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★ ★ ★

**ELI
ZABAR**



HIGH HOLIDAYS

Rosh Hashanah & Yom Kippur

WELCOME 5784



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SCAN
to order
catering



September is the sweetest month as we welcome Rosh Hashanah and Yom Kippur and with them, all the excitement of Fall in New York. School's open, the streets are humming with people and traffic. I love the intensity of this season.

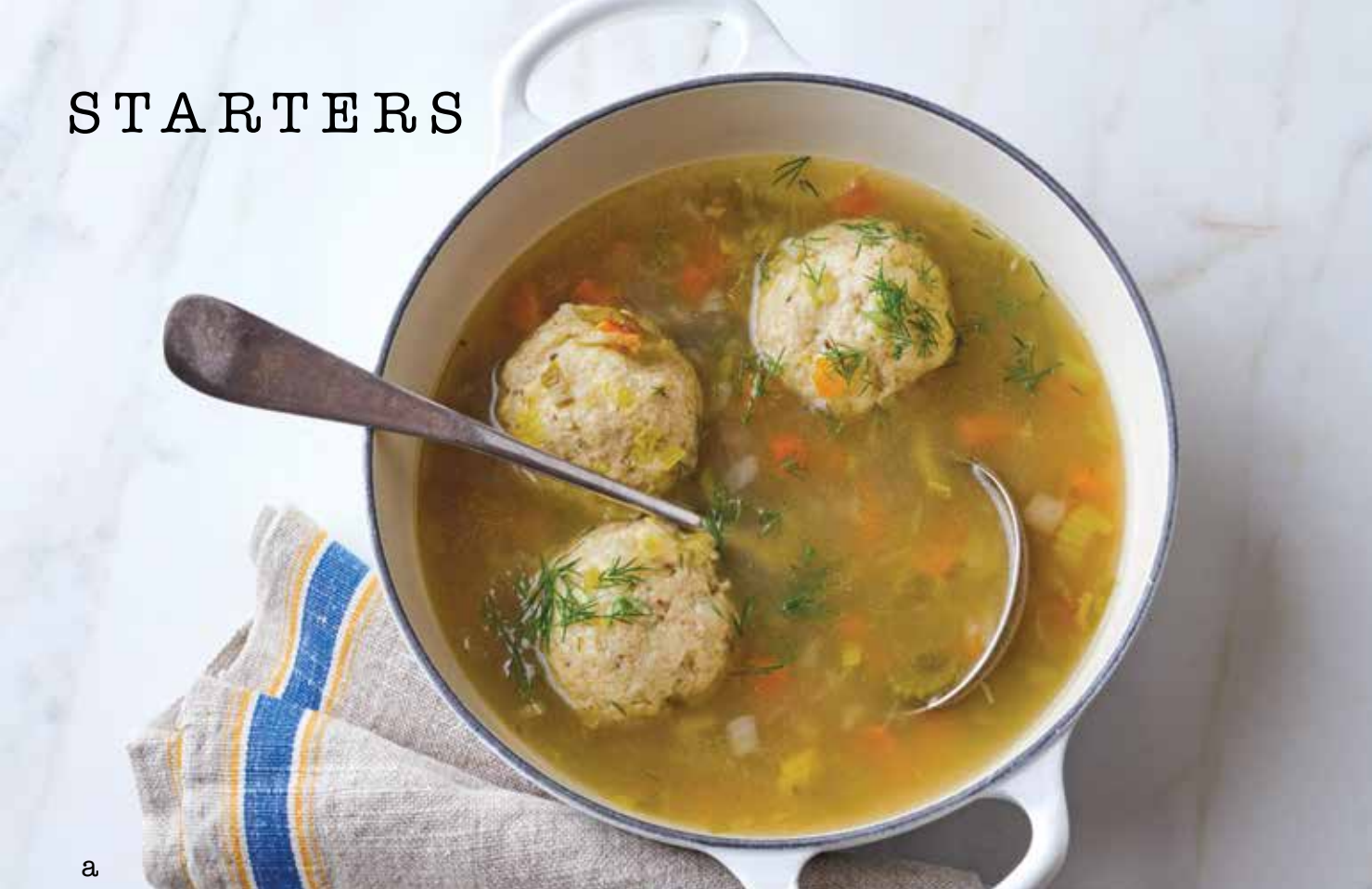
Local produce is in abundance, and shopping is a pleasure. This holiday more than any other embodies the retail world I grew up in—my brother Saul went to the smokehouses weekly for years, and while none of us do that now, we still take a lot of interest in the fish we sell to you and the fish we eat at home.

