

# GRAZZIE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS CO-OP

**WE STRIKE BACK  
AGAINST PLASTIC**

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**SWISS FARMERS  
GO GREEK IN  
WISCONSIN**

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**pool  
party  
chic!**

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PLU 3010  
SUMMER 2019

FREE WITH ANY PURCHASE



## FIRST WORD.

REMEMBER WINTER? I KIND OF DO. BUT I THINK IT'S PROBABLY A LOT LIKE CHILDBIRTH (NOT THAT I'M ANY EXPERT). ONCE THE PAIN IS BEHIND YOU, YOU'RE LEFT WITH SOMETHING SPECIAL. YOU FORGET ABOUT THE SHOVELING AND THE WAKING UP TO THE "THIS? AGAIN?" OF ANOTHER TEN INCHES OF WHITE PAIN. YOU BLOCK OUT THE MEMORIES OF THE PLOW PUSHING THREE FEET OF SNOW RIGHT IN FRONT OF YOUR FRESHLY SHOVELED DRIVEWAY OR THE WAY PEOPLE LOVED TO THROW BOILING WATER INTO THE AIR TO WATCH IT FREEZE. ONCE WINTER'S ICY GRIP IS RELEASED YOU'RE REWARDED WITH A HEALTHY, BOUNCING BABY SUMMER.

Summer in Wisconsin is a special treat. It must have been what kept our ancestors around instead of throwing in the mukluks and heading south. Around these parts, every weekend creates a difficult choice about how to make the most out of it. A trip to the beach? Camping up north? Kayaking the river? Sipping a cold beverage in the back yard? A street festival? Biking a trail? Seeing a band at Summerfest?

All of these are great ideas but for me, my "go-to" summer treat must be the State Fair. Having the opportunity to work at Outpost makes me appreciate our farmers and vendors even more than before I started working here. I love walking through the livestock areas and thinking, "Yep, I've met that farmer!" or seeing the Wisconsin made products and being proud that we sell their jams or their cheeses on our store's shelves. In fact, check out the story in this issue on Odyssey Brands Greek yogurt and feta to meet a Wisconsin family that knows a thing or two about winning blue ribbons.

All these things make me proud to be an owner and an employee of Outpost and the State Fair is a concrete reminder of why Wisconsin is the place to be in winter, spring, summer and fall. And of course, the State Fair has dogs jumping into water. Always the dogs jumping into water.

Get out there and make the most of it!



MICHAEL SORENSEN  
Multimedia Editor



*Me and sis at the State Fair*



## 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.

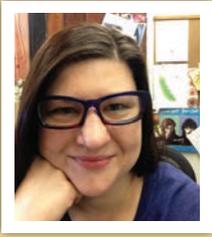
GRAZE IS PUBLISHED  
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## WHO IS GRAZE ?



### *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, or organizing my closet by season, color, and sleeve length. My passions are laughing, traveling, and sampling all of Milwaukee's newest restaurants.*

### *i am* HANNAH EVANS.

*I've been making all things art since the day I picked up my first crayon. Growing up in a log cabin home that my parents built inspired me to communicate visually using different mediums like wood, textiles and nature. While I spend most of my time designing on the computer, I also live for inhaling chai tea lattes, watching Gilmore Girls on repeat and tackling as many DIY projects a weekend can hold.*



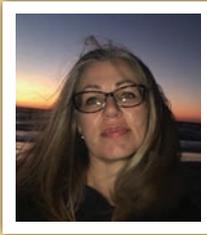
### *i am* LISA MALMAROWSKI.

*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.*



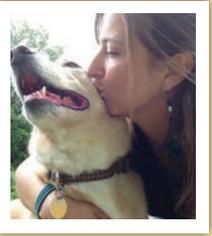
### *i am* MARGARET MITTELSTADT.

*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* DIANA SCHMIDT.

*I'm a recovering food snob, eating anything from watercress to tater tot casserole. My love of tasty vittles started as a child in my parents' garden and remains steadfast with the help of food-loving friends and a bit of butter. Of all the food I love to make, nothing makes me happier than canning pickles and squirreling away jars of jam.*



### *i am* MICHAEL SORENSEN.

*Born and raised Milwaukeean with two decades of Brooklynian (fuggedaboutit) thrown in for kicks. I love our city by the lake and it's called a "bubbler". When I'm not cooking I love to travel and eat what the locals eat and drink what the locals drink. I'll try any food once, as long as the person offering this mystery food up takes a bite with me, so let's do this together.*



### *i am* MARI WOOD.

*Our community is filled with millions of stories. I love to hear the tales that intertwine and connect our gloriously messy and unpredictable lives. If I can capture a little of what makes us laugh, cry, love and hate in my writing, then I'd say I've done my job.*



# - GRAZE.

A QUARTERLY PUBLICATION OF  
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# WE'RE HIRING!

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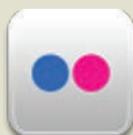
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*Outpost is a founding member of Local First Milwaukee, an alliance that advocates for locally-owned, independent businesses.*



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(you'll)

# SWOON.

THINGS WE LOVE.



## VITA COCO COCONUT WATER A TASTE OF THE TROPICS

Sure, we all know coconut water is delicious, filled with nutrients and electrolytes and great for when you might have overdone it the night before (trust us... it works wonders) but not all coconut waters are created equal. Vita Coco's coconuts come from young coconuts that taste the freshest and are filled with juicy coconut water. Sourced from Indonesia, the Philippines, Sri Lanka and Malaysia the people at Vita Coco work hand in hand with local farmers and are committed to helping coconut growing communities raise themselves out of poverty by building classrooms, awarding scholarships and helping farmers grow healthier and better coconut trees. Bright, clean and delicate Vita Coco coconut water is the perfect thirst quencher for any hot, summer Wisconsin day.

## DANG RICE CHIPS RICE, RICE BABY!

Remember rice cakes? Those dry, flavorless diet staples that look and taste like a flattened baseball? Well, dang if Dang Sticky-Rice Chips didn't take that old notion and hit it out of the park. Made with crunchy Thai rice grains that take a refreshing soak in watermelon juice (yes, please) which binds the little grains together while adding just a hint of sweetness. Coconut milk bumps up the richness and then the delicious disks are crisped up nice and toasty. They taste great right out of the bag as an anytime snack or you can gussy them up with toppings or make them a topping themselves! Healthier than a potato chip and (dare we say) even tastier go try all their dang varieties. Our favorite is the Sriracha with a spicy kick of garlic and chili that delivers just the right amount of heat without the burn.



## A FEW OF OUR FAVORITE ECO-PICKS!

### BEESWAX WRAP

THESE WRAPS ARE ALL THE BUZZ!

Before plastic took over (and destroyed) the world people used to wrap their food in simple, all-natural cloth and beeswax. Well, what's old is new again. This classy little reusable wrap of organic cotton covered in beeswax, organic jojoba oil, and tree resin is a great way to kick the plastic wrap habit. Besides saving you from that crinkled, impossible to un-cling headache, Beeswax Wraps are perfect for securing your sandwich, binding your baguette or covering your casserole. To use them just wrap your food tightly (the heat in your hands will seal it) and you're good to go. They can be washed under cold water and used over and over again. When it's time to go to the big hive in the sky you can simply cut them up and add them to your compost which is good for gardens, which is good for bees, which is good for your lunch. Circle of life!





## ECO LIPS MONGO KISS LIP BALMS OUT OF AFRICA

Mogongo oil. It's just fun to say isn't it? Mogongo oil. Used for centuries by the !Kung bushmen of the Kalahari to cleanse and moisturize their skin in a harsh climate each Mongo Kiss lip balm is made with certified organic ingredients and Fair Trade cocoa butter infused with mongongo oil, a nutrient rich oil from Africa. Unlike some lip balms that feel like you're rubbing candle wax on your pucker-uppers Eco Lips Mongo Kiss feels like a smooth peck from a slippery angel that immediately moisturizes, protects and softens, creating a flexible barrier that prevents and repairs skin damage. Gluten-free, vegan, GMO-free and never tested on animals, this lip balm is going to demand to be kissed.



## SQZ LEMON WINES SUMMER IN A JAR!

Grape wines are so Summer 2018. The summer of 2019 is a fine time for lemon wine. Inspired by his Calabrian grandfather's fruit wine recipes SQZ wine master, Anthony Curcio, wanted to make a light, crisp wine that ditched the grapes in favor of something a little more unique. He found his "eureka" moment with lemons. Naturally fermented and based on three simple ingredients; lemons, pure cane sugar and filtered water, SQZ comes in a variety of enticing flavors like peach, lemongrass, cranberry and original. Made just a hop, skip and jump to our south in Illinois and handcrafted in small batches with eco-friendly packaging, these are perfect for your next picnic, a day at the beach or just sitting on a porch swing while sipping on a fine 9% ABV lemon wine.

