



#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

Since 1980 on
Binghamton's Southside!

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Fall 2007
Volume 10, No. 1
Free



★
Restaurant CLOSED, NOVEMBER 22-26.
Re-Opening, Tuesday, NOVEMBER 27.

"... much of what we seek we already possess. For the harvest to take place we need to notice."

4 ... The WHOLE Story

Important Dates ▼

- FYI: RESTAURANT OPEN: 11:30-9, Tuesday-Saturday.
- **NOVEMBER 22-26** (Thu.-Mon.): Restaurant CLOSED for Thanksgiving holiday/weekend.
 - **DECEMBER 6** (Thu.): Whole In The Wall's 27th Anniversary!
 - **DECEMBER 25** (Tue.): Restaurant CLOSED for Christmas.
 - **DECEMBER 29** (Sat.): Serving until 9 PM.
 - **DECEMBER 30-JANUARY 7** (Sun.-Mon.): Restaurant CLOSED.

(▼BOXED IN AREAS on Calendar = RESTAURANT CLOSED.)

NOVEMBER 2007	DECEMBER 2007	JANUARY 2008
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◆ Ticket for WHOLE Saving\$! ◆

◆ Anniversary ◆
Dinner Special
\$2.50 OFF
Any One Dinner Entree!
Light Fare Excluded
(Valid thru 1/31/2008.)



#43 S. Washington
Binghamton, NY
607.722.5138

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.

The Eyes of the Beholder ▼ by Eliot Fiks, Senior Partner

■ Today would have been the birthday of my beloved grandmother Babi. As a boy, I sat in her kitchen in Brooklyn and watched her bake her famous Viennese pastries. It is what ultimately inspired me to open the Whole in the Wall. She used to visit us every weekend, bring us chocolate cupcakes, and tell us The Story. The Story was an ongoing saga that she made up as she went along. No television show could have captivated my and my sister's attention more. To this day, I would give anything to remember the details of this magical tale.

Usually today's date would go unnoticed or perhaps be an afterthought. Today I lit the candlestick of hers that I have, and said a prayer. As I write I am wrapped in the beautiful afghan my Mom made. I've had it most of my adult life, and yet it was only a few days ago that I truly noticed the amazing details and intricacy with which it was made.

In this moment I feel warm and safe. So much has happened since our last official newsletter over a year ago: 2 devastating floods, losing all our cooks and having to work, cooking 16 hours a day for almost 6 months, and more. Then, something magically good came into my life. It made all the challenges seem small. When this new gift developed its own challenges, I became very sad.

Through it all though, I made a discovery, or more accurately, a rediscovery.

There was a place years ago I used to go to. It is not a national park and its not on any map. It is just this secret place in the forest that even back then I knew was special. For some reason I just stopped going. In my new sadness, I needed a place to be alone and renew myself. Somehow I remembered this place and returned. Only on my return did I realize how truly amazing this place was. It is a place of such beauty of sight and sound that I am often left speechless. Sometimes I laugh there, sometimes I cry, sometimes I'm in just in awe. Always I am healed there in some way.

So I would suggest to you, and to myself, that much of what we seek we already possess. For the harvest to take place we need to notice. I am humbled by how many people love me, care about me, and help me. So many dreams have been realized and so many gifts fall into my lap every day. Our blessings are many, it's the remembering them that's the hard part. So let's get to work! For this work is truly the labor of love.



Since 1980 on
Binghamton's Southside!

**Our 27th Anniversary ▼
December 6th**

■ Come celebrate our 27th Anniversary at Whole In The Wall (officially on December 6) during December. Stop by for lunch or dinner and enjoy our Signature Specialties ... famous Mushroom Soup, premium Pesto, and daily entree special, and delectable desserts like the sinfully decadent Chocolate Raspberry Brownie, homemade Apple Pie and daily Cheesecake special.



Also in December ...

- ★ **DECEMBER 7-8** (Fri.-Sat.): Our resident "musical ambassador" Ed Abram will play piano, 6-9.
- ★ **DECEMBER 7:** Michael Cordaro, guitar, 12-3.
- ★ **DECEMBER 8:** "Holiday Favorites" - Curt Osgood on Hammered Dulcimer, Annie Simpson on Guitar, Bill Myers on Whistles & Recorders.
- ★ **DECEMBER 11** (Tuesday): "More Holiday Favorites" ... Curt Osgood-Hammered Dulcimer, R.J. Siegers-Banjo/Guitar, Bill Myers-Whistles/Recorders, 12-3.

