

The Co-operator

At Your Store

WHAT'S NEW AT YOUR CO-OP?

November Co-op Advantage Sales begin Wednesday, November 1.

MEMBER APPRECIATION DAYS

Sundays: Nov. 12 and Dec. 10
Shop 8 am - 9 pm

BOARD OF DIRECTORS MEETING

All members are welcome.

Check the front entrance for dates and times

THE CO-OPERATOR DEADLINE

December 1 for the January 2007 Issue
All submissions and ads are due.

For more information, call Member Services at 412.242.3598.

JOIN US FOR A CO-OP ORIENTATION NIGHT

Learn the secrets every member wants to know EVERY TUESDAY — 7pm
Customer Service desk
Sign up or call 412.242.3598

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Special Insert	Nine Mile Run Watershed Assoc.

East End Food Co-op

7516 Meade Street Pittsburgh, PA 15208
412-242-3598
www.eastendfood.coop

Local Producers Feature: FRESH FROM THE OVEN

By Jesse Sharrard

There's something magical about bread, a mixture of as few as four, no more than six, ingredients (flour, water, salt, and yeast; sometimes oil and/or sugar), that when properly crafted, yield myriad delectable results. Everybody loves a good loaf, but, as Mediterra Bakehouse production manager Andrew Troth points out, "A bad loaf can ruin a meal." The ultimate results of any bread-making venture depend exclusively on ingredient quality and the exactitude of the technique.

Owner and Baker Nick Ambelioto and his staff of 17 strive for excellence in both of those areas. "Making bread is an art form," Ambelioto explains. "It takes a long time to master any aspect of the process." Some of his bakers focus exclusively on a single step of the process, whether mixing the dough or baking the loaves. Others, such as Ambelioto and Troth, contribute to the process from beginning to end.



Ambelioto and Troth shape dough into bread

The Mediterra bakers make 16 different types of bread, all of which fit into one of four categories:

- 1 Naturally fermented breads employ what is known as a "leaven starter" and are free of commercial yeast. This technique is as old as bread itself and includes the sourdough family of breads.
- 2 Mediterra also uses a "Polish starter," which is a more "modern" bread-baking technique—only a couple of hundred years old. Polish starters use a very small amount of commercial yeast and came into being with the advent of that product.
- 3 Thirdly, Mediterra bakes "straight dough" bread which does not require a starter. Most people use this technique when they bake at home, though Mediterra uses less yeast and waits longer for the dough to rise than most bakers have patience for.
- 4 Lastly, Mediterra cooks a variety of traditional ryes using a rye starter instead of relying on a heavy dose of caraway for flavor.

The ingredients that go into all of Mediterra breads are, in Ambelioto's words, "clean and honest." They use sea salt and employ organic ingredients whenever possible, though Troth laments that it's often difficult to find organic flour. At minimum, they use unbleached and un-bromated flour. That most flour sold and used in the United States today is bleached and bromated offends Troth's sensibilities. The two processes were developed as preservation methods during World War II as part of an effort to produce large quantities of bread cheaply for the troops overseas. After the war, the techniques remained part of mass-production methods even though they changed the character of bread.

Mediterra Bakehouse

(412) 490-9130
Parkway West Industrial Park, Building 8
801 Parkway View Drive
Pittsburgh, PA 15205
www.mediterrabakehouse.com

Breads available:

- | | |
|---------------------------|--------------------|
| ■ Paesano | ■ Jewish Rye |
| ■ Ciabatta | ■ Parmesan Pepper |
| ■ Pane Bello | ■ Pecan Raisin |
| ■ Sicilian Sesame | ■ 8 Grain/3 Seed |
| ■ Semolina | ■ Chocolate Cherry |
| ■ Mt. Athos Fire Bread | ■ Sunflower Honey |
| ■ Farm Bread | ■ Whole Wheat |
| ■ Olive Farm Bread | |
| ■ Baguette | |
| ■ San Francisco Sourdough | |
| ■ Steel City Street Round | |
- Not all varieties are always available from the Co-op, but any variety can be ordered for you.

Mediterra takes a longer view of the bread-making process, one that prefers bread not be quick-risen with excess yeast, chemically preserved, sliced, and stored in plastic. From calling industrial yeast a "recent development" to wearing shirts that quote from Genesis 18:5, "And I will bring a morsel of bread that you may refresh your hearts," they are keenly aware

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Bread rising in willow wood baskets

DON'T MISS MEMBER APPRECIATION DAY — NOVEMBER 12

MEMBERS RECEIVE **10% OFF** SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates and times.



