

pork

Q: What's the difference between a major league baseball player and 'wichcraft's pork? A: The pork isn't on steroids.

Our pork comes from Berkridge Farms in northwestern Iowa, a co-op of 18 family farms that has been raising **purebred** Berkshire pork naturally (no hormones, no antibiotics, no steroids) and sustainably for 55 years. This group of farmers takes quality so seriously that they even oversee how their meat is packed so that only the finest cuts reach consumers.

to learn more go to
www.wichcraftnyc.com

'wichcraft

bacon

Ever had that experience when you know exactly what you want but can't find it anywhere? Well, that was our problem with bacon...until we got some help from 52 gracious farmers at the Ozark Mountain Pork Cooperative and our friends at D'Artagnan. They created a custom bacon just for us by starting with certified **humane** hormone- and antibiotic-free pork belly, giving it a one-of-a-kind cure for several days, and finally smoking it over apple wood chips. You won't find bacon like this anywhere else (literally)!

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tuna

If such a thing as perfect tuna exists, we have it at 'wichcraft. The six San Diego-based fishing families that make up American Tuna provide us with **pole-caught** Albacore, meaning that the fish are caught one at a time. This certified sustainable method prevents over-fishing and ensures the availability of high quality tuna for generations to come. They only fish the cold waters of the Pacific Northwest, where young fish with low mercury levels swim. In fact, the mercury levels in American Tuna's catch are so low they're often untraceable.

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tomato

If it's not August or September you might very well be wondering where the tomatoes are.

When we first opened we decided that we would only serve fresh tomatoes during the local season.

Unfortunately, the local heirloom tomato – or blt season as we affectionately refer to it – is short, but we're able to make the most of the 8-10 weeks by offering a **seasonal** blt starring just-picked heirloom tomatoes from Eckerton Hill Farm in Lenhartsville, PA. We think it's worth the wait!

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water

Carbon footprint?
What carbon footprint?
'wichcraft tries to keep it local, even when it comes to water. Our Saratoga sparkling and still bottled waters are sourced at a sweet spring upstate in – you guessed it – Saratoga Springs. That means less ground to cover and **less fuel** to burn in order to get it to you. If it's not coming out of the tap it should be coming from Saratoga.

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grits

Grown by Anson Mills in South Carolina, our organic grits are the real thing: heirloom Gourdseed White corn, a variety with roots dating back to the 1600s. Anson Mills founder Glenn Roberts happens to be a historic restoration consultant, so when he decided to make the creamiest, most authentic grits possible he didn't stop at reviving a near extinct variety; he pored over historical documents until he was also able to recreate a **cold milling** process that hadn't been practiced in decades but yields the best flavor and texture.

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pastrami

There's only one man we trust with our pastrami, and that's David Cane. He's a San Francisco radio host with a penchant for New York's famous pastrami sandwiches. He couldn't find anything on the west coast that compared, so he started making his own **artisanal** cured meats on the side. His David's Old World pastrami is USDA Choice or Prime 1st cut beef brisket raised, brined, cured and smoked without the use of antibiotics, growth hormones, or even added water.

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coffee

At 'wichcraft we're serious about coffee, which is why we serve only La Colombe. The La Colombe team works closely with a select group of family farmers in South America and Africa to grow the best **fairly traded** beans. After the harvest, the beans are roasted in very small batches in Philadelphia. From there it's not long – under five days to be exact – until our guests are able to taste the results in a **freshly brewed** coffee, espresso, or cappuccino. You'd be hard pressed to find a better (or fresher) cup of coffee in NYC!

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oat meal

If you always thought oatmeal came in a little paper packet with flavored powder, you haven't tried ours yet. We serve Irish steel cut oatmeal – this means that it's **whole grain**, with all the natural fiber that's stripped from instant oats. Steel cut oatmeal takes much longer to cook (we prepare ours with water and skim milk) and the results are deliciously nutty and heart healthy. We serve it up however you like it, whether it's plain or with our handmade toppings. You can feel good about digging in!

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tea

'wichcraft serves only fragrant, single-estate **loose leaf** teas from In Pursuit of Tea. The three founders of the company really do spend their time pursuing tea; they explore remote corners of the world searching for tea farmers who grow exceptional plants. They spend time with them, learn the unique characteristics of the teas, and finally hand select the leaves that make it back to the US and into your teacup.

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ham

Our ham is from Niman Ranch, a pioneer in producing humane, **sustainably raised**, hormone- and antibiotic-free pork. We love their Jambon Royal, which is prepared in a European style without any added liquid and yielding rich, bold flavor. It's dry cured for almost two months and then smoked over apple wood chips. We think it goes with everything!

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jelly

Many 'wichcraft guests love our pb&j because it makes them feel like a kid again, and we too think of it as a simple pleasure. That's why we like to make it the old fashioned way, with **homemade** jelly. When our chef finds greenmarket fruit that he just can't resist he buys it in bulk and gets to jelly-making. It might be rhubarb in the spring, strawberry in the summer, or concord grape in the fall. Whatever the flavor, you can always be sure that our jellies are made in our own kitchen with fruit at the peak of ripeness.

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pop

Our sodas come from Boylan Bottling Co, just across the river in New Jersey. We love Boylan's because their sodas are made the old-fashioned way, with recipes they've been using for over 100 years. Their **natural sodas** are free of artificial flavors, colors, and preservatives and always steer clear of corn syrup in favor of pure cane sugar. We'll drink to that!

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mayo

We admit it – we love mayo – but most of what’s out there uses oils that we just don’t need to be consuming a lot of. So we make our own aioli (mayo) **from scratch**. It’s more flavorful than the store-bought stuff, and instead of the typical vegetable oil that most brands contain we use grapeseed and olive oils. These oils are known to help raise HDL “good” cholesterol and lower LDL “bad” cholesterol.

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bread

Our breads are **baked fresh daily** by artisanal bakers who make it the old way, by hand, at Pain D'Avignon and Sullivan Street Bakery right here in NYC. We think bread is an important flavor component in any sandwich, so we're picky about only using the best. Some were even created just for 'wichcraft, like the cranberry walnut loaf used in our grilled cheddar sandwich.

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