



Presents:

# How *Zingerman's* Treats its Customers Like Royalty

October 6, 2010, 8:30 – 11:00 a.m.  
Prince Conference Center at Calvin College

**\$75 - Special discounted pricing for Grand Rapids Convention & Visitors Bureau Partners**

Featuring

## ari weinzweig

**Co-founding Partner & CEO of Zingerman's Community of Businesses**

Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems, all of which Ari Weinzweig, Zingerman's co-founding partner and CEO, will share in this workshop. Zingerman's approach has been successfully applied in a wide variety of businesses and non-profits that are committed to improving the quality of their customer service, including banks, insurance agencies, health care providers, museums, libraries, and non-food retailers.



**Ari Weinzweig** moved to Ann Arbor from his hometown of Chicago to attend the University of Michigan. After graduating with a degree in Russian history, he went to work washing dishes in a local restaurant and soon discovered that he loved the food business. Along with his partner Paul Saginaw, Ari started **Zingerman's Delicatessen** in 1982 with a \$20,000 bank loan, a staff of two, a small selection of great-tasting specialty foods and a relatively short sandwich menu. Today, Zingerman's is an Ann Arbor institution—the source of great food and great experiences for over 500,000 visitors every year. Each day the Deli serves up thousands of made-to-order sandwiches with ingredients like corned beef and pastrami, homemade chopped liver and chicken salad. The Deli stocks an array of farmhouse cheeses, smoked fish, salamis, estate-bottled olive oils, vintage vinegars, whole bean coffees, loose leaf teas and much more. Through **Zingerman's Catering** and **Zingerman's Events**, the Deli takes "The Zingerman's Experience" off-site to deliver everything from elegant entrees to bodacious barbecue.

**Event Sponsors:** Grand Rapids Convention & Visitors Bureau, Koeze Direct, Spartan Stores, D&W Fresh Market, Family Fare Supermarkets, Celebration! Cinema, Prince Conference Center at Calvin College, Priceline/Booking.com and Zingerman's Community of Businesses.

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**This program requires prepayment for all participants.**

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