

### Important Dates ▼

- **Thanksgiving Week** - Closed November 24-26 (Thu.-Sat.).
- **December 4** (Sun.) ★ **25th Anniversary Party**, 1 pm. ★
- **December 24** (Sat.) - Closing at 5 pm.
- **December 31** (Sat.) through **January 7** (Sat.) - Closed for annual Winter Vacation.
- **January 10** (Tue.) - Open, resuming our regular schedule, Tue.-Sat., 11:30 am-9 pm.

NOVEMBER 2005	DECEMBER 2005	JANUARY 2006
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**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.

1980 - 2005



#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!*

• *Please deliver to the following address or current resident.*

### ◆ Ticket for WHOLE Saving\$! ◆

♦ **25th Anniversary** ♦  
**Specials**  
**Roll-Back Pricing**

on our signature **Creamy Mushroom Soup**  
95¢ per cup; \$1.50 per bowl,  
ordered a la carte (valid 12/6-12/10/05)!



#43 S. Washington  
Binghamton, NY  
**607.722.5138**

During December,  
**25% Off Whole In The Wall Pesto**  
purchased here; 2 different flavors discounted  
each week (valid thru 12/30/05).

★25th Anniversary Party! ★ Sunday, DECEMBER 4, 1 pm

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*"If stubbornness is blindness,  
then to be open-minded is true  
vision."*

### Break On Through ▼

#### Editorial - Eliot Fiks, Senior Partner

■ *Those of you who know and love me would probably call me a stubborn guy. Those who don't love me might call me that and more, but that's another story. Now generally when you call someone stubborn it's not a compliment. As I like to point out though, if you're viewed as wrong you're stubborn. If you're viewed as right you're tenacious, so on one level it's all P.R.*

*Seriously, though, my stubbornness is something I've worked long and hard to reign in and I believe I've made some progress (yes, I used to be worse!). My stubbornness has two basic elements: the first is being particular and knowing what I like and what I believe in, the second is blind determination. Now knowing what you like and believe in is good, and determination is good, it's the blind part that's the problem. Whether it's force of habit, or ego, or some underlying emotional reason, I'm not sure. What I am sure of is that blind actions tend to have a hit or miss success rate, at best.*

*Over the years when people or events have proved me wrong, it's helped to give me glimpses of that blindness. I've come to view being proved wrong as a gift because it helps to open my mind. Sometimes it's seemingly just fallen from the sky. Like one day I've just woken up and realized that I've*

*been missing what's really important about a situation or relationship. Those realizations are truly special gifts.*

*Open-mindedness is to me the polar opposite of stubbornness. If stubbornness is blindness, then to be open-minded is true vision. That being the ability to see past the superficial and the obvious and to accept that what you think you know, might actually be incorrect.*

*I recently had the pleasure of meeting someone whose open-mindedness wowed me. I was attending a yearly event called the Rainbow Gathering that is always the first week of July. It's a gathering of people into different alternative lifestyles from all over the world. Its central focus is a huge prayer for world peace on July 4th. I've added my own little contribution by backpacking in about 50 lbs. of our pesto and on July 3rd making a big pasta with pesto dinner for about 500.*

*Everything at the Rainbow Gathering is free, and it's always in a different remote area of national forest. Generally, the people in the nearest town view the event with some combination of fear,*

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*Celebrating 25 Years on  
Binghamton's Southside!*

## Our 25th Anniversary ▼

### Some Highlights

■ It all started with whole wheat bagels when Eliot, a Binghamton University graduate, was running a business from his apartment, supplying bagels to the University's Food Co-Op. Eliot and his housemate both liked to cook, they'd joke about opening a restaurant, and called each other's bluff one day over 25 years ago. Viola! ... the **Whole In The Wall Restaurant** was born, officially opening **December 6, 1980!**



The good news, as you probably know, **Whole In The Wall** still serves those **Whole Wheat Bagels** (made from the same original recipe), plus a menu of natural foods that's synonymous with their name and reputation ... **Creamy Mushroom Soup** ... **Pesto**-the Best in the Universe!-now 7 varieties to choose from...daily **Fresh-Baked Breads** and **Bagels**...delicious **Brownies**...more **Great Food!**

In 1990, Eliot launched the **Stone Soup Project**, named for the folktale about a town that made a meal out of, apparently nothing. At the **Whole In The Wall**, when cooks cut vegetables, instead of throwing away the tips, they save and freeze them. At the end of the week, these bits make a nourishing soup, donated to the Salvation Army's Binghamton Soup Kitchen. In 1999, Eliot won a **humanitarian award** from E-Town, the syndicated public radio show, for this **Stone Soup Project**. "It's our goal to get restaurants all over the country making stone soup. We look at it as an untapped food source." In 1993, we debuted homemade pesto with our **Original All Natural Basil Pesto**, adding it to our menu and the rest is a delectable history we're proud to share with you!