## SWEDISH DISHCLOTHS WIPE OUT PAPER TOWELS!

Sweden's known for a lot of things: meatballs, massages, good-looking tall blonde people...But we think their greatest unsung contribution to the world is the dishcloth. Hear us out. The Swedish dishcloth is unlike the dishcloths we're used to. So incredibly absorbent you'll be amazed how you can shine up your stove-top, wash your dishes or wipe up a spill without leaving nary a streak behind. You can even use them as a washcloth for babies—they're that soft! They're super durable and can last up to a year with proper care and can be thrown in the dishwasher or washing machine if you want to spruce them up. They dry quickly so they don't get all smelly and gross like a sponge and since they are made of all-natural fibers you can even compost them should you tire of them. And the best part? The cute Scandinavian patterns will make your kitchen feel like a fancy IKEA showroom.



## SUNRISE SHOWERS SHAMPOO BAR

WE'RE IN A LATHER OVER THIS BOTTLE-LESS SHAMPOO!

Ditch the plastic shampoo bottles for a new local alternative. Sunrise Showers Shampoo Bars (out of Muskego!) are formulated to gently cleanse and nourish your hair without stripping off the natural, healthy oils. They generate loads of fluffy lather and the all-natural, detergent-free ingredients will not irritate or dry your scalp. In fact, it works with your bodies own, natural oils to bring back a healthy shine. Best of all? This shampoo doesn't need a plastic bottle to get the job done- it's all in the bar. Sunrise Showers' soaps are biodegradable, great to take with you when hiking, camping, or traveling and are perfect for the gym when you don't want to cart around a beauty shop's worth of products just to get fresh.



# summer.

*(two ways)*

**T**HE KING OF THE ANTIOXIDANTS, THE BLUEBERRY, TAKES CENTER STAGE IN THIS ISSUE. BEING LOW IN CALORIES AND PACKING A POWERFUL NUTRIENT PUNCH ISN'T ENOUGH FOR THIS LITTLE BERRY—THESE BALLS OF BURSTING BLUE BEAUTY ARE ALSO SOME OF NATURE'S SWEETEST TREATS. WE'VE GOT TWO GREAT RECIPES SHOWCASING BLUEBERRIES THAT ARE SURE TO WOW EVEN THE PICKIEST OF EATERS.

## **BLUEBERRY ARUGULA SALAD with TAMARI VINAIGRETTE**

SERVES 2-4

*Peppery arugula partnered with cool, sweet blueberries and cucumbers, while very simple, come together as a perfect trio. We've adjusted the classic vinaigrette to make room for tamari, bringing a savory balance to this bright, fresh salad. Serve with chevré croutons for an extremely satisfying dinner or first course.*

- 1 4.5 ounce box of baby arugula
- ½ cup blueberries
- ½ cucumber, peeled and chopped

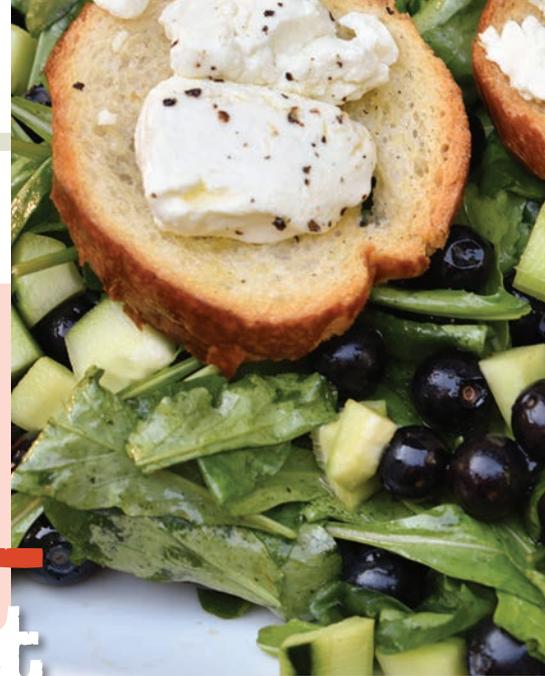
### **For chevré croutons**

- 4 slices of French baguette
- 4 ounces of chèvre
- Olive oil

### **For vinaigrette**

- ¼ cup extra virgin olive oil
- 2 tablespoons cider vinegar
- 2 tablespoons tamari
- 1 tablespoon honey
- 1 teaspoon Dijon mustard
- Fresh cracked pepper to taste

1. Gently toss arugula, blueberries and cucumbers in a large bowl.
2. Preheat oven to 400 degrees. Lightly drizzle olive oil on both sides of the 4 slices of bread. Toast on one side for 3 minutes, flip and add 1 ounce chevré per toast. Toast in oven until chevré is melted and bread is golden brown.
3. Add all of the vinaigrette ingredients to a mason jar and shake well. Add half the batch to the salad mixture and refrigerate the remaining for up to 2 weeks in a sealed mason jar.
4. Gently toss the salad and top with warm croutons to serve.



**1<sup>st</sup>**  
*(way)*





## BLUEBERRY SAUCES *and* TOPPINGS

We insist you keep a batch of blueberry sauce in the fridge at all times. Slather any of these delightful condiments on everything from ice-cream to pancakes to pork sausage (yeah, you heard right). The sauces and coulis make great popsicles. Try them as a shrub for craft cocktails. Either way you choose to serve up one of these sauces, the prep is pretty much the same for all of them. Store any unused sauce in an airtight container in the fridge for up to a week.

1. Combine the blueberries and sugar in a medium heavy-bottomed saucepan and bring to a simmer over medium heat.
2. Do not bring to a full boil. Smash the berries with a fork as they begin to simmer and pop. Continue cooking for another 5 minutes, or until the sugar is completely dissolved.
3. Add remaining ingredients and simmer for another 7-10 minutes, stirring often to prevent the thickening sauce from sticking to the bottom of the sauce pan and burning. Remove from the heat and let the sauce cool for 10 minutes.
4. If using fresh lemon juice or zest add it at this point and stir to incorporate.
5. Serve warm or cold, as desired.

### Basic Blueberry Sauce

2 cups fresh blueberries  
1/3 cup granulated sugar  
1/2 teaspoon fresh squeezed lemon juice (optional)

### Blueberry with Balsamic Sauce

2 cups fresh or frozen blueberries  
1/4 cup sugar  
1 1/2 tablespoons balsamic vinegar  
1/4 teaspoon grated lemon zest  
1 teaspoon freshly squeezed lemon juice

### Bourbon Blueberry Coulis

*A coulis is simply puréed and strained fruits or vegetables, yielding a velvety smooth sauce. To make, allow sauce to completely cool. Once cooled, add to a blender and blend for one minute until completely puréed. Strain mixture through a wire mesh strainer.*

2 cups blueberries  
1 cup bourbon  
1 tablespoon vanilla extract  
2 tablespoons brown sugar

### Blueberry Lavender Ice-Cream Topping

1 1/2 cups fresh blueberries  
1/3 cup granulated sugar  
2 teaspoons fresh squeezed lemon juice  
2 teaspoons cornstarch  
1 teaspoon dried culinary lavender buds  
Pinch salt

2<sup>ND</sup>  
(way)



# (a) recipe



## 4-MINUTE KETCHUP

*Quick to make, sugar-free, vegan, gluten-free, paleo and whole-30 friendly—best of all, this DIY ketchup tastes like ketchup. Consider this your jumping off point towards your signature grilling condiment. Make it your own by adding smoked paprika, brown sugar, allspice, and fresh or roasted garlic.*

8 ounce can tomato sauce  
6 ounce can tomato paste  
3 tablespoons water  
1 tablespoon apple cider vinegar  
1 tablespoon balsamic vinegar  
½ teaspoon onion powder  
½ teaspoon garlic powder  
Salt to taste (optional)

Mix all ingredients together. Slather!



Rudy

You've tried the rest,  
now taste the BEST!

