

(Mobile book) Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen

## Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen

David Sax

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**David Sax : Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen** before purchasing it in order to gage whether or not it would be worth my time, and all praised Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen:

1 of 1 people found the following review helpful. Hungry. So Very Hungry (revised)By J. HundleyI wrote my original

review in haste and sold this terrific book rather short (though not the 5-star rating). So I'm amending below the original, short one. Thankfully, I live in one of those cities that still has a handful of good, and a couple of great, delis left. Because it only took me about 20 pages to be overcome by the physical need (NEED, I say) for pastrami. Real pastrami. This book will do it to you. Goodness, how I love it. NEW: All of that still stands, but this is really a lot more than just an ode to delis. It is also a wonderful history of delicatessens and their place in both Jewish and the larger culture. Sax makes some very serious and real connections between the state of the deli and its place in Jewish life and culture. As a goyem, I can only comment from outside, but having cooked at Fox Deli in Indianapolis for several years in the early 1980s, I was privileged to see the place of a great (okay, pretty good) deli in a neighborhood and a community. I learned a lot and picked up some great jokes, too. One of the things I learned was an ongoing and continuing love of kosher and kosher-style deli foods. (Here in Chicago, Manny's is what I imagine heaven is imagined to be for people who believe in heaven.) But I also became aware of how a deli can be a meeting place, unofficial cultural center and melting pot. Sax takes that and turns it into a tribute and elegy here. So while just looking at the cover does make me hungry, there is a lot more here than a travelogue and dining guide. Very much recommended. 0 of 0 people found the following review helpful. Eat this Book! By TravellingCari This book went from wonderfully engaging to dragging slightly to a powerful close, and it was especially poignant in timing as Carnegie Deli announced their closing as I was mid book. I really enjoyed as Sax traced the Jewish diaspora within America through its delis before returning to its roots in Western and finally Eastern Europe. The deli as somewhat of a gentrification marker in the American midwest was interesting and unexpected to this reader. I found that Sax's writing brought the food to life and made the dishes he sampled as much of characters as the deli men he interviewed. I'm not a big deli eater, but I had a craving for noodle kugel, challah, lox and more. I think the only reason the Canadian deli traditions didn't interest me as much as I'm not that interested in their food scenes. I had a stronger tie to other cities and I think that's why I enjoyed them more. If I didn't know the deli, I often knew the neighborhood. In the case of Stage and Carnegie, I walked past them daily en route to and from work. In addition to the iconic Carnegie, closing at the end of 2016, Jimmy and Drew's in Boulder has also closed since his research trip. Delis truly are dying off. Made me even more grateful for the rebirth of the 2nd Avenue deli and I'm glad both NYC locations are still thriving to this day. Poland, and the literal death of Jewish culinary traditions in the holocaust was a perfect ending to the original research. How many recipes and deli men had died off in that, the world's largest Jewish cemetery. I wonder where the delis would be today with those six million alive. I can only hope that the resurgence in some midwest cities, as well as Ben's and Katz's here, will keep the tradition alive for another generation. 0 of 0 people found the following review helpful. Jewish Food Lives, if not only in CA By Mark Bartnik David Sax took the time to do Jewish heritage and culture a favor by writing this book. He spent several months touring North America and parts of Europe and Britain to review delicatessen food. Jewish culture is fading away with the dispersion of the concentrated Jewish communities. The 2nd, third and fourth generations are not keeping the deli's open and are not learning the techniques of cooking the food. The only real place that David found a lively Jewish delicatessen following is in California. Perhaps with this book as a guide to the traveler, the lover of the Jewish cuisine will follow David's footsteps and take a similar trip or follow the Save the Deli site to seek out the spots highlighted in the book. I have worked in Jewish delicatessens here in Detroit and love to take a trip to Southfield MI to visit my favorite deli's. Around the corner in Troy there are a couple of delicatessens that I cater to in order to get a corned beef sandwich. I would like to see some of the other food items on the menu, i.e. Rugelach. This book may help the deli owner to understand the value of the cuisine and see what other deli owners are faced with in order to save their business. Again, the local deli has the same issue, over priced beef in order to make pastrami just right and a clientele that is not willing to buy a \$12 sandwich. This book may inspire the deli owner to take a look at each other and unite in the fight to save the market. A good quick read and you can salivate all the way. Mark

