



# The GEFILTERIA

## MENU OF EXPERIENCES

### **Lectures & Discussions**

The Gefilte Manifesto: A New Wave of Jewish Cuisine

The Jewish Food Renaissance in Conversation

Back in the Old Country

### **Cooking Demonstrations & Hands-on Workshops**

Gefilte Fish Demo

Old World Latke Demo

Curd-to-Crêpe Blintzes Demo or Hands-on Workshop

Jewish Pickling 101 Hands-on Workshop

Ashkenazi Mixology Hands-on Workshop

Holiday Cooking Hands-on Workshop

### **Dining Experiences & Residencies**

Pop-up Dining Experiences

Weekend Residency

Full-week Residency

## ABOUT THE GEFILTERIA

Founded in 2012, The Gefilteria is a pioneer in today's Jewish food renaissance. The company began by producing artisan gefilte fish sold in specialty shops and online. The business-cum-movement now offers talks, food demos, hands-on workshops, and dining experiences.

## ABOUT THE GEFILTE MANIFESTO COOKBOOK

(FLATIRON BOOKS, 2016)

Liz Alpern and Jeffrey Yoskowitz, founders of The Gefilteria, are on a mission to reclaim and revolutionize Ashkenazi cuisine. Combining the inventive spirit of a new generation with respect for their culinary tradition, they present more than a hundred recipes pulled from deep within the kitchens of Eastern Europe and the diaspora of North America. Their recipes highlight the best of Ashkenazi home and storefront cuisine, tapping into the enduring Jewish values of resourcefulness and seasonality.

## WHAT PEOPLE ARE SAYING

“ Borscht and gefilte fish are back, reprised as haute fare in this era of DIY style and old-timey authenticity. In a new cookbook of Ashkenazi food, Jeffrey Yoskowitz and Liz Alpern recast these and other humble, much-maligned specimens of Old World cuisine as the unlikely stars of a culinary movement.

*Adam Chandler, The Atlantic*

“ People are still (actually again this morning) talking about your wonderful event for the Jewish Book Festival. You were a real rock star that evening and I'm sure at all the other stops you made.

*Janet Rogolsky, Toledo Book Fair*





## ABOUT THE GEFILTERIA CO-FOUNDERS

**Liz Alpern** is co-owner of The Gefilteria, a culinary venture that reimagines Ashkenazi Jewish cuisine and co-author of *The Gefilte Manifesto: New Recipes for Old World Jewish Foods*. Her career in food is driven by her passion for bringing people together. Alpern holds an MBA from Baruch College and is on the faculty of the Culinary Entrepreneurship program at the International Culinary Center. She has been featured in *Forbes'* 30 Under 30 list for food and wine and was named one of the *Forward* 50 for 2016.

**Jeffrey Yoskowitz** is the co-owner of The Gefilteria, a culinary venture that reimagines Ashkenazi cuisine, and co-author of *The Gefilte Manifesto: New Recipes for Old World Jewish Foods*. He fell in love with the art of lacto-fermentation while training as a pickler on an organic farm. Jeffrey works in the food world as a culinary revivalist, an entrepreneur and a writer whose work has appeared in *The New York Times*, *The Atlantic*, *Slate*, and *Gastronomica*, among other publications. A thought leader in Jewish food, he was named to the *Forward* 50 and to the *Forbes'* 30 Under 30 list in food and wine.

## LECTURES & TALKS

### **The Gefilte Manifesto: A New Wave of Jewish Cuisine Inspired by the Old World Kitchen**

**Session Description:** From holiday meals to Jewish delis, the foods of Eastern European Jews tell a beautiful story of American Jewish life. And yet, these foods were being forgotten by the younger generation. Jeffrey Yoskowitz and Liz Alpern penned a manifesto and then spent five years researching and cooking, looking back to Eastern Europe and to the Lower East Side to glean kitchen wisdom from generations past. By sharing the stories and culinary wisdom behind many of their recipes, Jeffrey and Liz will paint a picture of the past, present, and future of Ashkenazi Jewish Cuisine. Questions and discussion are encouraged!

