

Ari Weinzweig

Co-Founder of Zingerman's Deli, Breads, and Products

Please contact a GDA agent for information.

Topics

- Business
- Corporate Culture & Governance
- Customer Relations
- Jewish Groups

About Ari Weinzweig

In 1982, Ari Weinzweig, along with his partner Paul Saginaw, founded Zingerman's Delicatessen with a \$20,000 bank loan, a Russian History degree from the University of Michigan, 4 years of experience washing dishes, cooking and managing in restaurant kitchens and chutzpah from his hometown of Chicago. They opened the doors with 2 employees, a small selection of specialty foods, and exceptional sandwiches.

Today, Zingerman's Delicatessen is a nationally renowned food icon and the Zingerman's Community of Businesses has grown to 11 businesses with over 750 employees and over \$65 million in annual revenue. Aside from the Delicatessen, these businesses include Zingerman's Bakehouse, Coffee and Candy Company, Creamery, Roadhouse, Mail Order, ZingTrain, Cornman Farms, Miss Kim, Food Tours, and Zingerman's Service Network. No two businesses in the Zingerman's Community of Businesses are alike, but they all share the same Vision and Guiding Principles and deliver "The Zingerman's Experience" with passion and commitment.

Besides being the Co-Founding Partner and being actively engaged in some aspect of the day-to-day operations and governance of nearly every business in the Zingerman's Community, Ari Weinzweig is also a prolific writer. His most recent publications are the first 4 of his 6 book series Zingerman's Guide to Good Leading Series: [A Lapsed Anarchist's Approach to Building a Great Business](#) (Part 1), [Being a Better Leader](#) (Part 2), [Managing Ourselves](#) (Part 3) and the newly-released Part 4, [The Power of Beliefs in Business](#). Earlier books include Zingerman's Guides to Giving Great Service, Better Bacon, Good Eating, Good Olive Oil, Good Vinegar and Good Parmigiano-Reggiano.

Ari regularly travels across the country (and world) on behalf of ZingTrain, teaching organizations and businesses about Zingerman's approach to business. He is a sought-after Keynote speaker, having delivered keynotes for Inc. 500, Microsoft Expo Spring Conference, Great Game of Business Gathering of Games, Positive Business Conference at the University of Michigan Ross School of Business, American Society for Quality (ASQ), and the American Cheese Society.

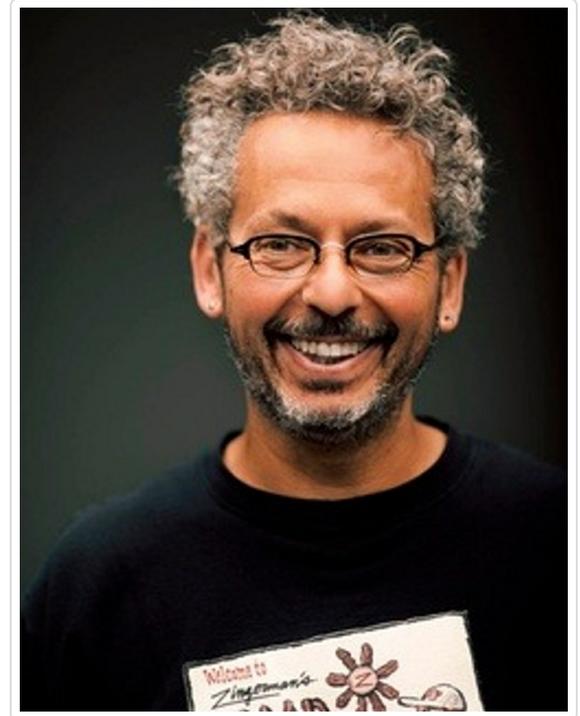
One of Zingerman's Guiding Principles is being an active part of the community and in 1988, Zingerman's was instrumental in the founding of Food Gatherers, a food rescue program that delivers over 5 million pounds of food each year to the hungry residents of Washtenaw county. Every year Zingerman's donates 10% of its previous years profits to local community organizations and non-profits. Ari has served on the board of The Ark, the longest continuously operating folk music venue in America.

Over the decades, the Zingerman's founding partners have consistently been the recipients of public recognition from a variety of diverse organizations. In April 1995, Ari and Paul were awarded the Jewish Federation of Washtenaw County's first Humanitarian Award. In 2006, Ari was recognized as one of the "Who's Who of Food & Beverage in America" by the James Beard Foundation. In 2007, Ari and Paul were presented with the Lifetime Achievement Award from Bon Appetit magazine for their work in the food industry. Ari was awarded the Lifetime Achievement Award by the American Cheese Society in 2014. And Ari's book, Building a Great Business was on Inc. magazine's list of Best Books for Business Leaders.

Notwithstanding the awards, being engaged on a daily basis in the work of 10 businesses with 19 partners, writing books on business and in-depth articles on food for the Zingerman's newsletter, Ari finds time to be a voracious reader. He acquires and reads more books than he can find room for. Ari might soon find himself the owner of the largest collection of Anarchist books in Ann Arbor outside the Labadie collection at the University of Michigan library!

