

DOROTHY LANE MARKET®

market report

August 2007

club dlm 2.u



Dear friends of DLM,

To quote my mom, Vera, as she said in a letter to you in 1995, “From the day Dorothy Lane Market® opened, we wanted to provide great customer service with a family atmosphere and provide quality merchandise at a fair price. In the beginning, we knew our customers by name, and we knew what they bought. Even today, the associates who make up the DLM family pride themselves on knowing many customers who shop with us weekly.”

We launched Club DLM in 1995 with the goal to thank our customers for shopping with us. Certainly you would agree

that Club DLM has been a nice benefit to shopping at Dorothy Lane Market. With it come special offers, more accommodating service, discounts, individual treatment, and other good things. Many retailers who have frequent shopper programs say they are trying to make loyal customers, but actually they are just offering a discount card. Our goal with Club DLM is to show our loyalty to you for giving so much to us. Club DLM is part of our culture, and I couldn't imagine doing business any other way.

If we could only get rid of having to carry the card or key fob itself, but keep all the benefits, wouldn't that be nice? And while we're at it, how about being able to shop without fumbling for a checkbook, wallet, or even cash?

Well, we are happy to announce that Club DLM has gone through a major upgrade to allow you to do just that! This is such

a sweeping change that we felt we even had to give it a new name— Club DLM 2.U. We chose this name because our goal is to make Club DLM about YOU, with weekly offers that are personalized to what you buy at DLM. And, since Club DLM 2.U is powered by Pay by Touch™, you can choose to access your offers, as well as pay securely, with just the touch of your finger! So, my mom, who will be 102 in October, has seen us come full circle back to our roots, to give you more of what you want, only in a much more high-tech way.

When I told my mom about Club DLM 2.U, all she could say, as she shook her head, was, “This is unbelievable!”

Yours truly,

DOROTHY LANE MARKET®
CLUB DLM 2.U

powered by  PAY BY TOUCH™

Diagnostic and Treatment Alternatives for Allergic Conditions

Dr. Ron Cox is a board certified Allergist/Immunologist who is in private practice in Centerville, Oxford, and Tipp City. He attended the University of Kansas for medical school; Mt Carmel Health for Internal Medicine; and Wilford Hall Medical Center with the United States Air Force for Allergy/Immunology and Clinical Laboratory Immunology. An assignment as the Chief of Asthma and Immunizations at Wright Patterson AFB brought him to Dayton. He started Ohio Valley Allergy, Asthma, and Cough Centers in the summer of 2005. The practice specializes in

pediatric through adult patients. He treats a variety of conditions, including allergies, asthma, dermatitis, urticaria, eczema, food allergies, bee stings, chronic cough, and environmental sensitivities. Dr. Cox has been a regional speaker for seven years and is a regular contributor on *Sound Health* from NPR station WMUB.



Dr. Ron Cox

Allergies can be very burdensome and debilitating. They are the leading cause of lost work and school days in the U.S. and cause learning impairment. **Diagnostic and Treatment Alternatives for Allergic**

Conditions will be presented Tuesday, August 21, 7 – 8:30 p.m. in the Springboro Community Room. Dr. Cox will be discussing a wide variety of issues, including avoidance measures, methods of investigation, natural treatment alternatives, and medication alternatives. The cost is \$10. Registration is required, as seating is limited. To register, or for more information, go to www.dorothyane.com, or contact Kathy Stone at (937)748-6800 or Joy Kemp at (937) 434-1294.


Back To School:

Essential Nutrition and Supplement Information for Brain and Nervous System Health

Oakwood: Tuesday, August 7, 12:30 – 2p.m.

Washington Square: Saturday, August 11, 10 – 11:30 a.m.

Springboro: Tuesday, August 7, 7 – 8:30 p.m.

This presentation is free, but registration is suggested, as seating is limited. To register, contact Lori Kelch, Healthy Living Educator, at lkelch@dorothyane.com. 




Zuzu Luxe Cosmetics by Gabriel

As a child, Gabriel DeSantino, CEO and founder of Gabriel Cosmetics, Inc., observed his grandmother making homeopathic cosmetics from seaweed, kelp, and herbs that he had helped her gather at her home by the ocean in Mexico. As a naturopath and herbalist, his grandmother was knowledgeable of the many healing and revitalizing properties of the ocean plant life. As Gabriel grew older and entered the field of beauty, he became even more aware of how young and unlined her skin remained.

His grandmother passed on her wisdom of the healing benefits of the sea to Gabriel. This knowledge spurred his research further, leading Gabriel to a European Bio-Chemist with 30 years experience in developing botanical formulations.

