

joy of kosher

with *Jamie Geller*

SEPTEMBER 2012 | ISSUE 11

75+
new recipes!



the **Israel** **ISSUE**

TRAVEL: ISRAEL'S ORIGINAL FARMERS' MARKETS + DESSERTS

CHANUKAH
PARTY IDEAS

• **menus** • **table design**
• **latkes** (like you never imagined!)



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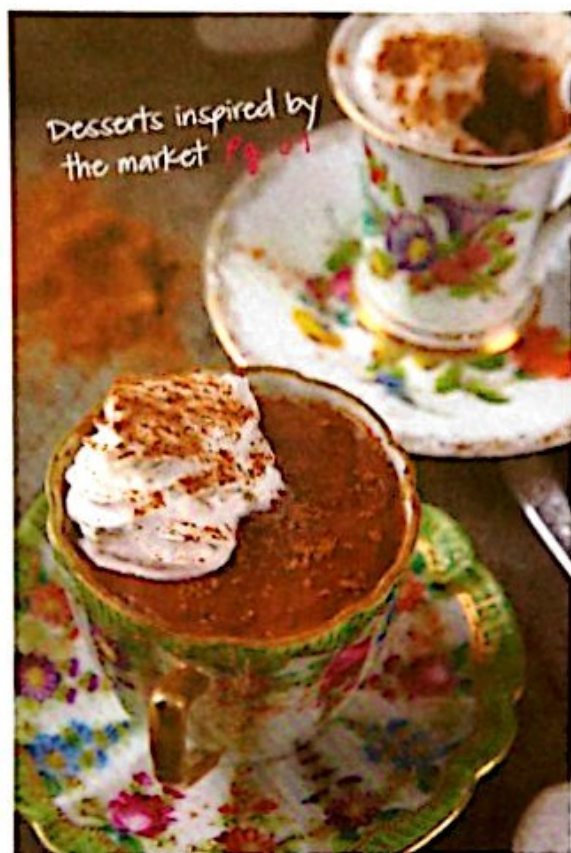
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Traditionally, a pita is filled with falafel and/or shawarma, a smear of hummus, some Israeli salad, and topped off with pickles, olives, charif, and fried eggplant. The tastes and textures are phenomenal and can become quite addicting. We have created the ultimate Israeli fast-food experience.