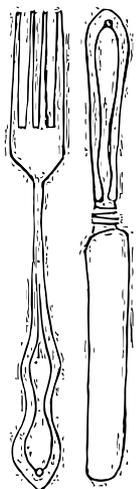
## Sausages

Made-from-scratch

- + all-natural + humanely-raised
- any artificial flavors or preservatives
- = 1 crave worthy, old-world sausage

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# PERCOLATING OVER PIZZA

*story and photos by* MICHAEL SORENSEN



**T**HE LATE SPRING TEMPERATURE IN THE BACK YARD MIGHT BE CLIMBING INTO THE EIGHTIES BUT THAT'S A FAR CRY FROM THE SEARING HEAT INSIDE STEVE KESSLER'S BACKYARD PIZZA OVEN WHERE THE NEEDLE IS PUSHING 700 DEGREES. AS STEVE DEFTLY NESTLES ANOTHER LOG INTO THE CORNER OF THE OVEN WITH HIS PIZZA PEEL, STEPPING BACK TO CHECK HIS WORK, YOU MIGHT MISTAKE THIS FORMER BARISTA FOR A NEAPOLITAN PIZZA ARTISAN, BUT STEVE DOESN'T CONSIDER HIMSELF A PIZZAIOLO. "HA! I HAVE TOO MUCH RESPECT FOR WHAT A TRUE PIZZA MAKER DOES. AS LONG AS MY PIES ARE EDIBLE, I'M HAPPY," HE TELLS ME AS THE FLAMES INSIDE THE OVEN RISE.

Steve is the Sales and Customer Service Manager at Anodyne Coffee Roasting Co. and, even though he has nothing to do with the pizza side of the Anodyne business, today's meal has clearly been influenced by Anodyne's southern Italian style, wood-fired pizzas.

"Matt [McClutchy] and Lacey [Perry] (Anodyne's owners) had a wood-fired pizza oven in their backyard and they were really into wood-fired pies. We went over there for a staff meeting/party in their backyard and they were running back and forth getting dough prepped for pizzas and I absolutely just fell in love with it. Shortly after that I started really getting into it. I've got a great group of friends and several of them are chefs and so I was able to just ask questions and practice. Through that I just found a recipe that I really liked and went from there."

Steve's pizza proficiency might be a recent development but it's all-things-coffee that he holds dear to his heart. "I just remember being—I guess ten or eleven—and just waking up early in the morning and my parents would be sitting at the kitchen table reading the paper and my dad was having his coffee. My bedroom was right off the kitchen and I didn't want to stay in bed, so I remember asking for a cup of coffee and my dad getting a kick out of it and letting me sit up at the table with him. It's always been my first memory of coffee."

Most kids don't grow up with an espresso machine in their bedroom like Steve did and his coffee crush only became stronger over time as he

started haunting Milwaukee's classic coffee shops of yesteryear (RIP Coffee Trader and Gil's) along with the hardcore java houses that still exist today like FUEL. But he wasn't above feeding his coffee addiction where he could find it. "We'd go to Denny's and buy a really crappy cup of coffee, load it up with six or seven packs of sugar and then drink it and go skate." Ah, youth.

After a brief stint in Phoenix later in life, "I really missed home. It's slightly demoralizing waking up on Christmas morning and seeing a cactus in your yard. Kind of destroys Christmas a bit." Steve found his perfect match with Anodyne. "Milwaukee has always been affectionately known for their beers and brats, but in all actuality, we have a really great, booming and vibrant specialty coffee scene too. For the size city we are, to have as many prominent roasters as we do, it's great. It's great for the industry."

And even with so many great roasters in Milwaukee, Steve thinks there's plenty of room for everyone at the table. "Roasters are like chefs. If you and I go to four different restaurants and had a burger at each one, at the end of the night we might say hey, what did you think? You might say restaurant #1 blew me away and I'll say you know actually restaurant #4 was really the one for me. That doesn't make me wrong or you right. It's your personal preference and taste. Same thing is true in specialty coffee. We all might make coffee, but we all do our own unique thing with it. It's just a matter of finding out what you like to drink."

*(recipes following)*





## PIZZA CRUST

MAKES 2 12-INCH PIES

*This is the star of the show, so you want those measurements exact (hence why we're going metric). Think of the crust as the canvas upon which you will create your masterpiece. Resting it overnight on the counter is essential.*

500 grams flour (we used King Arthur All Purpose)  
350 grams water  
10 grams active dry yeast  
20 grams Himalayan salt

Mix together and let it rest in a covered bowl overnight.

## PIZZA SAUCE

ENOUGH FOR 2-3 PIZZAS

*This is the kind of sauce that puts the tomato front and center. The herbs are just enough for flavor and not overpowering while the honey mellows out the acidity.*

1 24-ounce bottle Bionaturae organic strained tomatoes  
1 tablespoon dried basil  
1 tablespoon dried oregano  
1 teaspoon dried thyme  
2 tablespoons honey  
2 tablespoons salt (add more for taste)

Simmer and reduce until desired sauce consistency.

## PIZZA PIE

MAKES 2 PIZZAS

### Toppings

*Your imagination is the limit here. Pepperoni. Peppers. Onions. Pineapple. You name it! We kept it traditional with a few twists.*

Fresh mozzarella  
Fresh basil  
Italian-style Beyond Sausage

1. Preheat the pizza oven to at least the 700 degrees range OR for conventional ovens: Place a pizza stone on a rack in the lower third of your oven. Preheat the oven to 475 degrees for at least 30 minutes. If you don't have a pizza stone, you can use a pizza pan or a thick baking sheet, but you need something that will not warp at high temperatures.
2. Working one ball of dough at a time, flatten it with your hands on a slightly floured work surface. Starting at the center and working outward, use your fingertips to press the dough to 1/2-inch thick. Turn and stretch the dough until it will not stretch further.
3. Sprinkle a pizza peel with corn meal, put flattened dough on top. The corn meal will act as little ball bearings to help move the pizza from the pizza peel into the oven.
4. Add sauce and desired toppings. Note that you are not going to want to load up each pizza with a lot of toppings as the crust will not end up crisp. About a third of a cup of tomato sauce is plenty for one pizza. For the toppings: One to two thinly sliced mushrooms will cover a pizza. Once you've chosen your toppings, slide the pizza off the peel and into the oven.
5. Bake pizza one at a time until the crust is browned, and the cheese is golden, about 10-15 minutes in a conventional oven, 5-7 minutes in a pizza oven. If you like, toward the end of the cooking time, you can sprinkle on a little more cheese.



## ALL-AMERICAN DESSERT PIZZA

MAKES 1

*Who says pizzas have to be savory? Not us! The creaminess of the mascarpone and honey mixture, along with the crunchy crust, would be enough to satisfy anyone, but add some of summer's berries and you've got a little slice of heaven in your hand.*

Pizza crust recipe (see first recipe)

8 ounces Crave Brothers mascarpone cheese

5 tablespoons wildflower honey

1-2 teaspoons lavender extract

1. Semi-bake the crust by itself until it firms up.
2. Combine mascarpone, honey and lavender extract. Spread over firmed up dough.
3. Add strawberries, blueberries or raspberries.
4. Bake in a 700 degree pizza oven for 5-7 minutes or a 475 degree conventional oven for 10-12 minutes.
5. Let rest and serve.

## LEMONADE

SERVES 4

*Nothing says summer like fresh lemonade and the beauty of this version is the lemons are all squeezed for you. Just add water and a sweetener. For a cool effect add 2 tablespoons of butterfly pea flower tea which turns the lemonade purple when it encounters an acid. (We special ordered ours from Rishi Tea)*

1 cup Lakewood Pure Lemon Juice

$\frac{3}{4}$  cup wildflower honey

Add water to pitcher until desired taste (about 6 cups).

## THE PERFECT ICED-COFFEE

Summer in Wisconsin is the perfect time to switch your winter warm-up to a cool iced-coffee. Steve has some sure-fire methods to brewing your own refreshing cup of cool joe.

### TODDY METHOD

Mix coarse ground coffee with room temperature water in a container and let it sit overnight or 14-16 hours and then filter it out into a jar or pitcher. It'll be strong so reconstitute it with water and pour over ice.

### POUR OVER

Brew a thick, concentrated coffee (use more grounds than you normally would in a pour over) and pour the hot brew directly over ice. You'll end up diluting some of that in the ice which will reconstitute the coffee.

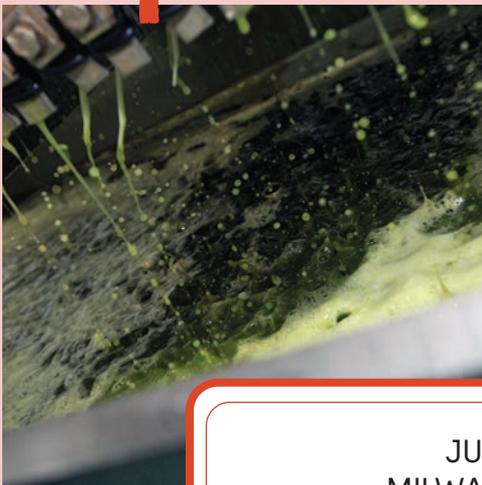
### FRENCH PRESS

Put coarse grounds in a French Press and leave out on the counter or in the refrigerator overnight. The next day just press down on the plunger and serve over ice.





