

ULTIMATE REUBEN SANDWICH BOOK

2013 EDITION



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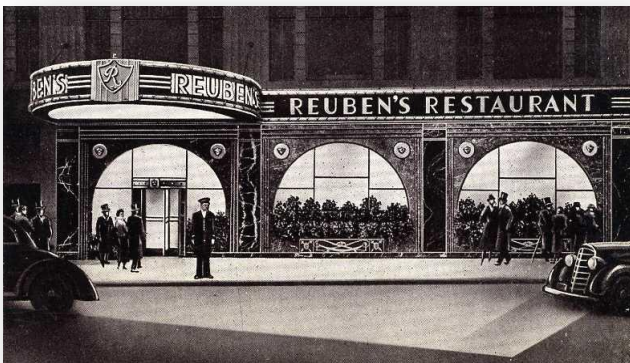


The mysterious history of the Reuben Sandwich

Some claim the Reuben hails from New York City and other say it comes from Omaha, Nebraska. Here are the two stories, you decide!

New York: Reuben's Restaurant 1914

Arnold Reuben, a German immigrant, first opened the restaurant in 1908 at 802 Park Avenue. In 1916 it moved to Broadway and 73rd Street, and two years later it moved again, this time to 622 Madison Avenue. Three decades after it first opened its doors, Reuben's Restaurant and Delicatessen had a formal opening at 6 East 58th Street with Mayor Fiorello La Guardia in attendance (March 28, 1935, New York Times). It stayed at this location for three more decades until it was sold in the mid-1960s, afterwards moving to a location at 38th Street and Madison Avenue (wikipedia).



So what happened in New York?

Patricia B. Taylor, daughter of Arnold Reuben (1883-1970), the founder of Reuben's Restaurant and Delicatessen, described the creation of the "first Reuben Sandwich" in Craig Claiborne's *The New York Times Food Encyclopedia*:

The year was 1914. Late one evening a leading lady of actor Charlie Chaplin came into the restaurant and said, 'Reuben, make me a sandwich, make it a combination, I'm so hungry I could eat a brick.' He took a loaf of rye bread, cut two slices on the bias and stacked one piece with sliced Virginia ham, roast turkey, and imported Swiss cheese, topped off with coleslaw and lots of Reuben's special Russian dressing and the second slice of bread. He served it to the lady who said, 'Gee, Reuben, this is the best sandwich I ever ate, you ought to call it an Annette Seelos Special.' To which he replied, 'Like hell I will, I'll call it a Reuben's Special.'



Omaha, Nebraska: 1925

There is no question to anyone in Omaha, NE, where the Reuben came from: the Blackstone Hotel in downtown Omaha. According to legend it was developed by Reuben Kulakofsky, a local grocer, to feed participants in a late-night poker game at the Blackstone.



Here's the Omaha story:

Reuben Kulakofsky was one of a group of men who played a late-night poker game at the Blackstone. Charles Schimmel, the hotel's owner, was in the game, too. Each time they played, the men would reserve a few nickels and dimes from each hand and call down to the kitchen for a midnight snack.

Bernard Schimmel, one of Charles' sons, would bring a variety of meats and breads to the men and they'd make



their own sandwiches. Kulakofsky came up with a sandwich that everyone loved. They called it the Reuben. Charles Schimmel liked it so much that he put it on the hotel menu.

A listing from 1934: "Reuben Sandwich, 40 cents." Bernard Schimmel wrote the recipe down, the exact way he made it in the kitchen at the Blackstone for Kulakofsky and the guys. (Omaha.com)

Today there are at least 50 restaurants in Omaha that serve a Reuben, however this hasn't always been the case. It's one thing to invent something – it's something else to have been discovered. The Reuben may have languished as a tasty orphan on the menus of Reuben's and the Blackstone if not for the industrious efforts of Fern Snider.

Fern Snider, a former waitress at the Blackstone, entered the Reuben in The National Sandwich Idea contest in 1956, sponsored by the Wheat Flour Institute. in 1956. And guess what (drum roll please) her entry won. Here is possibly the first piece of press the Reuben Sandwich ever received:





The Reuben Sandwich was the number #1 recipe chosen in 1956.