David Sax's delightful travelogue is a journey across the United States and around the world that investigates the history, the diaspora, and the next generation of delicatessen. David Sax was alarmed by the state of Jewish delicatessen. As a journalist and lifelong deli lover, he watched in dismay as one beloved deli after another closed its doors, only to be reopened as some bland chain restaurant laying claim to the cuisine it just paved over. Was it still possible to save the deli? He writes about the food itself how it's made, who makes it best, and where to go for particular dishes and, ultimately, what he finds is hope: deli newly and lovingly made in places like Boulder, Colorado, longstanding deli traditions thriving in Montreal, and the resurrection of iconic institutions like New York's 2nd Avenue Deli. No cultural history of food has ever tasted so good.

.com Product Description As a journalist and life-long deli obsessive, David Sax was understandably alarmed by the state of Jewish delicatessen--a cuisine that once sat at the very center of Jewish life had become endangered by assimilation, homogenization, and health food trends. He watched one beloved deli after another shut down, one institution after another shutter only to be reopened as some bland chain-restaurant laying claim to the very culture it just paved over. And so David set out on a journey across the United States and around the world in search of

authentic delicatessen. Was it still possible to Save the Deli? Join David as he investigates everything deli--its history, its diaspora, its next generation. He tells us about the food itself--how it's made, who makes it best, and where to go for particular dishes. And, ultimately, there there is for hope--David finds deli newly and lovingly made in places like Boulder, traditions maintained in Montreal, and iconic institutions like the 2nd Avenue Deli resurrected in New York. So grab a pastrami on rye and sit down for a great read--because Save the Deli is an energetic cultural history of Jewish food, a vibrant travelogue, and a rallying cry for a new generation of food lovers. Exclusive: A Letter from David Sax Dear Reader, I assume you're here because you either love Jewish deli like Jewish deli, or want to learn to love Jewish deli. Well, you're in luck. That's why I'm here too. In fact, that's the whole idea behind Save the Deli. If I can get twenty more people to eat a corned-beef sandwich, I've done my part. Mission accomplished, right? Well, not exactly. As you can see from some of the reader reviews already on , deli lovers are a fiercely opinionated bunch. They know what's the best and if anyone dares say otherwise, they're willing to hit the battlefield and inflict damage. Look into those reviews and you'll read criticisms about how I didn't go to X deli, or didn't go to Y city, and how dare I say that LA has deli that's as good, or even better than New York! Who am I to question the conventional wisdom about Jewish deli? Blasphemy! Heresy! Heartburn! But it's true. In Save the Deli, I talk not only about the great delis in New York--like Katz's, Carnegie, and 2nd Ave Deli--but also about unknown places in Detroit, Chicago, Salt Lake City, LA, Denver, Florida, and Toronto. I eat deli in London, Paris, and Krakow. The point here is to convince you that great deli knows no geographical bounds, that you can have a cabbage roll in Charlotte, North Carolina, that's better than one in Brooklyn, that great blintzes aren't tied to any one city or state. Now before you light the pyre, let me tell you about how I came to this realization. Three years ago, when I began working on this book, I too had fallen prey to the misguided notion that great deli was only confined to New York and Montreal. Anything outside those cities had to be a pale imitation. I, like many Jewish deli lovers, was narrow-minded, could see and imagine no further than the local delicatessen I frequented a village simpleton who knows nothing beyond his little shtetl and the salamis therein. But as I hit the road, in search of