



APPLES COOKBOOK

Tiffany Meyers

WRITING & STRATEGY — EXCERPTS FOR LEO BURNETT



PART I **APPLES IN AMERICA**

PART I

APPLES IN AMERICA

It stands to reason that quintessentially American things would be compared to apple pie, as an early colonial law decreed that homesteading families were to plant 50 apple trees within their first year of land acquisition. This would counter the risk of famine.



JOHNNY APPLESEED, born John Chapman in 1774, was a legend in his own time.

Some posit that he earned his contemporaries' affection because the apples his seeds produced were not eaten. They were fermented—used to make hard cider and applejack. Chapman thus enabled America in more than one way.



PART II **RITUALS & SYMBOLISM**

PART II

RITUALS & SYMBOLISM

As real and armchair scholars have long insisted, the fruit that figures prominently in The Book of Genesis is not the apple as we know it. The original Hebrew translates to the generic, “fruit,” and varied theories place it as a pomegranate, a pear or a fig.



IN TRADITIONAL CHINESE CULTURE, the apple symbolizes peace, while the apple blossom represents beauty.

Apples play a central role in Jewish tradition. During the Jewish New Year, apples are dipped in honey to symbolize trust and hope that God will grant a "sweet" new year. Passover Seder's Charoset, a sweet paste made of nuts and fruit, including apples, recalls the mortar that the Jews used to lay bricks while slaves in Egypt.



WHEN CONQUERED BY THE ROMANS

the ancient Celts incorporated Pomona—the fertile Roman goddess of the orchard—into their Samhain festival.

Bobbing for apples is one tradition to come of this cultural mashup. For the Celts, the first young person to sink his or her teeth into an apple was the next young person to marry.

DURING AN ORCHARD-VISITING WASSAIL

of pre-Christian England, villagers gathered at the orchard to sing, waking the trees and scaring off evil spirits to ensure a good harvest. Should a villager ever greet you with a "waeshaeil," fear not. Respond with a hearty Middle English: "*Drinc hæl!*"



