



#43 S. Washington Street
Binghamton, NY 13903



Take-Out & Reservations
607.722.5138
Office: 607.722.0006

- Eliot Fiks, Senior Partner
- Stacey Gould, Junior Partner

*Celebrating 25 Years on
Binghamton's Southside!*

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Summer 2006
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Free

★
Restaurant CLOSED, JULY 1-6. Re-Opening, JULY 7.

"I am a rich man ... rich in the stories generated ... rich in the friends I've found ... rich in the love I've experienced ... rich in the family (especially my parents) who have supported me."

25th Anniversary ... The Story of Whole In The Wall ▼

*Editorial** - Eliot Fiks, Senior Partner

** From Eliot's speech given at our 25th Anniversary Party, December 4, 2005. We wanted to share it with all of you who could not attend our Anniversary Party.*

■ *The children's story of 'Stone Soup' is a story of how a big pot of soup gets made from what seems like nothing. And that is, in a nutshell, the story of Whole In The Wall. A couple of crazy kids with a big dream, no experience whatsoever and not a whole lot of money.*

When we first came to this building (43 South Washington Street), the basement was waist high in 200 pound mechanical cash registers. The walls were covered with 100 years of paint. So, one by one, we took the boards down and turned them inside out, since the inside had no paint.

After three years of hard labor (our only crime being daring to make a dream real), we opened. And now, we've been open for a quarter of a century!

I usually analogize a place like this surviving in a town like this as the equivalent of a tree growing

out of a rock. It hasn't been easy. The financial rewards have been nominal.

Often, the odds seemed insurmountable. Of course, few would accuse me of not being tenacious enough for the challenge.

If the Whole In The Wall is my child (and it is), it is certainly a child with some very special needs. And, yet, like all parents who love their children, I am a rich man. I am rich in the stories generated. Rich in the friends I've found. Rich in the love I've experienced. And rich in the family (especially my parents) who have supported me, sometimes against their better judgment, and without them whom this place would never have been possible. Rich, also, in my wonderful partner, Stacey, without whom this place would probably not still be around.

And, if all this wasn't enough, I am allowed the great gift of being able to serve you all (with many wonderful helping hands, of course), food that is made with love. So, from the bottom of my heart, I thank you all for that gift.

4 ... The WHOLE Story

Important Dates ▼

FYI: RESTAURANT OPEN: 11:30-9, Tuesday-Saturday.

- **JUNE 23-25** (Fri.-Sun.) - High School Graduations
- **JULY 1-6** - Restaurant closed/summer vacation.
- **JULY 7** (Fri.) - Restaurant resumes regular hours.
- **AUGUST 19-20** - Binghamton Garlic Festival (See Pg.2)
- **SEPTEMBER 1-4** - Labor Day Weekend
(BOXED IN AREAS on Calendar = RESTAURANT CLOSED.)

JUNE 2006	JULY 2006	AUGUST 2006
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◆ Ticket for WHOLE Saving\$! ◆

◆ **25th Anniversary** ◆
Dinner Special
\$2.50 OFF
Any One Dinner Entree!

Light Fare Excluded
(Valid thru 7/29/2006.)

◆ **More WHOLE Saving\$!** ◆
Under \$5 Lunches, Tue.-Fri., 11:30 -3.
[No Coupon Needed for Under \$5 Lunches.]

★ **Also, ENJOY...Eating on our Outdoor Patio!** ★
(Open, weather permitting.)

Whole In The Wall PESTO ... Best Pesto in the Universe!

Whole In The Wall ◆ #43 S. Washington Street ◆ Binghamton, NY 13903

607.722.5138 (Restaurant) **607.722.0006** (Office) • www.wholeinthewall.com • Tue.-Sat., 11:30 -9.

• Natural Foods Restaurant, serving lunch & dinner. • Gourmet, All Natural Pesto Sauces (7 varieties made on premise), sold & shipped throughout U.S. • On-Line Store • MasterCard, VISA, Discover Card & American Express accepted.



*Celebrating 25 Years on
Binghamton's Southside!*

Our 25th Anniversary ▼

Under \$5 Lunches & \$2.50 Appetizers!



■ Lunch for under \$5 and \$2.50 petite appetizers at Whole in the Wall! We've added new lunch menu items, lighter fare for summer, all for just \$4.95 each, and two petite appetizers...Tempura Sampler or Middle Eastern Appetizer... for \$2.50 each, available Tuesday-Thursday. Call us at 607.722.5138 to place your lunch or dinner reservation.

Ole! ... Mexican Night on Wednesdays

■ Due to popular demand, Whole in the Wall's Mexican Night is back on Wednesdays! Enjoy Mexican dinner and appetizer specials, try pasta entree made with our southwestern-influenced Chipotle Pesto, and regular menu items ... Mexican platter, our 'Whole' enchilada, vegetarian chili, or delicious tostada. Don your sombrero on Wednesday night, BYOB of sangria, for our weekly Mexican Fiesta!

Our Ambassador, Ed Abram

■ CONGRATULATIONS! to ED ABRAM, our dear friend and longtime colleague, who we call the Whole In The Wall Ambassador. As Eliot says, "We don't consider it a weekend, unless Ed's around!" Not only does Ed play piano at the restaurant on Fridays and Saturdays (6-9), he knows everyone and seemingly every song ever written. Ed takes song requests, all while playing piano AND talking with restaurant patrons. Eliot adds, he repairs the piano and makes sure the music listing for the restaurant is in the Good Times each week. Thanks Ed for all the gifts you share with us each week ... be sure to say Hello on your next visit and try to stump him on your song request!

■ Welcome! MICHAEL CORDARO, our new guitarist who recently began playing Fridays during lunch (12-3) at Whole In The Wall. We are happy Michael has joined our musical family which also includes Kelly Birch on guitar who performs in the restaurant on Saturdays during lunch.