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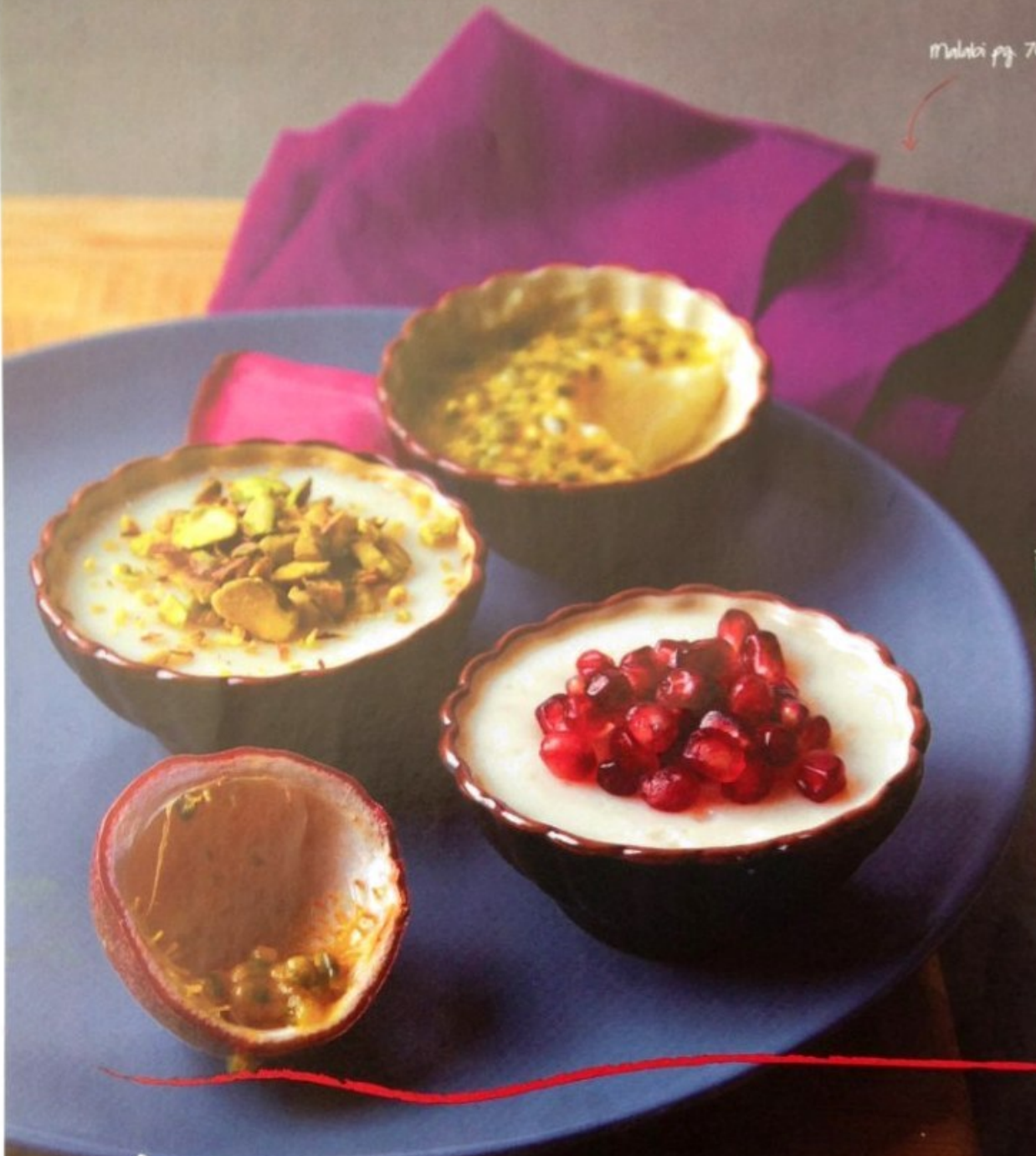
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Malabi pg. 70



JERUSALEM'S MACHANE YEHUDA MARKET IS A LITERAL FEAST FOR THE SENSES. Visitors to this outdoor market, or shuk in local parlance, are greeted with the vibrant colors of fresh produce, the guttural sounds of vendors yelling competing prices to passersby, the wafting smells of whatever is in season, and the tastes of rich halva, warm borekas, comforting stews and sweet tropical fruits. If you are a food lover, then a trip to Israel is hardly complete without a stop here.



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From Humble Beginnings

A HAUTE MARKET IN JERUSALEM

Farmers' markets may be the current international food fad, but Machane Yehuda has had a hundred year head start on the modern trend. Founded in the late nineteenth century as an alternative to the crowded markets of the Old City, the shuk has gone through a few iterations before becoming the tourist destination it is today. Originally named Shuk Beit Yaakov, in the early years the market was an unsanitary and chaotic jumble of people hawking their wares. The British cleaned it up and added permanent stalls and roofing in the 1920s, and it didn't undergo another renovation until the early 2000s, by which time it desperately needed a facelift.

Today Machane Yehuda, also nicknamed machne, is one of the biggest and most visited food markets in Israel. Janne Gur, cookbook author and editor of Israel's top food magazine, *Al Hashulchan*, says that the shuk is "very central and everyone goes to the market; if you go on a Friday morning or Thursday evening you'll meet everyone there: judges, Knesset members... It's an iconic place for Jerusalemites. It's much more than a place to shop for food."

Of course, markets are a part of Israeli life and Machane Yehuda is only one of many shuks. Every city has its own market with its own personality and character. The Carmel Market in Tel Aviv, the shuk in the old city of Akko, and the Ramle shuk are other favorites, but there are countless options. They sell only seasonal produce (a mango in winter is practically unheard of, for example) and while most of the offerings are similar from shuk to shuk, slight variations can be found.