the story of delicatessen in American and around the world, I tasted revelation after revelation. It first happened in Brussels, where I encountered a fancy sandwich shop called Gilles. I dismissed it as a hokey deli until I layered their delicate smoked brisket on a warm onion roll and realized an entire new world of deli potential. Two weeks later I was in Paris, eating chopped liver with foie gras, duck sausage, and calves-foot jelly at Maison David. I'd stepped through the looking glass. When I hit the road in America things were no different. Who knew the rye bread in Detroit was the best anywhere? Who knew a new deli in Boulder, Colorado, made its own schmaltz? Who could suspect the level of kitchen prowess I'd find in Los Angeles, where a kishke at Brent's blew me away? Do you know what it's like to be blown away by kishke? It's akin to a religious moment; your mouth is so in love with this crackling fat-stuffed sausage that it floods your brain with endorphins. It's a watershed event. I'd love for you to experience that. Great deli knows no geographical limits. If there's one thing I learned on this whole journey to Save the Deli, that's it. I hope everyone that reads this book will realize this. It doesn't mean the delis in your hometown serve up sandwiches any less delicious than before. It doesn't mean that the deli you grew up with in Brooklyn was anything less than spectacular. But I implore you to look out beyond your deli counter at the world of possibilities. Then go. And taste. You won't regret it. Key Yiddish and Food Terms (so you don't sound like a schmuck) from Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen Fress: To eat a lot. A big eater is a fresser. "He polished off two sandwiches and a knish. Quite the fresser." Treyf: Unkosher. "I don't eat Reubens, they're pure treyf." Maven: A master. "Ziggy Gruber calls himself a deli maven." Haymish: Like home. "Such a haymish deli. His mother's in the kitchen." Schmutz: Dirt. "There was so much schmutz there it was like eating in a bus station." Goyish: Gentile, or exuding a non-Jewish vibe. "That deli is really goyish. I mean, they serve lobster rolls." Chutzpah: Nerve. "You got a lot of chutzpah to ask for butter on that sandwich." Kvetch: To complain. Every diner's right at a deli. "She came in, ate, and then kvetched at me for twenty minutes about the soup's color." Gonif: A thief. "Sixteen dollars for a sandwich? Those gonifs!" Nosh: To eat a little. A nibbler is a nosher. "I'll stop by, but just for a nosh." Meshugah: Crazy. "You've gotta be meshugah to pay those prices." Kibitz: To joke. "Mel Brooks was in yesterday, kibitzing with everyone." Plotz: To keel over. "I ate so much I could plotz." Shonda: A shame. "They took herring off the menu...such a shonda." To Die For: The highest culinary compliment. "The rolled beef was to die for" or "The rolled beef: to die." Zay Gezunt: Be in health. "See you next week. Zay gezunt." Ess Gezunt: Eat in health. "Ess Gezunt. Enjoy that sandwich." Shmear: To spread, though also a term for all spreads. "What kinds of shmear can I get with this bagel?" L'Chaim: Cheers. "Is it cool to say l'chaim with Cel-Ray?" Bissel: A little bit. "Gimme a bissel of that chopped liver." The Deli Diaspora--A Sampling of Save the Deli Favorites (Click on Images to Enlarge) East Coast Delis 2nd Avenue Deli in New York, NY The Kosher Cajun in Metairie, LA Zingerman's in Ann Arbor, MI West Coast Delis Jimmy and Drew's 28th Street in Boulder, CO Langer's in Los Angeles, CA Miller's East Coast Delicatessen in San Francisco, CA From Publishers Weekly This is a book about Jewish food, Sax's prologue reminds, and it would be a shame to read it on an empty stomach. It's true; just a few chapters in, and you'll find yourself hungry for hot pastrami sandwiches, matzo ball soup, maybe even ready to try some gribenes (chicken skin fried in chicken fat). As freelance writer Sax explains, however, it's getting harder and harder for even the best delicatessens to stay open; the profit margins on sandwiches are atrocious, and young Jewish

