

# Associated with caring because we live here, too.

## **Premier community banking for the greater Madison area.**

At Associated, you'll find us behind the scenes of community projects large and small, because we know that working together for a common goal is what keeps our communities strong, vibrant and growing. We offer full-service banking for individuals and businesses. Call us today. We'll help you achieve your goals.

**The Madison area's most convenient bank.  
The most locations, ATMs and 7-day-a-week  
supermarket banking.**

**Stoughton** 117 King St. (608) 873-6666  
**Monona** 6007A Monona Dr. (608) 226-7720  
**Madison** 4407 Cottage Grove Rd. (608) 221-3811  
Cub Foods East 4141 Nakoosa Tr. (608) 245-2095  
2001 Londonderry Dr. (608) 241-1771  
**McFarland** 5220 Farwell St. (608) 838-3101



**Associated**  
Bank

Equal Housing Lender. Member FDIC and Associated Banc-Corp (7/07) 2107

# Bountiful Cupboard

*Your regional connection to hidden locations, fantastic ingredients, and great food!*

**The King of Mustard**

**Marvelous Mushrooms**

**Vom Fass—Try and Buy  
From the Cask**



"Three Dog Night"  
by Nanette Roe

**POUPON**



**"AMERICA'S MUSTARD COLLEGE"**  
Mount Horeb Mustard Museum  
Mount Horeb, Wisconsin

SOME THINK WE'RE VERY  
**SWEET,**  
OTHERS THINK WE'RE ALL  
**NUTS.**



**WE THOUGHT IT WAS TIME  
TO SET THE RECORD STRAIGHT...**

Quality Candy Shoppes/Buddy Squirrel of Wisconsin combines the best of both worlds when it comes to satisfying your sweet tooth and that craving for salt. So whether you're looking for award-winning confections, premier nuts from around the world or award-winning gourmet popcorns, we can provide you with everything from sweets to nuts.

HOME STYLE  
*Quality Candy*  
SHOPPES

*Buddy Squirrel*  
THE PREMIER NUT SHOP

414.483.4500 • [WWW.QCBS.COM](http://WWW.QCBS.COM)



6

**3 Vom Fass—it's all a matter of taste**  
A European concept is proving a big success in America. Find out why.

**6 Have you seen the mushroom man?**  
The secrets behind growing mushrooms reveal an eco-friendly process that recycles waste products into delightful, earthy, fresh mushrooms, outstanding sauces and popular pickled mushrooms.

**10 Mustard—The King of the Condiments**  
If you think all mustard is yellow and comes in a squeeze bottle, you're dead wrong. Barry Levenson lives to tell you just how wrong you are.

**15 A tale of two co-ops**  
Co-ops are becoming increasingly popular as people start paying more attention to what they eat.

**19 You want giant fries with that?**  
Wisconsinites know the meaning of large economy-size food. Really large economy size.

3



19

- 9 Bountiful Food Finds
- 18 Food Fests
- 21 Marketplace

# Bountiful Cupboard

Your regional connection to hidden locations, fantastic ingredients, and great food!

**STAFF**

Mary-Carel Verden	<i>Publisher/Creative Director</i>
Gary Cox/Cox & Co.	<i>Art Director</i>
Henry Verden	<i>Editorial Director</i>
Ann K. Fulton	<i>Advertising Director</i>
Kate Gillman	<i>Artist and Magazine Production</i>
Beth Wachter	<i>Office Manager</i>

Bountiful Cupboard is published ten times per year, with eight monthly issues and two special issues by Grote Deutsch & Co., Inc., 2364 Jackson Street, Suite 306, Stoughton, WI 53589.  
 Telephone: (608) 877-0766  
 Fax: (608) 877-0688  
 Email: sales@bountifulcupboard.com

**Advertising Sales Reps needed.**  
 Please call (608) 877-0766 or email sales@bountifulcupboard.com.

Visit us online at [www.bountifulcupboard.com](http://www.bountifulcupboard.com).

Contents of this publication copyright © 2008 Grote Deutsch & Co., Inc. Contents may not be reproduced in any form without the express written permission of the publisher. Views expressed herein are those of the contributors and not necessarily those of Bountiful Cupboard or Grote Deutsch & Co., Inc. Contributions are welcome but will not be returned to the author unless accompanied by an SASE.

For advertising information contact Bountiful Cupboard at (608) 877-0766 or sales@bountifulcupboard.com.

	<p><b>Julie's is the place to pick up treats for your holiday party</b></p> <p>Fresh bakery with a wide assortment of delicious pastries your friends and family will simply love!</p>	
<p><b>Say I love you!</b></p> <p>Whether your loved one has a sweet tooth for quality coffee, scrumptious pastry, or a little of both — we have a <i>Valentine's Day</i> gift for you!</p>		<p><b>More than one way to stay warm this winter</b></p> <p>Warm up with a hot beverage or one of our specialty homemade soups, made fresh daily. Guaranteed to hit the spot!</p>
	<p>409 North Ludington, Columbus, WI 53925</p> <p>Across from the Amtrak Station</p> <p>Ph: (920) 623-5540              Fax: (920) 623-5510</p>	



## It's all about good taste.

At *Bountiful Cupboard* tasting is one of our highest priorities. We focus on trying new things so we can tell you about great local flavors and products we've discovered. Frankly, it's one of the best parts of being part of *Bountiful Cupboard*. I love it because we always find delicious foods we want to have at home and items that make our lives easier. But you don't always get to do that in the real world.

This month, however, three of the businesses we are featuring allow you to do that same thing. The Mustard Museum, River Valley Mushroom's retail store, and Vom Fass, Madison's new "from the cask" store, all offer shoppers a chance to sample products before they buy. It's an easy way to try new products and foods that sound unusual (but often turn out to be fantastic). It's also a great way to avoid spending money on products that you don't like. And in all three locations the store

staff is eager to help you figure out what to do with the products when you get them home.

Start the New Year by trying something new and exciting—I know you'll enjoy it.

Mary-Carel Verden  
*Publisher and Freelance Foodie*



**P.S.** Here's a new addition to *Bountiful Cupboard*. Look for this symbol as you browse through *Bountiful Cupboard*. It's your link to more delicious recipes from the people and places we cover. Click and cook with *Bountiful Cupboard*.



1221 Williamson St., Madison  
open 7:30am–9:30pm daily  
(608) 251-6776 • [www.willystreet.coop](http://www.willystreet.coop)



**Become a Madison business-owner today for just \$58.**

With a one-time payment of just \$58 (or \$10/year for seven years) for an individual membership, you join 14,000 other owners of your natural foods Co-op in doing more to know where your food comes from.

Owners can request new products or store improvements, get owner-only specials, shop online and get groceries delivered, get tickets to our annual party, and much more. And if you choose to end your membership, you can get your investment back. Go Co-op today!