But most would agree that Machane Yehuda is special. The market is home to many of the same stalls and restaurants that have been there for decades, and there is also a new wave of boutique food, clothing, and jewelry shops that are bringing in tourists and trendy locals. Jerusalem chef Michael Katz of Colony and Adom restaurants says, "I have known the Machane Yehuda market since I was a kid... The market has changed dramatically from a market that was a market – a place where you negotiate and bargain and usually you come to save a few pennies – to a trendy place that is...under the camouflage of a market."

London-based chef and cookbook author Yotam Ottolenghi also grew up in Jerusalem and has noticed a shift. "The shuk kept its general spirit," he wrote in an email, "though there are many more trendy places aimed for a younger and more affluent crowd. On balance, it is probably a bit less authentic than it used to be and serves fewer people's real daily needs compared to 20 or 30 years ago (supermarket and shopping malls have become more numerous) but it is still a real market, not a showcase like many farmers' markets tend to be."

Ottolenghi's most recent endeavor, *Jerusalem: A Cookbook* (Ten Speed Press, 2012), is an ode to his hometown, including the market. "Restaurants in the shuk serve some of the most delicious food in town," he notes, "but also food that accurately

"It's hard to visit Machane Yehuda and not be inspired."





Malabi

(MIDDLE EASTERN MILK PUDDING)

YIELD: 4 SERVINGS

A common dessert throughout the Middle East, in Israel malabi has become one of the national desserts and is common street food. It requires only a few ingredients and comes together quickly. It needs to chill in the refrigerator to set, making it the perfect make-ahead dessert. It is traditionally flavored with rose water, but that is an acquired taste so feel free to use orange blossom water or your favorite flavored extract. Malabi is usually topped with a sweet syrup, but I like the fresh flavor and texture that pomegranate seeds and passion fruit bring to the mix.

- 4 cups milk
- ½ cup agave syrup or granulated sugar
- ¼ cup corn starch
- 1 tablespoon rose water or orange blossom water

Pomegranate seeds, passion fruit, date honey, crushed pistachios, or your favorite fruit syrup, for topping

- 1 Put the milk, agave nectar, cornstarch, and rose water (or flavoring of choice) in a pot and stir to combine (a whisk works best but a wooden spoon will do).
- 2 Cook over medium-low heat, stirring constantly to make sure the mixture is smooth and does not boil over. Cook until the mixture is thick enough to coat the back of a spoon (it will take about 5 minutes for the milk to slowly heat up and another 5 for it to thicken).
- 3 Pour into bowls, ramekins, or glasses so it comes up about two thirds of the way.
- 4 Cover with plastic wrap and refrigerate for 2 to 3 hours, or overnight.
- 5 Top with pomegranate seeds, passion fruit, date honey, crushed pistachios, or your favorite fruit syrup.



"Originally named Shuk Beit Yaakov in the early years, the market was an unsanitary and chaotic jumble of people hawking their wares."

represents many of the Jewish communities that make up this city. There are traditional places where the dishes are prepared exactly as they used to be prepared in the homes of Jews from Turkey, Syria, Iraq, Yemen, Libya and lots of other diaspora. There is a real sense of a national culinary memory in the shuk and this inspired many of the dishes in the book.

It's hard to visit Machane Yehuda and not be inspired. Here, the flavors of the Mediterranean and the Middle East intersect and are available through incredible local ingredients. Pick up the best tahini made from 100% ground sesame seeds, the most incredible spice mixes from around the world, intoxicating date honey, fluffy pita bread, and creamy local cheeses, not to mention the freshest produce imaginable. The following recipes have been inspired by countless trips to the shuk. Hopefully one bite will transport you.

Hawaij Spiced Pots de Crème

Hawaij is a spice mix commonly used in Yemenite Jewish cooking. There are two varieties, one that is used to season soup and another that is brewed with black coffee. Both are available for purchase ready-made in the various spice stalls in Machane Yehuda. Here I have taken the flavor profile of hawaij spiced coffee and applied it to a traditional pots de crème, for an elegant taste of the market.