Inspired by the European spa tradition, our new Zuzu Luxe luxury color cosmetics line by Gabriel Cosmetics, Inc., blends soothing, clean, all-natural ingredients, such as spring water, herbs, and vitamins, as well as rare and exotic essential oils, with sophisticated fresh colors designed for women in the know. They will make your face look healthy and refreshed, and the all-natural ingredients will help keep your skin free from breakouts. No synthetic chemicals or animal by-products are utilized, and no testing is ever done on animals. They are environmentally safe products and contain a higher percentage of active ingredients than any other similar products.

Discover for yourself how the pressed mineral base Zuzu Luxe cosmetics are the finest and most harmonious union of nature and scientific discovery. The full line is available at our Washington Square and Springboro locations and is 20% off through August. 



Fresh Mozzarella Quesadillas

Adapted from *Fine Cooking*, July 2006.


This recipe serves four as a main course or eight as an appetizer.

3 Tbsp unsalted butter, room temperature
½ cup finely shredded Parmigiano-Reggiano (about 1 ounce)
(4) 10-inch flour tortillas
8 oz DLM Homemade Fresh Mozzarella (plain or marinated),
cut into small pieces
¾ lb tomatoes, seeded and chopped (about 2 medium)
½ cup coarsely chopped fresh basil
Sea salt and freshly ground pepper

Position a rack in the center of the oven; heat the oven to 200°F.

In a small bowl, mix the butter and Parmigiano-Reggiano. Spread this on one side of each tortilla and set the tortillas on a work surface, buttered side down. Distribute the mozzarella among the tortillas, covering only half of each and leaving a 1-inch margin at the edge. Follow with the tomatoes and basil, and sprinkle with salt and pepper to taste.

Fold the tortillas in half to enclose the filling, creating a half moon.

In a large nonstick skillet over medium heat, cook the tortillas, covered, until golden brown on the first side, (about 3 minutes), uncover, flip, and cook until the second side is golden brown and the cheese has melted completely, (about 2 minutes). Transfer the quesadillas to the oven to keep warm and repeat with the remaining quesadillas. Cut each quesadilla into four wedges and serve warm. 

Per quesadilla: 427 calories (58% calories from fat); 27g total fat; 16g saturated fat; 75mg cholesterol; 544mg sodium; 26g total carbohydrates; 18g protein

Green Bean Pancetta Salad


Adapted from *Fine Cooking*, July 2006.

4 medium ripe tomatoes (about 1 1/3 lbs)
5 Tbsp sherry vinegar
1 Tbsp honey
½ lb thinly sliced pancetta
6 Tbsp Vera Jane's Extra-Virgin Olive Oil
1½ lbs green beans, ends trimmed, cut in half
Sea salt and freshly ground pepper
¼ cup chopped fresh chives
1 cup Parmigiano-Reggiano shavings (about 4 oz)

Core the tomatoes, slice them in half horizontally, and flick out most of the seeds and juice with a fingertip. Cut the tomatoes into 1-inch chunks and put them in a large serving bowl. In a small bowl, mix the vinegar and honey.

In a large sauté pan over medium heat, cook the pancetta in two or three batches until crisp and golden, 3 to 5 minutes per batch. Remove the pancetta from the pan, drain on paper towels, chop roughly, and keep warm. Add olive oil to the pan.

When ready to serve, bring a large pot of salted water to a boil. Put the beans in the boiling water and cook until crisp tender, about 3 minutes. Drain the beans and spread them on paper towels or dish towel to dry briefly. Put the warm beans in the bowl with the tomatoes. Return the pan with the oil to medium heat. When the fat is warm, whisk in the vinegar-honey mixture, turn the heat to high, and whisk until the mixture boils and emulsifies. Immediately pour hot dressing over vegetables in the bowl. Toss, season with salt and pepper, and add chives. Sprinkle the chopped pancetta over the salad and scatter the cheese over the top; toss gently. Serve immediately. **Makes 6-8 servings**


Per serving: 326 calories (70% calories from fat); 26g total fat; 8g saturated fat; 31mg cholesterol; 624mg sodium; 13g total carbohydrates; 11g protein



Unique Rewards



Get your offers sent to you via email
 — or —
 visit the kiosk and simply scan your finger once you've enrolled in Pay By Touch (or swipe your Club DLM card).



Offers updated every week

The kiosk then prints your customized Club DLM 2.U offer sheet with savings on the things you buy the most.



At checkout, swipe your Club DLM card or scan your finger to redeem your offers; pay and go!