### **Back in the Old Country: Ashkenazi Cooking from Europe to America and Back again**

**Session Description:** From bagels to pastrami, Ashkenazi Cuisine in North America has developed a uniquely American flair. So when Liz Alpern and Jeffrey Yoskowitz of The Gefilteria began their work exploring the foods of their Ashkenazi families, they wanted to go back to the roots of the cuisine in Europe. Their culinary explorations have since brought them to Germany, Poland, Lithuania and Hungary, and in each location they've discovered new and fascinating pieces of the culinary puzzle.

**Format:** Lecture with slides followed by Q & A. Optional book sales and signing.

**Equipment Needs:** Projector, two microphones

**Capacity:** For small and large crowds

**Food:** Optional, not provided by The Gefilteria. We recommend pairing the lecture with a nosh.

### **The Jewish Food Renaissance in Conversation**

**Session Description:** Join Liz Alpern and Jeffrey Yoskowitz for lively conversation moderated by [insert local personality]. The dynamic duo are on a mission to revitalize Ashkenazi cuisine with recipes that draw inspiration from Jewish bakeries, neighborhood delis, old-fashioned pickle shops, and their own childhood kitchens.

**Format:** Panel with moderator followed by Q & A

**Equipment Needs:** Two microphones

**Capacity:** For small and large crowds

**Food:** Optional, not provided by The Gefilteria, though we recommend pairing the lecture with a nosh and working with local caterer. The Gefilteria can provide nosh for an additional fee.

## COOKING DEMONSTRATIONS & HANDS-ON WORKSHOPS

### **Gefilte Fish Demo**

**Session Description:** Gefilte fish was once a way of honoring the most precious days of the Jewish calendar. Today, it is most often stuffed in jars and found on dusty store shelves. Upon founding The Gefilteria, Liz and Jeffrey knew that if they could make gefilte fish relevant again for a new generation, then they could do anything. Come learn how simple it is to make gefilte fish in your own home while diving into the history of this unique dish. Tastings will be provided!

**Format:** 45 minute to 1 hour cooking demo and presentation, plus 15 minute Q & A. Optional book sales and signing.

**Equipment Needs:** Food processor, oven, cutting board, knife, plus ingredients

**Capacity:** For small and large crowds

**Food:** Gefilte fish samples must be prepared in advance of demonstration by hosts or The Gefilteria. This workshop requires an hour of prep in the kitchen and assistance cleaning up.

### **Old World Latke Demo**

**Session description:** The potato is a relatively recent ingredient in latkes and, as it turns out, goose fat was the aspirational cooking fat of Eastern European Jews. While researching their cookbook, *The Gefilte Manifesto*, the authors had to rethink all that they knew about the iconic Jewish delicacy and Ashkenazi cuisine in general. Come learn to how to make Root Vegetable Latkes and dig deep into some of the Old World traditions that feature seasonal ingredients and honor the winter season.

**Format:** 45 minute to 1 hour cooking demo and presentation, plus 15 minute Q & A. Optional book sales and signing

**Equipment Needs:** Induction or gas burner, frying pan, cutting boards, large bowls, plus ingredients

**Capacity:** For small and large crowds

**Food:** Latkes produced during the workshop will be given out as samples at the end. This workshop requires an hour of prep in the kitchen and assistance cleaning up.

### **Curd-to-Crêpe Blintzes Demo or Hands-on Workshop**

**Session description:** The blintz was once the star in the Jewish dairy restaurants of the Lower East Side. The proprietors of those restaurants, like the cooks from Central and Eastern Europe, knew that a good cheese blintz begins with good cheese. That's what The Gefilteria founders discovered when they curated a 3-day blintz pop-up in SoHo. Come learn about the legacy of the blintz and how to make it from scratch. This demo (or hands-on workshop) starts with making farmer's cheese from scratch, followed by the crêpes. Then the blintzes are wrapped and enjoyed with sour cream and seasonal fruit.

## COOKING DEMONSTRATIONS & HANDS-ON WORKSHOPS

### **Curd-to-Crêpe Blintzes Demo or Hands-on Workshop (continued)**

**Format:** 1 ½ hour cooking demo and presentation. Optional book sales and signing

**Equipment Needs:** Induction or gas burner, 2 frying pans, cutting boards, large bowls, plus ingredients

**Capacity:** For crowds up to 30

**Food:** This demo or workshop provides a blintz for each participant. Additional food pairings are up to the host/venue. This workshop requires an hour of prep in the kitchen and assistance cleaning up.