*that's*  
**JUICY!**



JUICED  
MILWAUKEE, WI  
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story & photos by MICHAEL SORENSEN

**T**HE ROAR OF THE GIGANTIC JUICER DROWNS OUT ANY OF THE OTHER SOUNDS INSIDE THE SUNNY, LOFT-LIKE ROOM AS JUICED! OWNER JASON LANNOCH FEEDS ANOTHER BUNCH OF GREEN, LEAFY KALE INTO THE METAL MONSTER'S MOUTH. THIS JUICE MACHINE IS SO LARGE JASON NEEDS A LADDER JUST TO REACH THE CHUTE WHERE EVERYONE'S FAVORITE LEAFY GREEN IS PULVERIZED INTO BITS AND TRANSFORMED FROM SOLID TO LIQUID. IT'S A FAR CRY FROM WHERE JASON BEGAN NEARLY A DECADE AGO.

"My sister-in-law gave me my first little juicer. It was like a \$40 little tabletop version and I just fell in love with the concept of, instead of eating a large salad, I could just throw my vegetables and fruits into a juicer and get a fresh, delicious juice that infuses the nutrients into your bloodstream immediately."

As a former mental health therapist in New York, Jason was a firm believer in the mind/body connection as he saw firsthand the hard consequences of a bad diet. "A lot of the adolescents I was working with were started on hardcore antipsychotics and anti-depressants at an early age but almost all of them ate burgers and pizza and didn't care because no one told them nutrition mattered."

Feeling burnt out in Gotham and looking for a career change, Jason and his wife (they met one another at college in Madison) decided to move back to the Midwest and start fresh—fresh juicing that is. Jason, with the help of his dad, found a small food truck for sale and outfitted it with a juicer and took to the streets testing out his recipes just as the food truck scene in Milwaukee was ramping up. "People on the street are very honest with you—if they drink it right in front of you and they don't like something, you can see it in their face, even if they don't say anything."

From there Jason opened his first brick and mortar store on the East Side but discovered it was hard to keep up with demand with only a small juicer only capable of making about 10 juices an hour. He knew wholesale was the only way to find success.

"Actually, Outpost was my first wholesale customer. Anne Vedder (Outpost's Purchasing Manager extraordinaire) is basically

the reason why we took off as a wholesale business. Outpost was always in my mind as the place to be because your store kind of aligned with what we believed in. One day I just decided to get the courage to email again and she emailed me back like ten minutes later and said 'I've been thinking about you, we've just had a cancellation for a storewide demo and it's in 45 minutes can you do a demo?' and I was like 'Hell yeah I can do a demo.'"

For lasting success, Jason knew he'd have to increase production with new, state-of-the-art juicers and find a way to keep his all-natural, preservative-free juices fresh. Enter High Pressure Processing (HPP), a fascinating process where bottles of Jason's freshly squeezed juice are put in a giant vat of water and subjected to pressures you'd normally find at the bottom of the ocean. "We juice it and we bottle it almost immediately. Hermetically seal the top of the bottle so no oxygen can get in. Right there the juice would have a shelf life of only about 5-10 days, so what we do to extend it is we HPP the juice as soon as possible. The HPP process stops the oxidation, stops the effects of time. It's like a time capsule. So, when you taste the juice on day eighty it's very similar to the taste on day one." The fact that a rare FDA approved HPP plant is right down the street in Wauwatosa was just icing on the cake.

Juiced! is now positioned to go even further. "We're kicking out like 12,000 bottles a week and only with three days of production on one shift. We have two big tanks, a big grinder. A whole set of pipes, two 300-gallon tanks and a fully automated bottle line. We've set ourselves up to become as big as we can be." It's a long way from the tabletop juicer that started it all.

by LISA MALMAROWSKI  
photos by CARA BERKEN



# Poolside Picnic



**P**ICNICS, EVEN POOLSIDE, SHOULD BE AS LIGHT AND EASY AS A SOFT PAIR OF MADRAS SHORTS. THAT'S WHY THESE RECIPES ARE LONG ON FLAVOR BUT ARE A SNAP TO MAKE WITHOUT HEATING UP YOUR KITCHEN. DESPITE THE FRENCH FLAVORS, THIS PICNIC CAN GO CASUAL, NO SILVER CHAMPAGNE BUCKET REQUIRED, OR STRAIGHT UP FANCY, BRING OUT THE GOOD CHINA. OR JUST CHOOSE ONE OR TWO OF THESE SIMPLE RECIPES TO GLAM UP YOUR NEXT OUTDOOR FÊTE.

## RADISH BUTTER

MAKES 1 CUP *Gluten-free • Vegetarian*

*Radish butter is a spin on enjoying radishes with butter and salt as the French do. Creamy but surprisingly light, the radishes don't overpower. This butter is easy to make but does require some determination to get it all mixed together. It's better a bit softened, so allow time outside of the fridge or cooler before serving.*

½ pound round red radishes, trimmed, at room temperature  
6 tablespoons unsalted butter, completely softened  
¼ teaspoon kosher salt, plus more to taste  
Black pepper, freshly ground  
About 24 thinly sliced rye toast points, toasted slices of French bread, crackers, 2-inch celery sticks, endive leaves, or romaine heart halves

1. Add radishes to the bowl of a food processor and pulse until chopped into very fine dice, four or five 3-second pulses.
2. Transfer radishes to a folded length of cheesecloth or a clean kitchen towel and wring out the excess liquid. Note, radish may stain your towel, but a towel works the best.
3. Transfer to a medium bowl and add 4 tablespoons of the butter and a sprinkling of kosher salt.
4. With a rubber spatula, cream the radish and butter together, adding more butter—1 tablespoon at a time—until the mixture comes together in a smooth, pliable ball.
5. Transfer the mixture to a pretty ramekin or bowl. If serving immediately, sprinkle salt and pepper over the top. The butter will keep, covered in the refrigerator, for up to 2 days.

*Note: Remove butter from refrigerator 15 minutes before serving to let it soften. Sprinkle the salt and freshly ground pepper and offer more salt on the side if you like.*

## (our) MENU

RADISH BUTTER WITH CRACKERS & CHEESES  
CHILE LIME FRUIT SKEWERS  
PAN BAGNAT FRENCH SARDINE SANDWICHES  
FRENCH LENTIL PICNIC SALAD  
TOMATO TARTLETS  
MADELEINES & FRESH BERRIES  
CUCUMBER LIMEADE

## CHILE LIME FRUIT SKEWERS

SERVES 6 *Gluten-free • Vegan*

*You can just serve up slices of melon, but skewers of fruit are easier and more elegant to eat. We were inspired by the chile used in Basque cooking, piment d'espelette, which is a bit harder to find here, but a great substitute is sweet paprika mixed with a dash of cayenne if you like a little spice. Lime, spice, a little salt and sweet fruit – this is how France cuddles up with Spain in one simple dish.*

2½ pounds seedless watermelon  
1 medium pineapple  
2 medium mangoes  
Grated zest and juice of 1 lime  
2 teaspoons paprika powder  
Pinch of cayenne pepper  
1 teaspoon sea salt, plus more for serving  
Lime wedges for serving  
*Special equipment: 18 skewers*

1. Remove the rind of the watermelon, the skin and eyes of the pineapple, and the peels and pits of the mangoes and discard. Split the pineapple in half and cut out and discard the hard core.
2. Cut the fruit into 1-inch cubes and thread onto the skewers. Add half the lime zest and all of the lime juice to a small bowl and mix. Pour evenly over the assembled skewers. We used a jelly roll style sheet pan for this step. Store in the refrigerator at least 30 minutes, or until ready to use.
3. Combine the remaining lime zest with the paprika, cayenne and sea salt in a small bowl. Sprinkle over the fruit. Serve with fresh lime wedges and additional sea salt, if desired.

