



Whole in the Wall • 43 S. Washington Street • Binghamton, NY 13903 • Tues - Sat. 11:30 am - 9 pm
(607) 722 - 0006 Office • (607) 722 - 5138 **Take-out** • www.tier.net/dining • www.tier.net/stonesoup
www.wholeinthewall.com

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INSIDE: Eliot's Editorial,
Gift Ideas, Pesto news,
Parking Improvements,
& Our 20th Anniversary!

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Just Maybe

Editorial

Eliot Fiks, Senior Partner

Did you ever think about how many things go right in the course of a day? If you were to begin to calculate, the numbers would be staggering. We are taught to focus on what goes wrong: the news, laws, tests, even many self help books. As the crowd at a boxing match howls at the first sign of blood, so do we live our lives. Television and movies tell the exciting stories of bad things happening. The only theme of things going right (good) that gets any air time is romantic love, and these movies, shows, and stories we label corny.

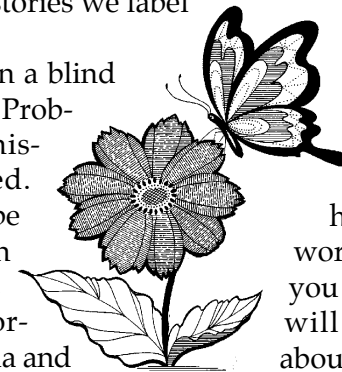
Now, I'm not saying turn a blind eye to what goes wrong. Problems need to be solved, mistakes need to be corrected. And, the cavity needs to be cleaned before the filling can be applied. Just maybe, though, if we gave proportionate air time (in the media and

our heads) to what goes right, we would live in a very different world.

Just maybe if we didn't strive so hard for perfection, we could see things as they really are. We could see all the things that go right in a day. Believe me, I know, I'm a perfectionist. To strive for excellence, yes! To strive to do the best we can, wonderful! The struggle for perfection, however, is a trap. We are these imperfect little creatures and thus will always fall short of that goal. Besides, we'd probably all get bored to tears if we were perfect.

The things that go wrong can help us grow if we let them. The things that go right can give us the strength and encouragement to get where we need to go. Celebrate what goes right... these are our blessings. Celebrate your victories and the victories of those you love, these are our hopes for the future. They don't need to be monumental, the everyday ones are what really count.

The idea for this editorial just came to me and I consider it a gift. Now I have shared this gift with you. The Talmud, the Jewish book of learning, says that if you have made a difference in the life of one person, you have made a difference in the whole world. That is my lofty goal. Just maybe you are that one person. Just maybe you will share this with someone you care about. Just maybe.



Help Celebrate our 20th Anniversary

On December 6th, the *Whole in the Wall Restaurant* will celebrate its 20th Anniversary. We'll give away dozens of door prizes (gift certificates, free t-shirts, etc.) And we'll feature live music by Ed Abram. That same night we'll have an after-hours bash starting at 10pm...all are invited! Please join us in celebrating with champagne, hors d'oeuvres, and music.(BYOB) In addition to our after-hours party we will celebrate our 20 years for 20 days (from Nov. 28th to Dec. 23rd).Each week will be special.

Week 1 (Nov. 28-Dec. 2) \$2.00 appetizers...petite versions of our menu appetizers.

Week 2 (Dec. 5-9) We will be offering a free "Big Tease" Brownie Sundae with any entree.

Week 3 (Dec. 12-16) 20¢ for a cup of mushroom soup.

Week 4 (Dec. 19-23) Take 20% off any entree excluding seafood.

Also our scrapbook of "The First 20 Years" goes on display November 28. It features photos of the original restaurant renovation, old menus, our first advertisements, newspaper articles, and various bits of *Whole in the Wall* history. Please join us in celebrating this exciting landmark event!

Simplify holiday shopping this year

Each year it seems like holiday shopping becomes more and more difficult. You want to find something that shows you care, but you don't have a Bill Gates budget. Luckily, your friends at the *Whole in the Wall* have five great gift ideas for you to consider.

