

DINING

Nosh & Schmeat more than just a bagel bakery

BY KEELY WYGONIK
STAFF WRITER

It happens in lots of families. Two brothers or sisters get into an argument and they stop talking to each other. Years pass, they have children, and grandchildren who grow up not knowing who or what started the rift, or their cousins.

So it was with me and Steve Wygonik, general manager of the newly opened Nosh & Schmeat Bagel Cafe in Farmington Hills, my husband David's long lost cousin.

Over coffee and cheesecake we talked about the cafe and our families. Perhaps if the uncle had a place like Nosh & Schmeat Bagel Cafe to go to sip coffee and talk things over, David and Steve would be friends instead of strangers.

"We designed the cafe to be comfortable so people will want to stay around," explained Wygonik. Old World dark cherry wood, a hunter green color scheme and soft lighting set the mood for lingering. A magazine rack invites browsing.

Wygonik and his partners, Enver and Jay Jusufi, all graduated from Fordson High School in Dearborn - "Go Tractors!"

"They own Grecian Island Restaurant in Brighton and were looking for another project," explained Wygonik, who worked as a business analyst at EDS before trading his business suit for an apron. "I was interested in doing something on my own."

The trio did some market research, and decided on bagels - hand-rolled bagels, made from scratch, like they make on the East Coast.

Wygonik spent six months with the Jusufi brothers' relatives in New Jersey and Pennsylvania learning how to make hand-rolled bagels. "They've got a twist, have a chewy, hearty texture and a solid

**Nosh & Schmeat
Bagel Cafe**

Where: 37646 W. 12 Mile Road (in the Halsted Village Shopping Center), Farmington Hills, (248) 848-0249.
Hours: 6 a.m. to 9 p.m. Monday-Friday; 7 a.m. to 9 p.m. Saturday; 7 a.m. to 7 p.m. Sunday.

Menu: Fresh bagels, cream cheese, bagel sandwiches, soups and salads, breakfast bagels, specialty coffee and coffee drinks, juice bar.

Prices: Bagels \$4.99 a dozen; \$2.79 half dozen; cream cheese (1/2 pound take home spreads) - plain \$1.79, flavored \$2.29, with smoked salmon, \$2.49, and homemade hummus, \$2.49. Bagel sandwiches, \$3.29 to \$4.89; Soup of the day, \$1.89 and \$2.39; Salads \$1.49 to \$4.99.

Carryout/Catering: You can fax your order by calling (248) 848-0255. Nosh & Schmeat will deliver within a three mile radius of the restaurant. A Party Bagel, which serves 8-10 people, is available with one day's notice. Nosh & Schmeat also offers deli trays, muffin/bagel/dessert platters.

interior," explained Wygonik. "Our bagels are kettle boiled, and baked golden brown in a stone hearth oven."

The partners hired a baker from the East Coast to help in the kitchen making the hand-rolled bagels, which are so special.

Like all people giving birth to something new, deciding on a name was tough. "We looked at over 10,000 names before deciding," said Wygonik. "Nosh and Schmeat is good for conversation, and the name will stick in your head. Nosh is a small meal, tidbit or snack. Schmeat is a

spread such as cream cheese, butter or jelly. Out East people will say 'give me a bagel with schmeat'."

Nosh & Schmeat Bagel Cafe offers 18 different varieties of bagels and up to 16 flavors of cream cheese made fresh throughout the day. Cinnamon, Asiago, cranberry nut and Jewish rye are popular bagel flavors, and they're always experimenting with new ones. Sun-dried tomato, basil, and very berry are two of new cream cheese offerings.

Freshly squeezed juices, cool fruit and vegetable smoothies, one of the hottest drinks in the market today, are offered too. Customers can choose from freshly squeezed orange, carrot, grapefruit or apple juice, and a variety of smoothies including the original - a mix of strawberries, bananas, milk and honey, or carrot smoothie - carrots, oranges, bananas and honey.

Coffee lovers will delight in the freshly ground coffees, espresso drinks, iced drinks and coffee drinks. Nosh & Schmeat uses Lavazza, Italy's number one coffee. Treat yourself to a Caramel Mocha - espresso, steamed milk, Ghirardelli chocolate and caramel, topped with real whipped cream.

