



# The Art of Cheesecake

Eli Schulman believed baking was an art...equal parts creativity, skill, and quality. In 1980, he decided cheesecake would be the signature dessert at his legendary Chicago steakhouse, Eli's the Place for Steak. His unconventional no water bath and fast and hot baking method resulted in the creation of Chicago-style Cheesecake: A beautiful caramelization on the outside and a rich and creamy consistency on the inside. The key to Eli's unique taste and texture is sourcing the purest and best ingredients, like custom slow-cultured cream cheese and sour cream, Nielsen-Massey Madagascar Vanilla, local ingredients whenever possible, and staying up all night to bake our crisp all-butter shortbread cookie crusts. All of our desserts (except where noted) are certified kosher, and handmade and decorated in our SQF (Safe Quality Food) bakery certified for outstanding food safety practices. Still a family owned business located on Chicago's northwest side, Eli's is committed to quality, empowering its workforce and following our founder's mantras: "Charity will never bust you," and "Treat others as if you were the other."

## A Little Slice of Our History



*Eli Schulman*



*The Ogen Huddle*



*Marc & Eli*



*Marc & Elana*

1910 - Chicago's West Side: Eli M. Schulman is born.

1940 - The Ogden Huddle: Eli spies a foreclosure notice on the door of a coffee shop he frequented at Ogden and Kedzie. Inspired, he buys the building and restaurant on the spot and renames it Eli's Ogden Huddle.

1962 - Eli's Stage Delicatessen: Eli makes his move to the Gold Coast. Eli's good food and great personality makes the Deli the place to be.

1966 - Eli's The Place for Steak: The Deli was very successful, but Eli had yet another dream: a steakhouse. He opened Eli's The Place For Steak at 215 E. Chicago Avenue.

1978 - A Cheesecake is Born: Eli serves various desserts at his steakhouse. In the late '70s, he decides that cheesecake will be the signature dessert at Eli's The Place For Steak. Eli has no idea that he's about to change the world of cheesecake forever by creating Chicago-style cheesecake.

1980 - Taste of Chicago: Eli's Cheesecake made its debut at the Taste of Chicago.

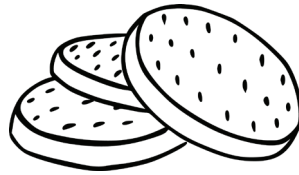
1984 - It's a Family Affair: Marc Schulman, Eli's son and only child, leaves behind a successful legal career to head up The Eli's Cheesecake Company. He opens his first bakery on Chicago's Northwest side on Dakin Street.

1996 - A New bakery: In October 1996, Eli's Cheesecake World, a 62,000 square foot bakery, retail store and café made its debut.

Today - Like Father, Like Son, Like Daughter: Elana Schulman, granddaughter of Eli and daughter of Marc, joins the family business and proudly represents the third generation.

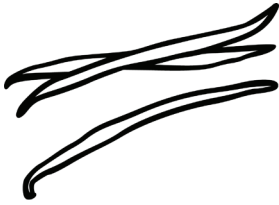
# What is Chicago-style cheesecake anyway?

A hot, fast bake and no water bath, results in a golden brown exterior with a rich and creamy interior. Richer and creamier than its New York counterpart, Eli's has a unique taste and texture and is baked on a real all-butter shortbread cookie crust, instead of a graham one.



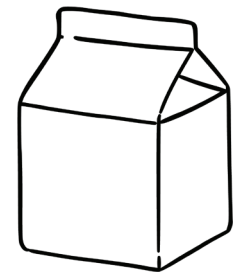
## All-Butter Shortbread Cookie Crust

Did you know that our cheesecake is baked on top of a giant cookie? Our cookie bakers work through the night, baking off the most delicious, buttery shortbread, which becomes the crust of our cheesecake.



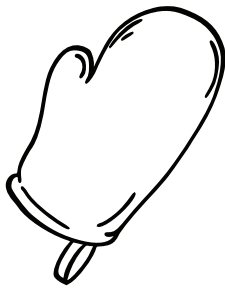
## Pure Madagascar Bourbon Vanilla

We use only pure Madagascar Bourbon vanilla extract from Nielsen-Massey, a family-owned business headquartered in Waukegan, Illinois.



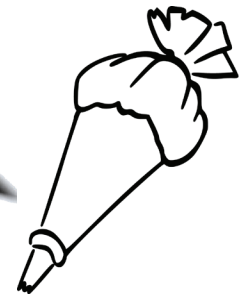
## Slow-Cultured Dairy

We use cultured fresh cream cheese and cultured sour cream with no fillers, stabilizers, or artificial ingredients.



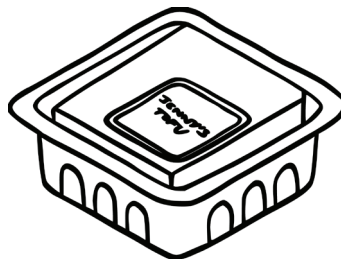
## Dry, Hot Bake

When it came to baking cheesecake, Eli broke all the rules! A key technique to baking an Eli's Cheesecake is to start at a very high temperature - with no water bath!



## Hand-Decorated

From frosting layer cakes to swirling cheesecakes and enrobing our Cuties and Dippers, our team of decorators are true artists.



## Finest Ingredients

Whether it's cherries, apples, or silken tofu...we don't compromise on quality. We only use fresh apples from Michigan (never frozen or processed), silken tofu from Chicago's Pheonix Bean, and honey produced by student beekeepers at the Chicago High School for Agricultural Sciences.



# Eli's Original Plain Cheesecake

The one that started it all! Made with just a handful of the finest ingredients: Slow-cultured natural cream cheese and sour cream, real butter, and pure, cold-pressed Madagascar vanilla from Nielsen-Massey Vanilla, baked on our signature all-butter shortbread cookie crust.