■ Remember, on the second Tuesday of each month, there's Celtic Music from 12-3 at Whole In The Wall.

Look for Whole In The Wall at Upcoming Garlic Festivals This Summer

■ Whole In The Wall will be "on the road" this summer, participating in three regional Garlic Festivals:
 • AUGUST 19-20 (Sat.-Sun.): Binghamton, NY, held at American Civic Association, 131 Front Street.
 • SEPTEMBER 2-3 (Sat.-Sun.): Wilmington, VT
 • SEPTEMBER 23-24 (Sat.-Sun.): Saugerties, NY
 We will be giving out free samples of and selling our pesto sauces. Hope to see you at one of this fun, food festivals this summer and take home your favorite Whole In The Wall Pesto!

Whole In the Wall Catering Menu

■ Perfect for graduation, wedding or summer parties, Whole in the Wall catering menu! The delicious choices include Lasagna (Pesto, Mexican, Spinach-Mushroom, Alfredo & more); Eggplant or Zucchini Parmigiana; Vegetable-Rice Casserole; Quiche (Potato, Spinach-Mushroom, Tomato-Onion); Raw Vegetable Platter (w/Dip), Cheese Platter or Combo Raw Vegetable-Cheese Platter. All casserole dishes can be made with chicken, turkey or ground beef as well as vegetarian or vegan. Call Eliot or Stacey to place your catering order today at 607.722.0006.

Whole In The Wall Water Bottle on Sale

■ Our Whole in the Wall purple water bottles with our 25th Anniversary slogan ... "25 Years and Still Ticking" ... are still available in the restaurant! Made of polycarbonate plastic, the .5 liter water bottles cost \$5.95@ and perfect for any beverage! For those of you who live out-of-town, we will mail one to you; \$5.95 plus \$1.50 shipping.

July Art Exhibit

Features Teaching Artist

■ During July at Whole In The Wall, artist David Geer from The Art School in Vestal is exhibiting a collection of colorful florals in oils entitled, "Sunburst" ...sunflowers, poppies, tiger lilies, orchids, magnolias, azaleas, roses, forget-me-nots. Our partnership with The Art School, which offers classes in visual arts, physical arts/health; expressive (language/writing/music); and culinary arts for adults and children, began in April. Contact director Nancy Barno Reynolds at 607.797.2517 or their website: www.theartschoolonline.com.



Pesto News ▼

Chipotle New Name for Picante Pesto



CHIPOTLE PESTO

■ Our spicy, southwestern-influenced Chipotle Pesto, introduced in March, represents one of our seven, all natural, premium pestos, handmade at Whole In The Wall's restaurant kitchen. This Tex-Mex style pesto (formerly Picante pesto), is made with Chipotle peppers to give the flavor that extra "kick" that's so popular today in recipes and at restaurants across the country. All of our pestos flavors are available nationwide through the company website, www.wholeinthewall.com, and at a growing number of upscale specialty and natural foods stores.

- ✓ Basil
- ✓ Spinach Parmesan
- ✓ Sun-Dried Tomato
- ✓ Sweet Red Pepper
- ✓ Chipotle (formerly Picante)
- ✓ Dairy Free
- ✓ Garlic Spike (seasonal)

PESTO Sizes Available: • 5.5 oz, 12/case
 • 32 oz., 4/case • 5 gallon (special order)

Whole in the Wall Pestos ... •Delicious with Grilled Fish or Chicken • Piquant Sauce for Pastas • Filling for Quiches, Frittatas & More!

Whole In The Wall Pesto at Sheldrake Point Winery

■ Recently, Sheldrake Point Vineyard in Ovid, NY, on western shore of Cayuga Lake, began selling Whole In The Wall Pestos in their wine/gift shop and cafe. Our thanks to Sheldrake Point as one of our newest retail locations for our premium pestos in the NYS Finger Lakes region, which is about 30 minutes northwest of Ithaca on the Cayuga Wine Trail. Sheldrake Point joins McGregor Vineyard in Dundee, NY, on Keuka Wine Trail which carries Whole In The Wall Pesto Cream Cheese in their wine/gift shop.

Nutritious News Bites!

Sesame Sun Screen



▼ Don't just slather up with sunscreen to guard against sunburn this summer, consider adding more sesame to your diet. Already credited as a powerful antioxidant and memory booster, sesame enhances the body's natural sun-screening abilities, according to Japanese scientists at the Suntory Health Care Service Laboratory in Osaka. Their studies have revealed that sesamin, the main antioxidant in sesame, lowered rat's susceptibility to ultraviolet rays by boosting their natural ultraviolet defenses in the skin. Researchers believe that a sesamin-rich diet could be helpful in preventing skin damage caused by excessive UV exposure.

Ginger for Osteoarthritis

▼ Although it's best known for adding flavor to foods, ginger may one day be known as another natural remedy for arthritis. According to the results of a random, double-blind, placebo-controlled study published in the November 2000 issue of the journal, Arthritis and Rheumatism, people with osteoarthritis (OA) who took ginger noticed a reduction in discomfort. The researchers gave 247 OA patients either ginger extract or a placebo. Of the patients who took ginger, 63% reported a reduction in knee pain when they were standing, while only 50% of the placebo group reported a similar reduction. "A highly purified and standardized ginger extract had a statistically significant effect on reducing symptoms of OA of the knee," wrote the researchers.

Nutrition Facts for Whole In The Wall Foods/Menu Items

▼ Coming soon on all of your favorite Whole In The Wall foods and menu items, a complete listing of nutrition facts. This information will include: calories, total fat, cholesterol, sodium, potassium, total carbohydrates (dietary fiber & sugars), protein, vitamins and minerals.