As we gather to break the fast, the conversation will always be about the quality and availability of smoked fish. It's a ritual I never get tired of, like so many elements of this season.

The Home Shopping and Catering experts at Eli's love this season too. Anne Silva leads the Catering Department with a steady hand and lots of help from Sasha Zabar and Sotero Bernal. These lovely humans are more than happy to help you with your holiday planning, and are, of course, here to make everyday grocery orders easy for you too.

L'chaim,

STARTERS



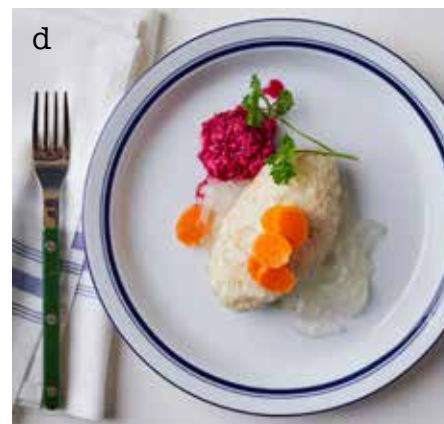
a



b



c



d



e

a. Chicken Soup with Two Matzo Balls
A Jewish holiday essential—ask for extra matzo balls

b. Crudités
As pretty as a flower arrangement, this healthy hors d'oeuvre comes with your choice of dip

c. Herring in Cream Sauce
Salty, sour and sweet herring, served in a traditional onion and sour cream sauce

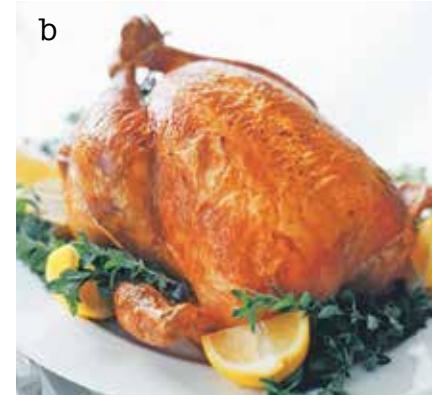
d. Eli's Premium Gefilte Fish
Made from Eli's mother's recipe so you know it's good

e. Eli's Chunky Chopped Liver
Full of caramelized onions and hard-boiled eggs. Think about serving this on Eli's Raisin Pecan bread