- 4 ounces dark chocolate, chopped
- 1 cup heavy cream
- 1 egg
- 5 egg yolks
- 1 tablespoon agave syrup or granulated sugar
- 1½ cups whole milk
- ¼ cup brewed strong black coffee or espresso
- 1½ teaspoons hawaij spice blend (recipe below)
- Whipped cream, for serving (optional)

- 1 Preheat the oven to 325°F.
- 2 Put the chocolate in a heatproof bowl. Bring ½ cup of the heavy cream just to a boil. Pour over the chocolate and allow to sit for 1 minute. Gently stir with a spatula until combined and smooth. Set aside.
- 3 Whisk together the egg, yolks and agave syrup in a large bowl until well combined. Set aside.
- 4 Combine the milk, remaining ½ cup cream, and coffee in a medium-sized pot and bring to a boil. Keep a close eye on the pot to make sure it doesn't boil over.
- 5 Drizzle a small amount of the hot milk mixture into the eggs and whisk to temper them. Slowly pour the remaining liquid into the eggs.
- 6 Whisk this into the chocolate mixture until fully incorporated. Stir in hawaij spice blend.
- 7 Pour the mixture (now a custard) into 6 to 8 ramekins or other oven-safe bowls.
- 8 Put the ramekins in a roasting or baking pan and pour hot water into the pan so it comes halfway up the side of the ramekins. Cover tightly with aluminum foil, poke a few holes in the corners, and carefully put in the oven.
- 9 Bake for 30 to 40 minutes, until the tops are slightly dark and the pots de crèmes jiggle slightly when shaken.
- 10 Carefully remove the pan from the oven. Keep covered and allow to cool for at least 10 minutes. Take off the aluminum foil, remove from the pan, and allow to cool to room temperature.
- 11 Pots de crème can be served warm (they will have a pudding-like consistency), or can be stored in the refrigerator, covered, for up to 2 days and served cold (they will firm up, which I prefer). Top with whipped cream, if you like.

Hawaij Spice Blend

- ½ teaspoon ground ginger
- ½ teaspoon ground cinnamon
- ¼ teaspoon ground cardamom
(from 6-7 green pods)
- 1/8 teaspoon ground cloves

Mix the spices together until well combined. Use immediately in coffee, tea, or desserts, or store in an airtight container in the pantry.





yum! 

Pear Applesauce Cake with Pomegranate Glaze

YIELD: 1 CAKE (8 TO 10 SERVINGS) This festive pareve Bundt cake tastes divine, and is perfect any time of day: for breakfast, afternoon tea, or dessert. Feel free to omit the pomegranate glaze, but I love how it soaks into the cake, and the pomegranate seeds sit like jewels on top. Date honey and pomegranates are two cornerstones of Israeli cuisine and immediately conjure up images of Machane Yehuda.

- 2½ cups all-purpose flour
- 2 teaspoons baking soda
- ½ teaspoon baking powder
- ¾ teaspoon salt
- ½ teaspoon cinnamon
- 1½ cups dark brown sugar
- ½ teaspoon vanilla extract
- 2/3 cup vegetable oil
- ¼ cup date honey
- 2 large eggs
- 1½ cups unsweetened pear applesauce
- ½ cup pomegranate juice
- ¼ cup sugar
- Juice of ½ lemon
- ¾ cup pomegranate seeds (optional)

- 1 Preheat the oven to 350F.
- 2 In a small mixing bowl sift together the flour, baking soda, baking powder, salt and cinnamon. Set aside.
- 3 In a separate large mixing bowl stir together the brown sugar, vanilla extract, and vegetable oil until thoroughly combined.
- 4 Stir in the date honey, then whisk in the eggs one at a time.
- 5 Add the pear applesauce and stir until fully mixed in.
- 6 Add the flour mixture one third at a time, making sure it is well incorporated before each addition.
- 7 Spoon the batter into a greased 10-inch

- Bundt or tube pan.
- 8 Transfer to the preheated oven and bake 40 to 60 minutes, until a toothpick comes out clean. Allow to cool slightly, then invert onto a plate or board. Let it cool while you make the pomegranate glaze.
- 9 Combine the pomegranate juice, sugar, and lemon juice in a small pot over medium heat. Bring to a boil, and then reduce to a simmer. Simmer, uncovered and stirring frequently, until syrupy and reduced by about half (about 10 minutes).
- 10 Remove from the heat and stir in the pomegranate seeds.
- 11 Spoon the glaze over the cake and serve.

