


\$2.00 Off Any Entree

\$1.00 Off Any Light Fare Item



Coupon Expires December 31, 2001

Whole in the Wall • 43 South Washington Street • Binghamton, NY 13903 • Tues - Sat. 11:30 am - 9 pm
(607) 722 - 0006 Office • (607) 722 - 5138 **Take-out** • www.wholeinthewall.com • www.tier.net/stonesoup
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INSIDE: Eliot's Editorial,
new pesto flavor, gift
ideas, Thanksgiving
schedule, and more!



Now

Editorial

Eliot Fiks, Senior Partner

On that fateful morning in September, when fall's first colors were beginning to show, came a bolt of lightning. Out of the blue and into the black. I began to experience a full range of emotions, probably not unlike yours: shock, horror, disbelief, fear and sadness. For weeks I was in a daze. Amid that daze, beginning as a whisper and building to a roar, came a different emotion: pride. Pride at all the good that came forth from this great evil.

The question I kept asking myself was, why was such bad needed to create such good? And, the answer that came to me is: it wasn't. We already had all the ingredients. We've always known how precious life is, what's really important, that our lives are fleeting, that there isn't always

tomorrow. We've always known these things, we just often choose not to listen. Now something has come along that is so loud that it is almost impossible not to listen.

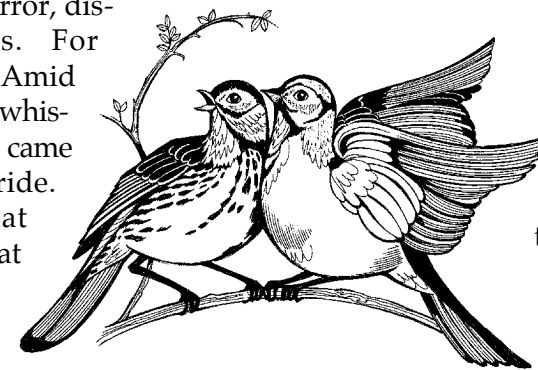
We now are being presented with an opportunity to learn some invaluable lessons. Lessons that some 6,000 people paid for with their lives. We can honor the spirits of

those people by remembering those lessons throughout our lives. I'm not talking about being somber, in fact, quite the opposite.

The debt we owe those who died, ourselves and those we love, the greatest lesson to be

learned here, I believe, is to live life to the fullest. Life is such an amazing and precious gift and yet most of us take it so much for granted.

"Courage is fear holding on a minute longer."



Continued Inside 

Zesty new pesto flavor introduced

We are always trying to cook up something new at the *Whole in the Wall*. Our latest concoction is already receiving rave reviews from customers.

We start with a tomato pesto base and add the perfect blend of peppers and spices. It's guaranteed to pep up all your favorite pesto recipes.



We also want to let you know that it's your last chance to stock up on *Whole in the Wall Cajun Pesto*. We are discontinuing this flavor at the end of the year. Plus there's still time to purchase the limited edition *Whole in the Wall Garlic Spike Pesto* which we make each fall. And when ordering, don't forget to request our newly revised free recipe booklet!

It is with great pleasure we announce the newest addition to the pesto family: *Whole in the Wall Picante Pesto*.





This holiday season shop locally


We may not have the selection of Sears, Target, or Walmart - but you're sure to find something for everyone on your holiday shopping list at the *Whole In The Wall*. And 100% of the money you spend gets funnelled back into the local community through our payroll, food and supply purchases, and savings. The chain stores can't make that guarantee!

Below is a sample of what we have to offer:

 **Pesto Holiday Gift Pack** for those out of town gift needs. Have our delicious pesto sauces shipped to your family, friends, and loved ones. 4-pack \$19.95 (plus \$8 S/H) 12-pack 59.95 (plus \$10 S/H) Choose your own assortment from our 6 different flavors: Original Basil, Spinach Parmesan, Dairy Free, Picante, Sun-Dried Tomato, Sweet Red Pepper. Gift wrap available upon request. Visa/MC/Discover accepted. Call for information or ordering: (607)722-0006.

 **Whole in the Wall gift certificate** (available in any denomination.) There isn't one person we know that wouldn't love the gift of *Whole in the Wall* food!

 **Whole in the Wall t-shirt** lets everyone know you or your loved one have good taste! Available in sizes small, medium, large, and x-large. The price is only \$9.95. Also available in psychedelic tie-dye for \$16.95.

 **Whole in the Wall pesto** and a free copy of our pesto recipe ideas. For the aspiring chef or the no-time-to-spare, person-on-the-go, pesto is a terrific gift idea. It's also one of the few presents you'll find for under 5 bucks! Our standard 6.5 oz containers cost \$4.99. Flavors listed under Pesto Gift Pack.

Hopefully these gift ideas will give you some additional time to enjoy the holidays instead of worrying about what presents to buy. Have a wonderful holiday season!

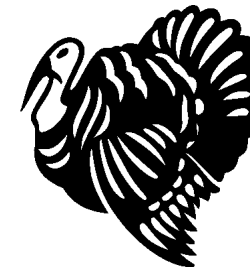
Now (continued)

Living life to the fullest doesn't necessarily mean all good either. I believe it has to do with being present. Present for the good and the bad. Things are pretty rough right now. We're all a little scared (ok, maybe a lot scared). One way to live our lives to the fullest is to acknowledge our fear but not be ruled by it. A famous man once said, "courage is fear holding on a minute longer." That man was General George S. Patton. That quote has always helped me. Before it, I thought myself a coward. Since it, I know I can be courageous too.

Now we have to get it done. Each in our own way. Decisively but with honor, not self righteousness. With humility and with tolerance. It may take a long time, but this crisis will end. What we do now and the way we do it will define what we are left with when all is said and done.

Closed Thanksgiving

We would like to allow our entire staff to have some time off with their families and friends. Therefore, **we will be closed Thursday, November 22 through Monday, November 25.** We will reopen on Tuesday, November 26. We sincerely regret any inconveniences this may cause our loyal customers. We hope you will have a safe and happy Thanksgiving holiday!



November

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	22	21	22 Closed	23 Closed	24 Closed
25	26	27	28	29	30

Fast Facts

Recent Renovations

You may have noticed some major construction at the restaurant recently. We had to replace a wall when a neighboring building was torn down. Thankfully, the work is well underway. And now we are working on remodeling the second floor of the restaurant. Anyone interested in renting this space is encouraged to call us.

Catering To Your Every Need

Whole in the Wall offers a complete catering menu featuring 18 types of lasagna, 6 different quiches, and other delicious entrees. As you'd expect, we use only the finest ingredients and our selections are made to order. Give us a call when planning your next big event.

Pesto Spread Recipe

Makes great hors d'oeuvres served on crackers or freshly sliced baguette.

Mix 8 oz. cream cheese (regular or low-fat) with 1/2 cup of your favorite *Whole in the Wall Pesto*.

If you make a batch with Sun-Dried Tomato and another with Spinach Parmesan it creates a festive combination of red & green

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