### **Jewish Pickling 101 Hands-on Workshop**

**Session Description:** Sour pickles may seem like a nice treat or simply a free side dish at a deli, but pickled vegetables, such as sauerkraut and sour dills, are in many ways a vital—though oft-overlooked—piece of the Eastern European Jewish culinary story. Join The Gefilteria owners and authors of the Gefilte Manifesto to find out how the tradition of pickling, preserving, and fermenting fruits and vegetables was vital to Jewish survival and nutrition. And learn how easy—and important—it is to make a jar of pickles in your own kitchen.

**Format:** 1 hour hands-on cooking workshop. Optional book sales and signing

**Equipment Needs:** Jars, spices, produce, measuring spoons, cutting board, knife, plus ingredients

**Capacity:** Up to 36 participants

**Food:** Optional pairings include an assortment of sour pickles and/or cocktails made from pickle brines. This workshop requires an hour of set up and assistance cleaning up.

### **Ashkenazi Mixology Workshop**

**Session Description:** Jewish cuisine of Central and Eastern Europe may not be known for elaborate cocktails, but at the tradition's heart is a robust culinary vernacular full of familiar flavors coming from unexpected places. The Gefilteria's mixology workshop delves into the Jewish relationship to drinking and plays with the ingredients of the Jewish kitchen to transform them into cocktails. This is a lively hands-on workshop in which participants learn the essentials of basic mixology and then make their own drinks from The Gefilte Manifesto cookbook.

**Format:** 1 hour hands-on workshop, plus 15 minute Q & A. Optional book sales and signing.

**Equipment Needs:** No kitchen required. Cocktail shakers, cups, and shot glasses (disposable are acceptable), ice, plus ingredients

**Capacity:** Up to 30 participants

**Food:** This workshop provides 1-2 cocktails per participant. We recommend pairing the workshop with a nosh, provided by venue.

## COOKING DEMONSTRATIONS & HANDS-ON WORKSHOPS

### **Holiday Cooking Class**

**Session Description:** Liz and Jeffrey guide participants in a multi-course cooking class relevant to the closest Jewish holiday.

**Format:** 2 ½ hour cooking class includes time to eat together at the end. Optional book sales and signing.

**Equipment Needs:** Full kitchen required, plus ingredients

**Capacity:** 6-12 participants, depending on size of kitchen

**Food:** This cooking class will result in a sit-down meal for participants and requires 1 ½ hours of prep time in the space before class begins and assistance in set up and clean up from the host venue.

## DINING EXPERIENCES & RESIDENCIES

### **Pop-up Dining Experiences**

**Basic Description:** Invite The Gefilteria into your community to cook and curate a custom dining event.

**Format:** Site specific dining experiences, including Shabbat meals, cocktail parties, and seasonal celebrations

**Equipment Needs:** Full kitchen provided by venue, plus ingredients as well as cooking and serving assistance

**Capacity:** 20-60 participants, depending on the size of the kitchen, budget and venue

## DINING EXPERIENCES & RESIDENCIES

### **Weekend Residency**

**Basic Description:** Invite the Gefilteria into your community for a weekend residency that includes 3 events as well as informal time Liz and Jeffrey spend with the community.

**Format:** Multiple permutations of the above demos, lectures, and workshops. Pop up dining experience will require additional fees.

**Needs:** Transport and housing.

### **Full-week Residency**

**Basic Description:** Invite the Gefilteria into your community for a full week, which can include 4-5 events, as well as informal time the Gefilteria founders spend with the community. Utilize the buzz of multiple events to promote a series of happenings.

**Format:** Multiple permutations of the above demos, lectures, and dining experiences can be developed, with capacity for 1 dining experience plus 1 cooking class/hands-on workshop in addition to 2-3 lectures and/or demos.

**Needs:** Transport and housing.

**Equipment Needs:** Full kitchen provided by venue, plus ingredients as well as cooking and serving assistance

**Capacity:** 20-60 participants, depending on the size of the kitchen, budget and venue

## FOR MORE INFORMATION, CONTACT US.

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