User Friendly Payments

It's easy to enroll

> Bring a photo ID, your Club DLM card and a paper check to any Dorothy Lane Market. Don't have a check with you? No problem. Just mail it in later, or add it online at www.dorothyane.com.



> Or, sign up online at www.dorothyane.com. Then, finish up by adding your finger scan at any Dorothy Lane Market.

Payment is a breeze

- > Put your finger on the sensor and enter your 10-digit phone number.
- > Approve the purchase amount; grab your groceries and go!

The Pay By Touch Service Advantage

COMPARE	CASH	DEBIT	CREDIT	CHECK	
Secure	X	X	X	X	✓
Not Able to be Stolen	X	X	X	X	✓
Not Able to be Forged	✓	X	X	X	✓
Convenient	✓	✓	✓	X	✓
Instant Savings	X	X	X	X	✓



Candied Ginger Peach Shortcake

Chef Loretta Paganini, of the Loretta Paganini School of Cooking in Cleveland, Ohio, left us hungry for more when she brought some of these shortcakes for us to sample at her Summer SOC class. Enjoy these wonderful ginger-kissed shortcakes with the amazing Prima Sweet Peaches this summer!

2 cups cake flour, plus extra for dusting
 2 tsp baking powder
 ½ tsp salt
 2 Tbsp sugar
 6 Tbsp cold, unsalted butter
 1 cup buttermilk
 3 Tbsp chopped candied ginger
 1 egg, beaten for brushing shortcakes
 3 Tbsp sugar

Peaches:

4-5 peaches, firm but ripe
 1 lemon
 2 Tbsp *Amaretti di Saronno* liqueur
 Mint sprigs and powdered sugar for garnish
 Whipped Cream or Ice Cream (optional)

Preheat oven to 400°F. In a mixing bowl, combine first four ingredients and mix well.

With a pastry cutter, cut butter into flour until mixture resembles coarse meal. With a wooden spoon, slowly stir in the butter-milk and candied ginger, being careful not to overmix – dough will begin to form a cottage cheese consistency.

Drop by heaping spoonfuls in a bowl of cake flour. Dust flour off and place shortcakes onto a parchment-lined baking sheet. Brush the surface with beaten egg and sprinkle with sugar. Bake for 15 minutes or until light golden brown. Allow to cool.

For the peaches:

Pre-Heat grill. Make sure grill surface is cleaned well and oiled. Peel peaches, halve, and remove pit. Rub cut side of peach with lemon; then grill to achieve good marks. Turn over and cook on lower heat for an additional 2 minutes. Transfer peaches to a heated sauté pan. Add amaretto and cook for a few minutes to burn off alcohol. Allow to cool. Cut peaches into wedges.

Slice shortcakes in half and spoon peaches over bottom of cake. Place top of cake over peaches, dust with powdered sugar, and top with your choice of whipped cream or ice cream. Garnish with a sprig of mint and serve.

Makes 6 – 8 servings Deb

You are invited to attend

A Taste of the SOC Open House

Sunday, August 19 • 1– 4 p.m.

- **Free 25-minute demonstration class** — Resident Chef Carrie Walters will teach from start to finish how to make *Thai Grilled Beef Salad with Cucumber and Fresh Herbs*. Enjoy a tasty sampling at the end paired with Burgans Albariño – a crisp Spanish wine. Classes start every half hour beginning at 1:30 p.m.
- **10% off all purchases in The Cook's Nook!**
- **Early Bird Registration** — Register in person for Fall 2007 classes

Learn to cook better with Dorothy Lane Market's School of Cooking!

The Fall 2007 Schedule of Classes will be available online and in our stores August 15, 2007!

Registration begins Wednesday, August 22 at 10 a.m.!

kids' club

Produce of the Month: Nectarine

Fruit Smoothie Cubes

3 ripe bananas

(1) 8-oz can crushed pineapple in unsweetened juice, undrained

(1) 10-oz pkg frozen sweetened sliced strawberries in syrup, slightly thawed, broken up.

Use 2 ice cube trays. In blender container, combine all ingredients; blend until smooth, stopping blender and scraping down sides 2 or 3 times.

Divide mixture evenly into ice cube trays. Freeze 3 hours or until solid.

Let fruit cubes stand at room temperature for 1 minute. Remove from ice cube trays. Place cubes in resealable plastic freezer bags. Store in freezer until ready to use. **Makes 24 cubes**

Creamy Spoon Smoothie

1/4 cup milk

(1) 6-oz container custard-style strawberry yogurt

3 frozen Fruit Smoothie Cubes

Combine all ingredients in blender container, blend until smooth and creamy, stopping and scraping down sides occasionally.