Chocolate Rugelach

YIELD: 3 TO 4 DOZEN RUGELACH

DOUGH:

- 2/3 cup milk or water
- 3 tablespoons sugar
- 1 tablespoon instant dry yeast
- 3 3/4 cups flour
- 1 teaspoon salt
- 2 eggs + 2 yolks
- 1 teaspoon vanilla extract
- 3 1/2 tablespoons butter or margarine, softened

FILLING:

- 7 tablespoons butter or margarine
- 6 ounces dark chocolate
- 2 tablespoons cocoa powder
- 2 tablespoons sugar

SYRUP:

- 1/4 cup water
- 1/4 cup sugar
- 1 teaspoon cinnamon

1 Make the dough: Heat the milk or water to about 110F (it should be lukewarm; if the liquid gets too hot allow it to cool slightly before moving on to the next step as hot liquid can kill the yeast).

2 Add 1 tablespoon of the sugar and stir to dissolve slightly. Sprinkle the yeast over and allow to stand for 10 minutes (it should start to bubble and fizz slightly).

3 Mix together the flour, remaining 2 tablespoons sugar and salt in a large mixing bowl or the bowl of a stand mixer. Make a well in the center of the flour and add the eggs, yolks, vanilla extract and yeast mixture. Knead (with your hands or a dough hook attachment) for about 5 minutes.

4 Add the butter and knead for another 5 minutes, until the dough is elastic.

5 Cover the bowl with a dish towel and let rise for 45 minutes, or until doubled in size.

6 Meanwhile, prepare the filling. Put the butter, chocolate, cocoa powder, and sugar in a pot over medium-low heat. Stir until the mixture is full melted.

7 Roll out the dough on a clean, lightly floured surface (or on parchment paper) to a large rectangle.

8 Spread the filling evenly over the dough.

9 Cut the dough in half lengthwise,



In Mahane Yehuda, Marzipan bakery is famous for their ooey gooey chocolate rugelach. These yeasty, rich rugelach are in the Israeli style and inspired by those you find at Marzipan.

then slice it in 10-12 even pieces the other direction so there are about 24 rectangles.

10 Cut each of these rectangles down the middle to create a triangle (there should be about 48 in total).

11 Roll up each triangle starting from the base of the triangle to form rugelach.


12 Transfer to a parchment-lined baking sheet.

13 Allow the rugelach to rise once again for 30 minutes, until doubled in volume.

14 Preheat the oven to 350F.

15 Meanwhile, make the sugar syrup by heating the water and sugar together over medium heat until the sugar is fully dissolved. Allow to boil for 1 to 2 minutes to thicken is just slightly. Remove from the heat and stir in the cinnamon.

16 Brush the sugar syrup over the rugelach and bake for 10 to 15 minutes, or until lightly browned (take out sooner rather than later as they continue to cook for a few minutes out of the oven, and you want a slightly doughy texture).

17 Remove from the oven and serve. 



Chocolate Pudding with Hawaj Spice
Herzog Late Harvest Zinfandel



Pomegranate Pear Cake
Jeunesse Pink Moscato



Malabi
Binyamina Reserve Late Harvest Geurstraminer

*Katherine Martuelli is a food writer, blogger, and photographer living in Israel. She is the author of an app, *Tasting Mahane Yehuda* (Rama, 2012), a self-guided tour of Jerusalem's Mahane Yehuda market, and an e-cookbook, *Puff Pastry at Brunch: 10 Sweet and Savory Recipes to Start Your Morning*. (Hang Time Press, 2012).*