


\$2.00 Off Any Entree

\$1.00 Off Any Light Fare Item



Coupon Expires August 30, 2002

Whole in the Wall • 43 South Washington Street • Binghamton, NY 13903 • Tues - Sat. 11:30 am - 9 pm
 (607) 722 - 0006 Office • (607) 722 - 5138 **Take-out** • www.wholeinthewall.com • www.tier.net/stonesoup
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INSIDE: Eliot's editorial, expanded pantry, grilling tips, holiday schedule, coupon offer, and more!



The 200th Filament

Editorial
Eliot Fiks, Senior Partner

I write to you from the same apartment I've lived in since 1976. I run the same restaurant I started in 1978. I have the same tipi I constructed with my good friend Chet on his farm in 1994. Oh, yeh, I also have the same best friend I've had since high school (1974).

Sometimes, through the grapevine, I hear of people who don't know me well or people who used to know me and say: "He's still the same, he's still doing the same things." Suffice it to say that they don't mean this as a compliment. I have to admit that it hurts to hear them say that, yet at the same time I have to chuckle.

I chuckle because nothing could be farther from the truth. What started as a goof in the kitchen of this very same apartment, by some kids with no restaurant experience whatsoever, has come far. The

Summer 2002
 Vol. 6 No. 1
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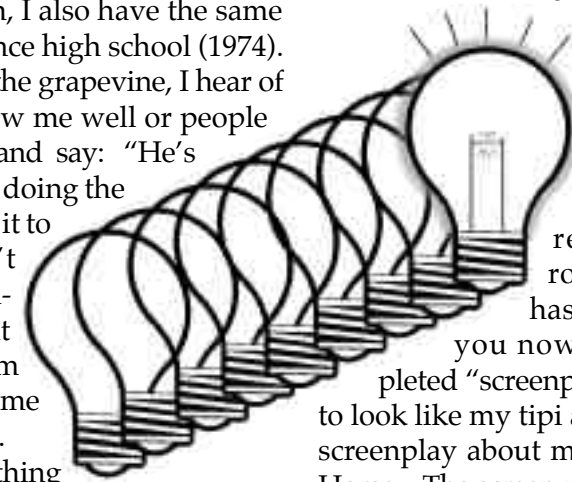
goof became a dream. The dream has become a well oiled machine (well, most of the time) that I believe puts out quality food and has a loyal clientele to whom I am deeply grateful. We've made dinner for everyone from Bob Dylan to Phish and been reviewed and noted in books, magazines and newspapers all over the place.

Eight years ago we launched our pesto business. Today our pestos are available in selected stores from Maine to Florida and can be direct shipped to customers in 50 states. A web site is in the works.

Seven years ago we began our Stone Soup food donation project. Two years ago we received a national humanitarian award for this on NPR, and we estimate we have fed over 24,000 people. Now with the help of some talented local professionals we are working on making Stone Soup a national project.

My apartment I've been refurbishing room by room and much progress has been made. I write to you now from my newly completed "screenplay room." I designed it to look like my tipi and in it I plan to write a screenplay about my childhood hero Crazy Horse. The screen play I've been working on and researching out West for twelve years, the room took only five.

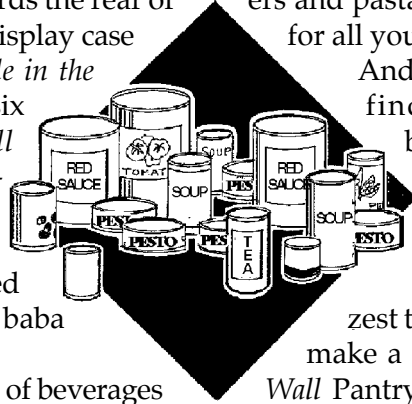
My tipi is the realization of a childhood
Continued Inside 



Take home the best ingredients

The *Whole in the Wall* pantry has many new items available. Located towards the rear of the restaurant, a refrigerated display case houses an array of tasty *Whole in the Wall* goodies. You'll find all six varieties of *Whole in the Wall* pestos and the occasional limited edition pesto flavors, pesto cream cheese, quarts of homemade soup, our special red sauce, delicious hummus and baba ganouj.

You'll also find an assortment of beverages including our special recipe herbal iced tea.



