



VISIT THE HISTORIC
**MORAVIAN
COOKIE TRAIL**
WINSTONSALEMCOOKIE TRAIL.COM



Winston-Salem's culinary history is so rich, we're serving it up one trail at a time...

Settled by Moravians more than 260 years ago, it's more than appropriate that Visit Winston-Salem serve up a culinary trail series that celebrates our destination's deep Moravian food roots. The culinary series is a trio of virtual trails (which means you can start, stay or stop wherever you please!) with each serving up a healthy portion of our history, delectable, tried-and-true recipes and our favorite places to stop, sample, and savor these distinct (and delicious) Moravian dishes and delights. The series first rolled out with the whisper-thin Moravian cookies. Soon after, we embarked on a savory stroll that's all-things Moravian Chicken Pie (no, not "pot pie!") then debuted the Moravian Sugar cake-- a wildly popular treat for the winter holidays.

The Culinary Trail's Sweet Cookie Kick-off...

With more than a million pounds baked here each year, Winston-Salem easily and proudly heralds the title as the epicenter of the Moravian Cookie. This simple, but ever so sophisticated cookie, is fast-becoming a worldwide wonder for its incredibly rich (some may even say intense) flavors and yet is so incredibly thin. Some bakers have even called it the "world's thinnest cookie!" Because the trail is an evolving path, we are constantly sprinkling it with new recipe ideas, eateries and updates that serve up these historic sweet crisps in unexpected and modern ways. Of course, traditional sites such as Winkler Bakery in Old Salem Museums & Gardens, Dewey's Bakery and Mrs. Hanes' Moravian Cookies are perfect anchors where visitors can always savor those wonderful, wafer-thin cookies, each baked with rich ingredients and centuries-old traditions.

Where to find Moravian Cookies in Winston-Salem:

Winkler Bakery in Old Salem

521 S Main Street, Winston-Salem, NC 27101

336.721.7302

<https://www.oldsalem.org/c-winkler-bakery-est-1807/>

More than 200 years old, Winkler Bakery features the original wood-fired dome oven that has baked breads, cakes and confections since it was built in 1800.

Bakers in period costumes welcome visitors, offer samples, explain the baking techniques. Winkler Bakery is open and sells fresh baked goods seven days a week. Because of the volume, today's cookies are made in a larger bakery, off site, but all of their wares are for sell here. The Winkler Moravian cookie recipe is adapted and updated from historic versions originally baked in the wood-fired oven. Just down and across the street from Winkler Bakery, take a shopping excursion at T. Bagge Merchant. Originally built in 1775, this quaint shop is your headquarters for authentic Moravian crafts and gifts. While there, imagine the scene when this historic shop was the primary "grocery" and supplier of ingredients and exotic spices this community used to bake their Moravian cookies. The Winkler Bakery and T. Bagge Merchants are not ticketed stops—so they are free and open to the public during regular operating hours.



Dewey's Bakery

262 S Stratford Road, Winston-Salem, NC 27103 (Thruway)
2820 Reynolda Road, Winston-Salem NC 27106 (Reynolda)
877.339.3974

www.Deweys.com

A Winston-Salem original since 1930, Dewey's Bakery is a household name, especially during the holiday seasons. Throughout the year, Dewey's bakery locations in Winston-Salem (Thruway Center and Reynolda Manor) are filled with a bevy of confections and cookies. Then in November and December, like elves, additional Dewey's locations open across North Carolina, offering an array of Moravian cookies, sugar cakes and oh yes, cheese straws.



Mrs. Hanes' Moravian Cookies

4643 Friedberg Church Road, Clemmons, NC 27012
336.764.1402

www.HanesCookies.com

Mrs. Hanes' Moravian Cookies is nestled in the rolling hills of Clemmons, a suburb of our city. Tours of this family-owned business provide visitors an inside peek of the cookie company in action. Here, "Artists in Aprons" hand roll, hand cut and hand package more than 110,000 pounds of dough each year. They bake six flavors: sugar, lemon, black walnut, chocolate, butterscotch and traditional Moravian ginger. Oprah Winfrey named this delicacy one of her "favorites" in 2010. On a visit you're likely to meet Mrs. Evva Hanes, a seventh generation Moravian cookie maker and her husband Travis who started the company. Today, their daughter, Mona and son, Mike work alongside them.