*(continued)*

## TOMATO TARTLETS

SERVES 6 *Vegetarian*

*This is so deceptively simple, but the flavors combine to elevate tomatoes at the height of their season. Choose the best in-season tomatoes you can find. You can't really mess this up, so customize away! Add more herbs or less, use a mixture of tomatoes, or try a little caramelized shallot as part of the mix. These light, crispy/creamy tarts don't keep well, so enjoy them the day they're made. You can make the pastry a bit ahead of time and assemble tarts right before serving. Oh, and remember to thaw the puff pastry ahead of time!*

- 1 (14-16-ounce package) frozen puff pastry, thawed according to the package directions
- 1 large egg, lightly beaten
- 2 tablespoons balsamic vinegar
- 1 teaspoon honey
- ¼ cup ricotta or quark cheese
- 3 tablespoons plain chèvre
- Kosher salt
- Freshly ground black pepper
- 1 pound heirloom or cherry tomatoes, thinly sliced
- 1-2 teaspoons fresh herbs—like flat leaf parsley, thyme, or lemon thyme (or mixed), finely chopped
- 2 tablespoons finely chopped basil

1. Heat the oven to 400 degrees and arrange a rack in the middle. Line a baking sheet with parchment paper or silicone baking sheet; set aside.
2. Fold out puff pastry on a lightly floured board and roll out slightly. Cut the puff pastry into 6 (approximately 4-inch) squares and place on the prepared baking sheet. Prick the middle of each square with the point of a knife so the pastry doesn't puff as much—you need a base for the cheese and tomatoes.
3. Brush each pastry with a thin coating of the egg. And refrigerate for a few minutes before placing in oven.
4. Bake until golden and puffed, about 18 minutes. If the pastry has puffed a lot, prick with knife again and press lightly to release a little air.
5. Meanwhile, bring the balsamic vinegar and honey to a simmer over medium heat in a small saucepan. Cook until reduced and syrupy, about 3-5 minutes; set aside.
6. Place the ricotta and chèvre in a medium bowl, season with salt and pepper and add chopped herbs (set aside the basil for garnish), and mix until evenly combined.
7. Divide cheese and herb mixture evenly amongst the puff pastry squares and spread into an even layer. Layer tomatoes over the cheese and season with salt and pepper. Drizzle with the vinegar reduction and top with basil. Serve warm or at room temperature. Any leftovers may be refrigerated, but the pastry plus tomatoes may cause tarts to become soggy.



## SARDINE PAN BAGNAT

SERVES 2-3

**Gluten-free with substitutions • Vegetarian with substitutions**

*Roughly translated, pan bagnat means “soaked bread.” The delicious vinaigrette blend combined with the salty, robust ingredients make this sandwich both easy to tote and delicious to eat. If you are a newbie to sardines or simply don’t like them out of the tin, this is the perfect way to enjoy them—mashed together with olives, capers and tomatoes, snuggled into bread that’s been drizzled with Dijon vinaigrette and topped with fresh herbs. In place of sardines try canned tuna in oil. Or forgo the fish and try roughly mashed cooked chickpeas and olive oil instead.*

- |   |  |
|---|--|
| 1 tin of sardines packed in oil, drained    | 1/8 small red onion, thinly sliced                                 |
| 1/2 cup black olives, niçoise or Kalamata   | 1 handful of greens—arugula, bibb lettuce, mesclun mix—your choice |
| 1 tablespoon capers                         | Salt and pepper, to taste  |
| 1 tablespoon sundried tomatoes, chopped     | 8 large basil leaves   |
| 1 full-sized crusty baguette                | <b>Vinaigrette</b>   |
| 1 hard-cooked egg, peeled and thinly sliced | 1 tablespoon lemon juice (about 1/2 a lemon)                       |
| 1/2 regular cucumber, thinly sliced         | 1 tablespoon red wine vinegar                                      |
| 1 medium-size, ripe tomato, sliced          | 1/2 teaspoon Dijon mustard   |
|   | 1 clove of garlic, minced  |
|   | 3 tablespoons olive oil  |
|   | Salt and pepper, to taste  |

1. Drain sardines and place into a large bowl. Use a fork to smash them up well then add the onions, capers, sundried tomatoes and olives. Add a little salt and freshly ground pepper and mix well. Set aside
2. In a small lidded jar, add all vinaigrette ingredients. Put lid on and shake vigorously until well-combined.
3. Cut the baguette in half lengthwise. If using a dense, thicker baguette, scoop out a bit of the insides of the bread. If the baguette has holes and is flatter, it’s fine as is. Heap sardine mixture on bottom half of bread. Slowly drizzle sardine mixture with half of the vinaigrette.
4. Top sardine mix with egg slices, cucumbers, tomatoes and lettuce. Season with a little salt and pepper and add layer of basil leaves.
5. Drizzle remaining vinaigrette on the inside of the top bun. Give it a second to soak in, then invert to close up your sandwich.
6. Wrap sandwich tightly in foil or parchment paper and refrigerate for at least 4 hours or overnight.
7. To serve, remove from wrap and slice into portions. For a fancier presentation, wrap each portion in a square of parchment tied with baker’s twine.

## FRENCH LENTIL PICNIC SALAD

SERVES 4 AS MAIN DISH, 8 AS A SIDE

**Vegan • Gluten-free**

*This tangy-savory take on a bean salad is oh so elegant and pairs well with so many dishes. It’s excellent served over hearty greens, like we’ve done, but also sings alongside grilled chicken or vegetables, sautéed fish or as a bed for a perfectly cooked egg. Take your time and chop the carrots and celery small so the whole salad is uniform.*

- 5 cups water
- 2 cups French green lentils, rinsed and picked over
- 1 bay leaf
- 2 teaspoons salt, divided
- 2 small celery stalks, finely chopped
- 2 small carrots, finely chopped
- 2 garlic cloves, minced
- 1 medium onion, finely chopped
- 1 1/2 teaspoons fresh thyme, minced
- 1/4 cup plus 1 tablespoon olive oil, divided
- 3 tablespoons red wine vinegar
- 1 tablespoon Dijon mustard
- Handful of fresh flat leaf parsley, chopped
- Arugula or other hearty salad green

1. Add the water, lentils and bay leaf in a medium saucepan and bring to a boil over high heat. Reduce heat and simmer, stirring occasionally, for 12 minutes. Add 1 teaspoon salt and continue simmering for 8 more minutes or so, until lentils are tender but still hold their shape. You don’t want them to get mushy!
2. While the lentils are simmering, heat 1 tablespoon olive oil in a large sauté pan over medium-low heat. Add the celery, carrots, garlic, onion, thyme, 1/2 teaspoon salt and cook, stirring occasionally, until onions are soft and translucent, 5-7 minutes.
3. In a small bowl, whisk together the vinegar, mustard and remaining 1/2 teaspoon salt. Add the remaining 1/4 cup olive oil in a thin, steady stream, whisking constantly, until vinaigrette is thoroughly blended.
4. When lentils are done cooking, drain into a colander and discard bay leaf. Add lentils and vinaigrette to the pan with the cooked vegetables and stir to mix. Serve warm, cold or at room temperature. Leftovers will keep for 3-4 days in the refrigerator.
5. Serve over sturdy greens or alongside your favorite grilled meat or veggies.

## CLASSIC MADELEINES

MAKES 12

*We like to feature recipes that don't require single use equipment but for madeleines, we make an exception. These buttery, delicate sponge cakes are a classic for a reason. They look so fancy but are surprisingly simple and quick to make, plus they only bake for about 10 minutes, so your kitchen won't heat up. We love them served with fresh berries, but they are amazing dipped into melted chocolate or tucked into a frozen custard.*

2 large eggs  
1/3 cup granulated sugar  
1/4 teaspoon salt  
1/2 teaspoon pure vanilla extract  
1/4 teaspoon almond extract  
1/2 cup all-purpose flour, sifted, plus a bit more for dusting pan  
1 teaspoon grated lemon zest  
4 tablespoons unsalted butter (not European style), melted and cooled  
Confectioners' sugar for dusting  
Special equipment: 1, 12-compartment madeleine pan

1. Preheat oven to 375 degrees.
2. Using a pastry brush, brush softened butter over each of the 12 molds in a madeleine pan, carefully buttering every ridge. Even if using a non-stick pan, dust the molds with flour, tilting the pan to coat the surfaces evenly. Turn the pan upside down and tap or shake it gently to dislodge the excess flour.
3. In a large bowl, combine the eggs, granulated sugar and salt. Using a handheld mixer on medium-high speed, beat vigorously until pale, thick and fluffy, about 5 minutes. Be patient—you really need to beat the eggs to ensure a good rise while baking.
4. Beat in the vanilla and almond extracts.
5. Sprinkle the sifted flour over the egg mixture and use a spatula to fold flour in gently to incorporate.
6. Then, gently fold in the lemon zest and half of the melted butter just until blended. Fold in the remaining melted butter.
7. Divide the batter among the prepared molds, using a heaping tablespoon of batter for each mold. Molds should be almost to the top and most or all of the batter will be used.
8. Bake until the tops spring back when lightly touched, 8-12 minutes.
9. Remove the pan from the oven and invert it over a wire rack. Let the madeleines cool on the rack for 10 minutes. Using a fine-mesh sieve, dust the tops with confectioners' sugar and serve. After cooled, store lightly covered until serving. They're best if enjoyed the same day or the next. They are tiny cakes after all!

