

Healthful bread is now in vogue

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Depending largely on word-of-mouth referrals and walk-in trade, Mark said, "we're being discovered again by a new public. We're enjoying valuable repeat business. Customers tell us we're satisfying a real need, especially for the many people who have special dietary or nutritional needs."

Opening their third store last fall "was simple, compared to our first trial venture," Mark said. "And although closing our Mt. Pleasant store recently made logistical sense, we all felt a sentimental tug about

that. Mt. Pleasant customers bought a month's supply for their freezer before we closed. Now they send their friends to buy for them here. And we're working on ways to keep them supplied."

To launch that first bakery within just three months in 1983, Mark and Val scouted Peleusey, Charlevoix and Traverse City.

"We checked demographics and potential competition from existing bakeries and finally settled on an 800-square-foot store in Mt. Pleasant."

A quorum of Jarochs spent each

weekend scrubbing, painting and equipping their first excursion bread and sweets shop. Sans introductory advertising ("Another mistake," says Mark), Mark and Eric opened Breadwinner store number one the Monday after Thanksgiving, 1983.

"WE'D CELEBRATED by having Thanksgiving dinner right in the store," Mark said. "Our first setback? We grossed only \$17 in our first three days. The Indian reservation welcomed our oversupply of baked goods. But after the local pa-

per wrote us up, we were really in business."

Susan Jaroch gave the company its apt name. However, Joel foresees a new name when they expand outside Michigan, because "we found the name (Breadwinner) already registered to others in some states."

By any name, the Jarochs' five-year-old company bears the honeyed fragrance of success. No longer just a gleam in a college graduate's eye, there you will be a Breadwinner empire in the making. And, like many a good idea, founded right here in Michigan.

Their baked goods help you eat right

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and muffins are favorites in our house."

Evie Levine of Room at the Bottom in the Crosswinds Mall, chooses "egg-white baked goods as part of my three-year health regimen — on my doctor's advice, to combat high triglycerides."

To bakers Mark and Joel Jaroch, who arise at 3 a.m. six days a week and begin baking at 4 a.m., customer comments count.

Finishing each day's baking by noon, they then "prep" for tomorrow's selections. Assistants measure dozens of ingredients for the popular Great Oats, 15-Grain breads, carrot cake muffins, and pumpkin and apple pie. Many of their special grains come from "Argentine" Michigan. "The new crop of apples" from Romeo, where the Jaroch kids grew up.

Challahs for the Sabbath meal, dark pumpernickel, braided wreaths

of three types of bread and an unending variety of honeyed muffins and cookies are often prepared with in sight of early morning customers, and youngsters on a school day tour.

GERRE JAROCIS lifelong interest in education and the Jarochs' commitment to public service combine in such tours. For career counselor Ellman, "That's another reason I like to patronize this shop."

No need to run out of ideas for dinner at home, or for a thoughtful gift. Something tasty on display or listed on the chalkboard in this sunny bakery will fill the bill. They will help a

'We're labor intensive. Nearly everything's done by hand.'

— Joel Jaroch

mass-production bakeries to extend shelf life. "We're labor intensive. Nearly everything's done by hand," Joel explains. "Aside from food processors and the divider-rounder that shapes our rolls, it's all hands-on."

Find your favorites among the oat cranberry, apple walnut, wild blueberry, Raisin Bran and carob-dotted muffins by sampling each day's specials. A world traveler can call up fond memories, savoring a crumbly Scottish currant scone. Add a spot of tea or one of the Breadwinner's natural fruit juices, cheese or preserves and you will put an end to menu boredom.

Chances are, you will hear Gerre Jaroch's chery promise, "These breads won't melt in your mouth." Instead of marshmallow-soft, bland baked goods, full-bodied texture gives you something to chew on. Here, the staff of life is important again, essential round the clock, and for every special occasion.

Chef Larry turns to Cooking Light

PAN-BROILED LAMB CHOPS
(from Cooking Light magazine)
4-6 oz. lamb chops
dash salt and pepper
¼ cup dry red wine

Trim fat from chops. Sprinkle both sides with salt and pepper. Coat a large heavy skillet with cooking spray. Place over medium heat until hot. Add chops and cook for 5 minutes on each side. Drain on paper towels. Wipe skillet dry and add wine to skillet. Cook, uncovered, over high heat for 3 minutes. Spoon sauce over chops. Serves 4. About 165 calories per chop and 1 tablespoon sauce.

LINGUNE WITH CLAM SAUCE
(from Cooking Light magazine)
6½-ounce can minced clams, drained

¾ cup chopped onion
1 clove garlic, minced
2 tablespoons parsley, chopped
dash pepper
4 cups cooked hot linguine noodles
2 tablespoons fresh grated parmesan cheese

Drain clams reserving liquid. Spray a large skillet with non-stick cooking spray; place over medium heat until hot. Add onion and sauté till tender, about 3 minutes. Add reserved clam liquid; reduce heat and simmer, uncovered for 15 minutes. Stir in clams, parsley and garlic. Mix well. Cook until heated through. Combine clam mixture with linguine. Sprinkle with pepper and parmesan cheese and toss gently to mix. Serves 4 at about 285 calories each.

Hot sauces get hotter

For the some who like it hot, there are now more than 300 brands of Mexican hot sauce available in the United States.

If you're from Los Angeles, that sauce probably is salsa. For Texans, it's most likely picante sauce. Easterners often choose taco sauce.

These saucy delights come from Rod Sands, vice president of sales and marketing for Pace Foods, who says that sale of Mexican sauces has reached \$271 million annually, more than double the figure of 1980.

About 30 percent of all Mexican food eaten in the United States is consumed in California, he says, followed by Texas, Arizona and Washington state.

Most popular is picante sauce, which accounts for 40 percent of the market, according to Find-SVP, a New York market research firm. Picante is a thin sauce with pieces of jalapeño, tomatoes and onions.

Second is salsa, a thicker sauce often made with milder green or Anaheim chilis, followed by taco sauce, usually flavored with red or cayenne pepper, and the gravy-like enchilada sauce.

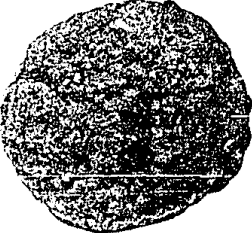
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