"We make everything," said Wygonik. "Everything's fresh. Nothing's frozen or artificial. We're more than just a bakery or cafe. We have a full menu. Our chicken breasts are grilled and marinated on site."

Early risers looking for something a little heartier than bagels and cream cheese can choose from a "Bagel," - hot scrambled egg, with ham if you choose, on your choice of bagel, or "Bagel Lite."

The lunch bunch can create their own deli masterpiece, or pick from a variety of bagel sandwiches - chicken breast, Pepper Mill Smoked Turkey,



STAFF PHOTO BY DEAN MITCHELL

Beautiful bagels: Enver Jusufi (left) and Steve Wygonik offer bagels and more at Nosh & Schmeat Bagel Cafe in Farmington Hills.

Homemade Chicken Salad and Tuna Salad to name a few, served with your choice of toppings, kosher pepper and cole slaw or potato salad.

Homemade hummus and tabbouleh are also on the menu,

along with fresh soup, made daily. Grilled Chicken Salad, Caesar Salad, Chef Salad, Pasta Salad and Fruit Salad.

Save room for the cheesecake, homemade muffins, brownies and cookies.

Three color TVs were installed on Monday. "In the morning we'll have CNN or CNBC on for all the business conscious people," said Wygonik. "We also have outlets for laptop computers."

RESTAURANT SPECIALS

Restaurant Specials features theme dinners, menu changes, and restaurant openings. Send us items to: Keely Wygonik, Entertainment Editor, Observer & Eccentric Newspapers, Inc., 36251 Schoolcraft, Livonia, MI 48150, or fax them to (313) 691-7279.

JUST OPENED

SAINT LOUIS BREAD

Combination bakery/cafe in the Orchard Mall, 6399 Orchard Lake Road, (corner of Orchard Lake Road and Maple), (248) 855-9229. Hours are 6 a.m. to 9 p.m. Monday-Friday; 6 a.m. to 8 p.m. Saturday, 7 a.m. to 8 p.m.

Sunday. Saint Louis Bread bakes more than a dozen varieties of bread, plus 10 varieties of bagels every day, as well as pastries and sweets.

Its bakers bake the rolls and croissants that accompany its freshly tossed salads as well as the bread that makes the sandwiches. Even the soup is served in a sourdough bread bowl. Saint Louis has a good location in metro Detroit, 27651 Southfield Road (between 11 and 12 Mile Road), (248) 443-0282.

Look for story in next week's Entertainment section.

MENU SPECIALS

EINSTEIN BROS. BAGELS

Just introduced The Bucket of Bagels, a convenient package featuring the store's fresh-baked bagels in a container with an easy-to-carry handle and a tub of cream cheese spread on the side. Customers can order the half dozen bucket, which includes six bagels and one tub of cream cheese for \$4.99, or the dozen bucket, which includes 12 bagels and two tubs of cream cheese for \$8.99. Einstein Bros. Bagels offers 18 varieties of bagels, 12 choices of cream cheese spreads,

a selection of fresh brewed coffees, teas and espresso drinks daily. For lunch and dinner the bakery stacks its menu with bagel sandwiches, salads and other side dishes. Look for these Einstein Bros. Bagels stores in your hometown - 176 S. Woodward, Birmingham; 4089 Maple Road, Bloomfield Township; 6366 Richardson, Commerce Township; 29191 Southfield Road, Southfield; 29525 Northwestern Highway, Southfield, and 3043 Crooks Road, Troy.

OLD WOODWARD GRILL
In the 555 Building on Old Woodward in Birmingham

recently introduced their Beers Round the World Club. The Club features beers from Germany, Mexico, Czech Republic, and other countries, and from around the corner, Pontiac, Kalamazoo and Harbor Springs.

Each of the over 60 beers on the list were carefully selected for their different flavors and characteristics. OWG Beer Club

members will enjoy an extensive menu of hand-picked beers from around the world, special invitation to beer tastings to select new beers for the list, exclusive beer for members only, and upon completing the tour of all the beers, a \$20 gift certificate.

For more information, call (248) 642-9400.

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