Most recently we have added gourmet crackers and pasta - the perfect accompaniment for all your favorite pesto recipes!

And don't forget you can always find loaves of our homemade bread or a batch of our jumbo bagels! Frozen fresh and ready to pop in your home oven.

If you are ready to add a little zest to your boring old grocery list - make a quick stop at the *Whole in the Wall* Pantry. It's guaranteed to spice up your next meal!

The 200th Filament (continued from cover)

dream and is a wonderful refuge. A year and a half ago it had almost succumbed to the elements. After much repairing and repainting it has a new life.

There have been personal changes too. I've mellowed a lot, I'm a lot less stubborn than I used to be, and I try not to take myself so seriously. I've found constructive ways to manage my stress, and perhaps most importantly, I make a concerted effort to appreciate the blessings I've been granted.

Today's world is so much about appearances. People change their clothes, their hair, the place they live, jobs and friends. Sometimes it seems people change for change's sake. I don't believe this is real change. Real change comes from within and can only be measured by your own (underline "own") standards.

Someone may appear to be the same on the surface yet be changing deeply within. In the West, repetition equals boredom. In the East, repetition leads to understanding and growth.

The people who have changed the world the most have stuck to their same dream, changing only the method of their approach. Perhaps you know about Edison and the 200th filament. After unsuccessfully trying 200 filaments for his light bulb, Edison was asked if he was discouraged. No he replied, now I know I am 200 times closer to finding the right filament.

Now I'm not saying that the circumstances I'm in now will remain the same my whole life or that I even want them to. I'm just saying don't judge a book by its cover. I may not be a rich man materially, but I am rich in the experiences I've had, the things I've learned and the people I've met. Stick to your dreams, no matter what anyone says or thinks. When it's time to alter that dream or move on to a new one, only you (underline "you") will know for sure. That's my 2 cents and you can keep the change.

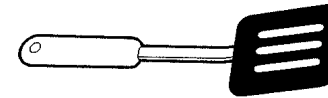
Have a great summer!

Pesto beats Ketchup

It's summer time and with the warm weather comes outdoor fun and backyard barbecues. This summer you can really impress your friends with a *Whole in the Wall* secret ingredient.

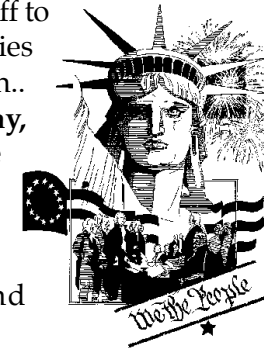
Our *Whole in the Wall* Pesto is the classiest condiment you'll ever find. It is superior to barbecue sauce on your flame-broiled chicken breasts, it makes a delicious marinade for fish wrapped in aluminum foil and thrown on the grill, and any place you would use ketchup you can use *Whole in the Wall* Sun-Dried tomato pesto.

You will be the talk of the neighborhood the next time you light up the grill. Grab your favorite meat or vegetable, spread on a little pesto, grill to your liking, and wait a few seconds for the compliments to the chef!



Closed for July 4th

We would like to allow our entire staff to enjoy some time off with their families and friends for the week of July 4th.. Therefore, **we will be closed Tuesday, July 2 through Monday, July 8.** We will reopen on Tuesday, July 9. We sincerely regret any inconveniences this may cause our loyal customers. We hope you will have a safe and happy Independence Day!



July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Closed	3 Closed	4 Closed	5 Closed	6 Closed
8	9	10	11	12	13

Fast Facts

Don't forget our patio

If you haven't been to the *Whole in the Wall* in a while, you'll be happy to see that the patio is set for your outdoor dining pleasure. Whether it's an afternoon cappuccino, a scrumptious dessert, or a full dinner, you'll be able to enjoy warm weather, great service and fresh air.

Give Chai a try!

Chai is a spiced milk tea from India that's recently been gaining popularity in the U.S. Why not come on down and order yourself a cup of steaming hot or ice cold Chai. And find out what other parts of the world have known for centuries: Chai tastes great!

How about free rent?

We are looking for a tenant to renovate the upstairs of our building in exchange for a period of free rent. The place is in rough shape, but an ambitious entrepreneur could easily turn it into a prime business location. Where else are you going to find an offer of free rent? Interested parties should call: 722-0006 (Eliot)

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