Moravian Bake Shop

50 Miller Street Suite B, Winston-Salem, NC 27104
336.830.8102

www.MoravianBakeShop.com

The Wilkerson family has been rolling out history one cookie at a time since 1925. After nearly a century in the making (ahem baking), Winston-Salem's newest brick-and-mortar Moravian bakery opened on March 3, 2021. The retail location is stocked with traditional Moravian Sugar Cake and cookies available in six inspired flavors, including orange brandy and butter rum. Devour one of these lovingly handcrafted (and legendary) goodies baked the Wilkerson Way in "pursuit of perfection."



Salem Kitchen

50 Miller Street, Winston-Salem, NC 27104

336.722.1155

www.SalemKitchen.com

A gourmet gift shop, Salem Kitchen proudly carries Mrs. Hanes' Moravian Cookies only. It's the perfect stop before packing a picnic and heading out to visit a winery or one of our parks.

Mast General Store

516 N. Trade Street, Winston-Salem, NC 27101

336.727.2015

www.MastGeneralStore.com

You'll find tins of Classic Sugar Moravian Cookies from Salem Baking Company at the beloved Mast General Store in Winston-Salem's Downtown Arts District. Be sure to stock up on this delightfully sweet and tasty treat!

Restaurants with Cookie Creations are on the Trail, too!

Milner's American Southern

630 South Stratford Road, Winston-Salem, NC 27103

336.768.2221

www.GoToMilners.com

Milner's American Southern is a family owned and operated full-service restaurant with menus boasting a delicious variety of Southern American classics re-imagined using contemporary culinary techniques. Brother Chefs John and Buddy Milner work tirelessly to source the freshest local and regional ingredients to create inspiring dishes. Order their signature Moravian Cookie and Pecan-Crusted Salmon served with sweet potato flapjacks, sautéed spinach, fennel slaw and vanilla bean beurre blanc. It's always on the menu.

The Cookie that Keeps On Giving...More Moravian Cookie Inspirations

Foothills Brewing's People's Moravian Porter

Using their popular People's Porter craft brew as the base for this holiday spin-off, Foothills Brewing crafted the People's Moravian Porter adding nutmeg, cinnamon sticks and fresh ginger in the same proportionate amounts used in traditional Moravian cookie recipes. For added Foothills personality, blood orange and mandarin orange essence were also added into the mix. The result is a dark, rich, robust porter with spices and citrus in the nose, and a full complement of cookie-ness in the taste. Available seasonally on draft only at Foothills Brewing in downtown Winston-Salem.



Where to Find it:

Foothills Brewing

638 West Fourth St.

Winston-Salem, NC 27101

336.777.3348

[Foothills Brewing.com](http://FoothillsBrewing.com)

The Historic First Batches Were Baked....

To better navigate the Moravian Cookie Trail, one must first talk about the historical migration of its first bakers...the Moravians. In 1753, the Moravians — a devout, religious group originally from Eastern Europe — were attracted to the central portion of North Carolina for its fertile soil, abundant water and temperate climate. They settled on more than 100,000 pristine acres in the heart of our current city and called their new home the Wachovia Tract. Bethabara and Bethania are the earliest Moravian settlements along this expansive tract but it was in 1766 that the Moravians ultimately established the thriving community of Salem.



Soon, the Moravians' handiwork established what would become another hallmark of our city that survives to this day—a reputation for arts, culture and innovation. Their pioneering work as craftsmen and artisans of pottery, tannery, iron works, cloth and furniture-making established the city of Salem as a sought-after trade center. Some hardcore culinarians might say that making the Moravian cookie is one of Salem's greatest accomplishments, garnering worldwide fame and affection. In their earliest cooking chronicles and true to German heritage, the Moravians referred to the cookies as "cakes," traditionally baked as treats for family and friends during the Christmas holidays. Although there are slight variations of the historic recipes or "receipts," each call for rich, dense and dark molasses, ginger and aromatic cloves—robust hallmarks of the crispy treats.

Why Were These Flavors Chosen?

Practicality and pragmatism—also trademarks of the Moravian culture—point to the use of the then exotic spices and flavorings. Ginger, clove and molasses were both hearty and available (through the trading partners that came into the area) These ingredients still tasted good after a long journey—or being stored a long time. Because most traditional recipes made such large batches of dough, not all the cookies were baked at once. Storing the dough for days or weeks during the winter months was commonplace. Bakers knew that as the dough rested, the flavors intensified.

Why Are These Cookies So Thin?