families tend not to embrace the food the way their ancestors did. Still, Sax has found a few truly outstanding delis, and not just in New York City joyful moments in this otherwise elegiac travelogue come with the discovery of delicious schmaltz in Colorado, or the legendary smoked meats of Montreal. Along the way, he interviews deli owners, meat cutters and customers, digging deep into local histories wherever he visits. The well-crafted portraits don't string together perfectly, but individual chapters shine such as the passages on the death and rebirth of Manhattan's Second Avenue Deli or the disappointment of Poland's attempts to reinvigorate a Jewish culture almost obliterated by the Holocaust. A helpful appendix includes addresses of all the delis Sax discusses and then some; readers in the right cities are sure to start planning visits straight away. (Oct. 19) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "David Sax is the M. F. K. Fisher of pickled meats. After Save the Deli, you'll never take a pastrami sandwich for granted again. You'll also be moved by Sax's wonderful portrayal of the folks behind the counters, and their fascinating thoughts on cultural identity, the relentless passage of time and, of course, kreplach." A. J. Jacobs, author of *The Know It All*, *The Year of Living Biblically*, and the forthcoming *The Guinea Pig Diaries* "Nobody this young should be so smart or know so much about delicatessens. He may go down in history as a Jewish hero, the man who saved rye bread. The kid knows how to eat and he knows how to write. You can't ask for more than that, although a glass of cream soda is always nice." Alan Richman, author of *Fork It Over: The Intrepid Adventures of a Professional Eater* "What if they gave a pastrami on rye and nobody came? Unthinkable? That's what you think. David Sax knows better, and traces the history of the American (and Canadian. And British!) deli-- its arrival, its rise, its potential fall, its possible salvation-- with passion, humor, chutzpah, and tam. Enjoy."-- Ellis Weiner, co-author of *Yiddish with Dick and Jane and Oy! Do This, Not That* "A delightful tour of Jewish delicatessens across the nation and abroad, David Sax opens a necessary discussion about the very future of those beloved, yet dwindling, institutions. *Save the Deli* is a great read."--Ed Koch "This book is the result of an epic journey, akin to *The Odyssey* but with Roloids. With insight, passion, and a digestive system at which one can only marvel, Sax peers between the layers of a pastrami sandwich and glimpses the evolution of community and identity in North America today."--Roger Bennett, author of *Bar Mitzvah Disco* and *Camp Camp* "David Sax's passionate manifesto for sustaining the Jewish deli is so intensely evocative that to read it is like inhaling the aroma of steaming corned beef getting sliced and piled high on glossy-crust seeded rye, then plated with half-sour pickles and a crisp latke on the side. A voluptuous mitzvah for schmaltzophiles, it also is a singularly practical guide to the best delis from coast to coast and around the world." -- Jane and Michael Stern, authors of *500 Things To Eat Before It's Too Late* and *Roadfood* "David Sax's book on delicatessens is an important work. The food is an important part of the Jewish culture. We could not have grown up without it. I totally enjoyed our interview and I must say that the book is a great read for anyone, from the culture conscious to the foodies. Fyvush Finkel, (Yiddish theater legend, actor "Picket Fences" and "Boston Public") *Save the Deli* is a Bromo-fueled cri de coeur on behalf of the uniquely Ashkenazic food that keeps its devotees, whether Jewish or not, from going goyish into that good night. Part elegy, part lament, part rallying cry for a generation whose nitrate levels are already dangerously low, David Sax's book is an unparalleled look at the past, present and possible future of the pastrami, corned beef, smoked meat, kishka and cabbage rolls that have given generations the strength to kvetch and a reason to do so. Michael Wex, author of *Born to Kvetch* "Just the thought of a book dedicated to the history and cultural importance of Jewish Deli in North America makes my mouth water. And who better to take on the project than passionate writer and adventurer David Sax. His knowledge and experience make him the perfect man for the job. Without a bible like this how will our next generation of eaters know the delight and pure satisfaction of biting into that perfect pastrami on rye, smothered in mustard and accompanied by a full-sour dill pickle?" -- Gail Simmons, Judge on Bravo's *Top Chef* "The wandering of the Jews is frozen in the marble of the corned beef on rye. The fall of the Temple, the exile, life in the ghetto, reliance on the cheapest meat and the ensuing need to tenderize and smoke and spice, the crossing to the New World -- it all culminates in the towering sandwich you find at the Carnegie in New York, Junior's in L.A., Manny's in Chicago. . . . In his deeply satisfying new book "Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen," David Sax sets out to tell this story one city, one deli, one tradition at a time . . . tasting and kvetching and chronicling the state of the cuisine, all this activity set against a dread premonition -- that the deli is going away, and the long run is over." LA Times