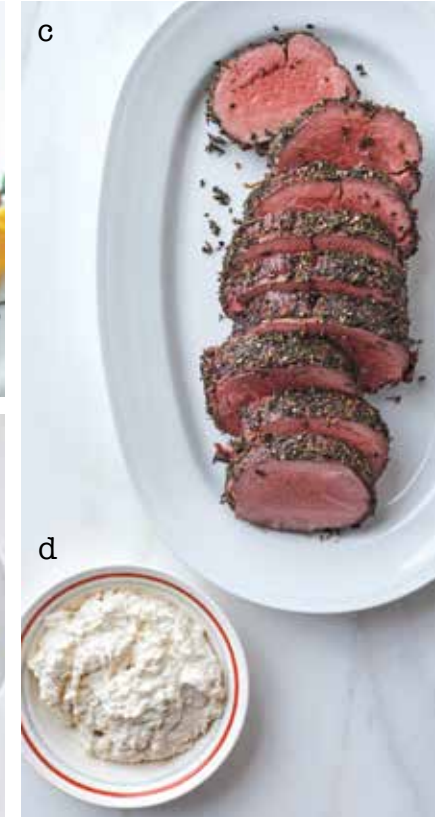


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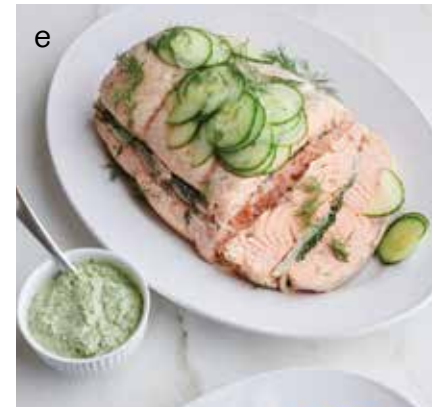
ENTRÉES



b



c



e



f



g



h



i

a. Eli's Traditional Brisket with Gravy
Eli has been making brisket for 40 years and eating it a lot longer. He knows a thing or two about how to make it delicious

b. Whole Roasted Capon
When a turkey is too big and a chicken is too small, a capon is a delicious solution

c. Filet of Beef
When you live with carnivores, this is what you need to order

d. Horseradish Sauce
Fresh whipped cream turned savory with the addition of freshly grated horseradish sauce

e. Poached Salmon
Simple and elegant, be sure to order your cucumber dill sauce!

f. Asian Salmon
A spicy and crunchy topping makes this fish irresistible

g. Rolled Spit-Roasted Turkey Breast
Moist, herb-infused—and delicious, hot or cold

h. Brisket Gravy
Extra gravy—an essential part of a delicious meal

i. Roast Leg of Lamb
Bone in and fragrant with garlic and herbs

SEASONAL ACCOMPANIMENTS



a. Noodle Pudding
One of the reasons we love this holiday season. Big decision: serve it with the brisket or save it for dessert?

b. Roasted Sweet Potatoes
Crispy on the outside, soft on the inside and sweet all over



c. Herb-Roasted Beets
If you like beets, we promise you will love these

d. Broccoli Sautéed with Garlic
Equally delicious hot or at room temperature

e. Grilled Asparagus
Our favorite way to add this green vegetable to a meal

f. Kugels
Rich and buttery, these are savory holiday traditions

- Potato
- Spinach

YOM KIPPUR



a

b

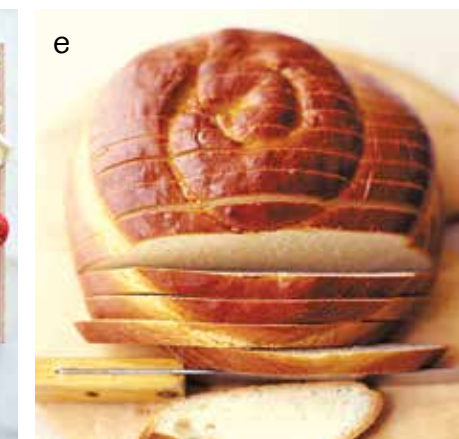
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c



d



e



f

a Eli's Bagel and Bread Crate

Eli's traditional favorites come sliced and ready to serve

b Smoked Salmon Platter

The classic break-the-fast platter

c Tomato & Mozzarella Platter

Not traditional but why not have fresh mozzarella and end-of-season tomatoes for a dairy meal?