## CUCUMBER LIMEADE

MAKES 1 QUART

*This limeade manages to combine three of our favorite summer coolers—limes, mint and cucumber. It's tangy, sweet and herbaceous without being cloying. We love it as is, but it would make a great mixture for your favorite gin or tequila.*

1 cup fresh lime juice (about 7 limes)  
1 cup sugar  
Zest of 3 limes (about 1½ tablespoons)  
1/4 cup mint leaves  
1 liter bottle lemon or lime seltzer, chilled  
1 medium cucumber, thinly sliced

1. Place juice, sugar, zest, and 2 cups water in a medium saucepan. Bring to a simmer over medium heat and stir until sugar is dissolved, about 6 minutes. Remove from heat, add mint leaves, and let steep for 30 minutes.
2. Pour lime mixture through a fine strainer into a 1-quart pitcher, stir in cucumber slices, and chill. Add entire bottle of seltzer to pitcher and serve immediately over ice.







KLONDIKE CHEESE COMPANY  
MONROE, WI  
WWW.KLONDIKECHEESE.COM



# Swiss Cheesemakers Go Greek in Wisconsin

story & photos by MICHAEL SORENSEN

**H**OW DID A BUNCH OF SWISS CHEESEMAKING IMMIGRANTS NEAR MADISON BECOME ONE OF THE PREMIER GREEK FETA AND YOGURT PRODUCERS IN AMERICA? IT ALL BEGAN WITH SOME DRUNK FARMERS BACK IN 1925.

“As the story goes,” fourth generation Swiss cheesemaker Luke Buholzer explains, “the farmers back then had to dig out the cheese cellars by hand with just pick axes and traditionally Swiss cheesemakers were also the village winemakers so when they weren’t making cheese they were making wine. One day, while some of the farmers were relaxing with some of their cheesemaker wine, they said that for all the rock they were moving they could be in the Klondike mining for gold.” From there the Klondike Cheese Company got its name.

But since a certain famous frozen ice-cream treat wouldn’t allow them to use “Klondike” to market their products, you might recognize their award-winning feta cheeses and yogurts under a different name: Odyssey.

Oh, and when we say award-winning we’re not kidding. Since 2010 Odyssey has won close to 160 first, second and third place prizes in feta and yogurt competitions. “I can’t remember the last competition we entered and didn’t bring home at least one gold medal. These are tough competitions. We swept the feta category and the yogurt category in last year’s U.S. Cheese Competition.”

What began nearly 100 years ago as a Swiss cheese making plant evolved through the decades into a greatest hits of cheeses (Colby, Monterrey Jack, Cheddar) until, in 1988, Luke’s father (who, besides making the cheese also delivered

*(continued)*



the cheese) took a fateful trip to Chicago where a distributor told him he had some customers looking for a feta hook-up.

“My dad had no idea what feta even was, so he goes and buys a bucket of feta and from there he toyed around with it, figured out what its moistures were, its flavor profile and stuff like that and started making some test vats. There was an Armenian family in town that ran a local restaurant, so my dad took them some and asked, ‘Hey, did we make feta?’”

Make it he did. And from there a new and lucrative product line was born. In fact, that first Chicago customer is still a customer today. “It was the right place at the right time,” Luke remembers. “Now we have a lot of national customers and even some international customers and it grows every year.”

After finding their feta fortunes, Klondike saw another opportunity during the Greek yogurt craze back in 2010. “We’ve got Greek customers, so we thought why not start experimenting with this Greek yogurt everyone is talking about?” This was a lot easier said than done since making yogurt is a lot different

than making cheese. “We had to build a new plant. We had to have faith in it. We also got some big help when, by happenstance, we met a gentleman who makes yogurt in Greece. That’s how we kind of refined how we were doing it. And Outpost was our first retail customer.”

Today Klondike Cheese is still a family-run affair. In fact, Luke himself grew up in the factory. “It’s an old Swiss tradition for the cheesemaker to live at the factory. There’s a house above the cheese factory. When my grandparents left, my dad got the house and I lived in the factory.” That house is now being used for offices, so that part of the tradition might not be passed on, but the passion for making a great product still lives on. “My daughter who is seven now is very insistent that she wants to make cheese with daddy. She might want to be a doctor and make cheese with daddy or be a police officer and make cheese with daddy, but that’s been pretty consistent so far.”

# OUTPOST'S

photos by CARA BERKEN ..... (secret recipe)

## KEY LIME PIE WITH RASPBERRIES

MAKES 1½ POUNDS     *Vegan • Gluten-free*

*There are two things you can count on from summer: hot 'n humid days that will make you melt in your shoes and cool Key Lime Pie with Raspberries. The berries and the lime create a delightful sweet and tart dance on your taste buds. A graham cracker crust means you can make and bake this pie in less time than it takes to fill the kiddie pool and inflate the float toys. A 9-inch pie pan or springform pan works great. And by all means use regular limes and all-natural whipped cream in a can if they happen to jump into your cart!*

### Graham Cracker Crust

2 ½ cups graham cracker crumbs  
8 tablespoons melted butter

### Pie Filling

3 large eggs  
1 14-oz. can sweetened condensed milk  
Juice of 5 key limes (to make ½ cup)

### Toppings

Raspberry preserves, already prepared  
1 cup heavy whipping cream  
2 tablespoons sugar  
½ teaspoon vanilla  
Fresh raspberries (optional)

1. Preheat oven to 350 degrees.
2. Add butter to a small sauce pan and melt completely over medium heat. Remove and set aside. Place graham crackers into a food processor and process until uniform crumbs are formed throughout. If you don't have a food processor, you can carefully run a rolling pin over broken crackers until all the mixture is comprised of uniform crumbs.
3. Combine melted butter and graham cracker crumbs together in a separate bowl and using a spoon mix until butter is evenly distributed and thoroughly combined with the crumbs.
4. Pour crumb mixture into a 9-inch pie pan or springform pan and gently, yet firmly, pack the crumbs into the bottom and 1-inch up the sides. Bake for 8 minutes. Remove from oven and let cool.
5. In a separate mixing bowl, add eggs, sweetened condensed milk and lime juice. Gently whisk until all ingredients are thoroughly combined.
6. Pour lime mixture into baked and cooled graham cracker pie crust. Bake pie for 20 -25 minutes or until filling is set to the touch. Remove from oven and let cool completely.
7. Place heavy whipping cream, sugar and vanilla into a chilled bowl. Whisk on high speed until medium to stiff peaks form, about 1 minute. Do not over beat or the peaks will break and turn liquid. Set aside in the refrigerator.
8. Spread a layer of the raspberry preserves over the cooled pie.
9. Assemble a pastry bag fitted with a round or star-shaped decorating tip. Fill the bag with the whipped cream (skip this and Step 7 if you use canned whipped cream). Pipe whipped cream on top of the raspberries, completely covering the pie.
10. Place pie in the refrigerator and chill for 30 minutes. Serve cold with a fresh raspberry on each slice.



# SUMMER VEGETABLE GRILLERS

story and photos by DIANA SCHMIDT

**F**RESH. CRISP. SMOKY. UNEXPECTED. GRILLING IS AN EXCITING WAY TO HIGHLIGHT THE YEAR'S BEST PRODUCE AS THE STAR OF THE SHOW ALL SEASON LONG. THE MORE YOU PREPARE THEM, THE MORE YOU'LL REALIZE HOW VERSATILE JUST ABOUT ANY TYPE OF VEGGIE CAN BE. THESE VEGGIES ARE SO FLASH THEY EASILY CAN BECOME THE STAR OF ANY MEAL AND OF COURSE, ARE A WELCOME AND TASTY SIDE FOR ANY PROTEIN.

## FRUIT GRILLERS:

Try grilling fruit for an easy dessert, or to liven up your repertoire of summer sides. Prepare by slicing into slabs that won't fall through the grill grate, brush both sides lightly with vegetable oil, and heat over medium-low about 3 minutes per side for magically elevated sweetness.

**PEACHES:** Halve and remove pits. Dollop with some freshly whipped cream for an extra treat.

**MANGO:** Cut flesh from pit in large pieces. A squeeze of lime and a sprinkle of chili powder finish these off well.

**PINEAPPLE:** Peel, core, and cut into wedges. Sweet on their own, with ice cream, or mix into your favorite salsa.

**PLANTAINS:** Cut in half, then slice lengthwise, and remove peel. Enjoy alongside a serving of smoky beans with sofrito.