The Reuben Sandwich consists of corned beef, Swiss cheese, sauerkraut and Thousand Island dressing on Russian rye bread.

Reuben Sandwich - 1956 #1 winner

18 slices Russian rye bread

1 1/4 cups Thousand Island Dressing

12 slices Swiss cheese (about 12 oz)

1/2 cup sauerkraut

24 slices corned beef (about 12 oz)

Butter or margarine

Spread 12 slices of bread with dressing.

On each of 12 bread slices, arrange 1 cheese slice,

2 teaspoons sauerkraut, and 2 slices corned beef.

Double-stack these bread slices to make six sandwiches.



Cover with remaining 6 bread slices. Secure with toothpicks.

Spread outside surfaces with butter or margarine and grill until cheese is melted and sandwich is heated through. Cut diagonally into three pieces.

Makes 6 sandwiches.

Serve with French fries as a garnish.

Source: Pittsburgh Press newspaper, May 7, 1957



Meet the Reubens....



The monstrous Double Decker Reuben

At the core of every Reuben beats the same formula: sauerkraut, Thousand Island dressing, Swiss cheese and some type of meat sandwiched between two pieces of Rye bread. For most Reuben lovers that meat is corned beef or a combination of corned beef and turkey for the Reuben club variant. Some recipes on the wild side call for Russian dressing (be still, beating heart). However – given the inventive nature of Reuben sandwich lovers, that original concept just begged to be altered. Today



there's a Reuben variant for everyone, even those who don't eat meat!



The Classic:

2 slices rye bread
2 teaspoons butter, at room temperature
2 tablespoons Thousand Island Dressing
¼-1/2 cup well-drained sauerkraut
2 slices Swiss cheese
1/4 pound thinly sliced corned beef

Butter each slice of bread evenly to the edges on one side.

Place one slice, buttered side down, in a small cold skillet. Build the sandwich in the skillet you'll grill it in.



Spread 1 tablespoon of the Russian dressing on the face-up, dry side of the bread. Then put on the sauerkraut, spreading it evenly.

Arrange the cheese in an even layer over the sauerkraut, then do the same with the corned beef.

Spread another 1 tablespoon Russian dressing on the dry side of the second slice of bread and place it, dressing side down, buttered side up, over the corned beef.

Place the skillet over medium-low heat and grill the sandwich slowly, pressing down on it a few times with a wide metal spatula. Grill until the bread is browned and crisped, then turn the sandwich over with the help of the spatula.

Now weight the sandwich down by placing a plate (or another small skillet) over the sandwich, then adding on a weight, such as a 28-ounce can of tomatoes. Grill until the second side has browned and crisped, then flip the sandwich over one more time to briefly reheat the other side.





The Blackstone Hotel Reuben

Steeped in fabulousness, the Blackstone Reuben as crafted by the Crescent Moon Café in Omaha, NE represents a peek into the glorious early days of Reuben-
alia. Here's what the Omaha World Herald had to say about the Crescent Moon's creation:

The Blackstone Reuben, as it's called on the Moon's menu, is a feat of engineering. It doesn't fall apart when you eat it and it doesn't leak dressing or kraut. Chunks of tender, moist corned beef burst with flavor. The meat mixed in perfect harmony with the tangy kraut, the creamy dressing and the subtle crunch of the bread.



The Moon buys that corned beef locally from Omaha Steaks and cooks it all day long. They trim off extra fat when it's done. The meat is cut into chunks because, Crescent Moon owner Bill Baburek said, it's just too tender to slice.

The sauerkraut comes from a can, but it's “doctored up” with fennel and other spices to add depth. And the kitchen doesn't cook the sandwich on a flat-top grill — it sends each one through a conveyor-belt pizza oven because that's all the restaurant had when it first opened.

And here's a special treat for readers of this ebook – the actual recipe crafted by the Crescent Moon. Follow the instructions in our easy video and you'll be making your own authentic Reuben in no time flat!