PART III APPLES AND AMOUR

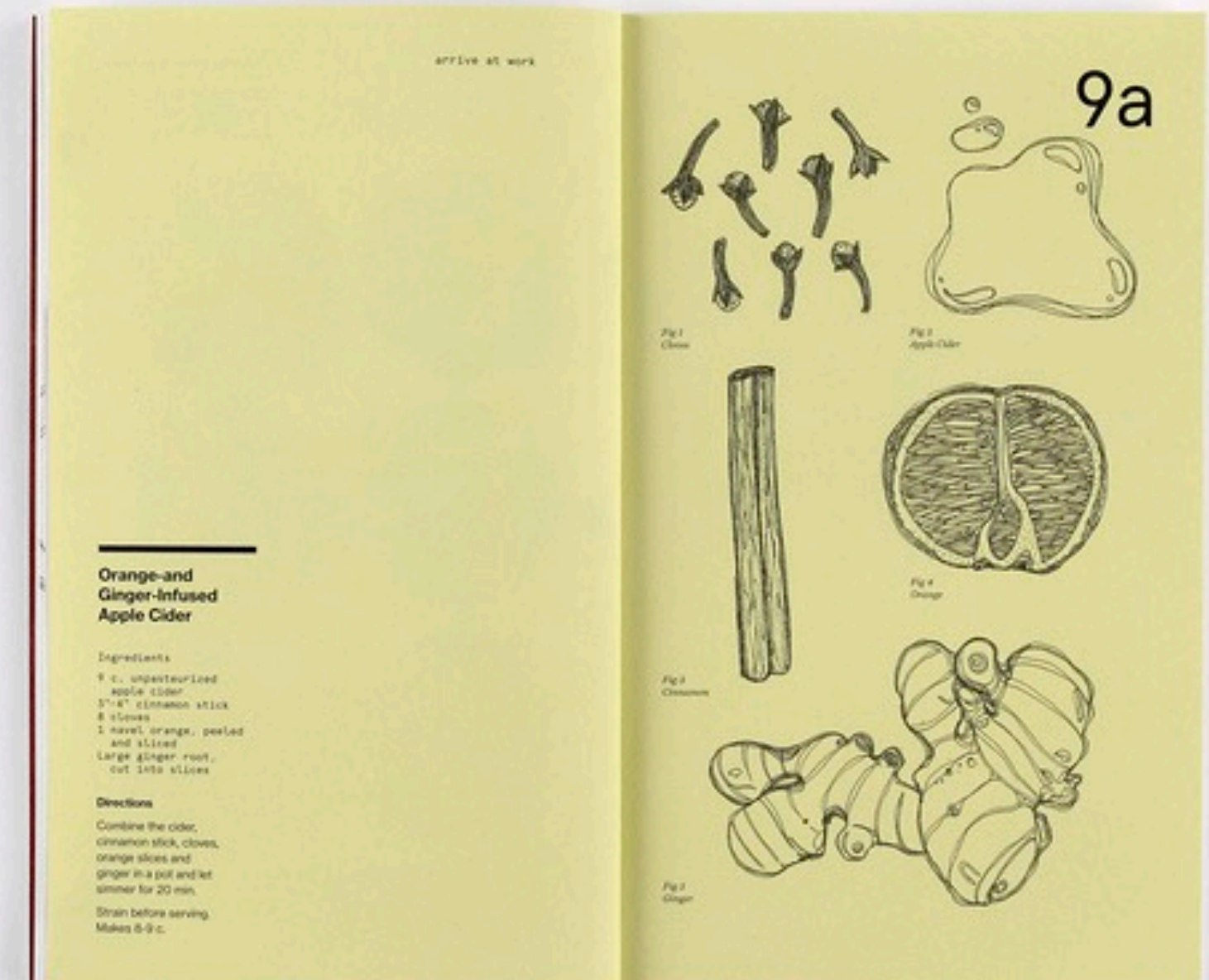