1. Purchase our Pesto Holiday Gift Pack for those out of town gift needs. Have our delicious pesto sauces shipped to your family, friends, and loved ones. 4-pack \$19.95 (plus \$8 S/H) 12-pack 59.95 (plus \$10 S/H) Choose your own assortment from our 7 different flavors. Gift wrap available upon request. Visa/MC/Discover accepted. Call for information or ordering: (607)722-0006.



2. How about giving a *Whole in the Wall* gift certificate? (available in any denomination.) There isn't one sane person we know that wouldn't love the gift of *Whole in the Wall* food!

3. If the person is already a fan of the *Whole in the Wall*, you can pick-up a stylish t-shirt that proclaims where he or she loves to eat. Available in sizes small, medium, large, and x-large. The price is only \$9.95. Also available in psychedelic tie-dye for \$15.95.

4. Another option is to pick-up a few containers of *Whole in the Wall* pesto and a free copy of our pesto recipe ideas. For the aspiring chef or the no-time-to-spare, person-on-the-go, pesto is a terrific gift idea. It's also one of the few presents you'll find for under 5 bucks! Our standard 6.5 oz containers cost \$4.99. Choose your favorite flavors: Original Basil, Spinach Parmesan, Dairy Free, Cajun, Sun-Dried Tomato, Sweet Red Pepper and Limited Edition Garlic Spike.

Hopefully these gift ideas will give you some additional time to enjoy the holidays instead of worrying about what presents to buy. Have a wonderful holiday season!

Great Pesto News

It has been quite a challenge for our little restaurant in Binghamton, NY to try to reach a national market. But we truly believe that we make the world's best pesto and figured eventually other people would start to realize it too.

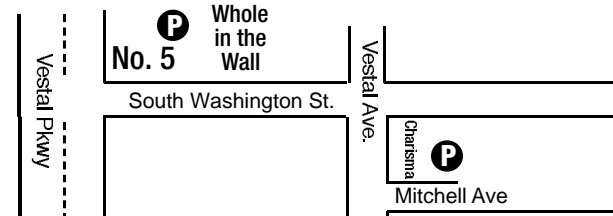
This year we're pleased to announce that *Whole in the Wall Pesto* sales have tripled! We're selling our delicious pesto to stores all over the east coast as well as in the midwest. We're available in natural food chain stores like Whole Foods, Fresh Fields, Bread & Circus. Plus we can be found in lots of small independent natural & health food stores, co-ops, Italian markets, and small gourmet shops.

The six varieties (Original Basil, Spinach Parmesan, Sun Dried Tomato, Cajun, Sweet Red Pepper, and Dairy Free) are still made by hand in our kitchen on South Washington Street. Also, we now offer a seasonal Garlic Spike pesto, which is available in late fall while supplies last. We hand-pick the garlic scapes ourselves from a friend's garden. Call for availability.

Improved Parking!

We realized that parking is limited behind our building, so we've worked out some other parking options with our friendly neighbors. Lunch time visitors may use the Number 5 lot since they don't do lunches anymore. But they continue to serve excellent dinners and provide weekend entertainment. We encourage you to check it out.

Dinner guests can now enjoy paved parking in the UHS lot behind Charisma Hair Salon, Monday-Friday starting at 6pm and all day on Saturday. The signs have been changed to accommodate this new agreement.



Fast Facts

Live Celtic Music

Join us Tuesday, Dec. 19th from noon until 3pm for a delightful holiday treat of live Irish Celtic Music featuring Curt Osgood on hammer dulcimer and Rob Siegers on the banjo. Areal treat...don't miss this opportunity!

Stone Soup Partner

United Health Services is joining the *Whole in the Wall's* Stone Soup project to help provide food to the less fortunate. We are pleased to have the support of UHS and look forward to continued success. For more information visit: www.tier.net/stonesoup

TheHungerSite.com

Thanks to some clever folks at the United Nations, you can visit a website, click a button, and somewhere in the world a hungry person gets a meal to eat, at no cost to you. The food is paid for by corporate sponsors (who gain advertising in the process because you see their logo). But you're only allowed one click per day. So spread the word to others. Please visit the site and pass the word. One person really can make a difference in the lives of others. www.thehungersite.com

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