Click the sandwich below for this recipe:





Pressed Reuben Waffle Sandwich

Ingredients

- 2 cups rye flour
- 2 cups all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- 1 teaspoon salt
- 1/2 cup good-quality beer
- 1 cup cold whole milk
- 2 eggs, lightly beaten
- 1 tablespoon caraway seeds



1 pound thinly sliced corned beef
1/2 pound thinly sliced Swiss cheese
2 cups sauerkraut, rinsed and drained
1/2 cup Thousand Island

Directions

Special equipment: waffle iron

Preheat the oven to 250 degrees and prepare a cookie sheet with a cooling rack on top.

In a large bowl, add the rye flour, all-purpose flour, baking soda, baking powder and salt and whisk together to combine. Add the beer, milk, eggs and caraway seeds and whisk again until the wet and dry ingredients are mixed well, about 30 seconds.

Pour about 1 cup batter into the preheated waffle iron and cook the waffle according to the waffle maker's instructions. As each waffle is cooked, place it onto the prepared rack in the oven to keep warm. There should be 8 waffles total, or 4 large waffles which can be cut in half.

Increase the oven temperature to 400 degrees F. Once all of the waffles are done, place 4 of them on a cutting board. Top each with a couple slices of cheese, some corned beef, about 1/2 cup of sauerkraut and drizzle with the Thousand Island dressing. Make a few layers, if desired. Top the sandwiches with the remaining waffles and place back on the rack. Place a sheet of foil on top of



the sandwiches, add another cookie sheet on top of the foil and place a heavy pan or a brick on the sheet to press the sandwiches. Cook in the oven until the cheese melts, an additional 5 minutes.



The Vegetarian

Sauerkraut: ½ cup per sandwich

Russian Dressing: 1/4 cup mayonnaise 1 tablespoon chili sauce or ketchup Dash hot sauce. Mix all the dressing ingredients together, cover and refrigerate until ready to use.

12 slices tempeh bacon, optional

1 to 2 tablespoons unsalted butter, room temperature

8 slices rye bread

2 cups grated Swiss cheese (8 ounces)

Preheat broiler to low.

Heat the vegetable oil in a large skillet over medium-high heat, and cook the tempeh, in batches as needed, until crispy golden brown, about 3 minutes. Transfer to paper towels.

Spread some butter on 1 side of each slice of bread. Place 4 pieces, buttered side down, on a foil-lined baking sheet. Spread some of the Russian dressing on the sides facing up. Evenly lay the tempeh, sauerkraut, and then cheese on top. Place the open faced sandwiched under the broiler and cook until the cheese melts, about 2 minutes. Remove the baking sheet from the broiler. Spread the rest of the dressing on the uncovered side of the 4 remaining bread slices, place on top melted cheese, buttered side up to finish the sandwiches. Return to the broiler and toast sandwich, turning once so both sides get nice and golden brown, about 2 minutes total, serve hot.



Crazy Reuben Facts



Carnegie Deli Reuben

\$24.95, add \$3.00 for sharing. Welcome to New York!
Don't take our word for it, you can order one [here](#).





Martha Stewart's Corned Turkey Reuben

Complete instructions for something most would never dream of. If you've got an afternoon to kill, give it a shot! [FIND IT HERE](#)





Mayor Suttle Proclaims Omaha Birthplace of the Reuben

Nebraskans apparently love their sauerkraut.

We love it so much that when **Frank's Kraut** began featuring photos of sauerkraut fans on its labels, submissions poured in from the Cornhusker State.

And we've loved it a long time. According to some sources, the Reuben sandwich — corned beef, Russian dressing and sauerkraut on rye — was created here in the 1920s, though New York also claims the distinction.

But even if the sandwich isn't Nebraska-born, it's still served in lots of Nebraska restaurants. When the Ohio-



based Frank's invited Omaha's biggest fans to the Crescent Moon Ale House for a group photograph on Thursday, dozens showed up, drawn by both the kraut and the very small amount of fame they will experience when the photo eventually appears on the Frank's label.

[Omaha World Herald](#)

The 2013 edition of the Ultimate Reuben Sandwich Book has been brought to you courtesy of Frank's Kraut.



Frank's Kraut: the heart of the Reuben Sandwich

For more recipes: www.sauerkrautrecipes.com

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