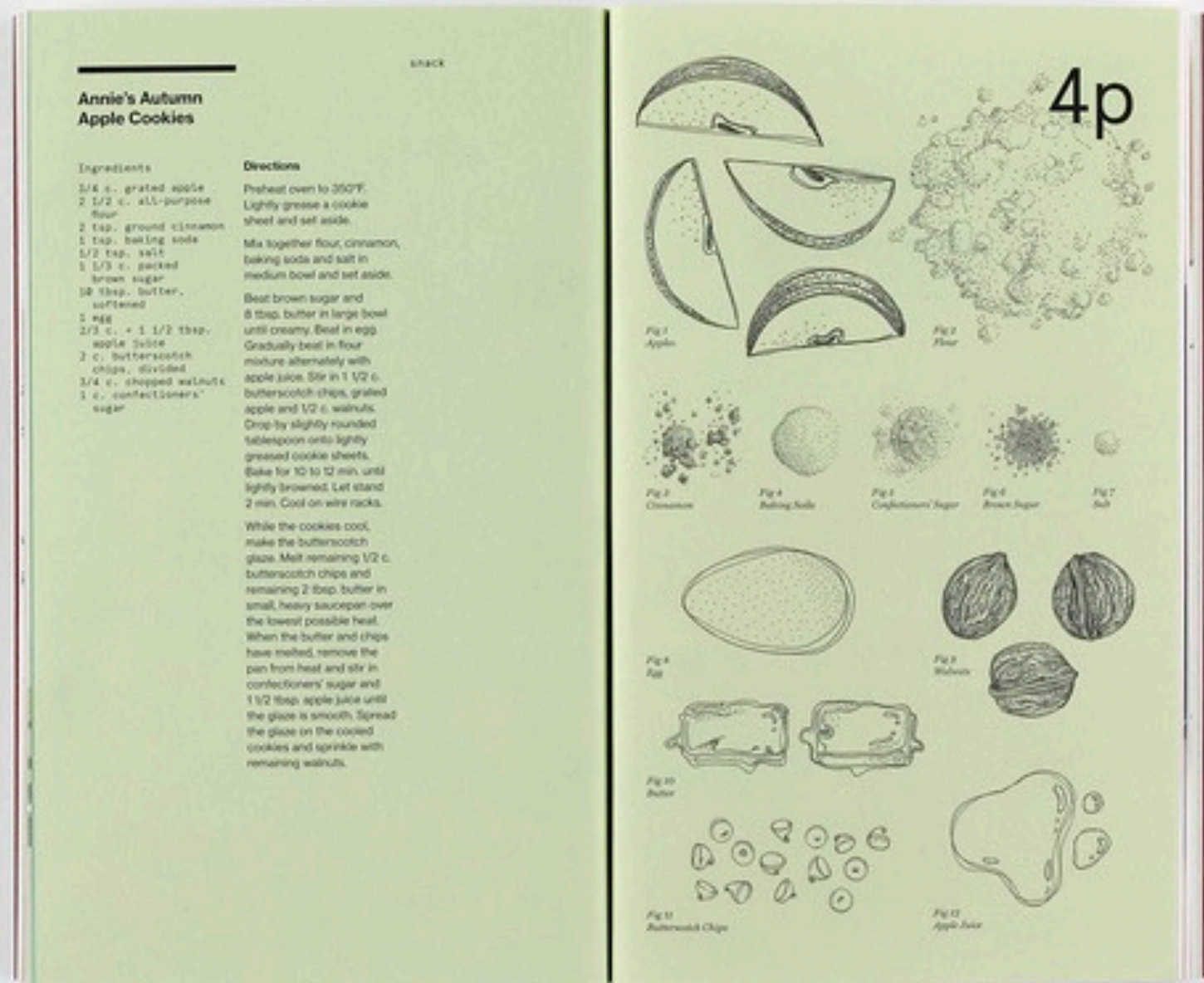
PART III