9"/14 cut/4 pack/56 oz. DOT #421847 10"/10 cut/2 pack/90 oz. DOT #421854

9"/16 cut/4 pack/56 oz. DOT #421848 10"/14 cut/2 pack/90 oz. DOT #421862



Delicious served right out of the box, or add your favorite toppings to create your own signature dessert.



# Dream Team Collection



## Cookie Crazy Cheesecake made with Oreo® Cookies

9"/14 cut/66 oz./2 pack **DOT #526865**

America's #1 cookie and Chicago's favorite cheesecake! Eli's Original Plain Cheesecake with chunks of real Oreo® cookies, topped with whipped cream, a rich chocolate drizzle and more Oreo® cookies, baked on an Oreo® crust.

OREO is a registered trademark of Mondeléz International.



Made with  
Gluten Free  
Ingredients

## Salted Caramel Cheesecake

9"/14 cut/59 oz./2 pack **DOT #526861**

The sophisticated and modern combination of salt and caramel. Creamy caramel cheesecake baked on a sweet and salty almond crust, topped with a thick bed of buttery caramel and a sprinkle of more almonds. Made with gluten-free ingredients.\*

\*Manufactured on equipment that processes wheat.

# Classic Collection

## White Chocolate Raspberry Cheesecake

10"/14 cut/95 oz./2 pack **DOT #422009**

Tart red raspberries are the perfect foil for the sweet, smooth taste of white chocolate cheesecake, swirled with red raspberry puree crowned with a mirror of raspberry and scallops of cream baked on a dark chocolate crust.



## Brown Cow Cheesecake

10"/14 cut/103 oz./2 pack **DOT #422102**

Rich chocolate cheesecake moovin' with milk chocolate chip cheesecake patches, finished with whipped cream topping and a chocolate drizzle.





## Totally Turtle Cheesecake

10"/14 cut/95 oz./2 pack **DOT #422105**

Decadent caramel cheesecake oozing with caramel, chocolate, and pecans, topped with a layer of caramel, more chocolate and pecans, and whipped chocolate ganache.



## Pumpkin Praline Cheesecake

10"/14 cut/96 oz./2 pack **DOT #706427**

Made with real pumpkin and seasonal spices, hand-decorated with billows of pumpkin mousse and garnished with crunchy praline, baked on a vanilla crumb crust. **SEASONAL.**





# Tira Mi Su

## Tira Mi Su

Eli's spectacular take on this classic Italian dessert layers espresso-infused sponge cake with clouds of mascarpone mousse, finished with a dusting of imported cocoa.

9"/14 cut/64 oz./4 pack (right) DOT #421952  
8"x12" tray/uncut/74 oz./4 pack (left) DOT #421954



## Moscato Berry Tira Mi Su

10"/14 cut/105 oz./2 pack DOT #477275

Our take on this Italian classic pairs regional sweet red raspberries and blueberries with creamy mascarpone mousse, layered with tender genoise soaked in Moscato wine essence which adds a beautiful fruity aroma.

\*Not kosher.





# Layer Cakes



## Carrot Cake

10"/14 cut/116 oz./2 pack **DOT #422023**

Our classic homemade three-layer carrot cake full of carrots, golden raisins, pineapple and walnuts, hand decorated with cream cheese frosting, candied carrots and more walnuts.



## Old-Fashioned Triple Chocolate Cake

10"/14 cut/98 oz./2 pack **DOT #422031**

Three layers of housemade chocolate cake frosted with deep chocolate icing, finished with hand-piped rosettes and chocolate sprinkles.



## Tres Leches Cake

9"/14 cut/68 oz./4 pack **DOT #526867**

Tender genoise soaked in the traditional three milks, layered with rich creamy mousse and topped with a dusting of cocoa create the perfect sweetness and density for our take on this classic Latin American favorite.

# Dairy-Free Vegan “Cheesecake”

We know it’s an oxymoron, but we’ve created a dessert so rich and creamy, we couldn’t resist calling it “cheesecake.” Certified vegan, Eli’s non-dairy cheesecake contains no animal products or by-products, and is dairy free and egg free.



## Dairy-free Vegan Belgian Chocolate “Cheesecake”

20 cut/48 oz./4 pack **DOT #663737**

Made with GMO-free tofu from Chicago’s Phoenix Bean, our dairy-free Belgian chocolate “cheesecake” finished with a Belgian chocolate glaze and a dusting of imported cocoa, rests on a layer of old fashioned cocoa cake. It’s a vegan dessert like no other!



## Dairy-free Vegan Lemon Raspberry “Cheesecake”

20 cut/48 oz./4 pack **DOT #706415**

Made with GMO-free tofu from Chicago’s Phoenix Bean, this refreshing dairy-free lemon “cheesecake” is baked on a layer of lemon cake, finished with housemade raspberry puree and a dusting of dried raspberry powder.

*“Famous for having the  
best tofu-based vegan  
cheesecake in the  
country”*

# goop



# Single Serve Desserts



## Original Plain Cheesecake

2.6 oz./24 pack DOT #422142

Eli's rich and creamy cheesecake, baked on our signature all-butter shortbread cookie crust.



## Chocolate Chip Cheesecake

2.6 oz./24 pack DOT #422137

Eli's Original Plain Cheesecake full of bittersweet chocolate chips, baked on a chocolate cookie crust.



## Strawberry Swirl Cheesecake

2.6 oz./24 pack DOT #468727

Sweet strawberries swirled into Eli's Original Plain Cheesecake, baked on a shortbread cookie crust.





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All of our delicious desserts are certified kosher unless noted.

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