Visit Our Pantry ...

■ Thanks to our new freezer, our Pantry is fully stocked with all of your favorite Whole In The Wall items:

- **Premium Pesto** (7 flavors) - Weekly SPECIAL: 50 Cents OFF, different Pesto flavor each week.
- **Homemade Soup** (1/2 quart & quart sizes available)
- **Marinara Sauce** (1/2 quart & quart sizes available)
- **Baba Ghanouj • Garlic Balls • Pesto Cream Cheese**



Reminder ...

■ Remember, on the **second Tuesday of each month**, there's **Celtic Music** from 12-3 at **Whole In The Wall**. Mark your calendar for **January 8** and **February 12**.

This Season Put a WHOLE in Your STOCKING! ▼

✓ **Gift Certificates**
Available at the register.

✓ **Pesto & Restaurant Specialties**

✓ **T-Shirts**
Available in solid colors or tie-dyed, adult & children sizes.

✓ **Homemade Desserts & Pies**

www.wholeinthewall.com

First Friday & Annual Holiday Art Walk, December 7-8 ▼

■ **Whole In The Wall** is proud to present an art exhibit of photography entitled "The Way It Is" by James Conwell on display in the restaurant through January 31. This show opens Friday, December 7.

The monthly First Friday Art Walk event is held at over 40 locations with most venues in downtown Binghamton, on the southside including at Whole In The Wall, and on the city's westside. Each December, an additional Holiday Art Walk is held on First Saturday from 11-5.

P.S. In the restaurant through November 30 is "Illustrations," an exhibit of paintings by The Art School's Susan Fassett.

Pesto News ▼

FREE SHIPPING in Northeast for Whole In The Wall Pesto 12-Pack Orders



- **FREE SHIPPING in the Northeast** is available on any 12-Pack of Whole In The Wall Pestos, now through the holiday season. In other areas, additional shipping fees apply. **Handmade at Whole In The Wall's restaurant kitchen**, there are seven flavors of **all natural, premium pestos**:
- **Basil • Spinach Parmesan • Sun-Dried Tomato**
- **Sweet Red Pepper • Chipotle** (Tex-Mex style)
- **Dairy Free • Garlic Spike** (seasonal)

Pesto sizes available: 5.5 oz, 12/case; 32 oz., 4/case; 5 gallon (special order).

Pesto orders can be made online at www.wholeinthewall.com or by calling the restaurant office at 607.722.0006. **Free shipping in Northeast on 12-pack pesto orders valid through December 22.**

Whole in the Wall Pestos ... *•Piquant Sauce for Pastas • Filling for Quiches, Frittatas, Lasagnas & More!*

Whole In The Wall Pesto at Sheldrake Point Winery

■ **Sheldrake Point Vineyard** in Ovid, NY, on west shore of Cayuga Lake, sells **Whole In The Wall Pestos** in their wine/gift shop and cafe. Our thanks to **Sheldrake Point** as one of our 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. Besides Sheldrake Point, **McGregor Vineyard** in Dundee, NY, on Keuka Wine Trail carries **Whole In The Wall Pesto Cream Cheese** in their wine/gift shop.

Nutritious News Bites!

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.

Recipes for Holiday Parties ▼

Holiday Pesto Spread

- 8 oz. Cream Chesse
- 1/2 cup Whole in the Wall Pesto

Mix cream cheese (regular or non-fat) with 1/2 cup of your favorite *Whole in the Wall Pesto** (our personal favorite is Sun-Dried Tomato). Makes great hors d'oeuvres served on crackers or freshly sliced baguette. * Recommend: Spinach Parmesan, Sun-Dried Tomato, Chipotle, or Sweet Red Pepper.

Whole in the Wall Pesto Stuffing

For 8-10 lb. Turkey:

- 1 container of your favorite Whole in the Wall Pesto
- 1/2 package (7.5 oz.) of your favorite Seasoned Stuffing Mix
- 1/2 cup chopped onion
- 3 fresh ripe plum tomatoes, sliced

Follow directions on stuffing package. Then add pesto, sauteed onions and plum tomatoes. Stuff turkey as normal or bake as a side dish. For an extra treat, add a handful or 2 of smoked grated cheddar.