APPLES AND AMOUR

Dreaming that you're eating an apple represents finding harmony, pleasure and fertility in your life. It may also represent your sexual appetite, lustful desires and personal sexual awareness.

ACCORDING TO IRISH FOLKLORE

a young lady who seeks to know her matrimonial future should pare an apple in one long peel and throw it over the shoulder. The shape that the peel forms on the floor will form the first initial of her future mate's name.



THE SEEDS OF A HALVED APPLE
form a pentagram

which the ancient Celts believed to be a symbol of fertility. They understood the fruit to have divination powers, especially in matters of love. For instance, young people who stood before a mirror, eating a halved apple by candlelight, could expect to see the reflection of his or her future spouse.

A close-up photograph of a wooden crate filled with apples. The apples are in various stages of ripeness, with some being bright red and others showing a mix of red and yellow-green. The wooden crate is made of dark, weathered wood. The background is slightly blurred, showing more crates filled with apples.

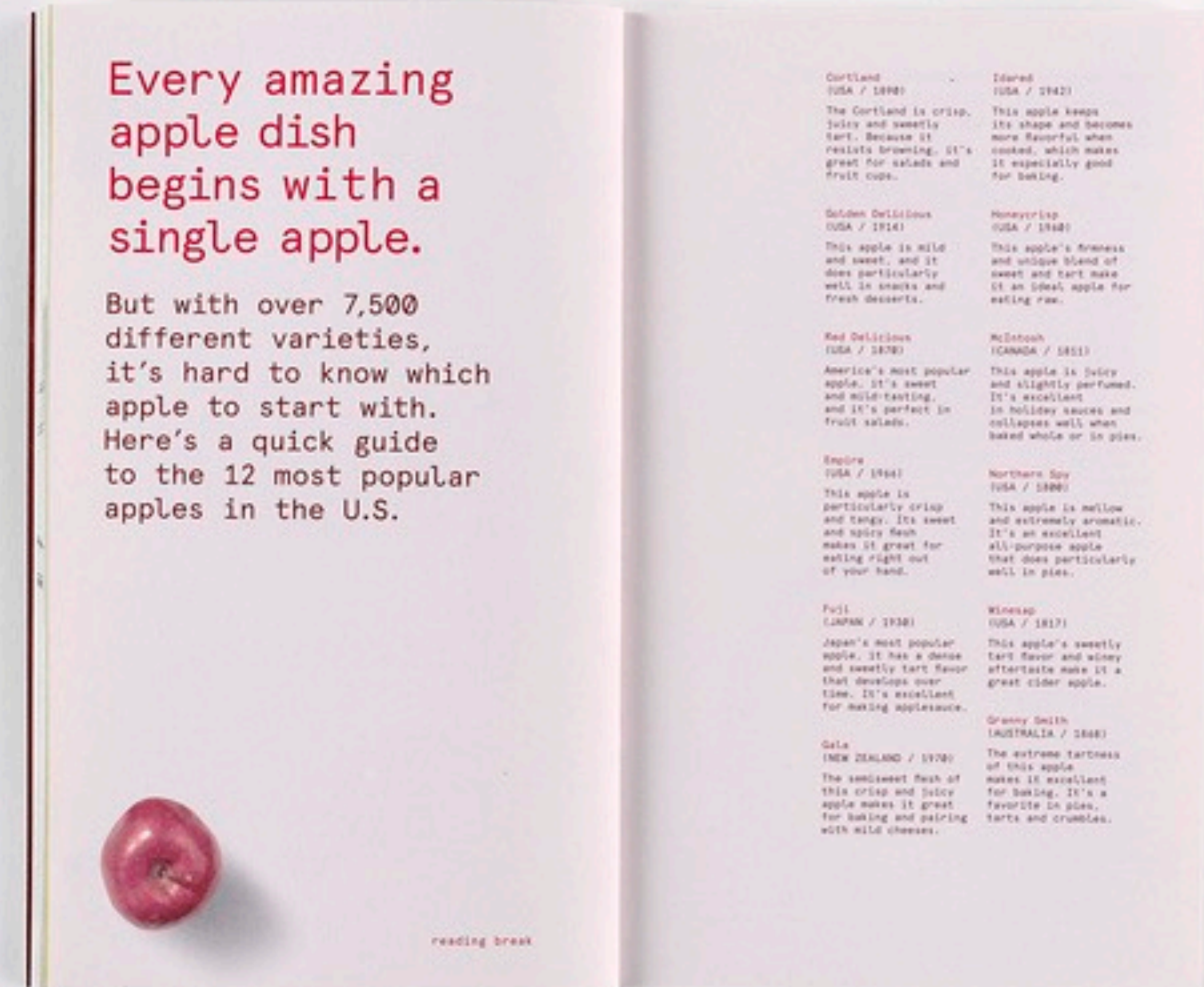
PART IV **HOW TO SPEAK APPLE**

PART IV—HOW TO SPEAK APPLE

HOW TO SPEAK APPLE

Why do we say that men have “Adam’s apples”?

Having taken that forbidden bite in the Garden of Eden, the first man is purported to have gotten a section stuck in his throat. It stayed for all of time.



WHEN WE RAISE A POINT FOR DISPUTE

Why do we call it an “Apple of Discord”?

When Eris, the Greek goddess of discord, cast a golden apple before Hera, Athena and Aphrodite, she addressed it “to the fairest”—but left the answer open for interpretation. Hello, Trojan war.

