

## Goldberg's Bagel Co. and Deli

**Description:** Jewish Deli

**Locations:**

4383 Roswell Road NE  
Atlanta, GA 30342  
404-256-3751

1272 West Paces Ferry Road  
Atlanta, GA 30327-2306  
404-266-0123

4520 Chamblee-Dunwoody Road  
Atlanta, GA 30338-6202  
770-455-1119

**Chef/Owner:** Howard Aaron

**Chef Howard Made**

- ✓ Bagels
- ✓ Challah
- ✓ Brisket
- ✓ Kugel

**Bagels**

Howard stresses that it's important to use a high-gluten, unbleached, and unbromated flour to make the best bagels and challah. The most common grocery store brand in Atlanta that meets this standard is King Arthur Flour. Malt is available at health food stores. Professional bakers are aiming for a consistent yield from each batch of dough. They may use more yeast in cooler weather, and less in warmer weather.

**Ingredients**

2 pounds flour  
½ ounce salt  
3 ounces dry malt  
1 tbsp. yeast  
Water

**Directions:**

Combine the dry ingredients with enough water to make an elastic dough. Knead thoroughly and allow to proof. Cut the dough into small pieces and roll each piece into a cigar shape. Join the ends of the cigars to make a circle and allow the bagels to proof again until doubled in size.

Boil the risen bagels in water for 1-2 minutes to form the traditional bagel crust, then bake at 500 degrees for 6-7 minutes.

### **Challah**

2 pounds unbleached, unbromated flour

½ tbsp. dry yeast

1 ounce malt

½ ounce salt

3 ounces sugar or honey

3 eggs

Water

### **Directions:**

Combine the dry ingredients, then stir in eggs and sufficient water to make a firm dough. Let the dough rest until doubled in size, and then cut the dough into six pieces. Roll each piece out to make a long cylinder, and join the six pieces at the tip. You'll have to watch Howard to see how to make the six-strand braid they use at Goldberg's. If you're on your own, form the six strands into 2 3-strand braids and place one on top of the other. Let the braided dough rise until doubled in size, and then bake at 350 degrees until golden brown.

For holidays, challah may be decorated with chocolate or vanilla icing spread over the warm challah. Before it sets, sprinkle the icing with raisins, chopped nuts, chocolate chips, or maraschino cherries. Drizzle with a contrasting chocolate and serve with pride.

### **Brisket**

At Goldberg's they believe that "simple is best".

3-4 pounds of brisket, trimmed of excess fat

one stalk celery, diced

2 medium onions, diced

salt, pepper, and minced garlic

### **Directions:**

Season the brisket with salt, pepper, and garlic. Put half the celery and onions in a baking pan, add the brisket, and then cover with the remaining celery and onions. Cover the pan tightly with foil and bake at 350 degrees for 2 hours. Turn the brisket about halfway through the cooking, and after 2 hours, leave it

uncovered to brown the meat. Trim the remaining fat from the brisket and serve with the juices from the pan.

### **Kugel**

5 pounds noodles, cooked  
3 cups crushed pineapple  
3 cups fruit cocktail  
a handful of golden raisins  
¼ pound butter, melted  
1 cup sour cream  
6 large eggs  
pinch cinnamon  
1 tbsp. vanilla extract

### **Directions:**

Combine all ingredients and sprinkle with additional cinnamon sugar if desired. Bake at 350 degrees for about 40 minutes or until kugel is set and top is browned.