



ONE EXCELLENT REUBEN TEN SIMPLE STEPS

What's in your box

Hearth-baked bread from Zingerman's Bakehouse
Russian dressing from our kitchen
Real Emmentaler Swiss cheese
The best cured & cooked meats
Sauerkraut or coleslaw
Zingerman's potato chips
Garlicky pickles
Magic brownies from Zingerman's Bakehouse

What you need

Oven heated to 350 degrees
Big sheet of aluminum foil
Serrated bread knife
Clean towel
2 tablespoons water
Large skillet
2 tablespoons of olive oil or butter
Knife for slathering dressing
Huge appetite



first 15 minutes

Preparing

- 1 Place the naked loaf in the middle of 350 degree oven for 15 minutes.
- 2 Take the meat out of its pouch and portion what you're going to use. At Zingerman's it's 6 ounces per large, fresser-sized sandwich. You don't have to use that much, though!
- 3 Lay the meat in a pile on the aluminum foil. Sprinkle 2 tablespoons of water on top then fold the foil closed. Place in oven alongside the bread to steam for 10 minutes.



next 10 minutes

Assembling, Grilling, Assembling

- 4 Take the loaf out of the oven. Careful—it's hot! Grip the "twice baked" loaf with a towel in your hand. Roll the loaf up on its side. Cut one inch slices at a 30 degree angle. Protractor not required. See illustration at left.
- 5 Slather Russian dressing on each slice of bread. Don't skimp, make it thick! Place one slice Emmentaler Swiss in the middle and close the sandwich.
- 6 Warm empty skillet on medium heat. Brush the outsides of the sandwich with a tablespoon of olive oil or butter. Grill each side for 2-3 minutes until browned to your liking, the cheese just melting. Remove from skillet.
- 7 Open sandwich. Place 2 overflowing tablespoons of sauerkraut or coleslaw on top of the Emmentaler Swiss. Heap the steaming meat in folds on the other half. Close sandwich.



next hour

Eating, Recovering

- 8 Cut sandwich in half. Like Cary Grant, we prefer to cut it with a bread knife at a North by Northwest angle, the blade running from 10 o'clock to 4 o'clock. Serve with potato chips, pickle and brownie for dessert.
- 9 Sit down, relax, eat.
- 10 Take a serious nap.