

SINCE 1980



#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!

4 ... The WHOLE Story

Important Dates ▾

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

- JUNE 27-28 (Fri.-Sat.) - High School Graduations
- JULY 1-5 - RESTAURANT CLOSED.
- JULY 8 (Tue.) - Restaurant resumes regular hours.
- AUGUST 1 (Fri.) - First Friday Art Walk
- AUGUST 16-17 (Sat.-Sun.) - Binghamton Garlic Festival
- AUGUST 30-SEPTEMBER 1 - Labor Day Weekend (Sat.-Mon.)
- SEPTEMBER 5 (Fri.) - First Friday Art Walk

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

J U N E 2 0 0 8					J U L Y 2 0 0 8					A U G U S T 2 0 0 8					S	M	T	W	T	F	S
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Please deliver to the following address or current resident.



Summer 2008

Volume 11, No. 1

Free

"... We must all hang together, or we will most assuredly all hang separately."

~ Ben Franklin



The Little Engine That Thought

It Could ▾

by Eliot Fiks, Senior Partner

Just when you thought it was safe to come out!.....gas prices, food prices, a relentless war. If there's anyone out there who isn't feeling pinched in some way, they must be living on some island some place. And, even then, their shoreline is probably shrinking!

I believe most of us endeavor to do the right thing, as we see it, and hopefully make a difference. Sometimes it's hard to know what that is, especially because we are so often overwhelmed by the relentlessness of survival mode. Like trying to enjoy a setting sun when you're living in a fog.

The Whole in the Wall is, of course, MY line in the sand. To those of you who know the Whole, you understand that it is as much a living, breathing entity as it is a restaurant. As such, it requires the same sustenance and TLC as the rest of us. Two floods, government bureaucracy, antiquated equipment, countless turnings of new hands into seasoned hands and we're still kicking and still smiling (ok, most of the time!).

One day recently I had a thought (hey, you know me, always thinking). I was out and

about chatting with one of the many who know and love the Whole and they were inquiring how we were doing. I wondered to myself when the last time I had seen this person in the restaurant was, and pegged it at about a year or more. It was then that it hit me.

We've all noticed the "dropping like flies" going on among small independent businesses in our town. So often, after a favorite place is gone, you'll hear people say "Oh, I wish I'd known, I would have gone there more often."

Here is my thought: If everyone who I know, everyone who Stacey knows and everyone who Brian knows who love and support the Whole in the Wall committed to coming just once a month, we'd be ok. Even if it's just for a cup of soup and a bagel, it's the Stone Soup effect, that what seems like a little, repeated regularly, adds up to a lot. I've spoken to several people in person about my idea who have already taken it to heart. That touches my heart and I thank them. Of course, I hope the rest of you will follow suit. And, I encourage you to do the same for other local businesses you'd like to see flourish and grow. After all, as Ben Franklin once said, "We must all hang together, or we will most assuredly all hang separately."

Have a great summer!



#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.

NEW! ... Gluten-Free Menu Items ▼

■ Our dinner and lunch menu now features gluten-free items, including all of our organic mixed green salads with a selected choice of dressings, steamed vegetables (plain or with fish), broiled fresh fish prepared in lemon-butter-garlic and our delicious cheddar chicken broil. Also, for an extra \$1, we can prepare any stir-fried vegetable entrees with our gluten-free soy sauce or make homemade corn chips for our baba ghanouj (eggplant spread), instead of our whole wheat pita points. With a growing number of customer requests (due to being gluten-intolerant), we decided to offer these new menu choices.

Coming Soon! ... Our vegetarian chili, refried beans, mushroom soup and miso soup will all be made with our gluten-free soy sauce.

P.S. Our newly-expanded Patio is now open for lunch and dinner. Enjoy eating outdoors, more seating, new furniture and new front awning (coming soon).

Visit Our Pantry for Favorite Items ...

- Premium Pesto (7 flavors)
- Homemade Soup (1/2 quart & quart sizes available)
- Marinara Sauce (1/2 quart & quart sizes available)
- Whole Grain Bagels • Our Famous Apple Pie

P. S. Seasonal favorites like our famous, authentic Spanish Gazpacho Soup, perfect during hot summer weather, also is available. Call ahead to check on availability, **722.0006** and ask for Eliot or Stacey.

Our Catering Menu Includes ...

- Sandwich Platters (Served with our famous fresh-baked whole wheat bread)
- Raw Vegetable Platter (With Homemade Dip or with Cheese, serves 20)
- Salads (Best in Town! ... organic mixed greens with home-made dressings)
- Raspberry Chocolate Chip Brownies (Our Secret Recipe)

To order from our catering menu, call **722.0006** and ask for Eliot or Stacey.