## GRILLED CARROTS *with* SERRANO YOGURT

SERVES 4 *Vegetarian • Gluten-free*

*Maybe cooked carrots don't even hit your radar as a warm season option but take them to the patio and they have the potential to become your new cookout star. Surprise yourself, and your guests with their lightly charred natural sweetness that's set off perfectly by a cool but spiced up creamy dressing. (Also, the result makes an extremely photogenic and "gram-able" platter). These are carrots living their best life. Share in every way possible.*

- 1 bunch carrots, tops trimmed (7-9 mature carrots)
- 1 bunch scallions, halved lengthwise
- 3 tablespoons olive oil, divided
- Kosher salt
- 1 teaspoon cumin seeds
- 1 cup plain Greek yogurt
- 1 serrano chili, halved lengthwise; one half finely chopped, one half sliced
- Juice of half a lime
- 1 tablespoon chopped mint, plus leaves for garnish

1. Heat grill to medium-low, allowing for indirect heat to one side.
2. Toast cumin in a small skillet over medium heat, tossing often, until toasted and fragrant, about 3 minutes. Remove from heat and allow to cool.
3. Grind cumin with mortar and pestle, or spice grinder. Combine with yogurt, chopped chili, lime juice, chopped mint, and 2 tablespoons olive oil. Season with salt to taste.
4. Toss carrots and scallions with 1 tablespoon olive oil and salt. Place carrots on grill over indirect heat, covered, but turning often so they don't brown too quickly, until crisp-tender, 15-20 minutes. Add scallions atop carrots in the last few minutes so they won't get overdone.
5. Spoon serrano yogurt onto a platter and arrange grilled carrots and onions over top. Garnish with sliced chilis and mint leaves.



## GRILLED POTATOES *(for salad)*

SERVES 4 **Vegetarian • Gluten-free**

*Served hot off the grill atop a bed of fresh greens and a favorite mustard dressing or tossed with feta cheese and a balsamic vinaigrette these spuds offer a fresh take on flavor. Skewering and parboiling them first allows flexibility of timing and with a short time on the grill, just to brown them up, you can use them however you choose...even as a twist in grandma's favorite potato salad recipe!*

- 1½ pounds small new potatoes, cut into quarters (as evenly-sized as possible)
- 2 tablespoons olive oil
- ½ teaspoon sea salt, plus more for cooking
- ¼ teaspoon ground black pepper
- 1 teaspoon wine vinegar, or favorite vinegar (Try ume plum for an umami twist!)

*Special equipment: One dozen 10-inch metal or wooden skewers*

1. Bring 4 quarts of salted water to a boil in a large stockpot or Dutch oven.
2. Skewer each potato quarter through a cut side with the skin facing out, placing only enough pieces on each skewer to submerge in stockpot.
3. Boil skewered potatoes 10 minutes, then remove with tongs to a towel-lined baking sheet. Pat dry with a second towel.
4. Heat grill to medium-high.
5. Brush all sides of the skewered potatoes with olive oil, and season with salt and pepper.
6. Place skewers on the grill, turning with tongs every 2 to 3 minutes, until all sides are browned.
7. Slide the hot potatoes off skewers into a medium bowl and toss with vinegar.



## GRILLED ZUCCHINI PLANKS

SERVES 4 **Vegetarian • Gluten-free**

*Yes! There is another option to utilize those ubiquitous, prolific summer squashes. Great as a simple blank slate appetizer, as a side with a drizzle of lemon butter, spiced up with Italian seasoning or sprinkled with lemon pepper the variations are endless. Go for big flavor with a little shmear of gochujang or harissa.*

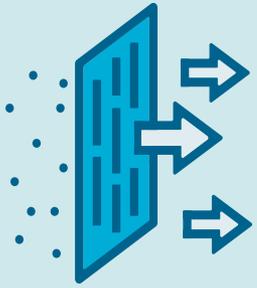
- 4 medium sized zucchinis, tops and bottoms trimmed
- Olive oil
- Salt and pepper
- Other seasonings up to your imagination

1. Heat grill to medium, ensuring grate is well oiled.
2. Halve squashes lengthwise. Place halves cut side down and use a vegetable peeler to create a second flat side for stability on the grill grate.
3. Brush all over with olive oil, and season lightly with salt and pepper.
4. Grill 10-15 minutes until tender, flipping half way through.

Grilled zucchini makes a great base for Tacos of Calabacitas. Just chop the grilled zukes and combine with kernels from two ears of grilled corn, a chopped roasted Anaheim chili and some chopped fresh oregano. Place some spoonfuls of the veggie mix in warmed corn tortillas, and top with queso fresco and salsa. It's a fiesta in your mouth!

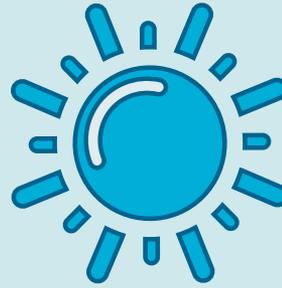
# Saving on Summer

SUMMER ENERGY SAVING TIPS ARE AS ABUNDANT AS FIREFLIES ON A HUMID JULY EVENING. WITH A LITTLE HELP FROM OUR FRIENDS AT FOCUS ON ENERGY AND CUB, WE'VE GATHERED A FEW SIMPLE IDEAS TO KEEP MORE GREEN IN YOUR WALLET WHILE BEING GREEN FOR THE ENVIRONMENT.



1.

Keep your air conditioner filters clean to keep them running efficiently.



4.

Utilize natural light—as much as possible.

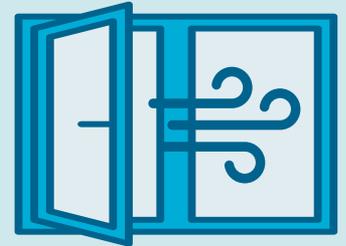
2.

Give your water heater a break—wash clothes on **COLD**.



5.

Turn off the air conditioner and open windows on cool summer nights to allow for natural ventilation.

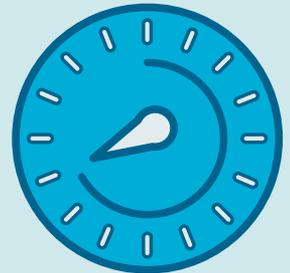


3.

Don't live in a greenhouse—close drapes, shades and blinds to keep out direct sun and excess heat.

6.

Set daytime cooling temps to 78 degrees when away.



7.

Reduce phantom energy loss by unplugging small appliances and electronic devices—they still draw energy even when not in use.



**Pro Tip:** Close your window shades! Neutral colored blackout curtains and shades when drawn can help to reduce up to 33% of heat gain from direct sun during hot sunny days.



**focus on energy**

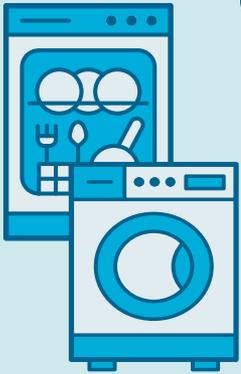
Partnering with Wisconsin utilities

Sign up for a Home Energy Assessment/Audit, receive free energy saving products, learn where to recycle old appliances and get a cash incentive for switching to an Energy Star smart thermostat.

[www.focusonenergy.com/residential](http://www.focusonenergy.com/residential)

# Energy Costs

**Did you know?** Some energy utilities will provide discounted rates on your energy bill for running large appliances like dishwashers and washing machines during off-peak hours, weekends and holidays. We Energies customers call 800-242-9137 to learn how.



**8.** Run your dishwasher and washing machine at full capacity—maximize every drop and ampere.



**9.**

Use smaller appliances to cook rather than your oven during hot days—better yet grill outside.

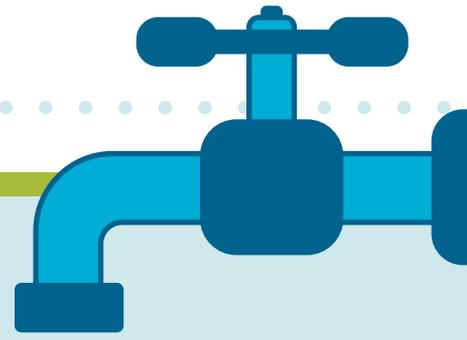


**10.** Check for the Energy Star label when choosing new appliances to increase energy efficiency and save.



“Support the consumer voice that works for you” Celebrating their 40th anniversary, the Citizens Utility Board is your advocate for fair and affordable prices when it comes to your electric, natural gas and water utility service. Consider becoming a residential member.