d Imported Cheese Board

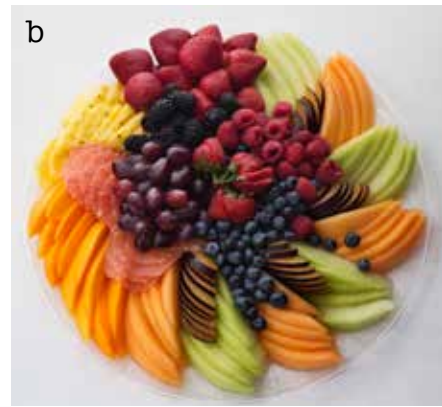
A tantalizing selection from one of the New York's most comprehensive cheese departments

e Challah

Why round for the New Year? You tell us. More important is deciding if you want plain, with raisins or our kosher version

f Smoked Fish Platter

A bountiful selection of smoked salmon, kippered salmon, sturgeon, sable and whitefish stuffed with whitefish salad



- a Potato Pancakes**
Soft-on-the-inside, crunchy-on-the-outside pancakes, delicious as a side
- b Sliced Fruit Platter**
The ripest selection of seasonal fruit from our marketplace
- c Quiche**
One of Eli's original recipes. Choose from spinach, mushroom, broccoli, three cheeses, asparagus or smoked salmon
- d Cheese Blintz**
Delicious with applesauce and sour cream



DESSERTS



- a. Babka** (page 11)
Eli's Chocolate or Raisin Babka, both are perfection!
- b. Chocolate Marble Tart**
An elegant end to a meal, especially for chocolate lovers
- c. Mixed Berry Tart**
Seasonal berries on a bed of vanilla pastry cream in a shortbread cookie crust
- d. Teiglach**
This honey-drenched confection is a traditional symbol of this sweet time of year
- e. Tart Tatin**
A French classic—the puffed pastry crust holds plump slices of caramelized apples. The essence of simplicity. A dab of crème fraîche, s'il vous plait?



- f. Cheesecake**
What better dessert than a classic New York cheesecake? For those who cannot end a meal without chocolate, we recommend the marble version
- g. Holiday Sweets Crate**
Cookies, Honey Cake and Pound Cake Slices, Rugelach
- h. Key Lime Pie**
The original Key West recipe in a shortbread crust—not traditional but very refreshing after brisket



THE FLOWER SHOP



Local blooms are one of the great pleasures of the season, and at Eli's you'll find them worked into arrangements that bring the outdoors inside.

The arrangements crafted by Sarah Wright and her Flower Power team have a picked-from-the-garden flair. Speak with them about how to make your Rosh Hashanah table spark joy. The team is enthusiastic and knowledgeable, ready to help make your transition to Fall colorful, fragrant and festive.



Call Sarah Wright,
Master Resident Florist
directly at (212) 289-1495
to order your holiday arrangements.



WINE SHOP



Wine is a fundamental part of any holiday table. Raising a glass with family and friends as we say l'chaim together is a tradition we never want to lose.

Whether you are serving one of our excellent kosher wines or something from the Old World, Eli's List is where you will find the bottles that enhance the traditional menus of this holiday season.

Please visit us at the shop or click to access our wine website www.elislist.com, where you can browse our catalogue, purchase wines, sign up for our informative emails or join our wine club. All great ways to start the new year!

Germán Calle,
our Sommelier

ELI'S LIST elislist.com



GIFTS OF FOOD

Order your
gift basket at
elizabar.com!



a



b



c



d

a Apple & Honey Gift Basket

Eli's honey cake is made with ground almonds, his apple crumb cake is chock-a-block with apples, and his round challah is simply the best there is. New York State fall harvest apples and a jar of honey help us welcome 5784 (GB58-\$150, GB59-\$250)

b The Salmon Set-Up

Smoked salmon, cream cheese and fresh bagels are a match made in heaven. Includes black olives, capers, red onion, plus a loaf of Eli's health bread (GB27-\$150, GB28-\$200)

c Schnapps

What better way to say l'chaim ("to life") than with eau de vie ("water of life")? This Poire William is a great end to a meal and a great beginning to the year ahead. Available at Eli's List

d Honey Collection

A sweet new year is what we wish for our friends and family. Deliver that message with our honey collection of flavors from around the world, some still on the comb. Exclusively at Eli's Manhattan

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