Whole In The Wall's Pesto... In the News ▼

- Whole In The Wall's Basil Pesto debuted in Better Homes and Gardens magazine in March 2008, as one of three premium pestos featured in their March "Tasting Notes" section (Page 169).



In the May 2008 issue of **365 - Your Life Made Easier**, published monthly by The Press & Sun-Bulletin, an article on garlic scapes and pestos, referred to **Whole In The Wall's Garlic Pesto** which is made from 100% garlic scapes (Page 22). Eliot recommends using the **Garlic Pesto** in a cream sauce for pasta or making a garlic aioli by mixing equal portions of mayo and pesto together. Great to use it on burgers, wraps or salads!

Whole In The Wall at Upcoming Garlic Festivals This Summer ▼

- Whole In The Wall will be "on the road" again this summer, participating in three regional **Garlic Festivals**:

- **AUGUST 16-17:** Binghamton, NY
(Held at American Civic Association, 131 Front St.)
- **AUGUST 30-31:** Wilmington, VT
- **SEPTEMBER 27-28:** Saugerties, NY

We'll give out free samples of and sell our Pesto sauces.

Hope to see you at one of these Garlic Festivals!

Join Our E-Mail Database & Receive Updates ▼

■ Thanks to those who have already joined our e-mail database and we encourage our patrons who would like to receive updates on **Whole In The Wall** on a regular basis to sign up through our website. After collecting your e-mail addresses over the past couple years, we finally began using our e-mail database in March to notify customers of specials, events and other updates on **Whole In The Wall**. Please register your e-mail address online at: www.wholeinthewall.com.

• www.wholeinthewall.com •

Pesto News ▼

Seasonal Favorite ... Garlic Pesto!

■ May-June is when **Garlic Scapes** (green shoots of hard-neck varieties of garlic) are in season. Those in the know like us, use these curled shoots to make our **Garlic Pesto** ... great on pasta (garlic aioli) or as garlic mayo for burgers and wraps. **Handmade at Whole In The Wall's restaurant kitchen**, our all natural, premium **Whole In The Wall Pestos**, are available year-round in **4-Pack** and **12-Pack**:

- 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**.

Whole in the Wall Pestos ...

- Delicious with Grilled Fish or Chicken
- Piquant Sauce for Pastas
- Filling for Quiches, Frittatas & More!

Whole In The Wall Products at Finger Lakes Wineries/Attractions

- Fox Run Vineyards in Penn Yan, NY, on west shore of Seneca Lake, features **Whole In The Wall Pestos** on their

cafe menu of gourmet sandwiches, salads and soups. At McGregor Vineyard in Dundee, NY, on Keuka Wine Trail, they continue to carry **our Pesto Cream Cheese** and now at the Cayuga Wine Trail attraction, Bet the Farm in Aurora, NY, on east shore of Cayuga Lake, they sell **Whole In The Wall Pestos** in their one-stop-shop for the finest in artisanal products of the Finger Lakes.



GARLIC PESTO

Nutritious News Bites! ▼

Ginger, Chili Peppers May Slow Cancer

▼ The flavorful culinary ingredients ginger and chili peppers contain chemicals that may stop cancer in its tracks, according to researchers at the University of Michigan and University of Pittsburgh.

In laboratory studies, gingerol, an antioxidant compound in ginger, prevented ovarian cancer cells from growing by promoting apoptosis (programmed cell death) and autophagy (a process in which cells digest themselves). Similarly, capsaicin, the chemical responsible for chili peppers heat, inhibited the growth of human pancreatic cancer cells that were transplanted into laboratory mice.

August 2005 LIFE EXTENSION

High Vegetable Consumption Slows Cognitive Decline

▼ Eating vegetables may help slow age-related decline in cognitive function, according to a recent study funded by the National Institute on Aging. Researchers evaluated food-frequency questionnaires completed by 3,718 Chicago residents aged 65 and older. Participants completed at least two of three cognitive function tests conducted at the study's onset and at 3-6 years. Vegetable consumption was associated with a reduced rate of cognitive decline. Green leafy vegetables were found to have the strongest association, and older people appeared to benefit the most.

Compared with people who consumed less than one serving of vegetables a day, people who ate at least 2.8 servings of vegetables a day saw their rate of cognitive change slow by roughly 40%,” the researchers concluded. Feb. 2007 LIFE EXTENSION

Pesto Recipes ▼

Garlic-Mayo Spread

- 1/2 cup Mayonaise
- 1/2 cup Whole in the Wall Garlic Pesto

Mix equal parts of mayonaise (regular or light) with 1/2 cup of *Whole In The Wall* Garlic Pesto.

Perfect on burgers, wraps or salads!