The cookies' distinctively thin texture evolved over years of baking for several practical reasons. Certainly the thinner the cookie, the more dough there was to produce more cookies. The thinner cookies would also bake quickly so that the families could get on about their other baking and daily chores.



Want to Try Your Hand at Baking? (We recommend cutting this recipe in half!)

3/4 cup butter and lard or shortening, mixed
4 tablespoons ground cinnamon
3/4 cup brown sugar
4 tablespoons ground ginger
1 pint black molasses
1 teaspoon salt
7 1/2 cups sifted flour
1 tablespoon soda
4 tablespoons ground cloves
1/4 cup boiling water

To make cookies:

-Cream butter and lard with sugar. Add molasses. Sift flour with spices and salt. Add soda to boiling water. Add flour mixture and soda water to creamed mixture.

-Work well with the hands-- call in the man of the house (surely this step is optional) and let him work the dough if your hands are weak. "That's what Grandma used to do."

-Cover and store in a cold place overnight, preferably longer. Roll to infinite thinness on board.

-Bake on greased cookie sheets in moderate oven, 375 degrees, for a very few minutes or just until they begin to brown.

From North Carolina and Old Salem Cookery (Original publishing, 1955).



A City of Arts & Innovation, Winston-Salem Reinvents the Moravian Cookie in a Modern Way...

Now that you've learned the technique and have the recipe to make your own at home, here's just one more tip for making this 18th century tradition all your own. Thanks to **Dewey's Bakery**, the beloved Moravian cookie has found new life in the world of hors d'oeuvres. Salem Baking replaced the cracker with the sweet, textured palate of the Moravian cookie. Pairings such as ginger and bleu cheese, and lemon and mascarpone present a delightful sweet and savory taste to any dinner party.

Check their online blog for ingenious sweet and savory bites featuring the cookies.

Today, Dewey's bakes and distributes more than a million pounds of Moravian cookies nationwide annually. You'll find a diverse, luscious flavor profile —everything from chocolate-dipped and chocolate-enrobed Moravian Cookies to the traditional Ginger Spice selections to Meyer Lemon, Key Lime and more.

The best way to get your hands on these trendy cookie flavors is online at www.Deweys.com.

Moravian Cookies in the Media:

WRAL - Local Gifts We Love: Moravian Cookies

www.wral.com/local-gifts-we-love-moravian-cookies/13180582/

CountryLiving.com, the online website of Country Living Magazine – 4 Easy Ways to Serve North Carolina-Made Moravian Cookies

www.countryliving.com/cooking/about-food/moravian-cookies

Forbes.com - Holiday Gift Guide 2020: Travel Products Made by Women

www.forbes.com/sites/micheleherrmann/2020/11/29/holiday-gift-guide-2020-travel-products-made-by-women/?sh=206b7674da29



Deep South Magazine - Nibble Your Way Through Winston-Salem

www.deepsouthmag.com/2014/07/nibble-your-way-through-winston-salem/

FoodRepublic.com - Don't Tell Me Moravian Cookies Are Only For The Holiday Season: The freshly baked pride of Winston-Salem, NC

www.foodrepublic.com/2015/02/03/dont-tell-me-moravian-cookies-are-only-holiday-sea

Parade Magazine - Made in America: Food Gifts from Each of the 50 States

www.parade.com/1114857/lisa-a-beach/food-gifts/#gallery_1114857-33

Epicure & Culture - Sip & Snack: Exploring Moravian Cookie Culture & Local Wine Pairing in North Carolina

www.epicureandculture.com/moravian-cookie/

Skimbaco Lifestyle - Taste the Goodness of the Moravian Cookie Trail in Winston-Salem, N.C.

www.skimbacolifestyle.com/2015/08/taste-the-goodness-of-the-moravian-cookie-trail-in-winston-salem-n-c.html

Skimbaco Lifestyle - North Carolina: Your Holiday Cookie Headquarters

www.skimbacolifestyle.com/2015/12/north-carolina-your-holiday-cookie-headquarters-make-these-moravian-cookies-at-home.html

Cooking with Paula Deen Magazine - On the Moravian Culinary Trail

www.pauladeenmagazine.com/travel-moravian-winston-salem/

ONLINE PHOTO ACCESS: <https://bit.ly/2zZxTts>

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Visit Winston-Salem is the official sales and marketing agency for the Winston-Salem and Forsyth County tourism industry. For additional information, contact Marcheta Cole Keefer, director of marketing and communications at Marcheta@visitwinstonsalem.com or phone her at 336.728.4211.