and supportive services. It receives no government program subsidies. The 140 or so adults who daily walk through the doors in need of these services are not referred to as clients. They are members of the community.

Unique to so many non-profits serving the homeless, ROB is an autonomous community. Similar to cooperative governance, homeless members govern the center and help each other. They create the "House Rules" and enforce them together. It is a place of hope and dignity, offering a path toward healing and wholeness. The mission, to bring forth homeless people to act collectively to change the present conditions under which they live, through advocacy/education and direct action, is born of the collective family of homeless voices.

REPAIRERS OF THE BREACH  
1335 W. VLIET STREET  
MILWAUKEE, WI 53205  
414-934-9305  
WWW.REPAIRERS.ORG

## CHECKOUT



WHERE . **GROWING POWER**

WHO . **STUDENTS FROM MACDOWELL  
MONTESSORI SCHOOL**

WHAT . **A FIELD TRIP SPONSORED BY OUTPOST  
NATURAL FOODS LAST WINTER**

HOW DOES  
YOUR GROCERY  
STORE

# CHECK OUT?



**CO-OP**  
(CONSUMER-OWNED)

**CONVENTIONAL**  
(PRIVATELY OR INVESTOR-OWNED)

## LOCAL IMPACT



157

LOCAL FARMERS AND PRODUCT PRODUCERS WORKING WITH EACH STORE

65

20%

LOCALLY SOURCED PRODUCTS SOLD

6%

13%

PERCENTAGE OF INCOME DEVOTED TO CHARITABLE DONATIONS

4%

38%

REVENUE SPENT LOCALLY

24%

## HEALTHY & SUSTAINABLE FOODS



82%

ORGANICS AS A PERCENTAGE OF PRODUCE SALES

12%

48%

ORGANICS AS A PERCENTAGE OF ALL GROCERY SALES

2%

## EMPLOYEES



\$14.31

AVERAGE EMPLOYEE EARNINGS, INCLUDING BONUSES AND PROFIT SHARING

\$13.35

68%

EMPLOYEES ELIGIBLE FOR HEALTH INSURANCE

56%

19%

REVENUE SPENT ON LOCAL WAGES AND BENEFITS

13%

## ENVIRONMENTAL IMPACT



96%

RECYCLING RATES

CARDBOARD

91%

81%

PLASTICS

29%

74%

FOOD WASTE

36%

82

AVERAGE ENERGY STAR SCORE OUT OF 100

50

**BUY LOCAL**

**collabor**  
we're