Select Keynotes

- Nurturing Your Organizational Ecosystem



There is no one “secret” that makes an organization successful. It is the interrelation of a million small actions lived out daily. So while the world focuses on big headlines and dramatic confrontations, servant leaders continue on, quietly but meaningfully, tending to their organization’s culture.

In this talk, Ari Weinzweig shares his multi-year inquiry into how the idea of looking at organizations as ecosystems elevates organizational effectiveness, enhances leadership, and enriches the quality of life. Like the garden’s rich soil helps plants to grow, an organization’s rich culture will allow people to grow and flourish within it.

Audience Takeaways:

- ◊ Consider the emotional impact of many words and analogies that are often used to describe organizations
- ◊ Explore a new, more holistic way for thinking about and managing organizations
- ◊ Understand how to begin navigating and positively impacting your organization’s ecosystem

• The Power of Beliefs in Business

Although most of us don’t realize it, our beliefs have a major impact on how things go in our lives. What we believe may or may not be true, but unknowingly most of us will behave in ways that reinforce our beliefs anyway.

In this talk, Ari will take a look at how our beliefs play out in our day to day experiences in the workplace, and how we and our workplaces are impacted by those beliefs. Whether we accept it or not, what we believe about ourselves, about our organization, our co-workers, our boss, the work that we do and our ability to do it will significantly alter the outcomes we are seeking to achieve. Best of all, Ari will address how by becoming more mindful of our beliefs, we can effectively alter them and change the way we see our work and the world. And radically later the outcomes we get from our efforts.

Audience Takeaways:

- ◊ Explain the role that our beliefs play in our organizations and lives
- ◊ Explore some of your beliefs and how they might be impacting your actions
- ◊ Use new tools and techniques to manage your own beliefs

• Zingerman's 12 Natural Laws of Business: The Energy Crisis in the American Workplace

Every leader knows how challenging it is to create a culture that keeps their employees engaged, inspired, focused on a common goal and bringing their best selves to work. Ari calls the apathy and distrust that emerge when the culture flounders “The Energy Crisis in the American Workplace”.

In this inspiring and thought-provoking keynote, Ari will introduce the 12 Natural Laws of Business from his first book in the Guide to Good Leading Series. He’ll explain why operating in violation of the Laws is creating this energy crisis. And he’ll present powerfully simple and meaningful ways to help your organization live within the Natural Laws and become more successful and sustainable, all while creating positive lives for your employees and customers!

Audience Takeaways:

- ◊ Explain the 12 Natural Laws of Business as interpreted by Zingerman’s
- ◊ Use a variety of new tools and mental frameworks to leverage them within your own organization

• The Power of Visioning

When Inc. Magazine called Zingerman’s *“The Coolest Small Company In America”*, they said that the “grand plan” the Zingerman’s founding partners came up with for the future of their business was “far better than anything a management-consulting firm could have devised for them.” At Zingerman’s, we call the “grand plan” a vision. We do it in our own particular way. We have a “recipe” for it. And we use it for projects of any scale – from getting a new office printer to opening a new business. In this keynote, Ari will tell you all about why we think visioning is so powerful and how we do it. You will never think about the future the same way again!

Audience Takeaways:

- ◊ A proven process for connecting to what success looks like – be it for an individual, an organization, a change
- ◊ Inspiring stories from Zingerman’s and others of how our visioning process led to levels of greatness that aligned with their own definitions of success
- ◊ Tools to share your vision with others and solicit productive, constructive feedback

Select Book Titles

- **2020:** Humility: A Humble, Anarchistic Inquiry
- **2019:** Going Into Business With Emma Goldman: 18 Anarchist Lessons for Business and Life

- **2018:** The Art Of Business
- **2016:** Zingerman's Guide to Good Leading, Part 4: A Lapsed Anarchist's Approach to the Power of Beliefs in Business
- **2016:** Bottom Line Change: Zingerman's Recipe for Effective Organizational Change
- **2013:** Zingerman's Guide to Good Leading, Part 3: A Lapsed Anarchist's Approach to Managing Ourselves
- **2012:** Zingerman's Guide to Good Leading, Part 2: A Lapsed Anarchist's Approach to Being a Better Leader
- **2010:** Zingerman's Guide to Good Leading, Part 1: A Lapsed Anarchist's Approach to Building a Great Business
- **2010:** Zingerman's Staff Guide
- **2009:** Zingerman's Guide to Better Bacon
- **2003:** Zingerman's Guide to Giving Great Service

Select Articles

- [Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business](#)

There are not many people more passionate about traditional, full-flavored foods than Ari Weinzweig.

- [Show People How Much They Matter](#)

One of the first responsibilities we have as hope-building leaders is to demonstrate daily to everyone in the organization how much we value them for who they are.