DURING AN ORCHARD-VISITING WASSAIL

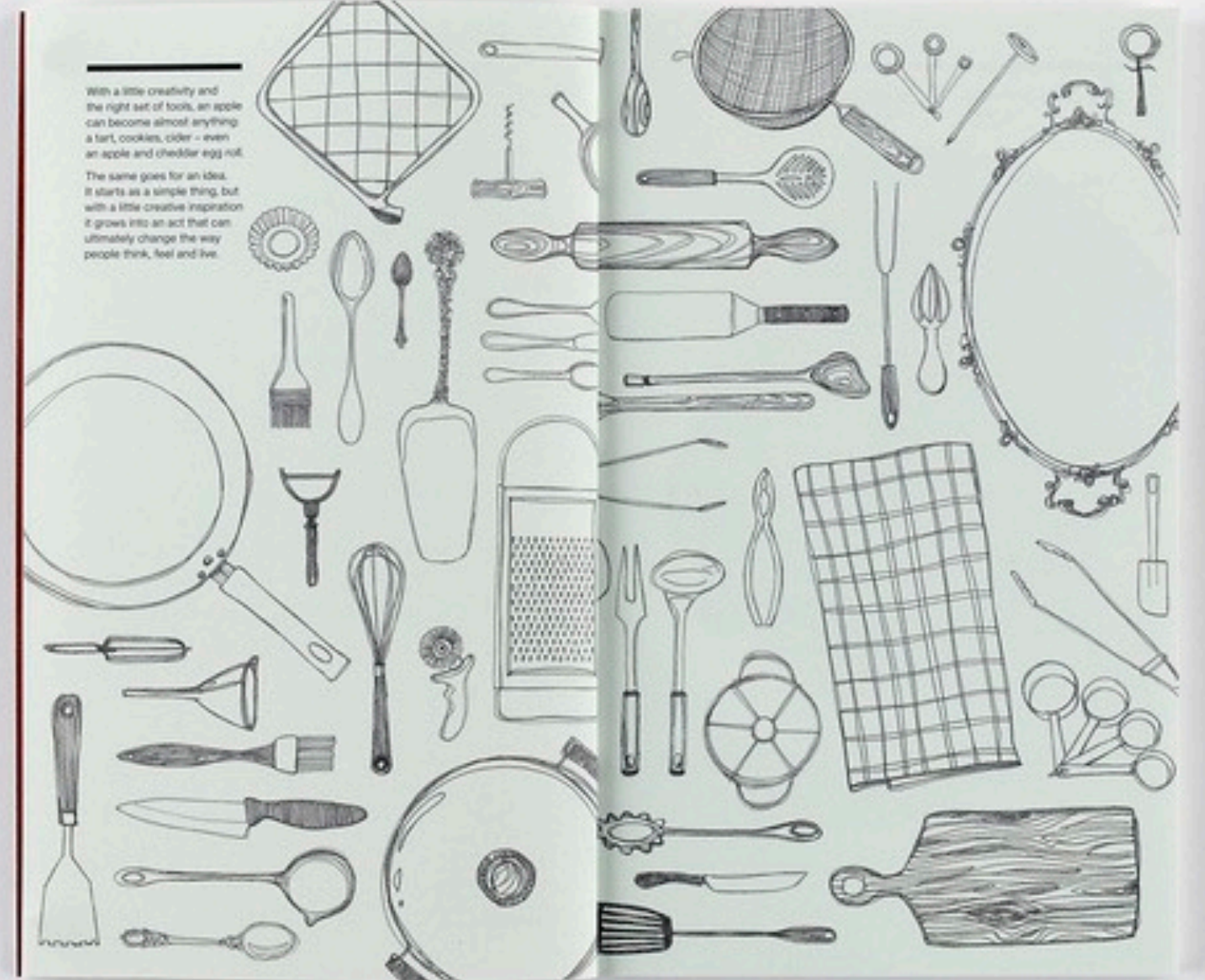
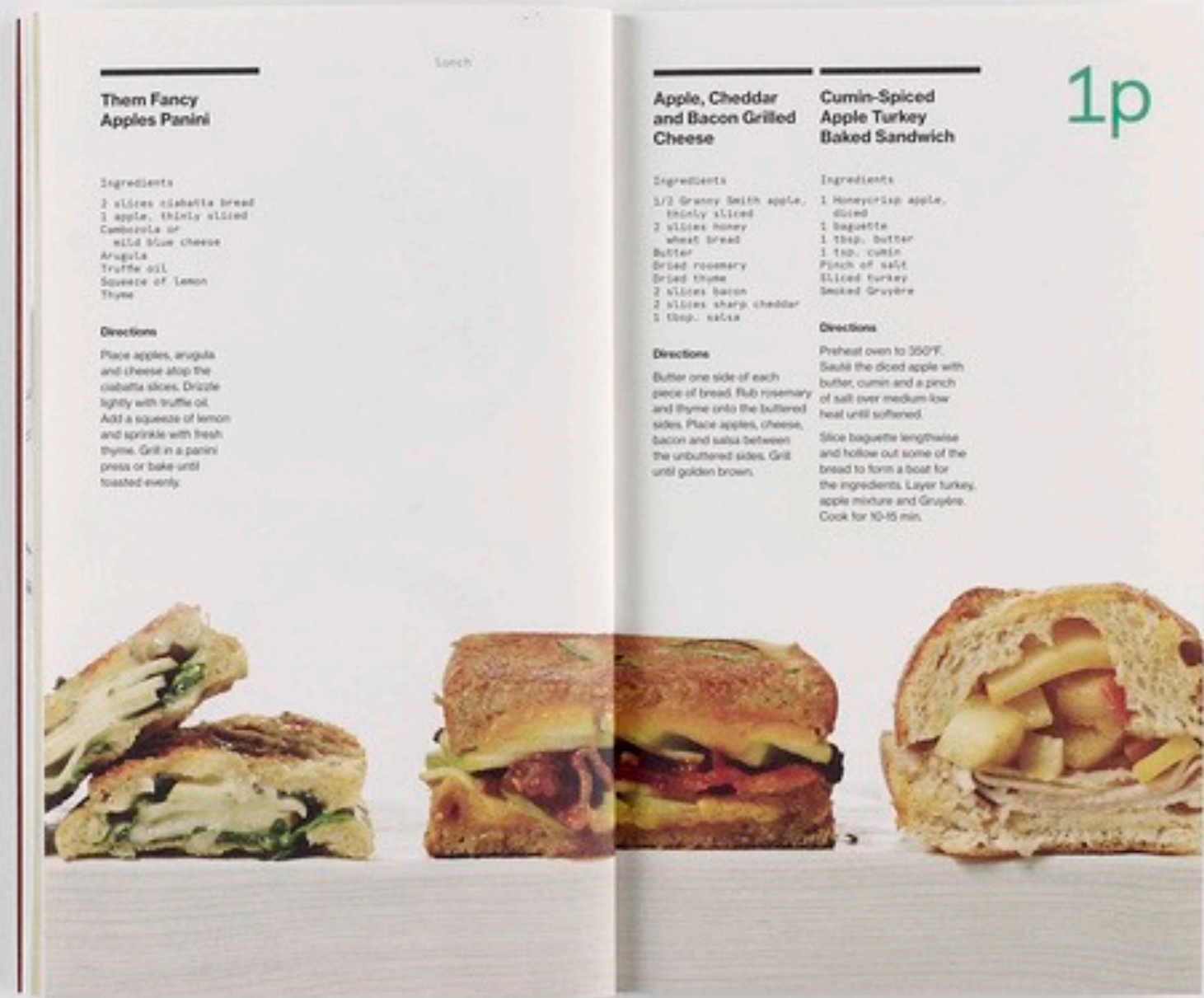
of pre-Christian England, villagers gathered at the orchard to sing, waking the trees and scaring off evil spirits to ensure a good harvest. Should a villager ever greet you with a "waeshaeil," fear not. Respond with a hearty Middle English: "*Drinc hæl!*"