East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208
www.eastendfood.coop



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The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.

We welcome letters to the editor. Send your message (250 words or less) to: Attn: Member Services, 7516 Meade St. Pittsburgh, PA 15208 or email to: memberservices@eastendfood.coop

Submission Deadlines

All submissions, including articles and advertisements, must be received in the Co-op office by the first of the month for the following month.

The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.

For information about submissions and advertising, please contact Member Services at 412.242.3598.

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Staff News

NEW HIRES

Robert Douglas, Café

Nik Westman, Café

Robert Douglas has work for Greyhound and many hotels in the past, and now he will be providing much needed dishwashing help in the Co-op Café. Robert describes himself as a team player who likes to work, but when he is not at work, he enjoys visiting his friends and listening to music.

A student of culinary arts at the Art Institute of Pittsburgh, **Nik Westman** likes to spend much of his time writing and performing songs. Nik chose to work at the co-op because he is interested in the environment and the products that the co-op sells. Outside of work, Nik also likes skateboarding, and he hopes "to release a solid album while dreaming of having the perfect job."

STAFF PICKS: November

FAVORITE PRODUCTS OF THE CO-OP STAFF



WHO: Erin Myers
WHAT: Maca Magic
WHERE: Aisle 2, in the raw foods section
WHY: It is the perfect breakfast before my bike ride into work. A morning boost without weighing you down. Maca is sweet and malty and has brightened my mood ever since I started taking it. upon opening the bag."

EDITOR'S NOTE: Maca is a root which we carry in powdered form. It comes from the highlands of Peru and is chock full of amino acids and protein. It was used by the Incas, and is now used for multiple benefits—stress reduction, hormone balancing and promoting endurance and energy—among others. 1-2 teaspoons of Maca powder can be added to a glass of milk or mixed into hot cereals or smoothies.

Fresh From the Oven

— Continued from page 1

that their job is one that has existed since inherited memory. They strive to use artisan ingredients and techniques: methods that may, from an industrial standpoint, be less efficient but that yield results which Troth is proud to declare are "better tasting and more nutritious."

Not that they're kneading all of this dough by hand; they embrace the benefits of technology—so long as it produces superior results. They use oblique bread mixers that fold and turn the dough instead of slapping it against the sides of the bowl. They add water to the dough with the assistance of a filter that guarantees exact temperature and quantity. Their oven is a huge, four deck gas-fired unit with precision steam injection that assists in forming a better crust. They even have a machine that quickly and precisely portions a batch of dough into equal segments. But once the dough is shaped and rising, it doesn't go into aluminum pans: instead, it goes on floured boards, in willow baskets, or in linen. By melding timeless technique with modern advantages, Mediterra achieves classic results.

Oblique mixer, shown below



Jesse Sharrard is a co-op member, a classically trained chef, and author of the Corduroy Orange food blog at www.corduroyorange.com

Look for **MEDITERRA** and other **FRESH LOCAL BREADS** in AISLE 2 at your Co-op!

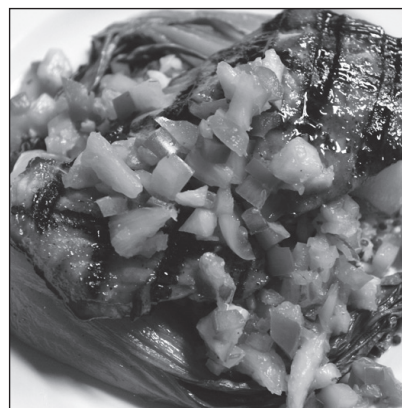
Special orders are available for your holiday needs!

KARMA

ON 8TH

THE MOST ORGANIC DINING EXPERIENCE AROUND!

A warm eclectic space where organic ingredients are fused with international flavors to tempt every palate.



NIGHTLY MUSIC FOR THE PASSIONATE

THE LOFT

AT KARMA ON 8TH

*Visit our website for music themes including:
Alternative Dance, Drum & Bass,
Electronica, Disco, and more!*



TUESDAY - SUNDAY 4PM - 2AM (CLOSED MONDAY)
SATURDAY & SUNDAY BRUNCH 10:30AM - 2:30PM
224 EAST 8TH AVENUE | HOMESTEAD
412.464.9444 | KARMAON8TH.COM