★Now, it's our **25th Anniversary!** and Help us **Celebrate**, starting with our **Anniversary Party, December 4th, 1 pm** (Serving lasagna, casseroles, soups, salads, beverages, desserts, coffee). During our "Whole" **25th Anniversary week, December 6-10, you'll enjoy special roll-back pricing** on our signature **Creamy Mushroom Soup** (ordered a la carte)...WOW! - **95¢ per cup; \$1.50 per bowl** (Valid 12/6-10/05) - **25% Off Pesto** purchased here; 2 different flavors discounted each week in December (thru 12/30/05).★

## Break On Through (Continued) ▼

*Eliot's Editorial*

*mistrust, and sometimes open hostility. This year it took place in the hills of West Virginia. Instead of the usual reception, Bob Baber, the mayor of Richford, West Virginia, hung a sign at his town's entrance saying--Welcome Rainbow Gathering. In addition, he actually came out to the sight. He walked around, met people, talked with them, ate with them, shared some stories and poetry he'd written, and even encouraged people to move to his town! I had the pleasure of having a long conversation with him and complimenting him on his open-mindedness. It really was inspiring. I told him that even at the Rainbow Gathering that level of open-mindedness was unusual.*

*To have your mind open to new things and ideas, to see what you previously missed, I believe is part of the point of life. If you already know everything and know you're right all the time, what's left? So, my fellow stubborn compatriots break on through to the other side! The water's fine!*

\*\*\*\*\*

### We're Renovating & Expanding! ▼

■ It's a "Whole" new look and bright future for Whole In The Wall ... **25 Years in the Making!** For our **25th Anniversary** in December and **future expansion of our Pesto business**, we've been renovating our building this fall. The outside has been newly painted with our signature **Whole In The Wall** orange color ... our back porch is being rebuilt, complete with stairs to our second floor where we're adding windows...all in preparation to accommodate our future **Pesto business expansion**.



### REGISTER To WIN! ▼

■ Remember, during our **25th Anniversary**, to **REGISTER** to **WIN** Whole In The Wall **giveaways**...food, pantry items, t-shirts & more! Lots of Winners each week in December, so be sure to register on your next visit. \*\*\*\*\*

www.wholeinthewall.com

## Pesto News ▼

**All 7 Varieties Available On-Line, Shipped NATIONWIDE**



✓ **Original All Natural Pesto (basil)**



- ✓ **Sweet Red Pepper Pesto**
- ✓ **Spinach Parmesan Pesto**
- ✓ **Dairy Free Pesto**
- ✓ **Sun-Dried Tomato Pesto**
- ✓ **Picante Pesto**
- ✓ **Garlic Spike Pesto**

Sizes available: 5.5 oz,

12/case; 32 oz., 4/case; 5 gallon (special order).

Great uses for Whole in the Wall Pesto ...

- **Fill an Omelet** • **In Your Favorite Lasagna Recipe**
- **Top Baked Potatoes** • **Mix with Stuffing for special Holiday Meal**

### New Pesto Markets/Stores in NYS & Co-Ops in the Midwest

■ Recently, three **Whole Foods Markets** opened in **Manhattan at Union Square, Chelsea, and Columbus Circle** and they all carry **Whole In The Wall Pesto!** And, since Eliot's trip to the **Midwest** this past spring, we're in a lot more midwestern **Co-Ops** and in a couple **flagship stores** including the gourmet and natural food stores:

- **Dorothy Lane Markets, 3 in Dayton, OH.**
- **Mustard Seed Stores, 1 in Oswego, NY** (opened just two months ago) and **2 in Cleveland, OH.**

Check our website ([www.wholeinthewall.com](http://www.wholeinthewall.com)) for an updated listing of **locations** (by state) for **Whole In The Wall Pesto**.

## Nutritious News Bites!

### Citrus Peels Away Cholesterol

■ A new study shows tangerine peels have more potent health benefits than the juice and could have powerful cholesterol-lowering potential. Published in the *Journal of Agricultural and Food Chemistry*, researchers found a compound in the peels of citrus fruit has the potential to lower cholesterol more effectively than some prescription drugs, and without side effects. This study shows ... polymethoxylated flavones (PMFs) are a potent, natural alternative for lowering LDL cholesterol. A person would need to drink 20+ cups a day of orange or tangerine juice to have same effect.



### Build Brain Power with Cinnamon



■ Researchers reported at the April annual meeting of Chemoreception Sciences Association that cinnamon as a flavor or fragrance could boost brain activity. ... Chewing cinnamon gum or being exposed to a cinnamon scent, was found to improve participants scores on tasks related to attention processes ... recognition, working memory and visual-motor response speed.

### School Update ... Congratulations, Eliot!

■ In a previous newsletter, we told you **Eliot** was in the process of getting his **degree as a nutritional counselor** from Bauman College, California. In January, Eliot will receive a degree as a **nutritional educator**, the first of two nutritional degrees from Bauman's long distance learning program.

## This Holiday Season ...

■ **GIVE the GIFT of Health & Great Tasting FOOD, All Wrapped Up in One!**

**Whole In The Wall GIFT CERTIFICATES** (available in any denomination)

or **GIFT PACKS this Holiday Season!**

Gift Certificates and Gift Packs available at the Restaurant or On-line.



~ WE SHIP NATIONWIDE ~