Sipping Juice Smoothie

3/4 cup apple or orange juice

3 frozen Fruit Smoothie Cubes

Combine fruit cubes and juice in blender container, blend until smooth. *Jill*



bakery



New! Chausson Puff Pastry Sandwiches

During a recent trip to Montreal we were treated to a tour of all of the best markets and eateries by Renée Drolet, owner of **Chocolat Chocolat**. Chocolat Chocolat has been supplying chocolatiers with professional molds and high-end packaging since 1988. This family-owned company is dedicated to the promotion, enjoyment, and the art of chocolate. One of the world's premier suppliers, Chocolat Chocolat stocks 6,000 molds from European and Canadian manufacturers, and they take pride in ensuring that their boxes, bags, and ribbons match perfectly the most sought-after and desired trends.



One of our favorite places we had the pleasure of visiting was **Pâtisserie Pagel**, another family-owned company. There we enjoyed many wonderful pastries, including the inspiration for our new Chausson Puff Pastry Sandwiches. When we returned, we decided to create our own versions, using the finest all-natural ingredients which are free of hydrogenated oils. We use puff pastry dough made with Beurremont butter, a traditional New England-style butter made with 83% butterfat. These savory treats, created by pastry chef Ghyslain, can be enjoyed at room temperature, or heated up for a tasty pick-me-up or with soup for lunch. Choose from three varieties, baked fresh daily in our bakeries: *Tourte Provençal*, all-butter puff pastry dough filled with our signature Vera Jane's Marinara Sauce, mushrooms, pepperoni, and mozzarella; *Chausson Rustique*, filled with béchamel sauce, DLM Hickory Smoked Bacon, broccoli florets, and sharp Cheddar cheese; and *Chausson Normande*, filled with Madrange ham, Gruyère cheese, arugula, and béchamel sauce. Available during lunchtime in our Bakeries • \$2.99 *Jennifer*



DLM Rib-Eye Steak Sandwich Cookout

Friday and Saturday,
August 3 and 4
11:30 a.m. to 6:30 p.m.

DLM Grilled Shrimp and Corn Cookout

Friday and Saturday,
August 10 and 11
11:30 a.m. to 6:30 p.m.



DLM Hot Dog Stand

Friday and Saturday,
August 17 and 18
11 a.m. to 4 p.m.

What Club DLM Can Do for You

- Club DLM saves you money on thousands of items throughout the store.
- The higher your purchase total, the greater the savings you will receive.
- Our Good Neighbor Program rebates up to 1% of your purchases back to your favorite non-profit organization. Simply sign up once for the year (forms are near the service booth in each store), and your preferred group will benefit from your purchases.
- Every time you use your Club DLM card, you are automatically entered in our monthly sweepstakes. Each card use results in an extra chance to win.
- Your card is the key that unlocks discounts at a large number of area businesses. For a complete list of participating merchants, check out the chalkboard in each store.
- DLM returns hundreds of lost keys a year to customers who, fortunately, had their Club DLM key fob attached to their key rings.



Remember, the cornerstone of Club DLM is that the more you purchase with your Club DLM card, the better the offers we can send you!



UPGRADE TODAY!

- > **2.Unique**
Offers that are unique to you and your spending
- > **2. Upgraded**
Even more savings on the products you love
- > **2. User Friendly**
Easy to use – freedom from checks, coupons, and hassle

DOROTHY LANE MARKET®
CLUB DLM 2,U

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DOROTHY LANE MARKET® www.dorothyane.com • www.dlmmailorder.com

Oakwood 2710 Far Hills Ave., Dayton, OH 45419, (937) 299-3561 **Washington Square** 6177 Far Hills Ave., Dayton, OH 45459, (937) 434-1294

Springboro 740 N. Main St., Springboro, OH 45066, (937) 748-6800

Prices herein are valid through August 31, 2007. Club DLM card is required for all sale prices except beer and wine. In the event of a typographical error, in-store prices will prevail.
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Great Food Travels Well

Call us for corporate pricing!



Send your favorite foods from DLM to a friend — it's easy to order online at www.dlmmailorder.com or call us at 1-866-748-1391.

AUGUST CLUB DLM PRIZES

- 1) \$50 Gift Card to the Oakwood Club restaurant
- 2) 4 tickets to the Ohio Renaissance Festival (value \$68)
- 3) \$50 Gift Certificate to the Encore restaurant

Each time we scan your Club DLM card, you'll be entered in our monthly drawing. One set of prizes will be awarded at each store location. No purchase necessary to enter.

DOROTHY LANE MARKET®

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