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Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking

By Stanley Ginsberg, Norman Berg



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Winner of the IACP's 2012 Jane Grigson Award for "distinguished scholarship in the quality of its research and presentation."

Traditional Eastern European Jewish baking, along with the culture in which it evolved, is rapidly disappearing. Younger generations of American Jews are becoming increasingly assimilated into mainstream society. Small, family-run Jewish bakeries that once lay at the heart of their communities have fallen victim to the demise of the old-school bakers, shifting demographics and the economic firepower of diversified corporate food processors.

More than a collection of recipes, **Inside the Jewish Bakery** chronicles the history and traditions as well as the distinctive baked goods of Ashkenazic Jewry in Eastern Europe and America. Drawing on sources as diverse as the Talmud, the short stories of Sholom Aleichem and the *yizkor* books that memorialize communities destroyed in the Holocaust, the authors have crafted an engaging edible history that endows their recipes with a powerful sense of time and place.

Here, home bakers of all skill levels will learn to recreate the authentically Jewish breads, pastries, cookies and cakes that once filled the shelves of neighborhood bakeries. The recipes themselves are based on the professional formulas used by America's Jewish bakers during their Golden Age, adapted and tested for home kitchens.

In the chapter on rye bread, the authors present a range of recipes that span its history, from the dense black ryes of Eastern Europe and the traditional corn and deli ryes to today's lighter, less intensely flavored breads. They show us the many faces of challah as it evolved through the centuries and recount the roots and Americanization of bagels and bialys as well as recipes for a host of all-but-forgotten favorites like onion rolls, *pletzl* and salt sticks. And they evoke life in the traditional bakeries of decades past.

In the chapters on pastries, cakes and cookies, you'll find recipes for sweet treats that have all but disappeared from America's baking repertoire: noshes like Russian coffee cake, honey cake made with rye flour, *mandelbroyt*, marbled wonder cake and black and white cookies that made Sunday mornings and festive occasions so memorable. A special chapter on Passover baking provides recipes

for a host of leaven-free desserts to grace the Seder table.

Inside the Jewish Bakery takes you inside a fast-disappearing tradition. It is a book that is timeless in its appeal and is required reading for anyone interested in Ashkenazic Jewish history, culture and baking.

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Editorial Review

Review

"Suitable for those at any level of baking skill hungry for the real deal and prepared to exert some effort. At the same time, this is a fascinating historical and cultural narrative of Ashkenazi Jewish life in Europe and America-scholarly, deeply personal, and highly readable." --Library Journal.

"Thank goodness for the appearance of what can only be called a seminal book.... At first glance, it appears to be simply a collection of recipes from a bygone era.... But, in fact, it is so much more.... *Inside The Jewish Bakery* is a must have and a splendid addition to your cookbook library".
--Daphna Rabinovitch, The Canadian Jewish News.

"With old-world recipes for everything from Russian coffee cake to New York Water Bagels, new book brings life to the 'Golden Age of Jewish Baking.' ... Ginsberg and Berg write with nostalgia, but also with joy in their ability to preserve traditions, recipes and memories." --Sandee Brawarsky, The Jewish Week

"If you buy only one cookbook this year, it must be *Inside the Jewish Bakery*. The authors, who both grew up in New York City's outer boroughs after World War II, have put together a riveting collection of memories and recipes."--Ethel Hofman, The Jewish Exponent

"Berg and Ginsberg's particular blend of personal experience, history and practical baking science sets [*Inside the Jewish Bakery*] apart. For old-time New Yorkers, it reads like a personal diary, long since forgotten in an attic somewhere." --Leah Koenig, The Jewish Daily Forward.

"This is a book of enormous importance both as social history and for its traditional recipes. Stanley Ginsberg and Norman Berg have managed to artfully entwine bread and Jewish cultural identity like the very challah that has become its popular symbol. I learned many things I hadn't previously known and wanted to capture in my own loaves the tears I felt welling in my eyes as I was reminded, through their words, that bread is always more than just bread." --Peter Reinhart, author of *The Bread*.

"*Inside the Jewish Bakery* is your ticket to the sumptuous tastes, techniques and memories of baking that were and [now] are a luscious amalgamation of many centuries and many countries, united under the banner of Jewish cuisine, a diverse heritage that is as much about what is on the plate as all that preceded it. As Ginsberg and Berg write, There is a universality to baking that transcends time and space. This universality is delectably captured in this one special book." --Marcy Goldman, author of *A Treasury of Jewish Holiday Baking*.

"Not just a cookbook, *Inside the Jewish Bakery* will take readers on an intellectually satisfying and sensually gratifying journey, not only inside the Jewish bakery, but to the heart and soul of Ashkenazi Jewish life. Stanley Ginsberg and Norman Berg, in this beautifully written, genre defying work, offer a fine summary of the scholarly literature as a way to provide a context for this foray into an intimate part of Jewish life in Europe and America the bakery." --Hasia R. Diner, New York University

From the Inside Flap

Traditional Eastern European Jewish baking, along with the culture in which it evolved, is rapidly disappearing. Younger generations of American Jews are becoming increasingly assimilated into mainstream society. Small, family-run Jewish bakeries that once lay at the heart of their communities have fallen victim to the demise of the old-school bakers, shifting demographics and the economic firepower of diversified corporate food processors.

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About the Author

Stanley Ginsberg, a native of Brooklyn, grew up in a close-knit neighborhood where generations lived side by side. He learned to cook and bake from his grandmother, who lived just upstairs in the same apartment building, and has continued cooking and baking ever since. He currently lives in Southern California.

Norman Berg, a Bronx native, has spent 25 years as a professional baker and general manager at several bakeries that became Bronx institutions, including Weber's, Enrico's, Yonkers Pastry and Greystone Bakery. He lived in the Bronx until his death in May, 2012.

Users Review

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Amber Weitz:

This book untitled *Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking* to be one of several books which best seller in this year, that is because when you read this guide you can get a lot of benefit in it. You will easily to buy this kind of book in the book retail store or you can order it via

online. The publisher in this book sells the e-book too. It makes you more readily to read this book, since you can read this book in your Touch screen phone. So there is no reason to you personally to past this publication from your list.

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The publication untitled Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking is the book that recommended to you to learn. You can see the quality of the reserve content that will be shown to an individual. The language that publisher use to explained their way of doing something is easily to understand. The writer was did a lot of exploration when write the book, and so the information that they share for your requirements is absolutely accurate. You also will get the e-book of Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking from the publisher to make you considerably more enjoy free time.

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Reading can called mind hangout, why? Because while you are reading a book especially book entitled Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking your thoughts will drift away trough every dimension, wandering in each and every aspect that maybe mysterious for but surely can be your mind friends. Imaging each and every word written in a guide then become one type conclusion and explanation in which maybe you never get ahead of. The Inside the Jewish Bakery: Recipes and Memories from the Golden Age of Jewish Baking giving you an additional experience more than blown away your mind but also giving you useful info for your better life on this era. So now let us demonstrate the relaxing pattern is your body and mind are going to be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary paying spare time activity?

Richard McCormick:

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