Any reason we compare “Apples to oranges”?

Not particularly. In Germany, they compare apples to pears. And in Serbia? Grandmothers to toads.

Where else do we hear about “Apples and pears”?

In cockney rhyming slang—a manner of speaking with origins in 19th century London —“apples and pears” means “stairs.” The phrase is further shortened when spoken: *“Run up the apples to your room now.”*



WHY DO WE TELL OUR LOVERS
they are the "Apple of my eye"?

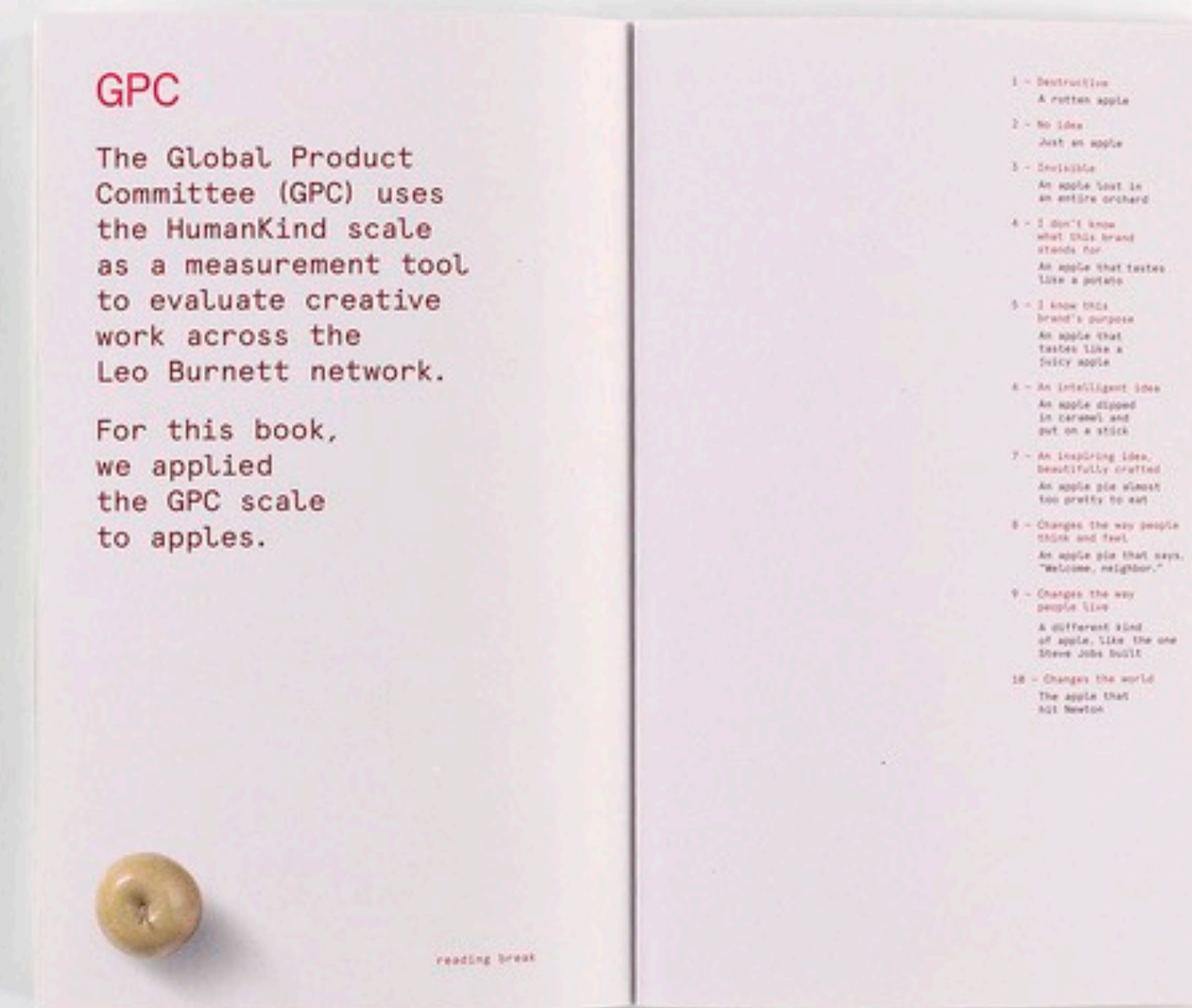
Self love, really. When looking into our beloved's eyes, we see our own image, reflected in the pupils. And in Old English, "the pupil" was known as "the apple."

Does “an apple a day” live up to its claims?

When hard cider was banned during prohibition, apple growers needed people to eat more of their fruit, rather than brew it. Positioning the apple as a health food, they pushed the old adage into popular culture as an ad campaign.

Will one rotten apple in fact spoil the whole barrel?

Eventually. As the apple ripens, it produces ethylene—a gaseous emission that will hasten the ripening and rotting of other nearby fruits.



“BAD APPLE.” “FORBIDDEN FRUIT.”
Linguistically speaking, how did the apple come to earn these negative connotations?

Who can say? But consider: the Latin word for “apple” (*mālum*) is nearly identical to that for “evil” (*malum*). In fact, as late as the 17th century, the word “apple” was used to describe any fruit, including nuts, adding still more etymological confusion..”

“Pomade” seems to derive from, “pomme,” the French word for apple. *Pourquoi?*

Today, we know pomade as the waxy hair dressing that no self-respecting Rockabilly leaves home without. But in the 16th century, it was an ointment made of animal fats, herbs and mashed apples.

Speaking of *pomme*, do the French have any thoughts on potatoes?

The French word for “potato” is “la pomme de terre,” or “apple from the ground.”