[www.cubwi.org](http://www.cubwi.org)



## Just cool it!

*Life hacks to help you  
keep your cool  
when the temperature rises*

1. Drink plenty of water—use reusable water bottles.
2. Minimize activities during peak heat.
3. Run cold water over your wrists for 30 seconds—it works!
4. Lay a cold, wet cloth across the back of your neck.
5. Fill the kiddie pool with cold water and splash your feet.
6. Spritz your face with a water-based aromatherapy mist—try Aura Cacia’s Yoga Mist.
7. Eat some watermelon—it’s chock full of water and beneficial nutrients.
8. Enjoy more veggies—easy to digest, easy on the ole’ internal thermostat.
9. Avoid consuming alcohol—it’s dehydrating and causes your body to flush.



### DID YOU KNOW?

IN 2018, OUR MEQUON STORE'S SOLAR PANELS GENERATED ENOUGH ENERGY TO POWER 4 HOMES FOR AN ENTIRE YEAR.

# Summer Camp *with a* Cooperative Purpose

WISCONSIN FARMERS UNION KAMP KENWOOD | .....

|| by MARI WOOD



**F**OR MOST OF THE YEAR, A SERENE QUIET FLOATS ABOVE THE SHORES OF LAKE WISSOTA IN NORTHWESTERN WISCONSIN. BUT AS THE DAYS GET LONGER AND THE TEMPERATURES RISE, THE SOUNDS OF SUMMER CAMP START TO ECHO THROUGH THE 23 ACRES OF FORESTED LAND THAT IS OWNED BY WISCONSIN FARMERS UNION (WFU) KAMP KENWOOD.

Amidst rustic cabins, hiking trails and sandy beaches, children from rural and urban areas of Wisconsin and beyond attend picturesque WFU Kamp Kenwood from June through August every year. Offering the quintessential summer camp activities of hiking, camp fires, swimming and singing, WFU Kamp Kenwood offers more than just the usual to its campers. Deeply embedded in the camp's daily classes, games and activities are lessons about cooperation; both as a business model and as a leadership-building skill.



"On the first night of camp, we hold an election to create a board of directors that will run a co-op store for the duration of that session," says Cathy Statz, Education Director at Wisconsin Farmers Union and Camp Director at WFU Kamp Kenwood. "Based on their purchases from the store during their stay at camp, campers receive a dividend back on their last day which they can vote to either keep or donate to a social cause." According to Statz, the Co-op Store is a long-running tradition at WFU Kamp Kenwood that returning campers look forward to every year. She speaks from experience, having attended the camp as a child, as a camp counselor while in college, then as Camp Director since 1997.

The cooperative curriculum offered at WFU Kamp Kenwood was one of the many reasons why Nicole Bickham decided to send her son, Caleb, and daughter, Maddie, to summer camp there in 2011. "Our family owned a farm at that time. I was already an Outpost owner and familiar with other grocery co-ops



around the state when I learned about the Wisconsin Farmers Union and its camp. I thought it was a great idea for my kids to learn more about co-op principles and family farms while having fun in a camp atmosphere,” Nicole Bickham says.

Outpost Owner, Christian Ricco, agrees. “I found out about Kamp Kenwood by luck at my local Outpost store. The cashier mentioned the camp as a place that her kids looked forward to returning to each season. Given her beaming recommendation and the very affordable cost, I decided to make the trek with my kids. My three sons, Angelo, Finn and Lucca, have attended each year since we started and have even recruited a cousin to join the fun...The cooperative approach and focus on community and inclusion have kept us coming back each year,” says Ricco.

Even though WFU Kamp Kenwood was built by volunteer members of the Wisconsin Farmers Union in the late 1940’s and was completed in the early 1950’s, camp classes and discussions are current and relevant to today’s young campers. Topics such as fair-trade, immigration, cyber-bullying and renewable energy are common during each camp session and encourage the participating youth to learn about new ideas and stretch their boundaries.

“I love to watch the self-discovery and growth that occurs at camp,” Cathy Statz says. “By learning to solve problems together in a cooperative and community context, campers become more confident in their leadership skills. Some of



## 2019 WFU KAMP KENWOOD CAMP SESSIONS

- Junior (Age 8-12): \$95  
Aug. 7-10, Aug. 11-14, Aug. 18-21
- Junior/Jr High (Age 8-14): \$95  
Aug. 4-7
- Senior (Age 14-18): \$105  
July 28-Aug. 1
- Family Camps (All Ages): \$35 per adult, \$15 per child  
July 26-27, Aug 2-3
- Acorn Day Camp (Age 7+): \$15  
Aug. 15

*Note: Non-members also must include \$30 for a WFU family membership.*

Register online at [www.wisconsinfarmersunion.com](http://www.wisconsinfarmersunion.com)

For more information about WFU Kamp Kenwood email [camp@wisconsinfarmersunion.com](mailto:camp@wisconsinfarmersunion.com)

them have never thought about their local communities in a global context and WFU Kamp Kenwood helps them grow in this way.”

On October 6, 1951, the President of the National Farmers Union at that time, James G. Patton, stated in his dedication remarks that WFU Kamp Kenwood “is more than a symbol of the accomplishment of the Farmers Union of today. It is a link between today and tomorrow.”

In 2019, “tomorrow” is today and WFU Kamp Kenwood continues to cultivate new generations of cooperative leaders every year, one camp session at a time.

*(Photos: clockwise from bottom)*

*Maddie Weinhardt, Nicole Bickham and Caleb Weinhardt (left to right) at WFU Kamp Kenwood in 2011. Photo credit: Nicole Bickham*

*Cathy Statz at WFU Kamp Kenwood. Photo credit: Wisconsin Farmers Union*

*A happy co-op camper. Photo credit: Wisconsin Farmers Union*

# GIVE PLASTICS THE BOOT

SIMPLE STEPS TO REDUCE YOUR PLASTIC USE WHEN PURCHASING PRODUCE



**H**ERE AT OUTPOST, WE'RE COMMITTED TO TACKLING OUR RELIANCE ON PETROLEUM-BASED PLASTIC THROUGHOUT OUR STORES. THAT'S WHY, ON THE EVE OF EARTH DAY 2019, WE ANNOUNCED OUR COMMITMENT TO ELIMINATE PETROLEUM-BASED PLASTICS FOR OUR CO-OP PACKAGING AND CONSUMABLES BY 2022.

**1** Skip using a bag for produce—there is no requirement to use bags. Our cashiers will gladly corral loose carrots, apples and oranges, avocados, onions, bananas, and more!

**2** The BEST bag for produce is one you can use again and again! Purchase one or more reusable produce bags and keep them handy for your next shopping trip.

**3** Choose a paper bag—now available throughout our produce departments—these can be reused, recycled, or composted.

**4** In a pinch, choose one of our NEW bio-plastic produce bags. They are petroleum/plastic-free and ours are 100% home-compostable certified! **Note: leafy greens should not be stored or refrigerated in our compostable bio-plastic, as they will quickly wilt.**

WITH A GARBAGE TRUCK WORTH OF PLASTIC ENDING UP IN THE OCEAN EVERY MINUTE, AND ONLY 9% OF PLASTIC ACTUALLY RECYCLED, IT'S TIME EACH OF US GET SERIOUS ABOUT OUR USAGE. AFTER ALL, WE ONLY HAVE ONE PLANET TO CALL HOME.



Pick up our Give Plastics the Boot brochure—available in our produce departments—for more tips on storing fresh fruit & veggies!

## CHECKOUT



*Bill Gessner's induction into the Cooperative Hall of Fame 2012, Washington DC. (shown here with Marilyn Scholl, another food cooperative hero and Inductee)*

Bill Gessner was a teacher and friend to many people in the cooperative movement. He was my mentor for many years and helped Outpost through the development and financing phases of both our State Street and Bay View locations. He had a passion for cooperative growth and development, coaching and mentoring, start-up food co-ops and the International Co-op Principles. He was so devoted to cooperation that even his shower curtain sported all seven of the International Cooperative Principles. His generosity and love for life and co-ops was large, but not as large as the hole that's left with his passing.

Contributions can be made to the Cooperative Development Foundation so Bill's legacy can live on in support of food co-ops over the next decade: <https://s.coop/22h9o>

A handwritten signature in black ink, appearing to read "Pam Mehnert".

Pam Mehnert, general manager

## IN MEMORIAM

**BILL GESSNER, CO-OP HERO  
(1947-2019)**



**You've tried the rest,  
now taste the BEST!**

## **Berry Crumble Pie**

Made-from-scratch + sparkling  
fresh fruit + rich crumbles  
= 1 crave worthy vegan pie

**CO★OP  
MADE**

**OUTPOST**  
NATURAL FOODS

4 stores in greater Milwaukee to serve you.  
Visit our website for locations and info.

[www.outpost.coop](http://www.outpost.coop)